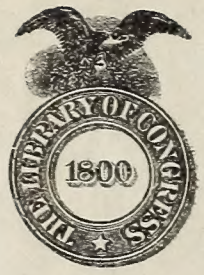

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VOL. XX. NO. 7

SINGLE COPIES, 25 CENTS
PER YEAR, TWO DOLLARS

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

Published Each Month by Edward Lyman Bill, Inc., at 383 Madison Ave., New York, July 15, 1924

Victrola

REG. U.S. PAT. OFF.

The word "Victrola" as well as the picture "His Master's Voice" is an exclusive trademark of the Victor Talking Machine Company. Being registered trademarks they cannot lawfully be applied to other than Victor products.

"HIS MASTER'S VOICE"

REG. U.S. PAT. OFF

Victor Talking Machine Company, Camden, N.J.

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

Here's *Salable* Merchandise to *Create Summer Business!*

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL
RADIO SPEAKER
With Concealed All-Wood Horn

$30 Radio fans everywhere are fast becoming enthusiastic over the better results obtained with this new speaker and are buying in quantity. You, too, can cash in on this demand.

Study this array of *salable* merchandise. There's no possibility of a profitless summer when Sonora merchandise, listed at such moderate prices, is available. These phonograph and radio products represent *your summer opportunity.* Seize it! Write today for our proposition and summer selling plan.

Sonoradio
CLEAR AS A BELL

$50 Portables $65

An instrument which fills the large demand for a real musical instrument that is truly portable.

Touraine $185

Radio Adapted

Equipped with rack for easy and quick radio installation. And the famous Sonora tone passage gives reproduction results that will sell many for you.

Sonora Phonograph and Radio All In One

Saginaw $100

A Sonora Period model at the low price of $100! Think of it! Here is a model that will literally create its own market.

Your inquiry will receive our prompt and careful attention.

SONORA PHONOGRAPH CO., Inc.

NEW YORK

Manufacturers of **Sonora Phonographs, Sonora Radio Speakers and Sonoradios**

Canadian and Export Distributers: **C. A. Richards, Inc., 279 Broadway, N. Y.**

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

TS2301
.P3A6
RGS

The Talking Machine World

Vol. 20. No. 7 | New York, July 15, 1924 | Price Twenty-five Cents

Elaborate Edison Exhibit Planned for Atlantic City

Display and Demonstrations in Connection With Art and Industry Exposition on Million Dollar Pier to Continue Throughout Summer

Visitors to Atlantic City during the present Summer will have an opportunity of inspecting the full line of Edison phonographs, seeing and hearing Edison recording artists in tone tests and enjoy the Edison in concert as a result of arrangements made by Thos. A. Edison, Inc., for an exhibit at the Art and Industry Exposition to be held on the Million Dollar Pier from July 16 to September 10, inclusive. There will by eighty-five exhibits in the exposition, with the Edison exclusive in the phonograph field.

The Edison exhibit will occupy a special booth and will include features showing the development of the phonograph from the original model up to the present time. There will be a continuous series of tone tests in the booth, with prominent Edison artists participating.

The feature of the exposition will be the home electric, which represents the best ideas submitted in the contest participated in by several thousand architects for the designing of an electrically equipped home to cost not more than $15,000. One of the latest Edison models will grace the livingroom of the model home.

On a stage erected just outside the electric house there will be given daily concerts in which the Edison phonograph, together with Edison artists and the Ampico reproducing piano, will be featured.

The exhibit will be in charge of Harold L. Lyman and all visitors to the Edison booth will be registered and their names and addresses forwarded to the Edison dealers nearest their homes, as additions to the prospect lists.

All Victor Employes on Vacation July 26-August 11

Entire Plant to Be Shut Down for Two Weeks' Period to Permit Simultaneous Vacations

Following the custom adopted last year following one or two seasons of experimenting, the entire plant of the Victor Talking Machine Co. in Camden, N. J., will close down on July 26 and reopen on Aug. 11, the idea being to give all employes of the company a full two weeks' vacation simultaneously, thus avoiding the confusion that often exists throughout the Summer months when the vacations are divided up in the usual course.

The general vacation plan proved a distinct success last year, with practically 100 per cent of the employes reporting for work on the opening days and for the most part full of ambition. The result was that operations were resumed on a full time, full staff basis.

As was the practice last year, those who have been in the employ of the company for a full year or more will receive full pay for the entire vacation period, while those who have been with the organization less than a year will receive one day's pay for each month of service.

New Sonoradio Style Coming

It is understood that the Sonora Phonograph Co., Inc., New York, is planning to place on the market a new Sonoradio instrument which will be known as Style 242. This new product comprises the standard Sonora phonograph equipment with a three-tube neutrodyne radio set and the list price will be $225. Deliveries will be made in August and full details regarding this new instrument will be forthcoming soon.

Royal Line Sales Corp. Opens Offices in Boston

P. A. Ware Is General Manager of Distributing Organization in New England of Royal Phonographs and Neutrodyne Radio Sets

BOSTON, MASS., July 8.—The Royal Line Sales Corp. has opened offices and showrooms at 218 Tremont street, with P. A. Ware as general manager of the organization. The company will distribute throughout the New England States Royal phonographs and Royal neutrodyne radio products. A complete sample line is already on the floor, and carload shipments are en route to this city from the Adler Mfg. Co.'s factories in Louisville, Ky.

The appointment of P. A. Ware as general manager of the Royal Line Sales Corp. in this city will undoubtedly be welcome news to talking machine dealers in New England, as Mr. Ware is one of the most popular members in the wholesale talking machine trade. He was previously identified with Victor jobbing interests and more recently associated with the Brunswick-Balke-Collender Co. Mr. Ware numbers among his friends dealers throughout the country, and his intimate familiarity with their sales problems should enable him to co-operate to excellent advantage with Royal dealers in the New England territory.

H. J. Power Now Sole Owner of Amrad Interests

Founder of American Radio & Research Corp. in Complete Control of the Business

MEDFORD HILLSIDE, MASS., July 1.—The American Radio & Research Corp., manufacturer of Amrad sets, has announced that Harold J. Power, founder of the company and one of the early radio pioneers, has acquired complete ownership of the business. The announcement calls attention to the fact that the development of radio and the American Radio & Research Corp. has extended almost over identical periods. During the development period of this corporation the radio industry was materially assisted by the financial interest of J. P. Morgan. Largely to this interest is credited the fact that radio has developed from an experimental plaything to a practical business proposition. The election of Mr. Power, who, it is stated, was probably the first man to become interested in the manufacture of radio equipment for the use of the layman public, to head the corporation he started in 1915, is unique in business circles, for, it is stated, rarely do pioneers in new industries survive their early missionary efforts. It usually remains for some one else to develop and organize the business.

The centralization of control in the hands of Mr. Power gives the American Radio and Research Corp. an active president, thus enabling the corporation to adhere rigidly to specific policies at all times.

Jose Mojica Now Sings for the Edison Records

Among the latest additions to the list of Edison artists is Jose Mojica, one of the leading tenors of the Chicago Civic Opera Co., who, before joining that organization in 1919, appeared for a number of years in prominent opera rôles in Mexico City.

The first record by Mojica bears two romantic Spanish songs attractively rendered, they being "Eres tu" and "Golondrina Mensajera," the first composed and the latter arranged by Oteo, the prominent Spanish composer.

Ralph L. Freeman Resigns From Victor Co. Service

Relinquishes Post as Director of Distribution of Victor Co. to Take Charge of the Lumbermen's Insurance Co., Philadelphia

CAMDEN, N. J., July 8.—At the general offices of the Victor Talking Machine Co. here yesterday announcement was made of the early retirement of Ralph L. Freeman, director of distribution, in order that he may take over the active management of the Lumbermen's Insurance Co., 427 Walnut street, Philadelphia, of which company a syndicate of which Mr. Freeman is a member recently secured control. No announcement has been made as to who will assume Mr. Freeman's important duties with the Victor Talking Machine Co.

New Sonora Jobber Covering Southern California

Commercial Associates of Los Angeles to Cover Important Southern Counties, Arizona and Hawaii for Sonora Phonograph Co.

The Sonora Phonograph Co., Inc., announced this week the appointment of the Commercial Associates, 724 South Broadway, Los Angeles, Cal., as a jobber for Sonora products covering the following territory: Southern California counties of Santa Barbara, Ventura, Los Angeles, San Bernardino, Orange, Riverside, San Diego and Imperial, together with the State of Arizona and the Hawaiian Islands. At the present time negotiations are pending for the appointment of a Sonora jobber to cover the counties in Northern California and the States of Washington and Oregon and, pending the completion of these arrangements, the Commercial Associates, Inc., will cover this territory. This organization, which succeeds the Magnavox Co. as a Sonora jobber, is sponsored by well-known Los Angeles business men who are keenly enthusiastic regarding the sales possibilities for Sonora product in this important territory.

Two Additions to Record Division of Columbia Co.

G. C. Jell and A. W. Roos, Both Well Known to the Trade, Take Up New Duties With the Columbia Phonograph Co., Inc.

R. F. Bolton, director of the recording laboratories of the Columbia Phonograph Co., Inc., New York, announced this week that G. C. Jell and A. W. Roos had joined the record division. Both Mr. Jell and Mr. Roos are well known to the talking machine trade throughout the country, as they have been identified with the industry for many years, and are ideally qualified for their work in the Columbia recording division.

G. C. Jell is one of the veterans of the recording branch of the phonograph trade, and for many years was associated with the Columbia recording department in important executive capacities. He is thoroughly familiar with every phase of recording and, in addition, has an exceptional musical knowledge. A. W. Roos numbers among his friends dealers throughout the Middle West, as for a number of years he was manager of the Columbia branches in St. Louis and Cleveland, and more recently was identified with the record division of the General Phonograph Corp., New York. The Columbia recording laboratories under Mr. Bolton's direction are preparing for an important program of expansion that will be of keen interest and benefit to Columbia dealers.

See second last page for Index of Articles of Interest in this issue of The World

"Swat the Summer Slump" by Sales Effort

Create New Appeals and Get Busy Is Antidote of F. A. Delano, of Chicago and New York T. M. Co., for Hot Weather Lethargy

Don't be satisfied with "your share" of business this Summer! If you do, you will not be getting the business you ought to. The distributor, dealer or salesman who realizes that it is hot, who lets his aggressiveness go down as the thermometer goes up and sits back with the thought that he is "getting his share of business" is losing money, because he is not making as many sales and as much profit as he should.

I know that all of you have heard the war cry, "Swat the Summer Slump," before. But I believe it a good one, and although you all are closer to your individual businesses than I can be, perhaps a few of the "flashes" I have had recently may be worth while for your notebook.

Create New Appeals

One of the most effective ways, I believe, to keep the public buying in a dull season is to apply the thing you have to sell to a popular need or appeal. This is true of most anything. Hot soup, off-hand, doesn't appeal to the appetite on a hot Summer evening. Yet a well-known soup manufacturer has for years successfully combated a "natural" Summer sales slump by advertising his product for luncheonettes, camps, etc. The manufacturer in his advertising shows the consumer that his soup can be prepared quickly in a way that suggests —to the housewife—freedom from a hot kitchen.

The talking machine dealer can suggest his Victrolas and records to the public just as effectively as the soup manufacturer can apply his product.

We all know that the public mind is educated by the suggestiveness of advertising. Let's see what we can suggest!

Here is a talking machine owner who, in Winter, has all the folks in every week or so, rolls up the rugs and they dance to late records. It's too hot now to dance inside. If you keep before him by newspaper and periodical advertising the suggestion of your machines doing service on the veranda—the gallery, if you're down South—in camp, etc., he'll get the "hunch." He'll listen and dance to the latest records all Summer and you'll sell him the records.

Young Folks Summer Prospects

Every young man and woman is a prospect, of course, for a portable talking machine in Summer. What could appeal to this generation more than "In a canoe, drifting down the silvery White River, to the strains of a dreamy waltz," or "Dancing among the pines and moonlight of the North Woods," or "Take a Portable Touring." Also "Vacation with Galli-Curci."

Advertising Helps Sell

Put it in your "ad" or direct-by-mail with appropriate illustrations. Incidentally, the illustration is the "key" to the pulling power of your message. The man or woman who doesn't read much in the Summer will always look at pictures suggesting a more pleasant surrounding than he now possesses.

Does such Summer advertising pay?

How many times have you been in camp or on outings, and in the lazy coolness of the evening heard someone say, "Gee! I wish we had a Victrola!" Yes, a talking machine, new records, moonlight, a soft cool breeze intermingling with music would have been pleasant, and would have avoided what turned out to be a boresome evening. Tell 'em about it before they start vacations.

There is a distinctive type of "direct appeal" applicable to Summer. Don't overlook the kiddies. The boy and girl of fourteen or less do not think the weather half as hot as we older ones do. If they get your message, will they want to play the new records? They will! And they'll interest the elders.

And this, of course, can be made to fit in, according to your local conditions. How would you like to use a talking machine this Summer? How many ways can you apply your product, besides those mentioned? Enumerate them. Then tell your salesmen and have them tell your customers. Individual tastes are in a minority. As the majority of things go, everyone has most pleasures in common.

Personal Contact

I know one dealer who carries on his business just as vigorously in Summer as in Winter. His store is always crowded. His sales show a minimum Summer slump, scarcely noticeable. This man is in a town of about 30,000. One of the extraordinary things about his methods is his "personal contact" with prospects and customers. He reads the home-town papers every evening. He sees who is giving a lawn party next Wednesday evening. He notes those who are going to camp or touring during their vacation. Sometimes he spends as much as an hour the next morning dictating brief but straight-to-the-point letters to these people, suggesting a portable for the camp, new records for the party, etc.

Perhaps Billy Jones, four years old, is giving a birthday party. He knows Billy's mother has a talking machine. He writes Billy, wishing him a happy birthday and telling him about a late kiddie song record, etc. Does mother show up at the store and ask to hear the record? She does. Billy gets a birthday present. The dealer makes a sale.

Set a Sales Quota

Another thing. Just how much business can you get this Summer? The man, be he salesman or dealer, who sits down and figures out just how many sales he can possibly make and shoots at this mark is far ahead of the man who doesn't.

How can you find out how much business it is possible for you to get? That's simple. You probably know without my telling you. First, you know how much business you did last Winter, the general buying mood of your community, the approximate number of people who are financially able to own a talking machine and don't, the number of your regular customers whose machines are getting old; you know Bill Smith is in much better financial shape than when he bought that small machine several years ago, and he is buying a lot of new furniture.

All these conditions have a bearing on business. All these individuals are prospects. Every machine owner is a record prospect. Is he getting a list of your new records weekly in an envelope bearing an idea that will "suggest" and drive home your argument as to why he should buy?

After you have taken stock of how much business you can do, pass it on to the prospects. Tell them through the local newspapers, direct by mail, by special appeal and by direct human contact what you have to sell and how they can use it—need it!

Instead of "getting your share" of the business—dividing with the fellow who is making no effort or giving customer service that is not half so good, go after everything there is to get. That's only "good business."

TWO HEADQUARTERS

Famous NYACCO Albums

Established 1907

The NYACCO Line is Complete

No matter what your requirements in record albums are, we have just what you want.

Save Time and Freight Charges

Our two factories not only make our leadership in the album field unquestionable, but save the dealer time and freight charges if he sends his order to the nearest factory.

New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard St.

CHICAGO
415-417 S. Jefferson St.

Pacific Coast Representative: Munson-Rayner Corporation { 643 South Olive Street, Los Angeles, Calif. / 86 Third Street, San Francisco, Calif.

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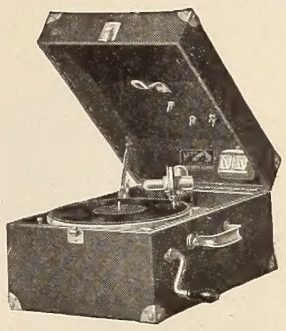
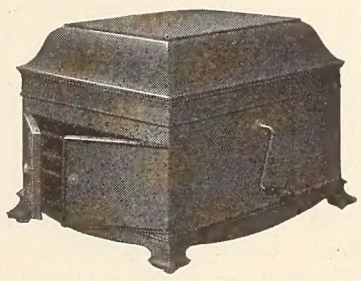
Victor supremacy is the supremacy of performance



Victrola No. 50 (Portable)
$50
Mahogany or oak



Victrola IX, $75
Mahogany or oak

The universal recognition of Victor supremacy makes the Victor the safest, most reliable and so most profitable line for music dealers to handle.

Victrola No. 105
$180
Mahogany or walnut

Victrola No. 125
Mahogany, **$275**; electric, **$315**
Walnut, **$325**; electric, **$365**

Victrola No. 230
Mahogany, **$375**; electric, **$415**
Walnut, **$440**; electric, **$480**

Victrola No. 240
$125
Mahogany, oak or walnut

Victrola No. 400
$250
Electric, **$290**
Mahogany

"HIS MASTER'S VOICE"
REG U S PAT OFF

There is but one Victrola and that is made by the Victor Company—look for these Victor trade marks

TRADE MARK
Victrola
REG U S PAT OFF

Victor Talking Machine Company, Camden, N. J.

Starr Phonograph for Radio Installation Announced

Starr Piano Co. Now Marketing Phonograph With Provision for the Installation of Radio —Sales Campaign on New Product Started

The Starr Piano Co., Richmond, Ind., manufacturer of Starr phonographs and one of the leaders in the industry, has just placed on the market a new instrument which is being marketed under the name "Starr—Install Your Own Radio, Style XIX-A." This console comprises all of the distinctive qualities of the Starr phonograph and the case is delivered completely furnished with the exception of the radio parts. When the adjustable lids at the top to the left are raised there is revealed a space in which almost any size radio panel can be installed. The veneered and highly finished panel is not cut out when the Starr style XIX-A "Instali Your Own Radio" is delivered, but, by overlapping of the edges of the radio panel, an absolute finish is achieved. Underneath the panel, in the space ordinarily intended for record filing, may be installed any quantity up to a dozen of ordinary A dry cell batteries and up to three B batteries. Ample room exists, however, to use a portion of this space for record filing if desired, even though the maximum number of batteries is used.

The Starr duplex horn is a double-throated amplifying horn, each throat being independent and requiring no adjustments from one to the other. The radio throat ends in a tube of the standard size of the ordinary phonograph tone arm. The holes for the wires connecting the loud speaker to the radio set are bored at an appropriate place. However, no in-put wires are provided for, as the location must necessarily be arranged differently for various sets.

Panels for this new instrument are being manufactured regularly by the Crosley Radio Corp., Cincinnati, O., and the Carloyd Electric & Radio Co., New York. The new instrument was exhibited at the music conventions in New York and attracted wide attention from Starr dealers throughout the country who placed orders for immediate delivery. The Starr organization is developing an important sales campaign featuring the new product, and judging from the interest manifested the success of the instrument is already assured.

Berger Sales Co. Becomes Royal Jobber in Pittsburgh

Lambert Friedl, General Sales Manager, Returns From 5,000-mile Trip in Optimistic Mood Regarding the General Outlook

Lambert Friedl, vice-president and general sales manager of the Adler Mfg. Co., manufacturer of Royal phonographs and neutrodyne radio products, returned to his desk in New York Tuesday after a trip of over 5,000 miles. Among the cities Mr. Friedl visited were Pittsburgh, Detroit, St. Louis, Dallas, Louisville, Chicago and Buffalo, and he brought back with him substantial orders from all of the Royal representatives he called upon. Mr. Friedl states that his company has no complaint to offer regarding business, as its sales totals have been far beyond expectations, and without exception Royal representatives are basing their optimism upon a healthy trade in their respective territories.

Upon his return to New York Mr. Friedl announced the appointment of the Berger Sales Co., 817 Liberty avenue, Pittsburgh, Pa., as Royal representative in Pittsburgh territory. The company has secured the services of Earl Miller and John Steenson, well-known wholesale men in Pittsburgh territory, and the complete Royal line is already being handled in Pittsburgh by the four Hamilton stores in addition to many other important distributing connections.

A MANUFACTURERS' EXPOSITION

Which will be Attended by the Principal Radio Jobbers and Dealers of the Universe

De Luxe Exhibits by Nationally Known American Manufacturers

Representative Displays by the Famous Manufacturers of

ENGLAND, FRANCE, BELGIUM, ITALY, SWITZERLAND AND AUSTRIA

Business Office
Hotel Prince George, N. Y. C.

Direction of
U. J. Herrmann and James F. Kerr

Sonora Western Jobbers Hold Chicago Conference

Meet Group of New York Executives and Outline Plans for Trade Development the Coming Fall—Look for a Busy Period

Chicago, Ill., July 9.—An informal meeting of Sonora jobbers in the Western territory is scheduled to be held at the Congress Hotel in this city Monday, July 14. A group of Sonora executives from the home office in New York will be present at this conference, including S. O. Martin, president; Joseph Wolff, first vice-president; Frank J. Coupe, vice-president in charge of sales; Warren J. Keyes, treasurer, and L. C. Lincoln, advertising manager. At this meeting there will be outlined plans for sales, advertising and production for the coming Fall with particular attention to the tremendous growth of Sonora radio business. Among the Sonora jobbers who will probably be represented at this gathering are the following: Kiefer-Stewart Co., Indianapolis, Ind.; Ohio Musical Sales Co., Cleveland, O.; Yahr & Lange, Milwaukee, Wis.; Illinois Phonograph Corp., Chicago, Ill.; Doerr-Andrews & Doerr, Minneapolis, Minn.; C. D. Smith Co., St. Joseph, Mo.; Southern Drug Co., Houston, Tex.; Moore-Bird & Co., Denver, Colo., and Reinhardt's, Memphis, Tenn.

Norman Jones to Travel for Phonograph Corporation

Former Retail Manager of Montalvo, Perth Amboy, to Cover Lower Section of New York State in Interests of Edison Jobbers

Norman Jones, for a number of years manager of Montalvo's Music Store in Perth Amboy, N. J., has joined the staff of the Phonograph Corp. of Manhattan, Edison jobber, as New York State traveler, covering several counties immediately north of New York City. Mr. Jones will devote much of his time to dealer service work, his long and successful retail experience particularly qualifying him for that work.

Among recent new dealers signed up by the Phonograph Corp. of Manhattan are included Friedman's Music Shop, 56 Clinton street, New York City, and the Doylestown Drug Co., Doylestown, Pa.

Another Four-in-One Edison Record Just Released

The success of the first Edison four-in-one record issued some time ago, and containing both the instrumental and vocal arrangements of both numbers for the benefit of those who enjoy both singing and dancing, has bid fair to make such combination records a regular part of the Edison catalog. The second of the series of four-in-one records is found in the latest supplement, the record bearing on one side "Paradise Alley," played as a fox-trot by Harry Raderman's Dance Orchestra and sung by Arthur Hall, while on the other side there is a popular hit, "Bringin' Home the Bacon," played as a fox-trot by Kaplan's Melodists and sung by Vernon Dalhart.

To Handle Sonora Publicity

L. C. Lincoln, advertising manager of the Sonora Phonograph Co., Inc., New York, announced this week that, effective August 1, the company's advertising would be handled and placed by the J. Walter Thompson Co., New York City. This agency is one of the foremost members of the advertising world and is admirably qualified to handle the important campaign now being prepared by the Sonora advertising division for the coming Fall and Winter seasons.

Victor supremacy is the supremacy of performance

Victrola VI, $35
Mahogany or oak

Victrola IX, $75
Mahogany or oak

Victor history is one continuous series of great musical achievements. Each successive accomplishment marking another step forward in the progress of dealers in Victor products.

Victrola No. 80
$100
Mahogany, oak or walnut

Victrola No. 111
$225
Electric, **$265**
Mahogany, oak or walnut

Victrola No. 215
$150
Mahogany, oak or walnut

Victrola No. 260
$150
Mahogany or walnut

Victrola No. 405
$250
Electric, **$290**
Walnut

There is but one Victrola and that is made by the Victor Company—look for these Victor trade marks

TRADE MARK
Victrola
REG U.S. PAT OFF.

Victor Talking Machine Company, Camden, N. J.

Don C. Preston's Effective Financing Plan

Live California Dealer Tells How Taking Cash Discounts, Interest on Deferred Payments and Credit Extension Policy Pay

Sales are the first requisite, but without a proper financing plan no merchant can hope to be really successful, according to Don C. Preston, who, in the short period of a little more than four years, has built up one of the most prosperous talking machine businesses in California, operating two stores, one in Bakersfield and a branch in Taft. In the following statement to The World Mr. Preston outlines the policies and principles of the financial end of the business which have made him a success:

Importance of Cash Discounts

"A little over four years ago Mrs. Preston and myself entered Bakersfield with capital amounting to less than six thousand dollars. Our first idea was to confine ourselves to a selling campaign which we could properly finance at all times. By subletting a portion of our store and doing all our own work we were able to meet our first statements with cash discounts. From that date until this, and in the meantime doing over three-quarters of a million dollars' worth of business, we have never missed a cash discount on any merchandise, with few exceptions. Neither have we ever sold any of our contracts nor put them up as collateral.

Interest Charge Profitable

"In spite of our competitors refusing to charge interest, we have always secured interest on deferred payments, and the revenue derived from this source during the year 1923 amounted to over $7,000. This, in addition to our cash discounts, shows a very substantial profit.

Unusual Collection System

"In order to finance our business in this manner it has been absolutely necessary that we have a very rapid turnover on our merchandise and have an efficient collection system. At the time customers sign contracts we immediately inform them as to our collection policy, and state that while we employ no collectors and carry their contracts in our own safe, we expect the responsibility of seeing that the payments are made to be upon them, and at no time will they be called upon for payments, unless there is something seriously wrong with their account. They are placed entirely upon their own honor, and should they at any time be unable to meet a payment when due, they are in some manner to notify us, and if occasion warrants we will issue a Credit Extension Certificate to them. Through this policy of having payments fall due at our office, we have a constant stream of people walking the entire length of our store to the credit department, which is located in the rear. The new business derived from this source is an extremely large item. In fact, we would not allow collectors to work for us free of charge. The fact that we are now carrying well over fifteen hundred contract accounts satisfactorily, without the help of a collector, proves that this system is right.

Grants Credit Extension

"Should customers desire an extension of credit, we have them fill in a Certificate of Credit Extension (illustrated herewith), with all information as to when they will be in a position to resume their payments and the reason why extension is asked. After signing this, they receive a copy and the original is retained by us for reference, the number of the Credit Certificate being immediately placed on the ledger account of this customer, so that in turning to the ledger at any time we note they have made a certain definite promise to pay, and this certificate is checked immediately with their remittance. Not only does this work wonders over the counter, but it is still more valuable through the mail. The original is mailed to them to fill out, while we retain the duplicate, and upon the return of the original the duplicate is filled in and mailed back to the customer.

"While this is a new plan with us, it is the biggest thing that we have ever done to keep an accurate and systematic check on past-due accounts. One of the nicest features is that it is taken seriously by the customer and also accepted as a courtesy extended to them. The use of this will in no wise offend your closest friend or most critical customer. These certificates are placed in a binder, and the reverse may be used for any memorandum as to further follow-up. Upon failing to hear from customers within ten days we write them a courteous note as to why they have failed to take advantage of the credit extension offer, and from then on we follow it up more strongly.

Backbone and Repossessions

"My experience leads me to believe that phonograph dealers as a whole meet the repossession difficulty much too timidly," added Mr. Preston, "thereby educating the public to expect to be able to send back their machines on the very slightest pretext, which is bound to arise in almost every case where the contract covers a year's time. Any dealer who is in the habit of putting up any opposition to repossessions knows that the excuses given for returning machines are seldom the real reason; in fact, in most cases a real reason rarely exists. As a rule it is a very simple matter to place customers in a hole by asking a few pointed questions about their future intentions. They expect so little opposition that they are not prepared with elaborate alibis. I have found that the intimation that you intend to check up on their statements before taking any definite action will in a great many cases cause a complete change of front, and if given an easy way out so as not to embarrass them they will go home and decide to keep the machine. The question of bringing suit to enforce your contract is one that every dealer must decide for himself. A good, strong policy governing your dealing with repossessions, coupled with a knowledge of how to enforce payment in cases where no other method is successful, gives a dealer so much confidence in his ability to save the sale, that a resort to legal measures is seldom necessary. A phonograph dealer working on the assumption that the customer is always right, particularly in small territories, will find his repossessions eating up a large proportion of his legitimate profit.

PLEASE SIGN AND RETURN ATTACHED BLANK

ACCORDING to our records, your account shows you to be in arrears to the amount of $..... and of course you are aware of the fact that your contract reads: "In default of any one payment, the entire amount becomes due and payable." Unless an extension is agreed upon.

We feel that you have let this slip your mind and would ask that you fill out the attached Certificate of Extension and return to our office at once in order that our credit department may approve the extension of time you desire, providing the circumstances warrant, thus protecting you on your contract.

THIS BLANK SHOULD BE FILLED AND MAILED TO US PROMPTLY

CERTIFICATE OF CREDIT EXTENSION

No. 801

DON C. PRESTON,
Bakersfield, Calif.

The reason for not having paid my regular installment is because ..... Date ....., 192.....

..... after careful consideration, I find that I can adjust my affairs so as to take care of my obligation with you, and remit $ ....., on the ..... day of ..... 1924.

Date Due ....., 192
Amount Due on Contract ..... $
Amount Due on Interest ..... $
Amount Due on Miscellaneous $
Total Amount Due ..... $

I fully realize that this is not in accordance with the terms of my contract-lease and it is quite out of the ordinary to have such a courtesy extended me, and I will on the above date remit to your office the amount specified herein.

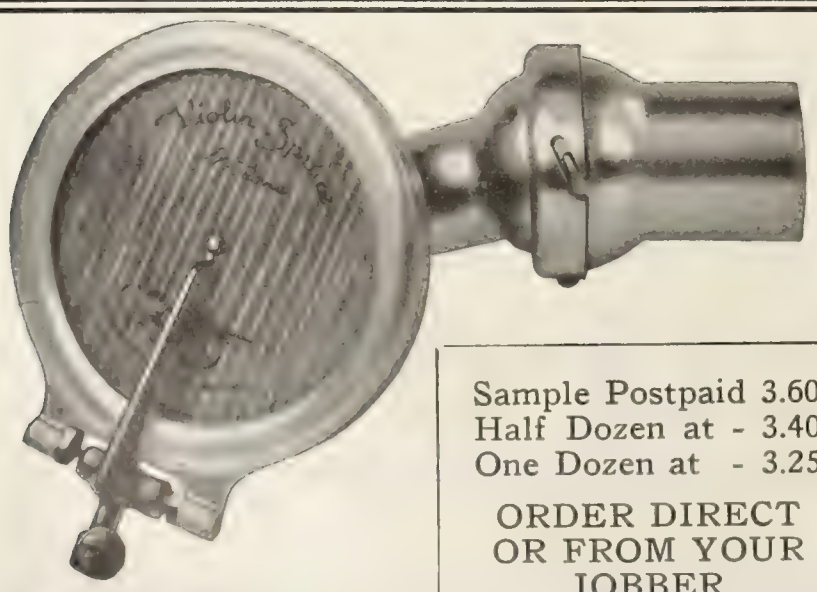
Approved by ..... (Signed) .....

PROTECT YOUR CONTRACT AND CREDIT WITH THIS APPROVAL CERTIFICATE

Preston's Credit Extension Certificate

Cleaning Out "Dead" Contracts

"We have formed a policy of at all times buying goods from ourselves first instead of from manufacturers and jobbers. By this I mean that where we have an account that is not paying, and with no hope of an arrangement whereby there will be any reasonable renewed activity, we immediately resell this instrument, but only in cases where it is impossible to make some satisfactory adjustment. In this manner one can keep his contracts practically clean at all times without having to take special periods for 'clean up campaigns'."



Every User Satisfied

Sample Postpaid 3.60
Half Dozen at - 3.40
One Dozen at - 3.25

ORDER DIRECT OR FROM YOUR JOBBER

The Violin Spruce EDISON ATTACHMENT

Gives the clear, non-metallic tone the Edison user expects from lateral cut records but is unable to obtain with ordinary attachments.

FIVE YEARS HAVE PROVEN THAT VIOLIN SPRUCE DIAPHRAGMS IMPROVE WITH USE LIKE A VIOLIN

THE SPRUCE DIAPHRAGM CO., CLEVELAND, OHIO

The Portable's Companion

PEERLESS CARRYING CASE

(For All Records)

CARRYING CASE—PEERLESS
It Has No Rival!

RECORD ALBUM—PEERLESS
With an Established Clientele!

RADIOLOG—PEERLESS
There Is No Other!

Every Portable sold should mean a sale of a Peerless Record Carrying Case. Not only for the additional profit on the transaction, but because the carrying case assures constant use of the machine and a continued interest in records.

It will further the sales of the weekly and monthly record releases.

During the Summer the increased total of record sales through the sale of Peerless Carrying Cases will be substantial.

PEERLESS ---the Album

Album Sales mean more record sales. There is profit in both. Peerless Albums are quality products, allowing a good margin of profit to the dealer.

Peerless Radiolog

A new accessory with a wide sale. If you do or do not carry Radio you can profitably sell Peerless Radiologs. They will bring Radio customers into your store—thus increasing your clientele.

Other Peerless Products

DeLuxe Record Albums
"Big Ten" Albums
Classification Systems for Albums
"Songs of the Past" Album

Record Album Sets for All Make Machines
Record-Carrying Cases

Record Stock Envelopes
Record Delivery Bags
Supplement Mailing Envelopes
Photograph Albums

Samples Sent on Request

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

636-638 BROADWAY
NEW YORK

WALTER S. GRAY CO.
Pacific Coast Representative
San Francisco and Los Angeles

L. W. HOUGH
146 Mass. Avenue
Boston, Mass.

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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NEW YORK, JULY 15, 1924

Come, Let Us Reason Together!

IT has been asserted, and undoubtedly with a great deal of truth, that 90 per cent of widely advertised patent medicines such as those claimed to cure "that tired feeling in the morning," or "that sluggish feeling after heavy meals," and to give octogenarians boyish ideas, are sold to those who up to the time of reading the advertisements have enjoyed practically perfect health, but who, checking up on the advertised symptoms, are impressed with them and immediately become very ill individuals.

The same psychology applies to so-called business ills and their proposed cures. It cannot be said perhaps that 90 per cent of the complaints about poor business are bunk, but it is quite certain that the constant wailing of certain groups of malcontents has the effect of making current business and future prospects seem discouraging. There are associations, for instance, the meetings of which, instead of acting to stimulate the members, might be more properly termed "moaningfests," for, from the sound of the gavel at the opening to the adjournment, about 60 per cent of the time is consumed by officials and others who insist upon preaching to the membership at large just how "rotten" trade really is and how hopeless is the future.

It cannot be said that false optimism is going to make poor business good, but it can be said that an overabundance of pessimism has the effect of making many ordinary merchants quit trying. They have felt that business conditions are not just to their liking, but have been working a little harder and getting results that proved profitable, even though not to such a large extent as hoped. In their own particular fields they have endeavored to keep things moving nicely until such time as demands became more active and have shown little inclination to quit trying until they hear those whom they regard more or less in the light of oracles tell how really hopeless conditions are.

To study the dealer's problems and point out to him ways and means for solving those problems and increasing his income come very properly within the scope of association activities. But that work can be carried on in a constructive manner and on the basis that in his present business the dealer has a sound foundation upon which to build. To carry on a destructive campaign—one calculated to cause the unthinking retailer to throw away the results of a decade or two of hard and in a great measure successful work by undermining his confidence in his own industry—is certainly working in the wrong direction.

To persist in telling a merchant that business is good when it isn't is illogical, but to paint things for him as being much worse than they actually are is most certainly to be condemned.

Thinking and Acting on Summer Business

A DEALER in the East during the past few months spent considerable money in newspaper advertising and window displays featuring portable machines, and although the results were comparatively good, they did not measure up with what he believed the results should be in consideration of the money and effort involved in the campaign.

In planning and carrying out the campaign the dealer had in mind the possibility of extending his list of clients with a view to increasing record sales through catering to these new customers and perhaps selling them a cabinet machine later on when cool weather drove them indoors. He did increase his list and on a paying basis, but not quite so extensively as he had hoped.

One day, moved by what the racetrack followers term a "hunch," this particular dealer loaded a half-dozen portables and a few dozen records in the back of his flivver, stepped on the gas and went calling upon some of his old-time and regular customers, those to whom he had sold large machines and to whom he still sold records.

He found it a simple matter to gain an audience because his customers knew him, and by good, intelligent argument, without undue forcing, he succeeded in selling five portables to these same customers, people who were planning to go to Summer homes or camps, and who had heard of the advantages of the portable machine but needed just that little personal touch to put the sale over.

That particular dealer and his salesmen have been combing, and are still combing, a large list of customers and meeting with very gratifying success. There are, of course, some new clients being added to the rolls, but this year at least this particular dealer is depending upon doing business with those who are already his friends. As he views it, he is saving some new customers for the sale of larger machines in the Fall.

Another angle is that the personal visits have resulted in the sale of several hundred records from the current lists—records new to the customer, and which made an appeal through the personal demonstration. It all goes to prove that the secret of good business is in keeping the friendship of customers and being able to sell to those customers the new products as they appear. It represents the line of least resistance, for it overcomes that great handicap of direct selling, making the approach and getting the first hearing.

Many will remember the "Vision of Sir Launfal," wherein the knight traveled across Europe and to Palestine in search of the Holy Grail that was found finally to be held by the beggar sitting at his own gate. How many merchants are going far afield in search of business that is lying right at their doorsteps, theoretically, and available to the careful canvass of customers already on their books.

Best Methods to Adopt in Radio Merchandising

A GREAT majority of talking machine dealers either handle, or plan to handle, radio in some form or another, and although there are still many who are awaiting developments, so to speak, by far the greater number have come to the conclusion that there is no middle ground and that they are going to handle, or not handle, radio equipment.

Certainly the developments in the radio field not only among radio manufacturers themselves, but among talking machine manufacturers who have given, and are giving, careful attention to radio have been constant and impressive and in practically every way tending towards better products, particularly from the angle of the man who is expected to merchandise them.

Radio has gained a sufficient foothold in the talking machine trade to make pertinent and timely a careful consideration of the best methods to be adopted in the merchandising of this newest product, for although theoretically the talking machine dealer need follow up only his own regular clientele to produce a fair volume

of radio business, there are problems connected with demonstrating and selling sets, terms and the giving of service, that are considerably different from those that have proved successful in the handling of talking machines and records.

These problems are not in any sense theoretical, but their presence has been proved through actual experience. The dealer who allows long terms on radio apparatus and allows those terms to apply to the perishable equipment such as batteries, tubes, etc., requires only a few repossessions to convince him of the fallacy of the system.

Certain dealers have proved that it is possible to make money handling radio, particularly those receiving sets and loud speakers that are kept more or less out of the hands of the "gyps," but the selling methods must be those that experience has shown are best adapted to the product. He must be careful in fixing his terms, making his promises and giving his guarantees.

In short, if the talking machine dealer has gone, or is going, into the new field seriously, he should take the precaution of going into it intelligently as well. In the buying if he is careful he can rely more or less upon the reputation and guarantee of the manufacturers, but the selling is his own problem and upon successful selling depends whether or not he really makes money.

Proof of Stability of Talking Machine Industry

DESPITE the wailings of some members of the talking machine trade that business has gone to the bowwows and shows a steady downward slide, the Victor Talking Machine Co. has come forth with an announcement in the public press to the effect that the output of Victor instruments planned for this year will exceed by 48 per cent its output for 1923. The announcement is calculated to take the kick out of the pessimist's wail.

It is true that this increase of nearly 50 per cent in production applies only to the products of one company, but it cannot be denied that the progress of the Victor Co. has reflected, and still reflects, the development of the industry. Another thing that is encouraging is that the Victor Co. in its statements and in its plans is nothing if not conservative. If that company has increased its machine production 48 per cent, it is safe to gamble that there are in sight, if not actually on the books, orders to absorb that increase. In making its statement to the public the Victor Co. has rendered a real service to the industry, a service that can help to restore and maintain respect and confidence in the talking machine and its future.

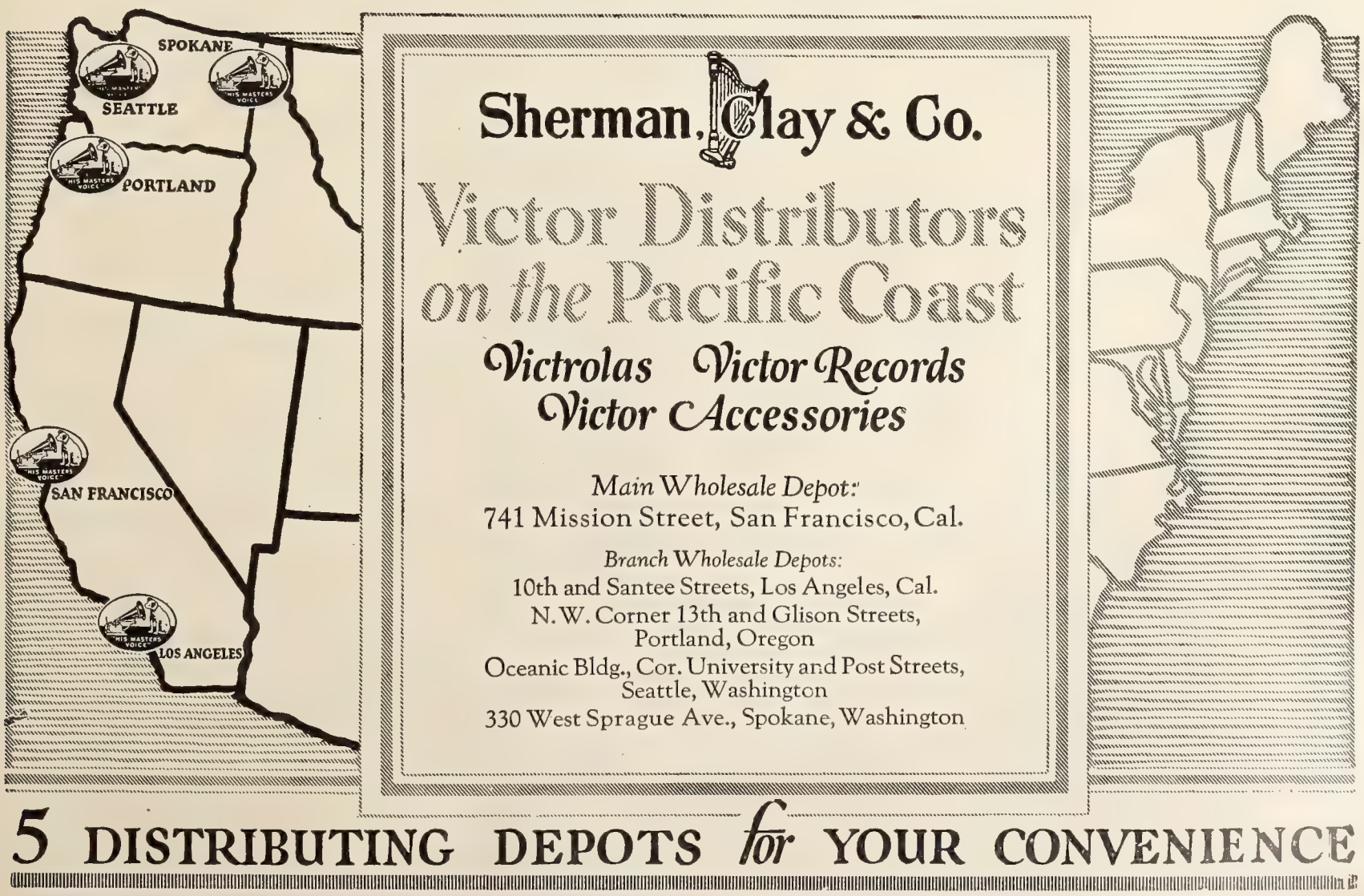
Arousing Public Interest in Your Product

NEVER in the history of the country have national political conventions, called to nominate those who represent the Republican and Democratic parties in the race for the Presidency, been brought so close to the average voter as this year. It is estimated that in addition to those who followed the conventions through the newspaper reports, most generally biased, there were between ten and fifteen million citizens who followed the proceedings, both in Cleveland and in New York, minute by minute by radio and heard every detail as it occurred.

How many talking machine dealers took advantage of this close personal interest via radio in convention proceedings to arrange special window displays with a view to capitalizing that interest and developing it into sales? How many placed in their windows records made by various Presidents of the United States when such were available? Or, how many featured records by individuals prominent in the public eye at this time, or records of patriotic marches and songs, and the campaign songs featured by different parties and various delegations?

At the Victor Exhibition Salons in New York during the Democratic Convention the window was given over to four records placed alongside descriptive cards, while above all was a placard with black lettering on gold announcing the "Voices of the Presidents." One of the records bore a speech by Roosevelt; another a speech by Taft, a third an address by Wilson, and a fourth an address by Harding. Anyone who took the time to watch the crowd around the window during the greater part of the day and evening could have no mistaken idea as to the value of thus capitalizing a national event.

The Democratic Convention represented only one opportunity of scores that occur each year, and the retailer does not have to be in New York to capitalize the event in his window displays and advertising. When a national event is concerned modern means of instant communication have made Hickey's Corners as much a part of the picture as Broadway.



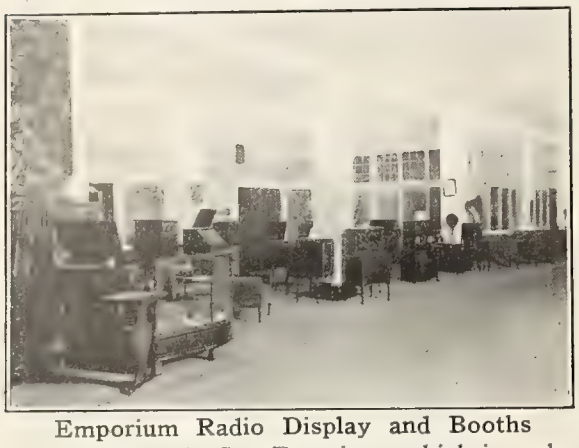
How a Live Retailer Cashes in on Radio

Profitable Publicity, Demonstration and Service Methods of Emporium Radio Department Outlined by C. S. Mauzy, Manager

Certain definite developments have taken place in the retail merchandising of radio which are the result of experimentation on the part of forward-looking dealers who have discovered that the arrangement of the radio department, demonstration facilities and sales tactics all play a vital part in placing this branch of the business on a profitable basis.

How the Emporium Sells Radio

One of the most successful and modern talking machine and radio departments is that of



Emporium Radio Display and Booths

the Emporium in San Francisco, which is under the able management of C. S. Mauzy. This concern has made some big strides in merchandising radios which are worth setting forth for the valuable pointers which other talking machine dealers, who are handling or contemplate handling radio, may profit by. Attractiveness of arrangement of the department is considered important, as may be seen by a glance at the two accompanying views of the radio department, one of which shows the convenient service counter and the other showing the booth arrangement. Leading a prospective customer to an attractively arranged booth where several radio outfits or combination radio-talking machines are on display and where the demonstration may be made without annoyances and sales-killing interruptions has been found conducive to the best results, both in getting the best performance from the instruments and at the same time placing the prospect in a receptive mood, so that the salesman can do his work most effectively.

Variety of Lines Essential

Following is an outline of the various points of operating a radio department, which C. S. Mauzy, manager at the Emporium, has set forth for The World and what he believes every dealer must consider:

"The combinations of radio and phonograph which have come on the market have brought us to the point where we have something more to sell than strictly a phonograph and the accessories required — for these combinations established a radio section. In dealing with the combination radio-talking machine we soon discovered that a great many people are not interested in the combination, and necessarily we added complete lines of separate radio instruments, striving in every case to first secure those lines which had a range of prices and a complete and thoroughly standard guaranteed equipment.

Separate Radio Advertising Pays

"Located as we are in one of the largest stores west of Chicago, naturally a certain amount of business gravitates to us. We have coupled with this advertising in the main ad of our store and also separately on the radio pages of the local newspapers, the latter being most effective. To further attract the attention of radio enthusiasts we have made special drives on various radio items. For example, the last and most successful drive featured a storage battery. This brought many customers into the radio department and resulted in the sale of other radio accessories than the one featured.

Radio Service Counter and Part of Display

Public Demonstrations Pay

"Publicity directed towards the radio department has been gained by demonstrations in various clubs and halls and making demonstrations to customers in their own homes. With the Super-Heterodyne no aerial is necessary, so demonstrations of these instruments in the homes are made easy. However, where it is necessary to install an aerial the same is done at the expense of the party desiring a demonstration, and a flat charge of $10.00 for all aerial construction is made, the aerial remaining the property of the prospect if the set demonstrated is returned.

Sell for Cash and Instalments

"Sets are sold on a cash or time basis, as preferred by the customer. Sales on the instalment plan are on the basis of one-third down and the balance payable within a period of six months. Interest at 6 per cent on instalment sales is charged, and the contract requires that payments be made at the office of the company each month.

Service the Biggest Problem

"Service in radio is the biggest problem we have to solve, and service is given within the lines of our policy, which, briefly, is as follows: We believe our merchandise equals the price paid for it by the customer, and that in the event that the same is not entirely satisfactory within a period of four days we will accept a return and allow a credit for same in cash and without argument. This places the radio department in the position for carrying such merchandise on a basis that will prove satisfactory when the customer has reached home and the sales person's selling enthusiasm has passed out of her mind. With the delivery of every machine a salesman or instructor spends an evening at the home of the customer to demonstrate the operation of the set.

"Those items which create radio satisfaction, selectivity, ease of operation, quality, workmanship, appearance, such that it will be an ornament in the home and not an intricate piece of machinery, are some of the more important considerations in the selection of the lines which the dealer must consider.

"The second item in consideration is whether or not the manufacturer controlling the output of radio products will confine them to legitimate dealers capable of handling the product or whether they will be scattered regardlessly to every electrical shop and automobile dealer throughout the country."

EIGHT POPULAR VICTOR ARTISTS

In Concert and Entertainment
Personal Appearance of
Eight Popular Favorites on One Big Program

A live attraction for live dealers and jobbers

Bookings now for season 1924-1925
Sample program and particulars upon request

PHILIP W. SIMON Manager
1674 Broadway New York City

Popular Ensembles including
Campbell & Burr - Sterling Trio - Peerless-Quartet

Rodeheaver Dines Starr Staff

On his return from Australia after a trip around the world, Homer Rodeheaver, famous evangelistic singer and Gennett record artist, tendered a luncheon to the staff of the New York office of the Starr Recording Laboratories, makers of Gennett records, in celebration of his homecoming. Among those present were R. C. Mayer, sales manager of the Eastern territory of the Starr Co.; Thomas Griselle, music director of the laboratories; G. H. Keates, A. J. Lyons, E. P. Miller, Miss Marie Cleere, Miss Lillian J. Medoff, Herman Koenig and W. G. Russell. The Gennett Orchestra, which accompanies Mr. Rodeheaver on many of his recordings, were also present at the luncheon.

HONEST QUAKER

REG. U.S. PATENT OFFICE & CANADA

Main Springs and Repair Materials

Never Claiming Perfection but forever seeking it we offer a Service to the Phonograph Industry that is used by successful merchants in every part of the world.

OUR CREED:

Never shall any item be illustrated in our catalogue unless we are in a position to fill your orders promptly. Never shall any of our merchandise be other than exactly as illustrated, and never shall anyone in our organization be authorized to make any statement that is not authentic, consistent with proper and good business dealings and such as we would expect from you.

REPLACEMENT PARTS FOR EVERY MOTOR, TONE ARM and REPRODUCER

Advertising Is the Key to Portable Sales

Increasing Portable Sales Through Publicity—Appealing to the Masses—Price Is an Important Factor—A Neglected Sales Field

Summer days are here, and once again the great annual migration to mountains and shore is under way. Every day the great exodus continues and unless the talking machine dealer is on his toes for business he is bound to suffer through loss of record trade as well as in the sale of machines. He will suffer, however, only in proportion to his lack of enterprise. This very vacation season brings with it unusual sales possibilities. The vacation-going public is interested in one thing only at this season, namely, recreation, and whether music is made a vital part of the holiday depends in a large measure on retailers.

Portable Sales the Answer

While the sales volume of large machines is certain to suffer to some extent, at least, the talking machine dealers have at hand in the portable an instrument which is especially adapted for use by vacationists, whether it be in cottage at the seashore, or in a mountain camp. Certain it is, however, that the person engrossed in making plans to get away from the city during the hot months, or even for the annual two weeks, will not recognize what the advantage of taking a portable talking machine along will mean in the way of increased pleasure. That is where the retailer comes in. It is up to him to make the public realize that a portable talking machine and some records are just as important in making the vacation or Summer holiday a success from the standpoint of pleasure as are the fishing rod and the golf clubs. The retailer must drive home that message or the chances of doing the business which may be expected because of the particularly appropriateness of this small instrument will be largely curtailed.

Sales Through Portable Publicity

Many retailers already this season and during past seasons have cashed in on publicity, that is, through advertising, both direct, such as newspaper publicity, and indirect, by means of window displays, etc. The dealer must plan his campaign carefully and then go through with it. Half-hearted measures will bring half-hearted results. The quickest way to reach the great masses of the people in any community is through newspaper advertising. Consistent advertising, in which portable instruments are featured in a manner to make them desirable as Summer vacation accessories, will produce sales. Results have shown this to be true, and this year more than in past years advertising should have an important influence on sales of portables. The reason for this is that the advertising of the manufacturers of various portable machines as well as the efforts of individual retailers has been instrumental in educating a large part of the public to the uses for which the portable type of instrument is especially adapted.

Excellent Portable Advertising

The illustrations herewith show how three live concerns are going after business. Two points are stressed particularly in each ad, first and most important, the pleasure to be derived from a portable talking machine during the Summer, and, second, price. Of course, these are the two important considerations insofar as the portable as a Summer vacation accessory is concerned, and, therefore, they should be featured as strongly as possible. The advertisement which brings before the reader a picture of a jolly gathering at camp, picnic or seashore with the portable providing the entertainment is a sales builder. That is what the dealer should strive for in his advertising. Make the public realize that the portable instruments you handle will give added pleasure during the Summer months. Educate them to the merits of this instrument. Go after business in every way and the profits will take care of themselves.

Three Excellent Examples of Portable Advertising With a Strong Summer and Vacation Appeal

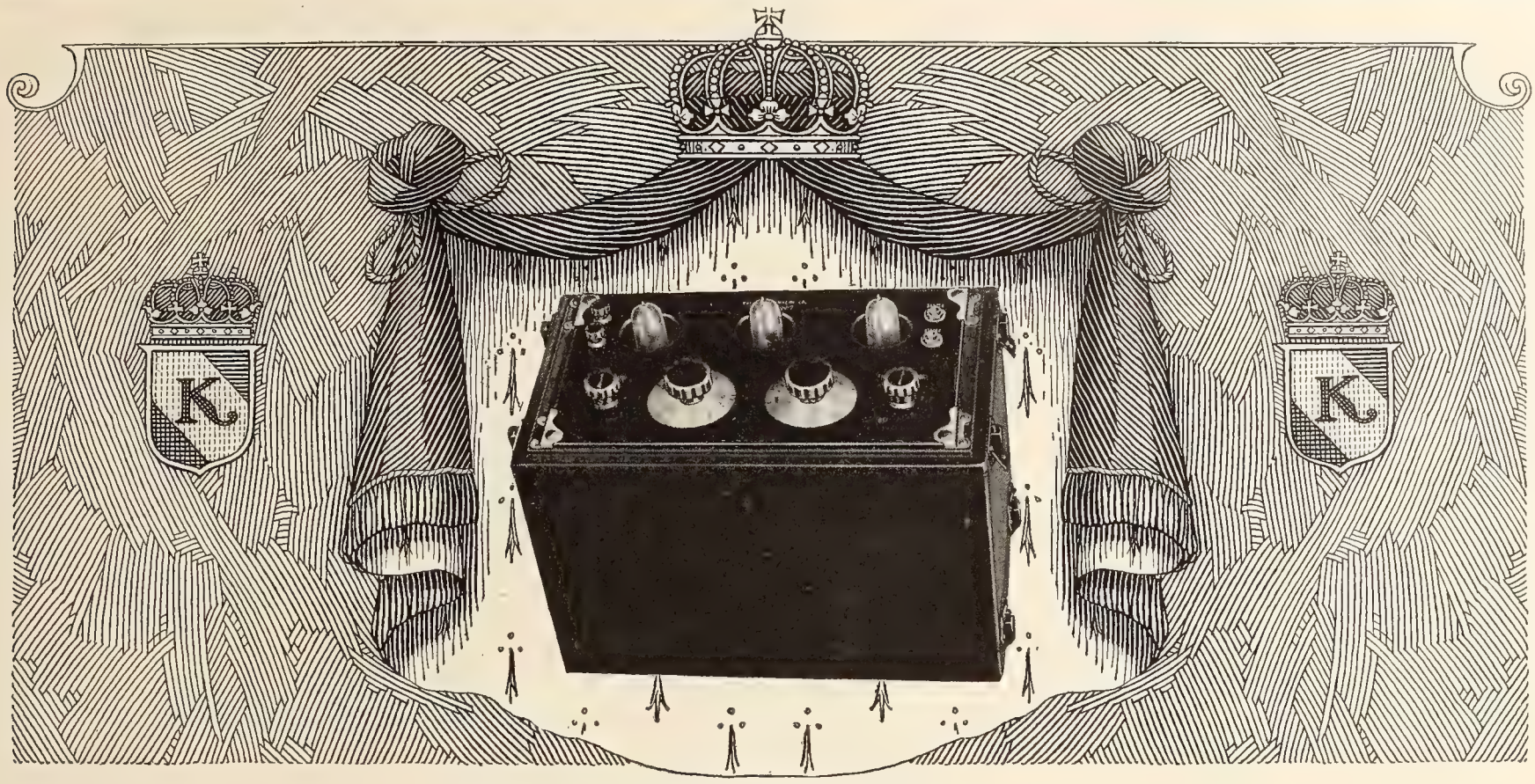
Price Important

The second point emphasized in these three advertisements is price. Now price plays an important part in the purchases of the average man or woman. The majority of the public belongs to the great middle or wage-earning class. Vacation means the expenditure to most people of a considerable lump sum for a brief period of recreation. Many of them have large talking machines in the home, and unless they are convinced that a portable instrument will add considerably to their pleasure they will not buy. The fact that portables are so reasonably priced influences many people to purchase one, but the public will not know how low the cost of a good portable actually is unless the retailer steps out and tells them through advertising, window displays or some other equally effective manner. This applies with equal force to bringing the merits of portables as musical instruments home to the public.

Another Portable Field

There is another year-round portable sales field which seems to have been generally overlooked. At least few dealers seem to make any real effort to go after portable business among those people of their communities who cannot afford the comparatively large expenditure required for an upright or console instrument. There are many fine portable prospects among the people of any community whom the dealer, in the ordinary course of events, would not solicit for business, and this is especially true in view of the fact that there are portables on the market to-day that will grace any home, and their reproducing qualities compare favorably with larger instruments. Every portable sold will mean an additional record customer, and this is an important consideration.

STARR PIANOS STARR PHONOGRAPHS
GENNETT RECORDS
Represent the Highest Attainment in Musical Worth
The STARR PIANO COMPANY
Established 1872 Richmond, Indiana



The KENNEDY PORTABLE RADIO RECEIVER

MODEL III

(Kennedy Receivers are Non-radiating)

Not a compromise for the sake of summer portability—but a full-size, full-volume receiver for all year round home use.

You'll find something interesting to your customers in this full-volume portable radio. It is one way to keep radio enthusiasm active and help summer sales. Here is a receiver that can be picked up and taken along. Completely self-contained—batteries, phones, phone-plug, and all. Uses any aerial—even a wire fence or a wire over a tree branch.

The Kennedy Portable is light and compact, but portability is gained without sacrificing efficiency. It is a real Kennedy; a full-size receiver, using the same radio unit as Kennedy cabinet sets. Practically trouble-proof.

Stations can be logged with absolute accuracy. One dial controls wave length and the dial setting that brings a station in once will bring it back at any time—even on another aerial miles away. Remarkably simple to operate; clear, pure tones and lots of volume on nearby or distant stations. The Kennedy Portable is a sensitive, selective, 3-tube set that is built for use anywhere and any time.

Dealers are invited to write

A Kennedy dealership is a fine business asset. Get acquainted with the Kennedy line, — especially the forthcoming models that will complete the present line. Wonderful tone quality—splendid appearance.

Armstrong Regenerative. Licensed under U. S. Patent No. 1,113,149

THE COLIN B. KENNEDY COMPANY
SAINT LOUIS, MISSOURI

KENNEDY

The Royalty of Radio

0520-2

Definite Publicity Campaign Builds Sales

McManus Bros. Follow Up Newspaper Publicity and Revive Public Interest in Sales Message—Circulars and Booklets Help Drive

The policies which govern the management of a talking machine store vary to a large extent, dependent on a great many factors. Some dealers find that the location of the store is the main feature in attracting customers and consequently bend all their efforts to making the store as attractive as possible. Others in a less advantageous position depend on outside sales forces who canvass the immediate and adjoining territories for prospects, while another type of dealer depends almost solely on advertising and effective publicity broadsides sent to his mailing list. These methods of increasing the business of the store are the ones most used by dealers throughout the country and each have their virtues and the method to be used or the combination of two or all the methods is governed entirely by the situation of the store, the class of trade with which the store deals and the competition which the dealer encounters.

McManus Bros. Advertising Pays

The talking machine and radio department of McManus Bros., Elizabeth, N. J., inclines toward the policy of advertising in the local papers and an ambitious follow-up campaign among the 10,000 people whose names are on the mailing list of the store. Possessed of a reputation which is of the highest and with the proud slogan of forty-three years of service to the people of the city, the store's advertisements carry weight and bring good results. The Victor and Edison lines are carried in the phonograph department and the complete radio line of the Radio Corp. of America is also strongly featured. Each article receives its full share of advertising and publicity as do also records, a phase of the talking machine business which many dealers neglect.

Mails Advertisements to Prospects

One of the policies practiced by the manager of the department, F. Weidman Evans, and one that lends much effectiveness to the advertisements in the local papers, is that of having reproductions made of the advertisements and to reprint the same on heavy coated paper, sometimes on tinted stock and at other times in two colors. It can readily be seen that an advertisement which is considered effective and attractive when it is run in its usual form on cheap newspaper will be doubly so when it is seen alone and on a high grade of paper or in colors. Another feature of this policy is that it serves as a reminder of any offer which may have been made in the original advertisement. It is obvious that an advertisement appearing in a newspaper loses much of its pulling power because of the fact that there are a large number of bargains offered by other merchants appearing side by side with the dealer's announcement and the attention of the reader may be distracted from the interest in a talking machine or radio to that of some other article of merchandise. Hence this follow-up revives whatever interest may have originally been aroused.

Different Appeals Stressed

In the advertisements and literature featuring the Victor and Edison instruments, different appeals are stressed. In one the desirability of music in the home is featured with the quotation from Longfellow, "Show me the home where music dwells and I shall show you a happy, peaceful and contented home." Another message emphasizes the fact that the only instruments offered for sale are those, nationally known, made by manufacturers who are the largest and oldest in the world—instruments of known quality and worth. Another appeal made is that of easy terms, a few dollars down and a few dollars a week enables the prospective purchaser to own any instrument in the house.

Pushing Slow-moving Records

In addition to sending out the usual bulletins with the latest releases of records, this department frequently prepares a circular pushing a record from past releases and devotes the entire circular to a description of this record. In this way the department is enabled to push many records which are considered slow movers or dead stock.

Features Entertainment Value of Radio

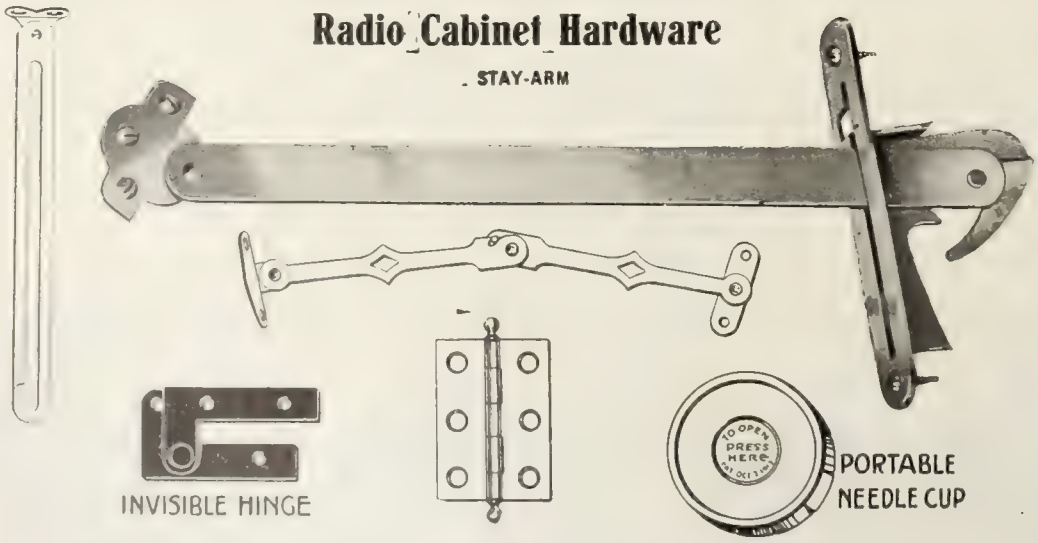
In the radio department but one line is carried at the present time, that of the Radio Corp. of America. Mr. Evans has concentrated on this line with the most satisfactory results. In the advertisements offering radio sets the price appeal is subordinate to the appeal of what the radio will bring, the entertainment features which the set is capable of giving to owners. As an instance, a recent advertisement, before mentioning prices, told of the many features which would make ownership of a radio set desirable this Summer. Under the caption "What's on the Air This Summer?" the answer was given, "The Republican and Democratic Conventions, Ball Games, Football Games, Big Boxing Championship Bouts, Music, Lectures, Church Services and the Whole World of Entertainment." It is publicity such as this that appeals to the layman who is not conversant with the technical aspects of radio, rather than the advertisements which give at great length the perfections of a certain set in language which is unintelligible to the average prospect.

The radio department recently prepared and sent to its radio customers a booklet entitled "Facts that every owner of a Radio Set should know." The reason for the sending out of the folder is given in a foreword which reads: "This folder is offered as an instructor in the proper operation of your radio set and should not be taken as an insinuation that radio sets are continually out of order. Such is not the case. The normal condition of a dependable radio set is a healthy one." The folder in brief answers illuminatingly so that every reader can understand the many complaints which dealers are receiving constantly from radio set buyers It tells why radio reception is better at night than during the day, why battery trouble interferes with reception and how batteries should be tested and why it is necessary for an enthusiast to really understand radio to get the best results. This knowledge, the folder explains, comes from patience and practice.

FULL LINE of HARDWARE

FOR UPRIGHT, CONSOLE AND PORTABLE PHONOGRAPHS. IN NICKEL, GOLD AND SPECIAL FINISHES.

Radio Cabinet Hardware



We have been catering to the hardware needs of the talking machine and radio industries for a number of years. Consequently we are in a position to give attention and service of the highest calibre.

H. A. GUDEN CO., Inc.

227 CANAL STREET NEW YORK, N. Y.

Clever Tie-up With Better Homes Exposition

MIDDLETOWN, N. Y., July 5.—The Holmes Music Co., one of the most enterprising Victor dealers in this vicinity, operating stores in this city and Port Jervis, tied up in a most effective manner with the Better Homes and Building Exposition held here recently. One of the features of the tie-up by this live concern was a booth at the exposition which featured the Victor line of machines and records and was one of the most attractive and interesting displays, judging from the number of visitors who stopped to examine the instruments exhibited.

Another feature of the Holmes tie-up was the distribution of an attractive booklet which bore the title "Middletown, N. Y., and Music." The book opened with a brief statement of the advantages of Middletown as a residential and business community. Following pages were devoted to illustrations of schools and other important structures of the city, space also being devoted to the necessity of music for people in every walk of life and of every age. The Victrola, piano and other instruments and accessories came in for their share of "publicity" as one of the necessities of the home.

Melody Shop Incorporated

The Union Hill Melody Shop, 364 Bergenline avenue, Union Hill, N. J., talking machine and piano dealer, was recently incorporated with a capital stock of $25,000. The incorporators include Richard C. Schmidt, Rose M. Saldarini and Harriet C. Spencer. The store has carried the Brunswick line for many years and recently added Victrolas and Victor records.

New FADA

Neutrodyne Receivers

WE WILL shortly announce new developments in FADA Neutrodyne radio receivers, which, with the far-famed FADA "One Sixty," will complete the most comprehensive line yet developed.

Continuously for eighteen months our experimental and research engineers have been at work developing this new FADA Neutrodyne receiving equipment.

The FADA Neutrodyne line, when rounded out with these new developments, will consist of several styles of receiver cabinets to meet different tastes and purses. Receivers adapted for the musical trades as well as special Neutrodyne receiver panels for adaptation to console phonographs will be included.

As first in the field, with a satisfactory Neutrodyne receiver, it has been the successful aim of F. A. D. Andrea, Inc., through continued experimental and research work, to maintain their position as leaders in the radio industry. The new FADA Neutrodyne receivers will fully conserve this end.

The new designs will be nationally advertised throughout the entire year in leading radio and general publications. Arrange your plans for radio sales to take advantage of the complete FADA Neutrodyne line, including the far-famed FADA "One Sixty" and the new models, full descriptions of which will soon be available.

F. A. D. ANDREA, INC., 1581 Jerome Avenue, New York

©

F.A.D. ANDREA INC LICENSED BY INDEPENDENT RADIO MANUFACTURERS INC NEUTRODYNE UNDER HAZELTINE PATENT NO 1450080 DATED MARCH 27 1923 OTHER PATENTS PENDING TRADE MARK REG U.S. PAT OFF

Wm. H. Ingersoll Becomes DeForest Sales Manager

New General Sales Manager Widely Known in Sales and Advertising Fields Throughout the Country—Assumed New Duties July 1

DeForest jobbers and dealers throughout the country will be interested to learn of the appointment of William H. Ingersoll as general sales manager of the DeForest Radio Tel. & Tel. Co., with headquarters at the company's executive offices in Jersey City. He assumed his new duties July 1 and is now engaged in laying out plans for an intensive sales and publicity campaign for the coming Fall.

William H. Ingersoll is known throughout the sales and advertising worlds as one of the most capable and best posted sales executives in the country. His experience dates back more than twenty years, when he started work in the retail Ingersoll stores which at that time featured sporting goods and similar products. After being graduated from college he concentrated his activities on advertising, and a few years after joining the Ingersoll organization the watch business became the most important factor, and the firm of Robert H. Ingersoll & Bro. was established.

William H. Ingersoll

The world-wide fame of Ingersoll watches was one of the outstanding features of the country's commercial activities for many years, and under Mr. Ingersoll's direction, the advertising and sales departments of the company were merged. He took active charge of this important work and became intimately familiar with the dealers' selling problems. In recognition of the success achieved as head of the sales and advertising division he was appointed marketing manager of Robert H. Ingersoll & Bro., and also became a member of the firm. In order to acquire a marketing knowledge in another field, Mr. Ingersoll became associated on a temporary basis with Louis K. Liggett, well-known chain drug store executive, in rejoining the Ingersoll organization and being in charge of sales and advertising until 1918.

At that time Mr. Ingersoll joined the Government service, as national director of the Four-Minute-Men, with 75,000 speakers under his direction. When this work was completed Mr. Ingersoll was appointed a member of the Employers' Industrial Commission to visit Europe and study the plans of England and France in connection with demobilization. In addition to his national fame as a sales executive, Mr. Ingersoll has for many years been a foremost factor in educational and club activities in the advertising and sales worlds. In 1907 he was elected president of the Advertising Club of New York, occupying the chair for seven years and having the satisfaction of seeing the organization's growth from sixteen to 1,100 members. During his regime he appointed the first vigilance committee, which has since become a national institution. As chairman of the Board of the American Fair Trade League from 1913 to 1916, Mr. Ingersoll was closely identified with the national campaign in behalf of price maintenance. This League, consisting of the leading business executives in all lines in the mercantile world, included among its directors a number of prominent talking machine executives.

Mr. Ingersoll was one of the organizers and founders of the Association of National Advertisers, having served as a director and a member of the executive committee. He was the first chairman of the educational committee appointed by this organization, and was also the first chairman of the national committee appointed by the Associated Advertising Clubs of the World, serving as a member of the executive committee of this organization. He was also an organizer and charter member of the Sales Managers Association of New York, and has been active in this organization.

As general sales manager of the DeForest Radio Tel. & Tel. Co., Mr. Ingersoll will have exceptional opportunities to utilize his vast experience as a sales and advertising executive. DeForest products, particularly the two new models recently introduced, lend themselves admirably to aggressive sales methods, and Mr. Ingersoll's training and experience will undoubtedly be reflected in the future success of the DeForest organization.

Martin Bros Co. in New Store

Sedalia, Mo., July 8.—The local store of the Martin Bros. Piano Co., Springfield, Mo., has been moved to 506 South Ohio street. A beautifully arranged and furnished wareroom is occupied at that address. Stanley Shaw is the local manager. There are two phonograph booths, and a room for showing Gulbransen registering pianos in this wareroom.

A. Thallmeyer Home From Long European Trip

Arranges With Many Foreign Artists to Record for Okeh and Odeon Records

A. Thallmeyer, manager of the foreign record department of the General Phonograph Corp., New York, returned on July 10 from a three months' trip in Europe. During his stay abroad Mr. Thallmeyer visited many foreign countries, making arrangements for new recordings for the extensive Okeh and Odeon foreign record catalogs. Mr. Thallmeyer is one of the recognized authorities on foreign language recording, having been identified with this important branch of the business for many years. He has attained exceptional success as head of the General Phonograph Corp.'s foreign record division, and has worked in close co-operation with Otto Heineman, president of the company, who is intimately familiar with every detail of the General Phonograph Corp.'s foreign repertoire.

F. D. Wiggins Takes Charge of Gennett Record Sales

Richmond, Ind., July 5.—The Starr Piano Co. of this city, manufacturer of Starr phonographs and Gennett records, announced this week that Fred D. Wiggins, who had been manager of the company's branch in Chicago, had been transferred to the factory, where he would have complete charge of Gennett record sales. Mr. Wiggins has been associated with the Starr Piano Co. for the past twenty-five years, having occupied important posts in the organization. He is ideally qualified for his new work, and under his direction it is expected that an extensive plan of expansion and co-operation will be conducted successfully this Fall.

C. R. Hunt, formerly associated with the Starr Piano Co.'s branch at Kansas City, Mo., has succeeded Mr. Wiggins as manager of the Chicago branch. He has also been identified with the organization for a number of years and is a thoroughly competent sales executive.

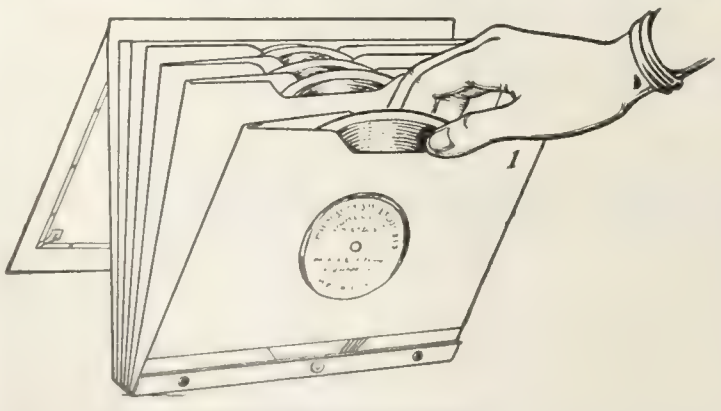
Earle W. Jones Resigns as Cameo Recording Engineer

Earle W. Jones, one of the foremost recording experts in the industry, and widely known throughout the trade, resigned on July 1 as recording engineer of the Cameo Record Corp., New York. Mr. Jones, who is one of the veterans of the recording field, is developing important plans in the industry, which will probably be ready for announcement about September 1. Mr. Jones has been identified with some of the most prominent record manufacturers in the country, and he is generally recognized as one of the best-posted recording engineers in the industry.

National Record Albums

are

Good Albums

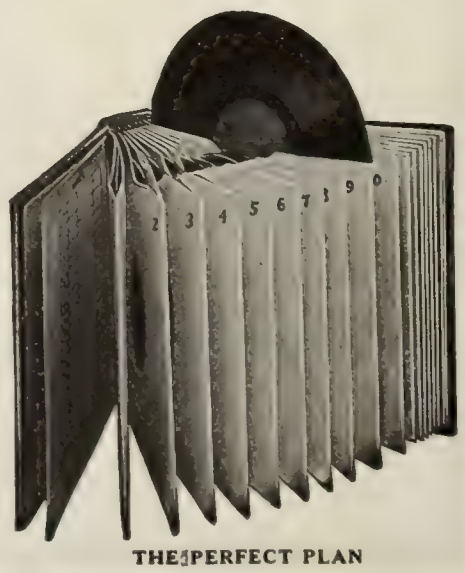


NEW PORTABLE ALBUM

Nationally known because they give real satisfaction.

They require less selling effort. Made to contain all makes of disc records including Edison.

Write for our list of 1924 styles and prices



THE PERFECT PLAN

NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.

Another Columbia *Gem*

June Night

by Ted Lewis and His Band on Columbia Record 157 D

"I Wonder What's Become of Sally"

is on the other side

LEAVE it to Ted Lewis and His Band, America's leading syncopators, to put a dance hit over. They have that indescribable something that makes fox-trots more foxy—or, in other words, makes a hit go for extra bases.

In "June Night," on Columbia Record 157 D, Ted Lewis rings the bell, scores a million and brings home the bacon. It's the coolest, breeziest hot-weather number that you ever carried. And the number on the other side is just as refreshing. "I Wonder What's Become of Sally" was made for Ted Lewis and His Band.

This record is going over big. Let's have your orders now. Remember—Ted Lewis records are sure-fire sellers. His organization is more popular to-day than ever, and there is a definite demand for his vivacious style in dance music.

And at the same time, include your request for some of the numbers listed on the next page.

COLUMBIA PHONOGRAPH CO., INC.
1819 Broadway New York

"Columbia has all the hits and usually first"

by Ted Lewis and His Band

Here are some new Records that are sure-fire sellers - -

It Ain't Gonna Rain No Mo'.
Red-Hot Mamma. Fox-Trots.
Original Memphis Five. **155 D 75c**

I Can't Get the One I Want.
Mandalay. Fox-Trots.
Paul Specht and His Hotel Alamac Orchestra. **160 D 75c**

Driftwood. Fox-Trot.
Spain. Tango Fox-Trot.
Leo F. Reisman and His Orchestra. **134 D 75c**

Adoration Waltz.
Colorado. Waltzes.
The Romancers. **139 D 75c**

Write to the Columbia branch or distributor nearest you

Atlanta, Ga., 561 Whitehall Street
Boston, Mass., 1000 Washington Street
Chicago, Ill., 430-440 South Wabash Ave.
Cleveland, Ohio, 1812 East Thirtieth Street
Dallas, Texas, 2000 North Lamar Street
Kansas City, Mo., 2006 Wyandotte Street
Los Angeles, Cal., 809 S. Los Angeles St.
New York City, 121 West Twentieth Street
Philadelphia, Pa., 40 North Sixth Street
Pittsburgh, Pa., 632 Duquesne Way
San Francisco, Cal., 345 Bryant Street
Toronto, Ont., Canada, 1244 Dufferin Street
Buffalo, N. Y., 700 Main Street
Detroit, Mich., 439 East Fort Street
Minneapolis, Minn., 18 North Third Street
Montreal, Canada, 246 Craig Street, West
Seattle, Wash., 911 Western Avenue

* * * *

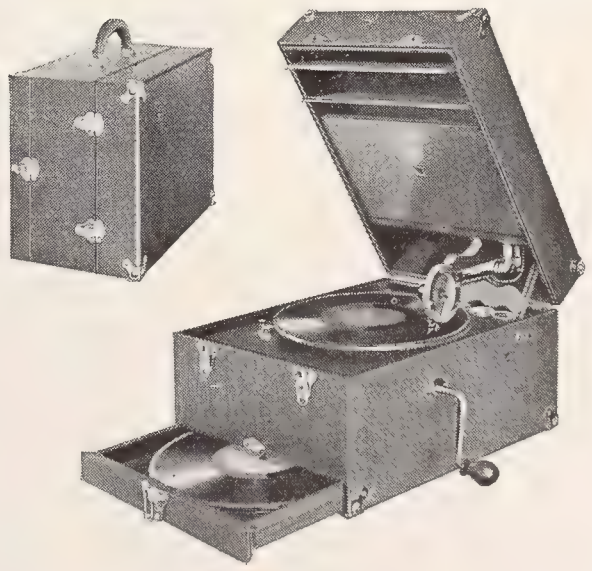
COLUMBIA WHOLESALERS, Inc.
205 West Camden Street, Baltimore, Md.
COLUMBIA STORES CO.
1608 Glenarm Avenue, Denver, Colo.
COLUMBIA STORES CO.
221 South West Temple, Salt Lake City, Utah
TAMPA HARDWARE CO.
Tampa, Fla.
W. W. KIMBALL CO.
Wabash and West Jackson Boulevard, Chicago, Ill.
COLUMBIA DISTRIBUTORS, Inc.
1327 Pine Street, St. Louis, Mo.
224 West Fourth Street, Cincinnati, Ohio
323 North Peters Street, New Orleans, La.

The New Columbia Portable

To demonstrate this wonderful portable is to sell it. It is light, small and compact. What's more it has a richness of tone and a fullness of volume that can't be equaled by any other phonograph in its class.

The selling season for portables is here. Visit the Columbia branch or distributor at once and investigate the New Columbia Portable—you'll want to *carry it!*

The dealer who takes on the New Columbia line is aware that he is backed by an organization whose business policies are sound and aggressive and whose co-operation is whole-hearted and complete.



Columbia

New Process **RECORDS**

Creating Sales Among the Foreign-Born

Securing the Confidence of Newcomers to Our Shores Requires Study of Their Preferences, Says H. L. Wasserman, Live Dealer

Foreign record buyers are far more liberal in their purchases than is the average American. The latter expects to buy one or two records and views his purchase from that angle, while the former will buy music—the type that pleases him and fits into his particular tastes, station or musical education—with the cost usually the second consideration.

So stated Harry L. Wasserman, proprietor of the United Music Store, which features foreign records on St. Clair street in the theatrical district of Toledo, O. He was at one time associated with the Ford Motor Co., Detroit, where he came in daily contact with many types of foreigners. He studied their mannerisms, tastes and habits. This knowledge he is now applying to the foreign record and talking machine shop which he is conducting successfully and which is rolling up an increase in sales each month over the preceding one. He has also music-store training to his credit.

How to Handle Foreign-born Patrons

According to Mr. Wasserman one of the first things a merchant aspiring to do business with the foreign population in his territory must observe, if he is to be successful, is that the ambition of every foreigner is to talk English and to use American manners. Therefore, a dealer must always overlook his mistakes in speech. He should listen carefully and endeavor to understand his customer's desires the first time so that it will not be necessary for the latter to repeat, for the newcomer to our shores is as a rule very sensitive.

Then, never praise a record to a foreigner until you find out his exact tastes in music. You will find he generally knows music better than we do, though, to be sure, his likes and dislikes vary much as ours do. Too many dealers work by a rule and believe that all people coming from Norway like accordion records; from Russia, balalaika; Poland, polka dances, and so on. While this is true to a certain extent, it does not apply in all cases or even in a majority of instances.

Must Win Confidence of Prospects

Further, the dealer must endeavor to win the foreigner's confidence and this can best be done by treating him as an equal. That confidence begets confidence is especially true with respect to the people from overseas. If you know his language or are familiar with the music of his country you have a great advantage over the merchant who does not.

Most foreign record retailers can speak several languages. Mr. Wasserman speaks several. Some employ salespeople who know a number of tongues and from these persons others gradually learn to please the foreign customer. A great mistake is made by many merchants in simply asking the foreigner when he comes into the store what kind of record he wants and then handing the entire pile of records in stock of that particular language to the patron and depending upon him to select the numbers he may favor. If the first one or two happen to be old, distasteful or selections he already possesses, he will most likely walk out of the store dissatisfied. You would never treat an American customer like that. Remember, the foreigner is sensitive, he wants your confidence and respect. If he once has this he will broadcast your store every day in the week to his friends.

Must Study Catalog

Retail record dealers contemplating the foreign record field will do well to study the foreign catalog diligently and to attempt in every way to acquire an understanding of the records they expect to deal in. This, of course, would depend upon the people residing in the vicinity of the dealer's store. Whether these people are Polish, German, Spanish, Italian, Mexican, Hungarian, Hebrew or of other races is highly important and must be determined in advance.

In the beginning it may be necessary for a new dealer to make a note in the corner of each record envelope stating the type of music, song, dance, folk song, or other helpful information. If you have the proper preparatory work you will soon acquire facility in handling the foreigner and add to your store of knowledge and grow in his estimation—all of which will build good will for your store.

An idea of the number of foreigners in any locality may be obtained from the newspaper offices, city directory or post office. It is stated that in most of our large industrial cities the average percentage of foreigners to the other population is nearly 30 per cent, perhaps more. Mr. Wasserman has all this information tabulated upon cards and has won the confidence of his following to such an extent that he now has standing orders from many customers for new releases. He is not satisfied to sell less than fifty records of a number, which soon amounts to a fine total. Portables and low-price console talking machines are favored by the foreign buyer, for several reasons, one of which is the low price of these instruments.

Build Up Your Radio Department During the Summer!

Establish yourself in your locality through the popularity of the PORT-A-BOUT—the all-year radio receiver that's portable. The famous Harkness reflex circuit gives loud speaker volume on two tubes—batteries are self-contained—last for months without replacement—results equal four or five tube sets. The

PORT-A-BOUT

will bring people to your radio department now, and by fall you will have a reputation for selling up-to-date radio equipment. Write us *now* for further information and discounts.

We are prepared to make Quick Deliveries on—

Parts and Accessories

Cunningham tubes
Eveready "A" and "B" batteries
Music Master loud speakers
Brandes phones and Table Talkers
Electrad antenna equipment
Harkness Reflex Kits
Adapters, plugs and other standard makes of parts and accessories

Receiving Sets

Cutting and Washington Teledyne
Colin B. Kennedy
Fada Neutrodyne

We Specialize in Establishing Radio Departments

LIST PRICE $59.50

Complete $85.50

A Fine Leader for Summer Sales

SEND THIS COUPON

RADIO STORES CORPORATION,
218-222 West 34th St., New York, N. Y.

We are interested in your new Perpetual Radio Catalog, and request you to add our name to your mailing list for special bulletins.

Name .....

Address .....

City and State.....

RADIO STORES CORPORATION

Dept. T.M.W. 724. 218-222 West 34th Street, New York, N. Y.

How Luscher Creates "Selling" Windows

Every Display Is Made an Eye-arrester Through Attention to Details—Careful Planning Necessary—Twenty-four-hour Salesman

Attractive window displays as a means of drawing customers and stimulating the sales of records have an ardent advocate in the person of William Luscher, of Luscher's Music Store, New York, who puts his belief into practice by changing the dress of his windows every week. The windows of this store have been so effective and have aroused so much interest and comment throughout the locality that merchants in all lines call upon Mr. Luscher asking for suggestions for dressing their windows. Many talking machine dealers fail to reap the benefits and profits which should be theirs through attractive window displays. They seem to lose sight of the fact that the display space of the store represents a definite proportion of their overhead and should be made to pay for itself just as does each department of the business. The average dealer in a good location pays approximately one-third of his total rent for window display space, yet this important item is often overlooked and the space for which such a price is paid in the case of many dealers is utilized merely as a stockroom.

Good Displays at Small Cost

One of the chief reasons why dealers fail to cash in on their window displays is the belief that a large outlay of money is necessary for an attractive display. This idea is wholly erroneous. One of the most striking displays which the writer has seen in some time was the window prepared by the Luscher establishment in conjunction with last Decoration Day. Simplicity was the keynote of the display; it stood out in such a way that practically everyone who passed was attracted to it. Yet the total cost of the display did not exceed $5. The floor of the window was covered with artificial grass—on one side poppies were strewn about—poppies, the flower of Flanders field, immediately bringing up pictures of the late war—on a placard in the center of this field there was a verse of the poem, "In Flanders Field." In the other side of the window daisies, symbolic of the Civil War, were scattered about and a placard bore a verse of "The Blue and the Gray." The entire rear of the window was covered by an American flag and a hidden electric fan, constantly revolving, caused the flag to ripple and undulate. In one corner stood a tripod, formed of three muskets and in another a portable Victor stood on the stump of a tree. The only record featured was No. 35718, ex-President Harding's "Address at Washington at the Opening of the International Conference for the Limitation of Armament," and on the other side, his "Address at Hoboken on the Return for Burial of the American Soldiers, Sailors, Marines and Nurses." The rippling flag, the symbolic flowers on the field of grass, the very appropriate bits of verse and the complete lack of any article that would cast a jarring note into the picture caused the display to be one that immediately brought up the thoughts of the day to be observed—it was untainted by any thought of commercialism—yet, the Harding records, which were regarded as completely dead, were sold in great numbers. This proves the value of properly utilized window space.

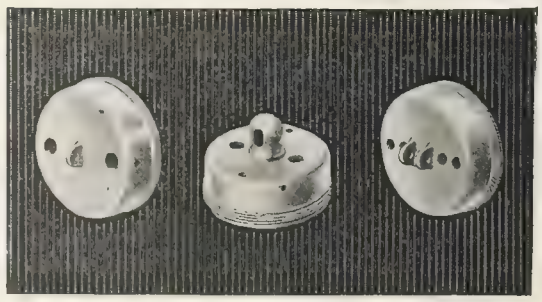
Motion Attracts Attention

"In planning and designing a window display I always try to have some object moving in the window, as the motion invariably attracts the eyes of the passers-by and they stop to gaze at a window which otherwise they would ignore," declared Mr. Luscher, who states that as one of the reasons why his window dressings have been so successful. The soundness of his reasoning has been proved more than once, for within the past year he has been awarded two prizes, both of them in competition with hundreds of other dealers in the Bronx. One of the prizes, a silver loving cup, was donated by the president of the New York Edison Co., and was awarded to the Luscher store because of an effective and attractive display depicting a camp scene—a Victor portable and the Victor dog each occupying a prominent position in the display. The more recent prize-winning display was adjudged best in a contest held under the auspices of the Automobile Dealers' Association and open to all dealers in all lines in the Bronx. A comfortable music room, with fireplace ablaze and snow falling outside and with a Victrola featured, was the motif of this display, an ensemble which attracted considerable attention from passers-by.

Make Displays Create Desire

For every person who enters a store hundreds pass by. An obvious platitude, yet it is hard to realize the mental process of the talking machine dealer who, knowing this, fails to have his windows present as attractive an appearance as do his warerooms. The windows are what thousands of people judge an establishment by, and should they carry a careless jumble of merchandise it could scarcely be expected that the public would choose such an establishment in preference to one that presents its products in a manner that enables the prospective purchaser to visualize the article in his home, or in a manner that creates desire for ownership. Again, the window display works not eight or ten hours as does the human salesman, but for twenty-four hours each day it is working either for or against the dealer. In the case of the display mentioned above it was at night that the picture was most perfect. An amber-colored spotlight shed a soft light over the picture that heightened its effectiveness and did much to complete the illusion.

DOEHLER
The World's Largest Producer of
DIE-CASTINGS



The words "value" and "service" and "price" are so closely inter-related that all three are needed to define what constitutes "a good buy".

In the purchase of die-castings, the right price is the one which buys the biggest value in the way of service—this term "service" again being understood as the capacity for doing a specific thing well.

Where Doehler engineers and metallurgists are given the opportunity to work with a manufacture in advance of actual design and production, material savings in last costs often materially offset disadvantages in first cost.

DOEHLER DIE-CASTING CO.
BROOKLYN. N.Y. TOLEDO. OHIO.
POTTSTOWN. PA BATAVIA. N.Y.

N. K. Edlund Promoted

Norman K. Edlund, who recently joined the sales force of the talking machine department of John Wanamaker, New York, after several years' connection with the New York headquarters of the Rudolph Wurlitzer Co., was made assistant buyer of the talking machine, radio and musical merchandise departments of the Wanamaker establishment. He succeeds W. E. Guthrie, who is now connected with the Adler Mfg. Co.

Variety Music Co. Chartered

WORCESTER, MASS., July 8.—The Variety Music Co., Inc., of this city, recently made application for a charter at the State House in Boston. The capital stock of the company is $20,000. One thousand shares of stock have been issued at a par value of $10 a share. The corporation will engage in the buying and selling of talking machines, musical instruments and supplies, both wholesale and retail.

A Sad Mistake

"It's the saddest mistake that business folk make, for here's the interesting truth: People do not see what they are looking at. They see only that which is pointed out to them," says Ruth Leigh in an interesting article in Printer's Ink.

In the Swim!

Ride on the Pearsall Plank—well balanced service thruout the year.

Ask any Pearsall dealer he'll tell you.

"Desire to serve, plus ability."

Wholesale Only

10 EAST 39th ST. NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

THOS. F. GREEN

Keeping Down the Cost of Radio Service

Reasons for Profit-killing Cost of Radio Service and How It Can Be Minimized by Reorganization of Merchandising Policies

One of the outstanding problems in connection with the handling of radio apparatus is that of service to the customer, and upon the proper regulation of this service and the keeping of it within just bounds depends in a large measure the profit that the dealer may expect to realize from his investment in his radio stock or department.

In the selling of talking machines and records the dealer has been in the habit of giving a broad guarantee, particularly regarding the performance of the instrument, and his personal guarantee is backed up by that of the manufacturer. In ninety-nine times out of one hundred there is no demand for service from the customer beyond that voluntarily given by many dealers in seeing to it that for the period of the instalment contract at least and perhaps beyond that time the machine is kept in proper running condition. About all that can happen unless the customer actually bangs the machine about is for the spring to break from overwinding or from some other cause, and in such cases a new spring can be inserted with little trouble and expense.

Radio Has Its Own Service Problem

In the case of the radio it is somewhat different because of the fact that so many factors enter into the satisfactory operation of a radio receiving set. In the first place, the purchaser generally knows little about its operation, and actuated by a desire to experiment can quickly wear out batteries and ruin tubes. It is in view of this possibility that dealers have been and are being urged in every sort of sale, regardless of the terms asked, to get a sufficient down payment to cover the cost of batteries, tubes and other accessories, or to make terms on the sets stripped and make a separate charge for the necessary accessories, which thus become the property of the purchaser regardless of what may become of the set itself. This in a measure duplicates the practice followed in the talking machine field generally in the matter of records, which the customer is expected to buy outright whether or not it becomes necessary to repossess the machine.

It is generally assumed by the customer that the dealer will see to it that the set is installed and made to work properly in the customer's home. The dealer is under obligation to demonstrate that the set works properly in order to clinch the sale, and installation service must be figured in as a part of the sale. However, there are customers who come back time after time for this or that adjustment, sometimes through a fault in the set itself, more often through carelessness in their handling of it, or through a desire to have the set live up to the salesman's promises in the matter of getting distance. In this connection it might be said that one of the greatest trouble makers in the retail radio field is the promise that a certain machine will bring in programs over distances of from one to three thousand miles. Those acquainted with radio have time and time again explained that getting distant stations depends on many different factors, such as weather conditions, proximity of local broadcasting stations, and the location of the set itself, which may be in a "dead" spot.

What to Feature in Sales Talk

Regardless of how elaborate or how expensive the set may be the salesman will do best by stating that it will bring in local stations clearly and distinctly and that similar sets have been known to get numerous distant stations. The salesman would also do well to confine himself to selling the attractiveness of the set as to machine and cabinet work, its tone as demonstrated in the reception of local stations and the reputation of the set as backed up by advertising and the opinions of users. When he confines himself to selling the set he has something tangible to offer. When he tries to sell distance he is dealing with something that is distinctly intangible.

Poor Selling Creates Service Bill

It would seem that selling methods have little to do with service, but, as a matter of fact, poor selling can run up a service bill that will wipe out the dealer's profits entirely and perhaps develop a loss, especially in connection with outfits sold on time. If the customer is not promised too much and observes the receiver working properly in his own home, it is easy to convince him that he should pay for such service as might be necessary later on, just as he would pay for the repair or replacement of perishable parts of his automobile, such as tires and batteries.

Fixed Installation Charge

A number of dealers, and some big ones among them, have solved the service question very successfully by establishing a fixed installation and carrying charge to be paid by the customer. When the receiving set is bought the dealer assumes no obligation to install it. The customer, however, is informed that upon payment of $10 or $15, as the case might be, the dealer will have the set installed and see to it that it works properly for a fixed period, generally a year. This service includes necessary adjustments, but does not include the replacement of parts, such as tubes, batteries, phones, etc., for which a separate charge is made.

Some customers naturally protest against such a charge, but most of them can see the logic of it when it is pointed out that the average minimum charge of a service man for installing and adjusting sets is $5 per visit, and that it is possible for a set to need some expert inspection several times during even a six months' period. In short, the service charge would not cover more than three visits of the outside service man and yet it provides for an unlimited service over the stated period.

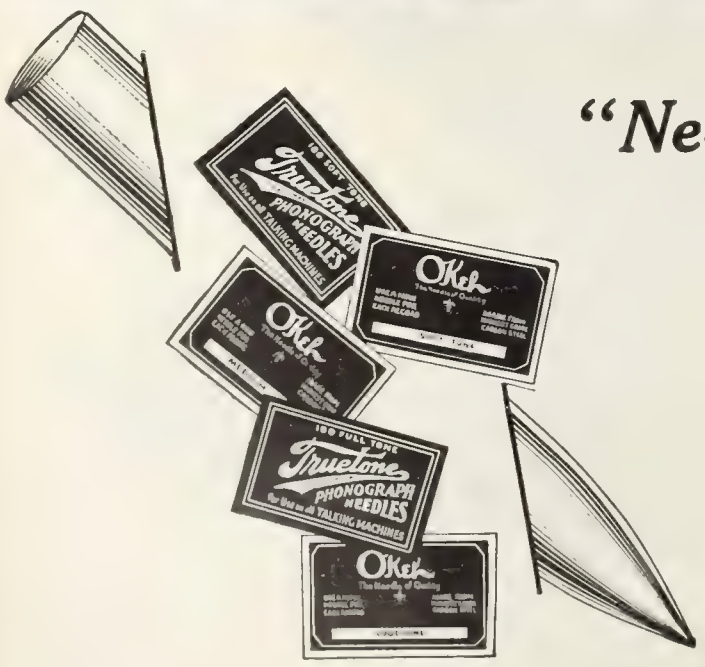
Upon the face of it it would seem as though this small charge for extended service would prove unprofitable to the dealer, but, as a matter of fact, there are a surprising number of people who never ask for the service man after the set has been properly installed and these satisfied customers counterbalance those who are inclined to be excessive in their demands. Moreover, in sets that require frequent attention, it is found that tubes and batteries or perhaps phones have gone wrong and the charge made for replacing these parts provides a sufficient profit to make the service pay.

Importance of Instructing Patrons

A lot of service troubles could be eliminated if when installing a set the dealer or service man does not simply leave when the antenna is put up, the batteries attached, and the tubes lighted, but rather spends an hour or so with the customer and explains and demonstrates the operation of the set. A little intelligent effort in this direction will not only please the customer, but will forestall many little disappointments.

Important Accessories

Incidentally, the work of selling to the customer for a few dollars devices for testing his storage and dry batteries and a little time spent in advising him regarding the necessity of keeping all connections tight and keeping his tubes turned sufficiently low to get good results without running the risk of burning them out will save 75 per cent of the average service cost after the set is installed and will add to the satisfaction of the radio owner in his set.



"Needle Points"

No. 16 Many a perfect reproducer, many a flawless record has been pronounced a "flivver" and good record-buyers have joined the "Never Again" list simply because some imperfect, inferior quality needles were masquerading as the real things.

The reproducer, the record, the buyer and you, the dealer, get a square deal when the stylus-bar holds

OKeh and Truetone NEEDLES

General Phonograph Corporation
OTTO HEINEMAN, Pres.
25 W. 45th St. New York

New Kodel Portable Radio

CINCINNATI, O., July 5.—The Kodel Mfg. Co., of this city, has just placed on the market a new portable radio receiver that is meeting with considerable success. The Kodel is a one-tube highly selective set, fitted in a camera case, weighing only four and three-quarter pounds, and it is stated that it has a range of several hundred miles without an aerial and a thousand miles or more with one. The company is preparing an intensive sales and advertising campaign in behalf of this new radio set.

Why Advertise a Registering Piano in a Phonograph Journal?

For just this reason: we are able to present a product with an active, profitable market, merchandised on much the same lines as are talking machines.

Your merchandise, generally speaking, is nationally advertised. So is the Gulbransen.

Your merchandise, generally speaking, is nationally priced. So is the Gulbransen.

Your merchandise, generally speaking, is at a point where the service expense is so small as to be practically negligible. The same is true of the Gulbransen.

Your merchandise opens a way to continued profit from the original transaction through the sale of records. So does the Gulbransen.

Your manufacturers, generally speaking, concentrate on few styles, requiring minimum investment in stock of machines, by the dealer. So do we, making four models only.

M-O-T-I-O-N *in your window*

Here is the type of up-to-date *moving* window display device that phonograph merchants are accustomed to. A moving Baby. The Gulbransen trade-mark in action.

GULBRANSEN COMPANY
3236 W. Chicago Avenue, Chicago

Gentlemen—Tell us how the Gulbransen "fits in" with a talking machine business.

Name _____

Address _____

City _____

In the phonograph field are some of the world's greatest "human interest" trade marks. The Gulbransen also has such a trade mark — the famous Baby that means "Easy-to-Play".

These are a few reasons why the Gulbransen "fits in" with the average retail talking machine business, and why it is now handled in so many stores of this type. Many merchants heretofore handling talking machines exclusively have changed their policy on account of the Gulbransen opportunity.

You may find that there are many points of similarity in your own case—enabling you to sell Gulbransens at a very slight increase in overhead.

Why not find out? We'll gladly send the full details to any dealer in communities where representation is available. Just fill in the handy coupon.

GULBRANSEN COMPANY
3236 W. Chicago Ave., Chicago

(Pronounced Gul-BRAN-sen)

GULBRANSEN
The *Registering* Piano

"Explanation" Is Advertising Foundation

An Analysis of the Important Principles of Advertising Copy by W. Braid White Which Retail Dealers Will Find Instructive

It takes a good deal of courage in these days to write about the art of advertising, for the square miles of white paper which have been utilized for this purpose since the advertising business became large and important are more in number than the grains of sand on all the beaches of two oceans. Yet one may flatter oneself, perhaps every ten years or so, that a new idea or at least an idea worth discussing may be brought out for the benefit of those to whom advertising is as the breath of their business nostrils. An attempt in this direction is now modestly proposed here.

The principles of advertising have been discussed ever since men first attempted to persuade their fellowmen. Every attempt at persuasion is a piece of advertising, and every piece of advertising is, or should be, an attempt at persuasion. Consequently, then, every other consideration save this should be secondary in the planning and execution of a piece of printed or spoken advertising.

What Is Said and How

Let me talk for the present purpose only about that restricted realm of business persuasion which is comprised in the phrase "advertising copy." By this is meant, of course, combinations of picture and text printed in newspapers and magazines, for the purpose of assisting the minds of readers to take an interest in the goods or the idea which forms the subject of the advertisement. Technical questions of design of physical space and of external features generally need not here be considered. I prefer rather to talk about what advertising experts so commonly neglect, the question of the statements made in the text and the manner of making them.

Any discussion of the kind must naturally take its leading features from the kind of article or idea which forms the subject of the advertising. One does not alter the principles on which advertising rests, whether the subject be railroad bonds or kerosene stoves; but the details will vary in each case. Dealing with our own trade, dealing, that is to say, with talking machines, records and accessories, we shall find that there are certain facts which must not be overlooked and certain considerations which must always be kept in mind, if our advertising is to justify its cost and the labor spent in preparing it.

In the first place, every writer of advertising copy for use in our industry should remember that, while the public is pretty familiar with the idea of recorded and reproduced sound, it has very little notion of the refinement which distinguish a good from a bad talking machine, and still more meager ideas of the possibilities of the machine and of its records for home entertainment, for study and for education in music appreciation. Everybody, more or less, knows, for instance, that talking machine music is very good for dancing, and that a few Caruso records and such things are nice to have; but how far beyond this do the thoughts of most people go? How many owners or prospective owners of talking machines ever think of tone-quality, of how to use the talking machine so as to get the best results from it, of how to judge what results are good and what are bad, in short, when to exercise discriminating taste, and to choose wisely and well?

Of course, we all know that very few ever think so far. Hence, we must acknowledge, if we are honest, that we are doing ourselves out of talking machine business every day because we take it for granted that in some mysterious way all men, women and children everywhere understand and appreciate the virtues of the talking machine as well as does the veriest expert.

The Principle of Explanation

Our advertising copy, then, should always be based, I think, upon the great principle of "Explanation." It should be taken for granted that what the talking machine and the records are capable of doing is little appreciated; and that, therefore, we can explain the facts as often as we like and ring upon the explanations innumerable changes, not only without making our advertising monotonous, but with immediate and certain advantage to it. The principle of "Explanation" is much neglected; but it is really the most important of all those upon which talking machine advertising rests.

"Explanation," however, is a word that may be used in more than one sense. If it is rightly used, and means what it is supposed to mean, we understand by it a process of telling to the casual turner-over of pages in newspaper and magazine the definite facts about the thing we are advertising. This means, then, that our story should always be focused upon some particular point which is capable by itself of retaining the interest of the onlooker, so soon as that interest has been definitely directed towards it. We must choose a definite feature to talk about and, above all, resist the temptation to waste space on generalities. One of the most distressing features of talking machine advertising is the prevalence of general vague statements which may be perfectly true, but which carry no conviction because they do not relate to any definite fact. Thus we shall see a statement that a certain talking machine excels in its ability to reproduce the music recorded more fully and richly than others can. The statement may be true; but the reader of advertising will not be intrigued by it. He will pass on without mentally responding, because he will be unable to connect the statement with any fact in his own consciousness familiar to him and, consequently, able to set up a fruitful relation between itself and the statement.

Specific Statement

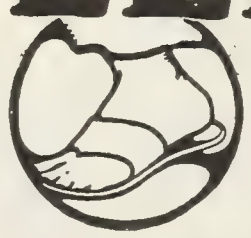
If, on the other hand, the advertising writer had stated that in a certain piece as recorded by a certain artist or orchestra certain things are actually done—as that certain special instrumental voices are used and should be heard—and that the talking machine which is the subject of the advertisement will bring out this particular passage as it should be brought out, then the reader would have been furnished with something on which he could "bite," as it were. He could relate this statement to some experience of his own or, at the least, try the piece mentioned upon the machine and see if he could hear what he had been told can be heard. Then, if and when he thought of a talking machine, he would be inclined to wonder whether other machines could perform this specific feat. And if the advertising writer had made a true statement he would have gained a convert.

Similar remarks may be made about the advertising of records, or of machines and records as related to each other. The point is that statements should be definite, should always relate the unknown to the known, and should never occupy costly space if they are merely vague and general.

Down With Jargon

Next to definiteness comes simplicity. It is always well to avoid "fine writing," especially in matters which relate to music. Much advertising copy, with its talk about "allure" and "artistry" and all that sort of thing, is mere rubbish, which conveys absolutely no meaning to the reader. It is, in fact, simply part of the unhealthy jargon which so many advertising writers seem to think is necessary when talking about art. Its only effect is to encourage the already too prevalent idea that there is something effeminate about understanding and loving good music. Every statement should be perfectly simple and capable of appealing straight to the untutored mind. Music, in fact, is the most readily appreciated of arts, but also the one art about which the most nonsense can be talked. Nor is the work of even good advertising men always free from the same indefiniteness and lack of simplicity which so often causes waste of publicity funds.

FELT



A Standard of Measurement

THE high quality of American Felt Company's felts is a definite measurement by which to judge *all* felts.

It is the standard. Comparisons only serve to emphasize its recognized leadership.

All the resources and facilities of this organization are available through our branch offices.

AMERICAN FELT COMPANY

211 Congress St., Boston 114 E. 13th Street, New York City

325 So. Market Street, Chicago

Be Ready!!

Place Your Record Business on a More Profitable and Business-like Basis for the Coming Season

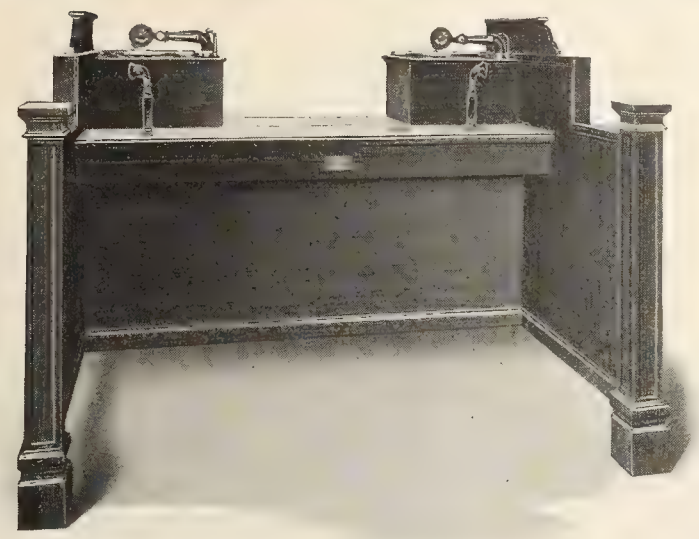
NOW IS THE TIME TO DO IT

Sectional Type AUDAK Equipment installed in the store of LANDAY BROS., NEW YORK CITY

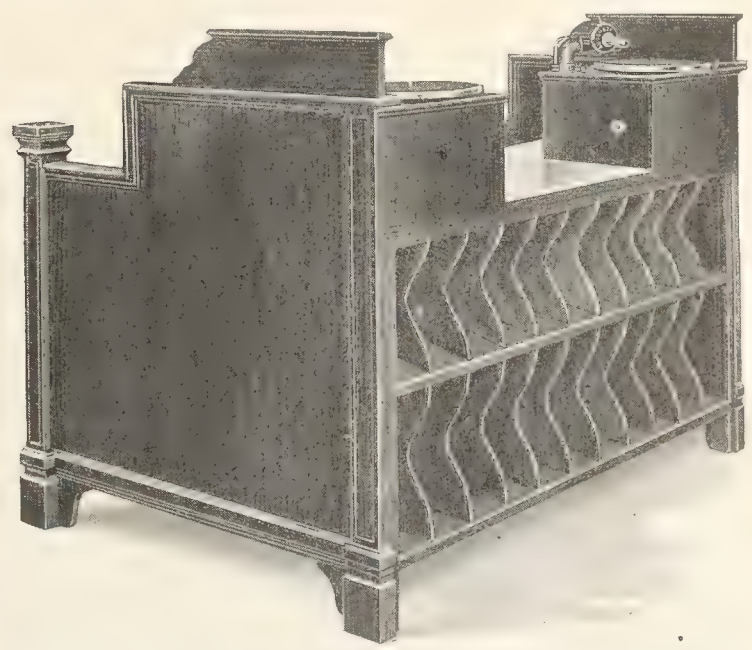
This photograph shows 24 AUDAK units in the limited space formerly taken up by only THREE (3) booths. 24 different records are demonstrated to 24 different customers at the same time.

These units also act as counters and record racks and have a storage capacity of 12,000 records.

This sectional type AUDAK equipment supplied complete, in units, as shown, ready for use upon removal from crate.



Front View AUDAK Sectional Unit



Rear and End View AUDAK Sectional Unit

The great saving in space; the clean store arrangement; the added beauty of the establishment, all serve to make greater profits. The wide open area avoiding confinement, and the efficient and attractive sales method prove a lure to record buyers.

Thousands of merchants in all parts of the world use AUDAK equipment. Surely, no *stronger proof* could be desired of the *tremendous success, utmost efficiency* and *vast superiority* of the AUDAK SYSTEM, over the old-fashioned method.

RECORD SERVICE WITH x-t AUDAK UNIT

This unit supplied complete as shown ready for use on removal from crate.

AUDAK equipment demonstrates and sells records

Without the Use of Booths

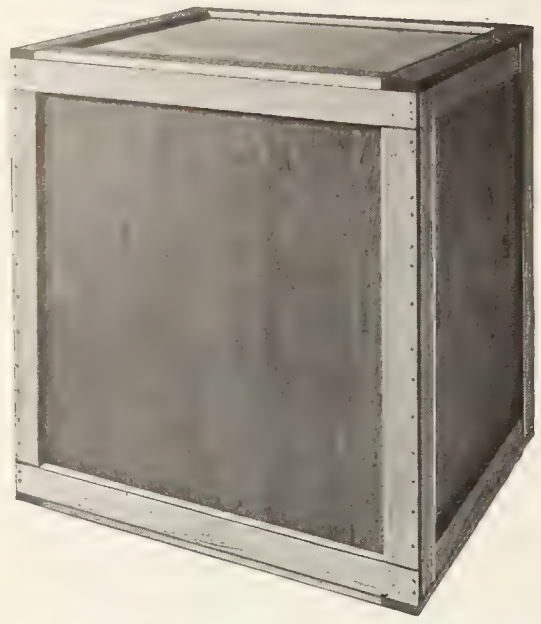
"THERE IS AN AUDAK INSTALLATION NEAR YOU"

Write for detailed information

Representatives in Principal Cities

AUDAK CO., 565 Fifth Ave., New York, N. Y.

In Canada, Manufactured and Distributed by McLAGAN Phonograph Corp., Ltd., Stratford, Ont.



Dependable Service

No order is too large for us to handle promptly and efficiently. When you order from us you actually have six independent sources of supply. The location of our mills at various shipping points on separate transportation systems reduces the possibility of inconvenience sometimes caused by strikes, fires, delays of railroads, etc.

We always have space reserved on the manufacturing schedule of some of our mills for rush orders. Each mill is a distinct unit manufacturing a standardized product of uniform quality.

Atlas Plywood Packing Cases save freight, give greater protection, make a better appearance and cost less.

Ask for further details about our product and our service.

Atlas Plywood Corp.

PARK SQ. BUILDING BOSTON, MASS.

Largest Manufacturers of Box Shook in New England

Victor Display Features "Voices of the Presidents"

Records by Roosevelt, Wilson and Harding Displayed in Show Window of Exhibition Salons During Democratic Convention

The Victor Co. exhibition salons at 472 Fifth avenue, New York, took advantage of the presence of the National Democratic Convention in this city during the week of June 23-30 to arrange a very impressive window display featuring Victor records made by Presidents of the United States, including records made by Presidents Roosevelt, Taft, Wilson and Harding. The slogan of the display on a large card in the center read: "Voices of the Presidents," and beside each record was a card giving the name of the President who made it and a brief description of the address that had been recorded.

Landay Bros. Open Branch Store in Hackensack

Hackensack, N. J., July 10.—The branch store of Landay Bros., which opened here the early part of last month, is doing a thriving business in both pianos and talking machines. The store is housed in temporary quarters in a very good location on Main street. The formal opening was a gala affair. Wrought iron bridge lamps were given to all purchasers of talking machines, radio sets, etc.

Harold A. Glasser, manager of the Newark branch of Landay Bros., who is in direct charge of the Hackensack establishment, stated that the store, in addition to doing a good local business, is proving very valuable as headquarters for the outside men, who in canvassing outside points throughout the State are now able to display and demonstrate instruments without the bother of having prospects travel to Newark for a demonstration.

The Gem Phonograph Co., Philadelphia, was recently incorporated with a capital stock of $25,000 to manufacture talking machines.

Gennett Dealers Enthused Over Record Exchange Plan

Twenty Per Cent Exchange Allowed on Popular Records Within Three Months of the Date Stamped on Each Record

A new sales and exchange plan on popular Gennett records, made by the Starr Piano Co., went into effect on June 1. The plan as announced by the company, which has been enthusiastically received by the large number of Gennett record dealers throughout the country, is as follows:

All popular numbers, both instrumental and vocal, will bear the date of release on label.

On records so dated there will be a 20 per cent exchange allowed of purchases, provided such exchange is made before the close of the third month after release. For example, all releases of May, 1924, will be marked "524" and must be exchanged before the last day of August, 1924, regardless of date of purchase.

There will be absolutely no exchange on any standard, foreign or undated popular records (undated popular records means popular records previously released.)

Exchange to be on a record for record basis, perfect records only being accepted.

Records for exchange, with replacement order, must be in the hands of your jobber before the expiration of the time limit.

Records for exchange will be accepted only at the point of purchase and when transportation charges have been prepaid.

Scratched and damaged records will not be exchanged but will be returned to dealer with replacement order.

The list price of all twelve-inch records of the twenty-five hundred series and including record 3000 will be changed to $1.25 from June 1, 1924.

Niagara Radio Stores, Niagara Falls, N. Y., were recently incorporated at Albany, N. Y., with a capital stock of 250 shares of preferred stock at $100 each and 1,000 shares of common stock of no par value. The incorporators are A. and F. L. Messersmith and R. D. Pfohl.

Veterans of the Trade Members of Pearsall Staff

One of the most popular and capable sales organizations in the Victor industry is the staff of the Silas E. Pearsall Co., Victor wholesaler of New York City. This organization includes a group of competent and experienced Victor men who are leaving nothing undone to cooperate with the Victor dealers in the metropolitan territory.

Included in this staff are several of the veterans of the Victor industry, among them Lloyd

Sales Organization of Silas E. Pearsall Co.

Upper row, left to right: E. B. Latham, Lloyd L. Spencer, Elmer Howells, V. W. Moody, Arthur Hamilton. *Lower row, left to right:* S. B. Schoonmaker, C. L. Price, C. A. True, M. P. Fitzpatrick, E. B. Losee

L. Spencer, V. W. Moody and C. L. Price, all of whom number among their friends Victor jobbers and dealers from coast to coast. The sales staff is working indefatigably in the interest of the Victor dealers and as a mark of affection for their late chief, the popular "Tom" Green, they are giving Mrs. Lydia M. Green, his widow, a loyalty and support founded on esteem and personal good will. The "boys" are on the firing line continuously and Mrs. Green, who is president of the company, is more than delighted with the support that the organization is receiving from the Victor dealers throughout the large territory served by the efficient Pearsall staff.

Two New Brunswick Records

Following the death of Victor Herbert there has been a great demand for the compositions of this popular composer and in this connection it is interesting to note that the Brunswick Co. has just released two popular melodies by Victor Herbert, one "The Italian Street Song," from "Naughty Marietta," which is sung with delightful grace and ease by Virginia Rea and the Brunswick Light Opera Co. On the reverse side is Herbert's ever popular melody, "A Kiss in the Dark."

National Metals Depositing Corporation

Factory:

34 East Sidney Avenue, Mt. Vernon, N. Y.

MASTERS MOTHERS STAMPERS

For Phonograph Records

We deposit the FINEST COPPER in the World

Our IMPROVEMENT: all stampers have HIGHLY POLISHED MACHINE BACKS

How Two Live Merchants Are Attracting Public Attention to Their Products

W. B. Stoddard Tells How Manager of "Talker" Department of Burgess-Nash Co. Uses Mails to Re-create Interest in Better Music—Sasso Store Has 'Em Guessing in Clever Window Display

H. L. Obert, manager of the phonograph department of the Burgess-Nash Co., Omaha, Neb., feeling that the public was beginning to lose interest in phonographs because so much jazz music was heard, and of which pieces they tired after hearing them a few times, determined recently to arouse interest in better music. With this end in view he got out the following letter which was sent to all customers of the department:

Dear Mr. Blank: This is a personal letter from the writer to you. Its purpose is to convey a message and to extend a personal invitation. Each month, as you know, a list of records is issued, which comprises the really beautiful music, sung and played by the world's greatest artists.

Statistics, however, show that less than 10 per cent of those who purchase phonograph records ever hear more than six records, of which five are dance numbers and popular songs. This means that approximately 90 per cent of the people never hear the world's most wonderful music. And this leads to the purpose of this letter, mentioned in the first paragraph.

We who comprise the personnel of this department of the Burgess-Nash store—Miss Ferrin, Mr. Capron and the writer—extend to you a personal invitation to visit us and hear that portion of the list of new records which represents really worth-while music.

Do not come as a customer, but rather as an acquaintance. Ask for any one of us, mention that you received this letter, introduce yourself and feel as you do when visiting at the home of a friend.

Above all, feel absolutely free from any obligations to buy. We want you to hear this wonderful music every month.

We have the most beautiful phonograph shop in Omaha. The booths are spacious, cool and equipped for your comfort and enjoyment. You are away from the hustle and bustle of the street—away from the heat, noise and congestion associated with the average phonograph shop.

May we not anticipate your acceptance of this invitation, and look forward to adding your name to the list of those who now enjoy this treat regularly?

This letter had immediate and far-reaching results. "An average of ten new customers a day was added to our list," said Mr. Obert, "many who received the letter bringing friends who had not, and our best music was given wide publicity and greatly increased selling properties."

Name the Record This Represents

The Sasso Department Store, Hazleton, Pa., during the so-called dull season, boosted its phonograph record sales by a clever rebus that appeared in one of its windows. Here were objects representing a score or more of new and standard selections. In the midst was set a phonograph cabinet with a record upon the turntable and six records were offered to the person who told the name of the selection. "It is not a popular, or a patriotic selection, but one that is nevertheless used every day." Of the 6,000 who offered their opinion, not one was correct—the selection being a requiem such as is sung in the Catholic churches every day. No prize was offered for the solution of the rebus in the window, yet people flocked to the display and many spent an hour or more trying to puzzle out the meanings. "It is the same idea as the illustrated rebus in a newspaper," explained Rudolph Collonna, advertising manager, "it looks so easy, and is so tantalizingly difficult that people don't like to own they can't decipher it. It was a splendid advertising stunt, too, as it acquainted people with many of our records, and got them to thinking about our store in connection with machines and records." Among the objects were a bunch of cotton ("Cotton Pickers"); an alarm clock set at three (Three o'Clock in the Morning); a stuffed dove ("La Paloma"); a heart pieced together ("Broken-hearted)"; a dish of applesauce ("Applesauce"); cup and saucer ("Porcelain Maid"); several numbers ("1-2-3-4"); a bluebird on black ground ("Bluebird); teddy bear in blue overalls ("Teddy Bear Blues"); a Japanese doll ("Madam Butterfly"); silver stars on black ground ("Stars in Velvety Sky"); a score of wooden soldiers ("Parade of the Wooden Soldiers"), and a shaving outfit ("Barber of Seville.") Any enterprising dealer in phonograph supplies could think up a score equally or more clever. The main thing is to have some of the objects so simple that anyone can guess them, and others so subtle that only the clever can puzzle them out, as in the case of the printed rebus. The entire collection should not be too easy, as the person who stands longest in front of the display is, as a rule, the one who remembers it best and talks about it most.

Widener's to Enlarge for Better Radio Display

New Britain, Conn., July 9.—Radio sales have been so consistently good with the local branch of Widener's Inc., that the store is being renovated and altered to provide more space for the display and demonstration of the sets. L. C. Warner, manager, states that although he is pushing radio to the greatest possible extent he does not intend to neglect the talking machine end of the business, which, he feels, will never be superseded by any other instrument. This store has of late received several orders for pianos, and although these instruments are not carried in the regular stock the management contemplates taking on a line of pianos.

H. A. Glasser a Father

The many friends of Harold A. Glasser, manager of the Newark branch of Landay Bros., will be glad to know that he is the proud father of a son and heir, Paul W. Glasser, who first saw the light of day early last month.

PhonoradiO

The FIRST Nationally Advertised Combination Phonograph and Radio

Five Important Selling Features

A nationally known and guaranteed phonograph **"THE EMERSON"** . . .

A nationally advertised name **"PHONORADIO"** . . .

A nationally famous and acknowledged-to-be-best tone amplifier, the **"MUSIC MASTER HORN"** . . .

A nationally known and guaranteed radio set, the **FEDERAL** . . .

And the exclusive, patented **"DUO-TONE-CONTROLLA"** which makes the PhonoradiO the only combination instrument that changes from Phonograph to Radio and back without attachments or detachments.

All self-contained—no exposed wires or batteries.

SECURE FRANCHISE NOW and be in position to cash in this "RADIO YEAR" on our big national advertising campaign, featuring entire new line of beautifully designed Emerson Phonographs, PhonoradiOs and Cabinette Radios.

WASMUTH-GOODRICH CO.
Manufacturers
PERU, INDIANA
Chicago Display Rooms
1022 Republic Building (Corner State and Adams Sts.)
T. W. HINDLEY, Sales Manager

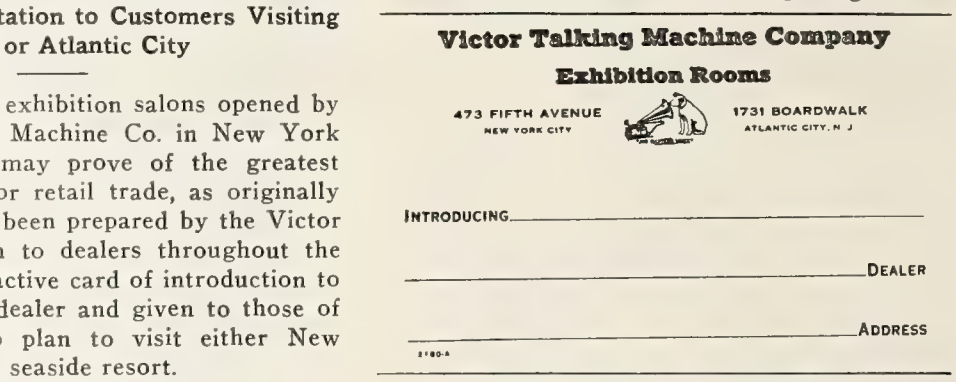
Dealers May Make Use of Victor Exhibition Salons

Cards of Introduction Being Issued to Retail Trade for Presentation to Customers Visiting Either New York or Atlantic City

In order that the exhibition salons opened by the Victor Talking Machine Co. in New York and Atlantic City may prove of the greatest benefit to the Victor retail trade, as originally intended, there has been prepared by the Victor Co. for distribution to dealers throughout the country a very attractive card of introduction to be filled in by the dealer and given to those of his customers who plan to visit either New York or the famous seaside resort.

In the exhibition salons will be found not only the standard line of Victrolas which the dealer should have immediately available on his floor, but also a full showing of custom-built types, and it is for the purpose of acquainting customers and prospective customers with what the Victor Co. has to offer in the way of the finer and more exclusive products that the cards of introduction have been issued.

As has been stated previously in connection with the announcement of the opening of the



Victor Card of Introduction

exhibition salons, actual sales to visitors to the salons will be discouraged in every way, for they are intended to help rather than compete with the retailer. The object is to enable the visitor to get a first-hand impression of what the Victor Co. has to offer, both in Victrolas and records, and to make the inspection leisurely and without any obligation to buy.

Should the visitor desire to select a machine or more particularly certain records from the complete stock a subscription form has been prepared upon which one of the staff of the salons will enter the numbers of the desired records, together with the name and address of the dealer nearest the visitor's home so he may fill the order and profit by the sale.

The same procedure will be followed in the case of those who present introduction cards from dealers, they being referred back to the dealer should they specially desire to secure either one of the custom-made Victrolas or records from the Red Seal catalog.

The New York salons at 473 Fifth avenue were opened to the public on June 9, and they have already been illustrated and described at length in The World. The Atlantic City salons at 1731 Boardwalk are now in process of completion and it is expected that they will be in readiness for the reception of visitors on or about July 15.

Bristol Single Control Radio Receiver

Complicated combinations are eliminated when tuning in with Bristol Single Control Radio Receiver—every station is on the one dial. It gives the joys of radio with technicalities left out.

The well-known Grimes Inverse Duplex System (non-reradiating) is utilized in this Receiving Set. Because of the reflex, only four tubes are required to give power equivalent to six. The price, without accessories $190.00

Audiophone Loud Speaker

You forget the radio equipment when listening thru the Audiophone Loud Speaker. The tone is full, clear and pleasing. It gives a true reproduction of the original. Made in three models—Senior $30.00, Junior $22.50, and Baby $12.50.

Ask for Bulletins Nos. 3014 and 3015-BS.

Made and Sold by

THE BRISTOL COMPANY
Waterbury, Conn.

Clever Window Display of Fitzgerald Music Co.

Unusual Brunswick Phonograph Display of Live Los Angeles, Cal., Music Concern Interestingly Described by W. Bliss Stoddard

Radio has been given so much publicity of late that the Fitzgerald Music Co., Los Angeles, Cal., determined to make use of the theme to its own advantage. On the rear wall of the window it placed a large cut-out map of the United States, with black circles on which were inscribed in white letters the locations of the principal orchestras, bands and opera companies. Red ribbons ran from each of the musical centers to a Brunswick phonograph set in the foreground. A card in front of the phonograph said:

TUNE IN WITH A BRUNSWICK

You don't need the radio to tune in any time you wish to listen to artists who are hundreds and thousands of miles away, if you own a Brunswick. You arrange your own programs, and you have the choice of the world's very best artists from vaudeville to grand opera. There is no static; no interference; no disappointment ever. With a Brunswick record you get a clear, lifelike, musical result every time.

TUNE IN TONIGHT!

Another card suggested:

TUNE IN NOW

With a Brunswick and records you may listen in whenever you wish to artists who at that moment may be scattered all over the world. You don't have to take just whatever happens to be on the air—you may arrange your own programs, and have your choice of the world's best music from vaudeville to grand opera.

NO STATIC NO INTERFERENCE

Down front is shown a portable machine featured as a vacation accessory and on the floor around it are a number of records.

Opens Basement Store

NEWARK, N. J., July 8.—The talking machine department of L. Bamberger & Co., this city, recently opened a branch in the basement of the store where the cheaper grades of machines and the lower-priced records are sold. Manager Ansell states that this move has stimulated business to a great extent. The outside sales force is another factor which is responsible for the business which is being done, a number of crews reporting good sales from the canvassing of Summer resorts where a number of portable sales were closed.

Louisiana Branch Opened

SHREVEPORT, LA., July 6.—The Gibson Distributing Co., wholesaler of the Gibson phonograph, has opened offices in the Ricou-Brewster Building as headquarters for the Louisiana territory. The Southern headquarters of the company are at Atlanta, Ga., and the main offices are in Dayton, O.

A Promise and a Performance

A BIGGER DEALER DISCOUNT

OVER 100% PROFIT

The Season's Best Buy

ORDER A SAMPLE TODAY

The Favorite Portable

$12.00 F. O. B. Factory

Special Discount in Quantities

Retails $25.00

SPECIFICATIONS

Imitation alligator leather—unbreakable brass tone arm—very loud and clear sound box—durable cast iron frame motor—finest American workmanship—plays two ten-inch records with one winding. Dimensions: 13½ in. long; 11¼ in. wide; 6¾ in. deep. Weighs only 12½ pounds.

GUARANTEE

ORDER A SAMPLE TODAY. FAVORITE GUARANTEE: If not satisfactory money cheerfully refunded. Remittance should accompany all orders for sample.

FAVORITE MANUFACTURING CO.

105 EAST 12th STREET NEW YORK CITY

TELEPHONE STUYVESANT 1666

Phonograph Supplies—Repair Parts and Accessories—Ask for Monthly Price List.

Making Repeat Record Patrons by Service

System for Eliminating Loss of Sales Due to Being "Out" of the Records Asked for—Service Is Important Selling Force

Service is all the average talking machine dealer has to offer his customers. It is true he is selling music, both the best and worst, according to the demand of his clientele. But so are a half dozen or more other dealers handling the same line of products in his own town or district. It is the retailer who impresses his customers most forcibly in the matter of service who can be expected to get the best results.

It is to be assumed, of course, that the talking machine retailer who considers his business seriously carries a full line of records of the company that he represents, or at least endeavors to carry a full line so far as his capital or factory production facilities will permit. Being thus able to provide a customer immediately with any desired record is the first essential of good business.

Record Shortage Kills Sales

It will happen, however, that no matter how earnest may be the attempt to keep a complete stock of records on hand constantly, and no matter how carefully the stock is checked, there will be periods when available supplies of certain records are exhausted and new shipments have not yet arrived. Where the customer is new and in a hurry this lapse sometimes means a lost sale. If the proper spirit of service is shown, however, danger of losing business in this manner can be minimized.

System for Notifying Customers

The idea of notifying the customer when a desired record is received is not by any means new, for it has been and is being used by many retailers. There is one dealer in the metropolitan district of New York, however, who has developed a definite system for handling these back orders from customers. A card file is provided with a sufficient number of index cards to take care of normal requirements. Perhaps there is a run on a record by a certain well-known singer sufficient to deplete available stocks. The name of the first customer who inquires for that record is entered on a card and on the index card is written the number of the desired record. Every other request that comes in for that particular number before new stock arrives is duly entered on a card and all these are placed behind the index card. Perhaps during the course of a month there will be half a dozen records out of stock with all inquiries duly listed on cards and placed on a special file.

As each record is received from the jobber or manufacturer, the first move of the clerk is to go over his stock order file, take out all cards containing requests for that number, and send to each customer a prepared postcard announcing that record number so-and-so, title so-and-so, has been received and will be delivered either in person or by messenger as desired. To save time several hundred of the postcards are printed in advance so that all that need be written on them is the name and address of the customer, the number of the record and the title. The form used by the dealer in question is as follows:

> New York, , 1924.
> We are happy to advise you that we have just received a fresh supply of record
> Number
> of (space for title)
> by (name of artist)
> We are reserving one of these records for you and shall be glad to deliver to you in person or by messenger as soon as desired.
> We have also received a number of new records well worth hearing.
> Very truly yours,
> A. B. JONES & CO.
> (Address)
> 'Phone

It is but natural, and experience has proved, that many customers who have demanded certain records have gone elsewhere and secured the desired number rather than wait for that one particular dealer to get fresh stock. As a result, perhaps only three or four follow-up postcards will result in sales of the record mentioned and perhaps where the number is very popular all the orders will have been already filled and no sales will be made. The point is that the sending of the postcard appeals to the customer as a bit of service to be appreciated. It impresses him with the fact that the dealer considers his patronage sufficiently important to warrant giving special attention to his desires, and although the immediate sale may be lost future business is being built up.

Too Little Attempt to Follow-up

To many dealers it may seem that any comment on the desirability or necessity of following up either record or machine customers is superfluous in the belief that practically all retailers follow this practice as a matter of course. On the contrary, there is a surprisingly large number of dealers who take each sale as it comes and make little or no attempt to follow up the customer or encourage his patronage. Perhaps it is unjust to say that the dealers themselves assume this attitude, but certainly there is a certain type of clerk who works on the theory that the less time and effort expended on the customer the easier becomes the salesman's job.

An Example of Neglect

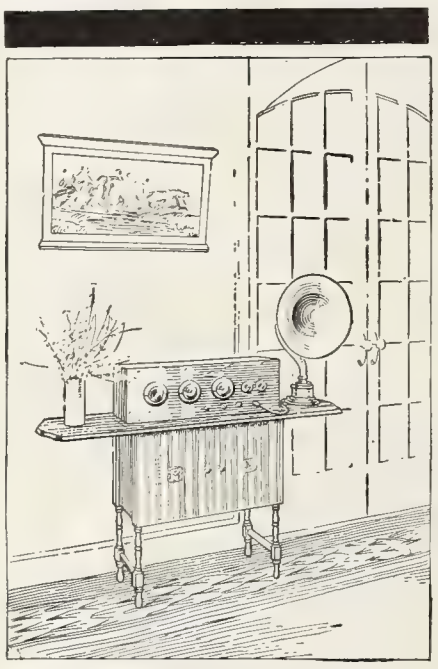
There is one authentic case right now where a customer has been purchasing records from a New York dealer for five or six years at regular intervals and has at times requested records that were not at the moment in stock. This dealer, who, by the way, handles his trade personally, operates an attractive store and is pleasant to deal with, has not yet made a note of this particular customer's address nor has he made any effort to advise the customer when fresh shipments of desired records have been received. Certainly it must be accepted as an exceptional case. The customer in question has on most occasions taken the trouble to visit the dealer at various times to inquire regarding the receipt of certain records, but what about the scores of other customers who, rather than take that trouble, will go to a competing dealer only a short distance away and get the record sought?

Repeat Cutomers Key to Success

True, it would mean the immediate loss of only a 75-cent or $1 sale, but every move the retailer can make to keep the customer coming to his store regularly and at the same time keep him away from his competitor's store adds to the certainty of holding his patron's trade. Big business does not grow from continually making sales to new customers. It comes rather from having old customers come back regularly and often. This is the sort of business that cuts down sales expense.

What the Dealer Must Keep in Mind

No matter how popular a line of machines or records may be, and no matter how strong is the demand for it, the dealer should not lose sight of the fact that the burden of selling rests upon him and not upon the customer. And service is a part of selling!



The Matchless Lafayette Neutrodyne

—No squeals!
—No interference!
—Great distance!
—The desired station every time on the same dial setting!
—A piece of furniture, a musical instrument and an ornament.

THE KOR-RAD CO., Inc.
Sole Distributors
151 East 58th St., New York

Lafayette
Neutrodyne Receiving Set . $150.00
Lafayette Reproducer . . . 35.00
Solid Mahogany Cabinet . 35.00

Dealers, write for proposition

THE Lafayette NEUTRODYNE

Licensed under the Hazeltine Patent No. 1450080
Made by R. F. Thompson Mfg. Co.
Jersey City, N. J.

Hermann Thorens
Ste. Croix, Switzerland

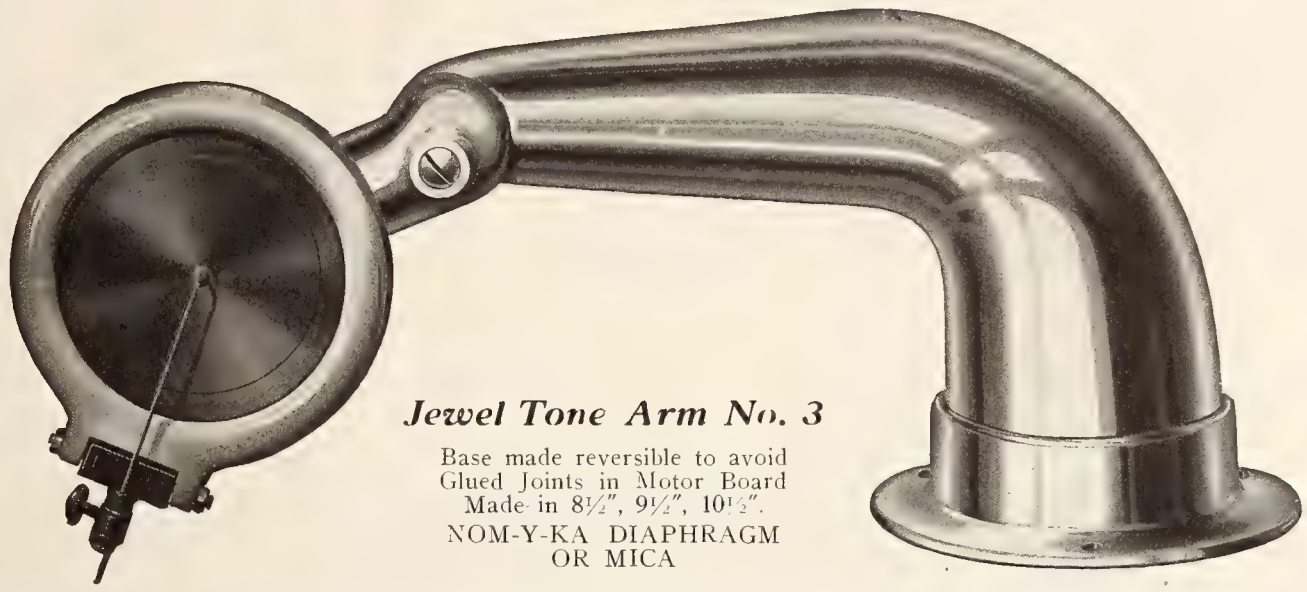
Manufacturer of Europe's Most Celebrated

SWISS PHONOGRAPH MOTORS

L. H. JUNOD & CO.
104 Fifth Ave. New York

Sole Agents for the U. S. A.

The Jewel-Tone Reproducer *and* Tone Arm



Jewel Tone Arm No. 3

Base made reversible to avoid Glued Joints in Motor Board
Made in 8½", 9½", 10½".
NOM-Y-KA DIAPHRAGM OR MICA

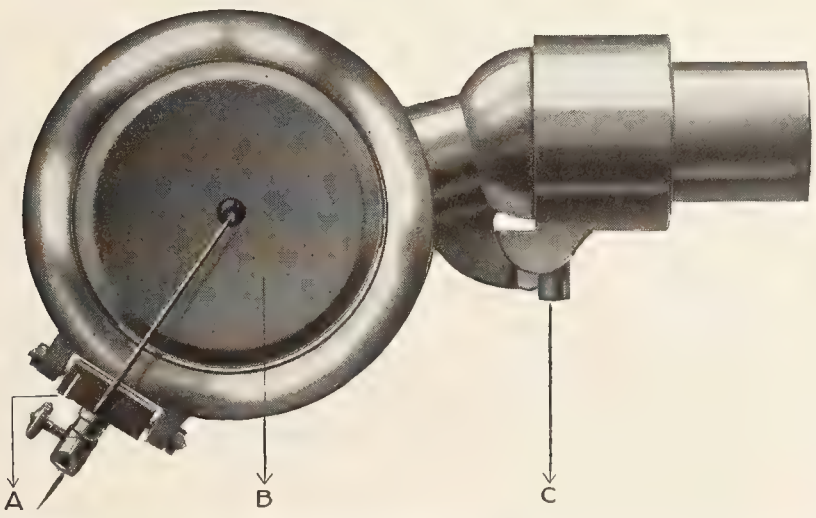
Jewel Reproducers and Tone Arms are a quality product designed to give the manufacturer a dependable and highest grade equipment that it is possible to make and the dealer a powerful and invaluable sales argument.

Is the throw-back type. Plays all records and the original equipment designed to play Edison and Pathe records with a fibre needle in actual Edison position with Reproducer facing the record.

JEWEL COMBINATION RADIO AND PHONOGRAPH TONE ARM

Send for a sample equipped with or without phonograph loud speaker unit. Tone arm and Reproducer have the same natural reproducing qualities and great volume that all Jewel products have. Its only difference being equipped to take a loud speaker unit. Your phonograph tone arm and chamber makes the logical and best loud speaker.

JEWEL NEEDLE EQUIPMENT FOR THE NEW EDISON



[A] Our patented slotted Stylus bar takes the place of all imitation spring adjustments, making it permanently and positively non-rattle and non-vibrating.

[B] Our patented indestructible Nom-Y-KA diaphragm has proven through years of use to have given the truest tone and greatest volume of any diaphragm yet produced—which, like an old violin, improves with age.

[C] Our patented positive automatic adjustment always holds reproducer in proper position, thus doing away with all unnecessary screws that can be tampered with and easily gotten out of order.

The Jewel Needle Equipment for the New Edison Phonograph has been used so many years as their standard by Edison Dealers, that it requires no description, except for those who have recently started to handle the Edison Phonograph.

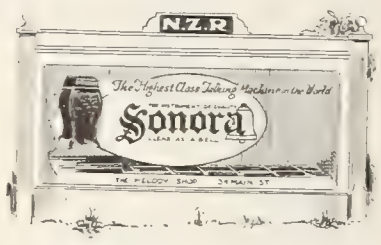
To those we would state it reproduces lateral-cut records with that full, rich, round tone that only our patented NOM-Y-KA Diaphragm and other patented and exclusive features can give—its heavy center and very light and flexible edges render both heavy and light tones with their true musical values, bringing out all of the beautiful overtones.

It plays all records, and we originated the idea of playing Edison records with a fibre needle with the reproducer facing the record in the only proper Edison position.

It is simple, inexpensive, automatic and fool-proof. Compare it with all others and you will see the difference, and use it as your standard and the best selling aid you can get.—Fully and unqualifiedly guaranteed in every way.—Don't take a chance on any attachment that has not passed the test of long usage and time.

JEWEL PHONOPARTS CO.

150—160 Whiting St., Chicago, Ill., U. S. A.



New SONORA 24-sheet poster now being distributed

Selling Helps
for the
Sonora
Dealer

SONORA Dealer Service for increasing 1924 Summer Business is unusually effective. Two new Selling Aids are described here. Let us tell you about this service in detail.

Sonora Poster

Summer prompts most people to seek the out-of-doors and, whether motoring or walking, this colorful poster will attract and sell them SONORA for the home or SONORA Portable for the camp.

Sonora Road Sign

The convenient size of this attractive sign multiplies its uses. Splendid for sides of auto trucks, sidewalks in front of stores, walls of buildings, barns and fences in the country. We cooperate with dealers in placing this sign.

Write for information about the complete SONORA service.

Sonora Phonograph Co., Inc.
New York
Canadian and Export Distributor:
C. A. Richards, Inc., 279 Broadway, N. Y.

New SONORA outdoor sign of heavy metal, enameled in four colors. Size 28x48 inches.

Victor Talking Machine Co. Preparing Factory Exhibit of Radio Apparatus

Company Will Display in Camden Receiving Sets and Attachments for Utilizing Victrola Cabinets and Mechanisms and Establish Information Service for Dealers

The attitude of the Victor Talking Machine Co. in the matter of radio, both as regards the installation of established radio equipment in Victrolas, or a possible placing on the market of a receiving apparatus under the Victor name, has been the subject of much discussion and interest in the trade—interest which has increased with the announcement by that company on May 9 of the offering of Victrolas with special cabinets designed for the installation of existing radio equipment.

On June 14 interest in the matter was further increased as a result of an announcement by the Victor Co. to the effect that an exhibit of radio receiving sets and attachments for utilizing the cabinets and reproducing mechanism of Victrolas would be maintained at the factory. Those who believed that the company would endorse certain types of radio apparatus were disappointed. The Victor officials realized the fallacy of any such move and simply contented themselves with making arrangements to assemble and display equipment especially designed or appropriate for use with Victrola instruments. So far as the selection of one or several types of radio apparatus by the dealer is concerned, that is left entirely to his own discretion, the company not in any sense offering recommendations.

It might be said at this time without betraying confidences that the Victor Co., as a manufacturer, is in distinctly close touch with radio matters, is protecting its interests, and likewise the interest of its wholesalers and dealers in that field consistently, and when the proper time arrives will be in a position to supplement previous announcements with others that should serve to satisfy even the most ambitious.

The company's letter regarding the radio information service and the factory exhibit of radio apparatus speaks for itself and is, in full, as follows:

"We now beg to advise that we will not undertake quantity production and distribution of Victor radio units during this calendar year. Many factors have entered into our consideration leading up to this decision. Among them we may mention the incomplete development of the art, the undoubted fact that there is already a large degree of overproduction and the great uncertainty as to the practicability of a volunteer and unregulated broadcasting service.

"As an item of trade service we will maintain at our plant an exhibit of radio receiving sets, attachments for utilizing the cabinets and reproducing mechanism of Victrola instruments in connection therewith, batteries, loud speakers, etc. The makers of all well-known products will be invited to take advantage of this display and to furnish us with synopses of their marketing arrangements, so that our trade may have at their disposal a convenient bureau of information regarding the radio situation as it develops. Indications are that practically all manufacturers of radio materials will make a serious effort to make special designs of their products for the particular purpose of serving the Victor trade. This bureau of information will be a part of our trade service department, to which all communications will be referred.

"With a view to assisting you in reaching a solution of your radio problem we venture to suggest that it be approached with a marked degree of caution. The industry is not at a point where a large volume of business or satisfaction to customers can be had through a single outstanding line, and the dangers of undue inventory accumulations and losses are worthy of your most careful thought. We especially doubt that the wholesale trade can in most cases benefit in any permanent way through doing more than operate an information service for the benefit of their dealer customers.

"Our manufacture of Victrola instruments Nos. 215, 400, 405 and 410 with provision for installation of radio receiving sets is progressing satisfactorily. Samples of No. 405 Special have been furnished to wholesalers and we will shortly be prepared to ship in moderate quantities all four styles, except No. 215, which will be available about August 1.

"We take this opportunity to advise the trade that extreme care must be exercised to avoid confusion on the part of the public as to the origin of radio sets that may be installed in Victrola instruments. Such sets not made by the Victor Co. should be plainly marked with the maker's name and all advertising should make it clear to all that the radio apparatus is not manufactured by the Victor Co. We, of course, cannot consent to the use of our trademarks on radio apparatus not made or sold by us. We recommend separate billing of Victrola instruments and radio apparatus."

Wall-Kane Needle Mfg. Co. Completes Its Alterations

The Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., has completed extensive alterations at its headquarters, 3922 Fourteenth avenue, that are destined to further add to the efficiency of the manufacturing and shipping facilities. The offices have been moved from their former location on the street floor to the second floor of the building, thereby allowing the entire first floor to be used for shipping purposes. The second and third floors will be devoted entirely to the offices and production.

Don C. Preston Opens Branch

Delano, Cal., July 3.—The Don C. Preston Music House, of Bakersfield and Taft, has established a branch here which will be represented by Frank V. Seaman, of the R. & S. Electric Shop. The branch will carry a full line of musical equipment, including records, sheet music and parts for musical instruments. A campaign is being planned for the near future and Mr. Seaman intends to make personal solicitation play a big part in it. This is an excellent territory and good business should result.

I. L. Hawley Sells Branch

Shenandoah, Ia., July 7.—I. L. Hawley, proprietor of the Edison Music Store here, has disposed of the Edison store at Red Oaks and will devote all his attention to the Shenandoah establishment. The Jardine Music Shop has purchased and will operate the music store in Red Oaks. The latter is a live concern which, through progressive methods, has enjoyed consistent business expansion.

This is the big season for

The easiest selling portable —There's a Reason

Now $25.00 *retail!*

DEALERS' PRICE - $15.00
F. O. B. New York City

PORTABLE PAL PHONOGRAPH

PLAZA MUSIC CO. 18 W. 20th St., New York

Live Dealer's Unusual Radio Publicity Interests

Card With List of Radio Stations Sent to Patrons by Fred. G. Loeffler Proves Effective Publicity and Creates Widespread Interest

A very handy and useful piece of publicity to attract radio prospects and to give service to radio set purchasers was recently distributed to customers by Fred. G. Loeffler, talking machine and radio dealer, Bergenline avenue and Main street, Union Hill, N. J., in the form of a most complete dial card. The card is in four-page form, the front and back pages being devoted to the dealer's imprint, a picture of the Radiola super-heterodyne and a list of the various receiving sets carried by the store.

The two inner pages give a complete listing of practically all the broadcasting stations in the United States and nearby countries, forty-two in number, together with the wave lengths of the various stations. Four columns are provided for the radio listener to note the figures of the different dials at which the best results were secured and a blank column is also provided in order that a memorandum may be kept of the time when the station in question was heard most satisfactorily. Another feature of the dial card which has proved of value is that the name of the city in which each station is located has been noted, as is also the name of the company or enterprise with which the station is connected.

The real value of this pamphlet to the dealer is that it is useful to the customer and as such will be retained for a great length of time and not merely glanced at and thrown aside, as happens to a great amount of dealer's literature.

The line carried by this enterprising dealer is an extensive one and includes Radiolas, Freed-Eisemann, Ware, Federal, Crosley portable receiving sets, Music Master and Magnavox loud speakers, R. C. A. speakers and Brandeis table talkers and phones and Eveready batteries. One section of the store is given over to a display of the various sets and a room has been set aside and appropriately furnished for the demonstration of sets. It might be well to mention here that, although six or seven different outfits are wired up ready for demonstration, only one ground connection and aerial is used. Switches have been installed above each set which permits to each set being given a real demonstration, as the failure to cut off the connection of the other sets with the ground connection and aerial would materially interfere with the particular set being demonstrated.

J. Friedman's Phonograph Shop in New Quarters

The formal opening of Joseph Friedman's Phonograph Shop at 66 Clinton street, New York, was held Saturday, June 14. Appropriate decorations and musical entertainment marked the opening of the elaborate new store. Twenty thousand dollars were spent in renovating and rearranging the new building and the result is one of the most complete music stores on the lower East Side. Two floors of the building will be occupied by the music store and a complete line of talking machines and radio equipment will be carried. In addition to the Aeolian-Vocalion and the Columbia, both of which lines were carried by Mr. Friedman at his former headquarters at 170 Rivington street, the Edison phonographs and records will be featured at the new store, as well as a line of pianos.

Needle Corp. Chartered

The R. W. & B. Mfg. Corp., New York, manufacturer of talking machine needles, was recently incorporated at Albany, N. Y., with a capital stock of $50,000. The incorporators include C. W. Finney and J. S. Phinney.

Sonoradio is Featured in Interesting Tie-up

Fight Fans of Memphis Get Returns Through Sonoradio and Also Get Idea of Its Merits

Memphis, Tenn., July 5.—Reinhardts', Inc., distributor of the Sonora in this city, believes in tying up with interesting events, both local and national, to create interest and publicity for the lines it handles. Recently, on the eve of the Gibbons-Carpentier fight, which was being broadcast, this enterprising concern placed a

Fight Fans Listening to Sonoradio

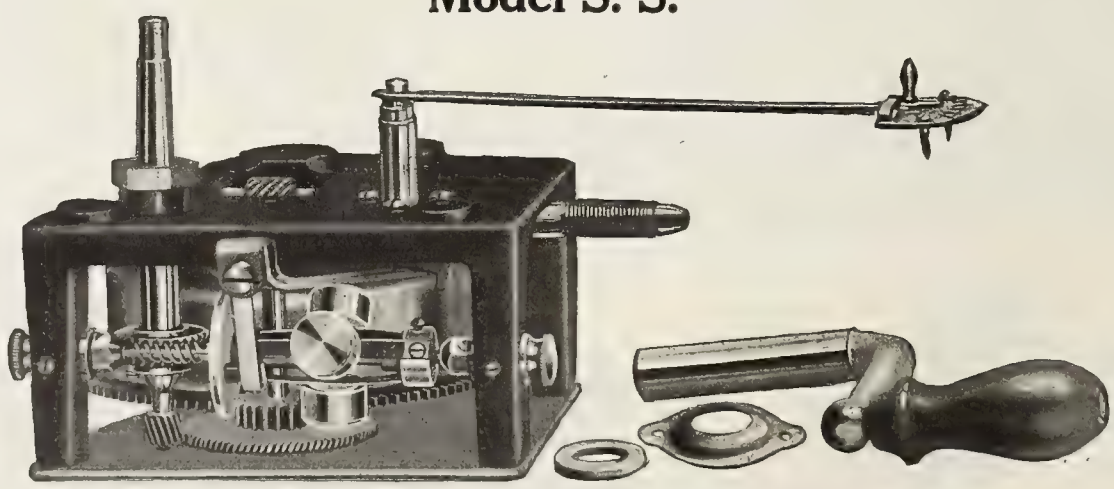
Sonora Touraine model equipped with a Federal radio set on the sidewalk in front of the Main street store and the street was soon blocked by fight fans who eagerly listened to the "returns" over the radio. They not only received the desired information in detail, but they also carried away a concrete impression of the value of the Sonoradio as a medium of home entertainment. Beaty Bros. Furniture Co., here, had a similar display.

PROFIT or LOSS?

An inferior motor in your portable with the consequent costs of repair and transportation wipe out your profit and produce loss. This loss while of great significance is negligible when compared with your loss of prestige and customers.

The S. S. has established a phenomenal record in this respect and **has proven its value in actual use over a period of three years.**

Model S. S.

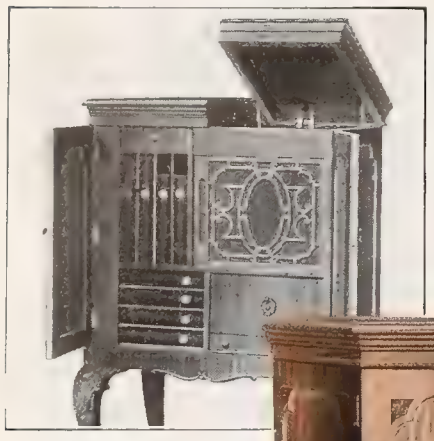


Guaranteed to play two records
also
Model K. K.—A double spring motor guaranteed to play 3 records.
Model H. H.—A double spring motor guaranteed to play 5 records.

Further Information Upon Request

THE SILENT MOTOR CORPORATION

321-323-325 DEAN STREET STERLING 4861 BROOKLYN, NEW YORK



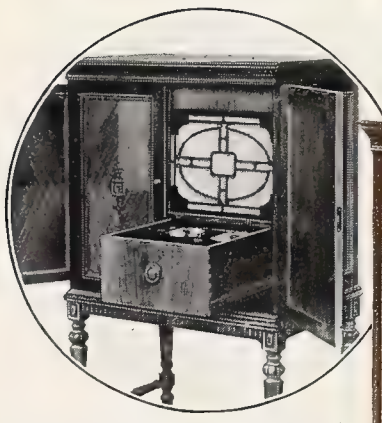
Showing split top lid allowing for convenient operation of phonograph.

Now the Brunswick new tone quality to

"The Phonograph which plays your favorite records best"—*plus*—"The music of the air at a turn of the lever."

Brunswick Radiola
No. 360

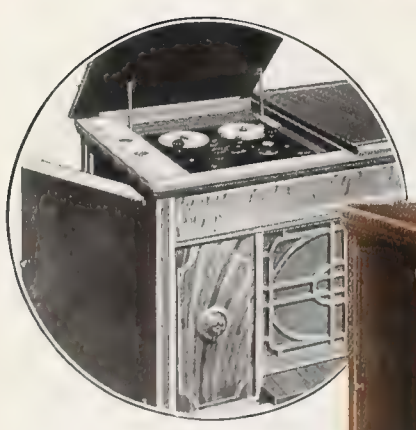
Sectional view showing drawer installation of Radiola Super-Heterodyne conveniently arranged for operation. No outside antenna or ground wires required. Large directional loop has been installed in swinging left-hand END PANEL of cabinet.



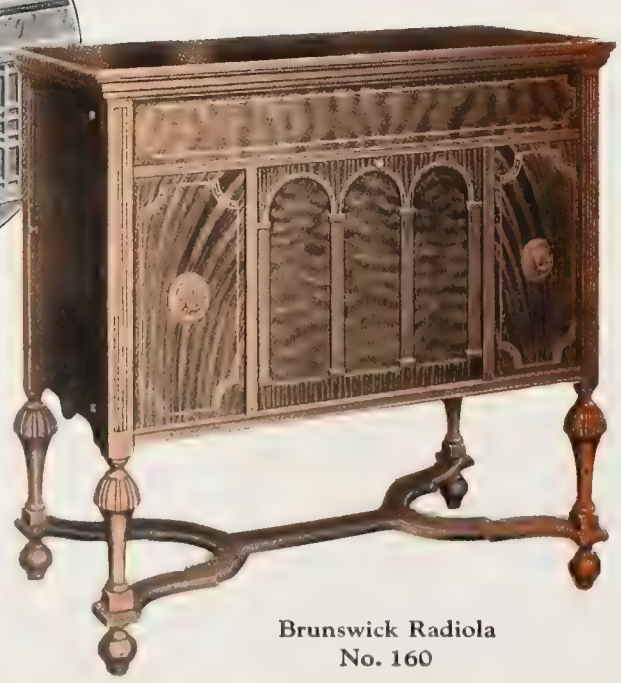
Sectional view of cabinet showing Radiola Super-Heterodyne installaton. No outside antenna or ground wires required. Directional loop has been installed in swinging left-hand END PANEL of cabinet.

Brunswick Radiola
No. 260

Sectional view of rear of cabinet showing battery installation of Brunswick Radiola No. 260. (Battery installation the same in No. 360.)



Brunswick Radiola No. 160. Sectional view of cabinet showing Radiola Super-Heterodyne installation in left-hand top convenient to operation. (Phonograph equipment available on right-hand top side of cabinet.) No outside antenna or ground wires required. Large directional loop has been installed in swinging left-hand END PANEL of cabinet.



Brunswick Radiola
No. 160

Sectional view showing battery installation in rear of cabinet, and open panel containing loop antenna.

Brunswick Radiolas are now being shipped to all Brunswick Branches

Delivery of instruments will be made by Branches as soon as stocks are available. Orders are executed in rotation, based upon date of receipt. Heavy advance orders pouring in . . . get yours in *now* for quick delivery.

At last! The much-heralded Brunswick Radiola is on its way. And soon the public announcements will be made, opening up a new source of profit to the men who now sell Brunswick Phonographs and Records.

Many have asked why Brunswick did not go into Radio a year or more ago. But Brunswick waited. Our experts studied all types of Radio devices, compared, tested. Then came the new line of Radiolas, including the Super-Heterodyne and Regenoflex sets, the ultimate development of receiving instruments.

Then the discovery of the means of applying these principles to the world-famous Brunswick Method of Reproduction — the big feature of this new line — new tone clarity, and quality of reception.

So Brunswick arranged with the Radio Corporation of America for the Brunswick Radiola. The announcement was made in March. Now shipments of the perfected instruments are going forward to Brunswick branches everywhere. Musical history is being made.

And as many times before, by Brunswick.

Brunswick Radiola

Radiola bringing radio reception

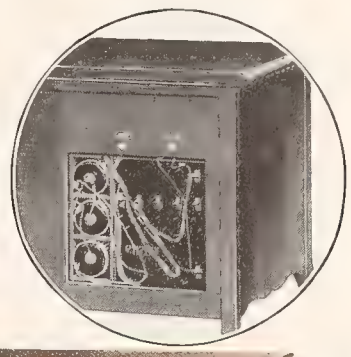
Big public announcement soon. Added features of the Brunswick franchise which aggressive dealers appreciate.

THE addition to the line of the Brunswick Radiola means a new avenue of sales to all who hold the Brunswick franchise. A bigger sale unit for the same sales effort.

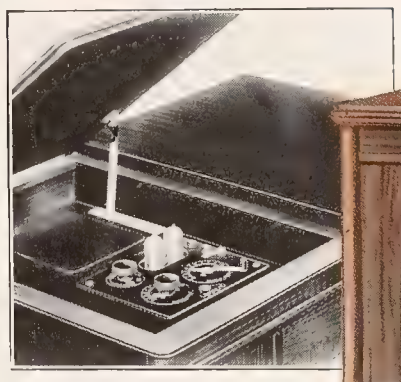
It is not a matter of dividing present sales over a wider range of instruments. The Brunswick Radiola "sells" the family divided on whether to buy phonograph or radio—and suits the whole family. It sells radio fans as well, who know the value of the super-heterodyne and regenoflex principles when applied to what is really a musical instrument.

It reaches those who have never before gone in for radio, through its simplicity of operation, through its versatility—radio reception, or phonographic music, at will. Each of the same high Brunswick standard of reproduction.

Thus is the Brunswick Dealer the leader musically in his community; just as Brunswick becomes more and more the leader nationally. And the Brunswick direct factory controlled and protected franchise is a life-time concession to him in profits and prestige.

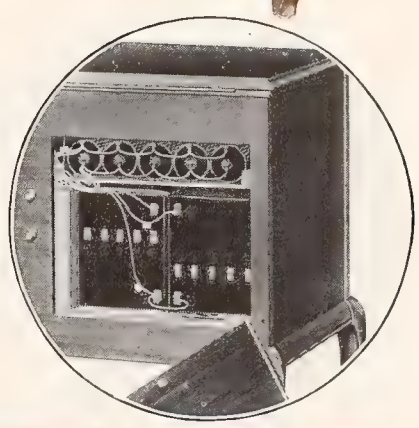


Sectioinal view of back of cabinet showing battery installation with door removed.

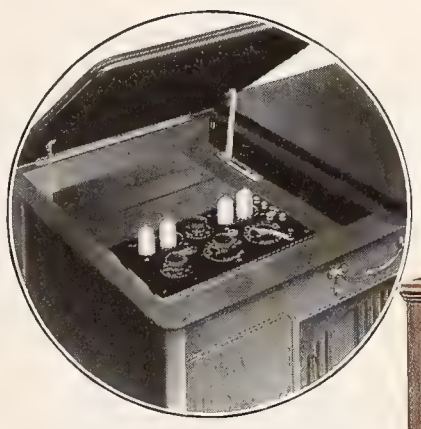


Sectional view showing Radiola III installation in left-hand top side of cabinet, and auxiliary compartment allowed for optional installation of Radiola balanced amplifier for extending range of this set.

Brunswick Radiola No. 30



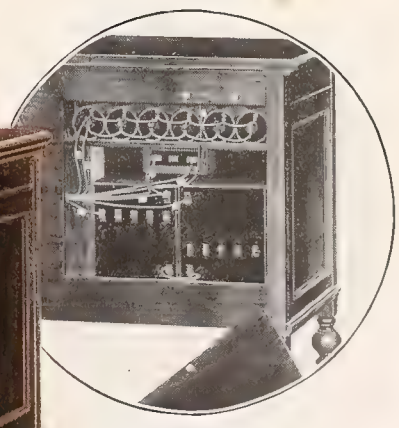
Rear view of cabinet showing battery installation.



Sectional view of top of cabinet showing installation of Radiola III-A.

Brunswick Radiola No. 35

Sectional view of left-hand side of cabinet showing installation of Radiola Regenoflex, and panel doors covering grille, open.



Sectional rear view of cabinet showing battery installation.

Brunswick Radiola No. 100

The Brunswick-Balke-Collender Co.
Manufacturers—Established 1845
General Offices: Chicago
Branches in all Principal Cities
New England Distributors:
Kraft, Bates & Spencer, Inc.
80 Kingston Street, Boston, Mass.
Canadian Distributors:
Musical Merchandise Sales Co.
79 Wellington Street, West, Toronto, Ont.

Brunswick Radiola

Telling the "Story" of the Records and Increasing Sales Through the Windows

A Little Time and Trouble Expended in Arranging Window Displays That Tell a Story With a Punch Repaid in Sales—How Nunnalee, of Van Alstyne, Tex., Creates Sales Producing Displays

The music on every record tells a story, whether it be a popular number, a standard selection, such as an old-time favorite, or some of the classics, and because of this fact the opportunities for effective window displays are practically unlimited. The story is the thing and once this is brought home to the public in a manner that is impressive enough to make that particular record desirable sales will follow. Talking machine dealers more and more are realizing that it is very much worth while to push one or two special records each week. In advertising the records featured are often changed daily, but this is hardly feasible in window displays. It pays, and pays well, to exercise care and spend a little money in making the window display worth while.

A Sales Pulling Window

The accompanying illustration shows an unusually attractive window display arranged recently by Rea Nunnalee, son of J. O. Nunnalee, Okeh record dealer in Van Alstyne, Tex. This window sold records and that is the primary purpose of every window display. The fact that the entire display featured one record centered the entire attention of passers-by on that particular number and materially increased the chances of making sales. Another effect of this window was that it not only sold a number of the records featured, but several other old-fashioned numbers jumped into quick popularity, as was evidenced by the demand. Thus the sales volume insofar as records was concerned was considerably increased at a low publicity cost.

Telling the Story

How the story of a record can be told through the medium of the "eye of the store" is effectively illustrated in this Okeh record window, which happened to feature "The Little Old Log Cabin in the Lane," played by Fiddlin' John Carson, a popular Southern fiddler. As may be seen, the window is actually a vizualization of the title. There is the little old log cabin, the tumble-down barn and the old well. There is something in this type of display to intrigue the imagination and to make the song desirable. The manufacturer's record literature emphasizes the purpose of the window by drawing direct attention to the fact that there is a song by that name on a record.

Nunnalee's Okeh Record Window Display

Displaying the Classics

The same opportunity for paying displays exists in the case of the operas and other classics which are obtainable on records. There is a story behind every operatic selection which, when played up in the window in a realistic manner, will make those who stop to look realize that there is more to music than merely the notes. The same idea may be followed out in featuring the various artists in connection with the records they have made.

Increased Victor Production

The Victor advertisements in the July national magazines made the announcement that the Victrola production of the company is larger than ever before in its history and that the manufacturing schedules for the year call for 48 per cent more instruments than were made in 1923. In order that this increased production be made possible the manufacturing schedules have been approved much earlier than usual.

New Gennett Artists

John Shaughnessy, lyric tenor who is well known in musical circles around Boston, was recently signed as an exclusive Gennett artist. Mr. Shaughnessy is also well known as secretary to Mayor Curley, of Boston. His first recording, which has just been released, is "Nora, My Own," coupled with "That Was a Perfect Dream." Another new Gennett artist whose first recording was recently put on the market is Frederic Baer, baritone. This recording is "Duna," coupled with "Dreaming Along."

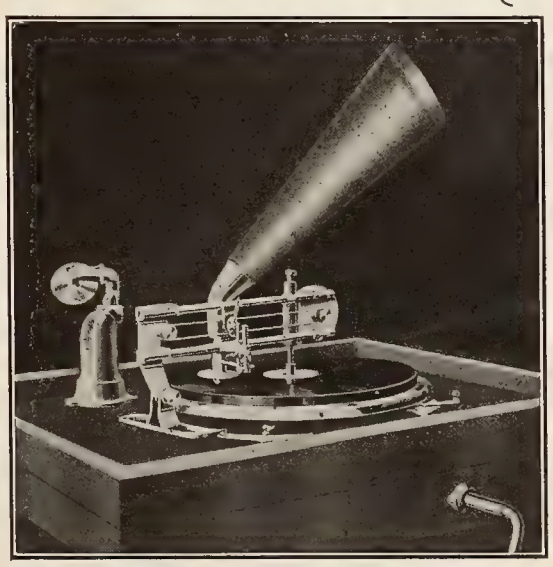
Store Ownership Changes

LANCASTER, O., July 7.—Harry M. Smith, of the Boyer-Smith Music Shop, on South Broad street, this city, announced recently that he has purchased the interest of his partner and will take full possession of the business. The Columbia line of phonographs and Gulbransen pianos are the store's leaders.

Creating a New Interest for the Dealer

HOME REPRODUCTO RECORDER

1. Is bringing new customers into dealers' stores.
2. Is stimulating new interest in the Talking Machine.
3. Is making profitable sales at little cost.
4. It has a wide appeal; every person a prospect.
5. Invaluable to singers, public speakers, music teachers and pupils.
6. Is an invaluable asset to outside men as a wedge past the prospect's front door.
7. Will make a permanent record of speeches, songs, etc., from RADIO.



The HOME REPRODUCTO RECORDER Note its simple construction—sound mechanical lines scientifically correct in every detail

Price $19.50
Dealer Discount 40%

Double Face Record Blanks
Price $1.50 each
Dealer Discount 33⅓%

State make phonograph you handle.

A Sales Stimulator for the Summer Months

We have on our list many live dealers who are capitalizing on the novel appeal of the HOME REPRODUCTO RECORDER by bringing it right to their customers' homes. It is an ideal proposition for the live outside salesman, which will get him an audience with all classes of people in the city, and not only make sales of this practical instrument—BUT—it will revive the interest of the Phonograph owner, that will make other sales for the dealer.

To the live dealer the HOME REPRODUCTO RECORDER presents a real opportunity for Summer sales—and at any other time.

BE THE FIRST TO SELL THE REPRODUCTO IN YOUR CITY.

Read Why We Guarantee the HOME REPRODUCTO RECORDER

Cleveland, Ohio.

I received your Reproducto Home Recorder O.K. about three weeks ago, and have had excellent results with it. The machine is even better than I anticipated. I have a lot of confidence in your proposition, and I know I can place a large number of them here.

(Signed) J. E. CONNORS.

Supt. Bayard Schools,
Bayard, Nebraska.

I am extremely well pleased with the apparatus and with the results. Our students have learned more in a little work with the Reproducto than they have in many glee club rehearsals.

(Signed) HOWARD SMITH, Supt.

JOBBERS: Some Territory Still Open, Write Us

REPRODUCTO MFG. CORP.

Newport News, Va.

— — and the sale

INSTEAD of *telling* the customer why the New Edison is in all respects superior to all other phonographs, try this plan:

Send a New Edison to his home, on approval, for comparison with any other phonograph.

Leave him alone with both instruments for a few days—the chances are he will come to your store to sign the contract before you are ready to call at his house.

A sale is the natural, logical result of this side-by-side comparison.

Are you letting your customers' own ears help you sell?

THOMAS A. EDISON, Inc.
Orange, New Jersey

The NEW PHONO

naturally follows!

You don't need a fortune to become an Edison Dealer—ask nearest Edison Jobber

EDISON
GRAPH

Now and How of Radio Merchandising

An Analysis of the Vital Considerations and Problems of the Dealer Who Handles Radio or Expects to Install a Department

[This very interesting and practical article was written for The World by Harold Berman and James D. Gibson, of the Freed-Eisemann Radio Corp., and it contains a wealth of information both for dealers who are handling radio and for those who contemplate doing so.—Editor T. M. W.]

At present the music dealer is not thoroughly sold on the idea that radio is a desirable adjunct to his present business. He realizes, however, that by selling radio he can materially bolster up his present phonograph, musical instrument and sheet music sales and he constantly makes comparisons in his own mind as to the results obtainable from a good phonograph and the results given by the average radio set.

Then, too, when a prospective customer comes into a music store to purchase a phonograph he knows pretty well what he wants, and has a pretty good idea of what he is going to get. There is no mystery about a phonograph or records, and as one of the tendencies for the different manufacturers engaged in a well-established business is to turn out products of fairly equal merit, the problem of satisfying the customer is not so difficult to solve.

But the phonograph dealer intending to open a radio department as an adjunct to his music store must watch his step and move carefully. He has many problems to contend with, not the least of which is his own lack of knowledge of radio as a science and radio's unique and definite methods of merchandising. There has probably been no industry in the history of our country in which engineering and laboratory research have been so closely behind the actual selling of the product.

Parts Sale Objectionable

The music trade strenuously objects to the sale of parts that can be made up into sets which are nearly equal in performance and appearance to the manufactured product. Talking machine dealers do not care to engage in the assembly of sets for their own resale, but are desirous of selling complete sets backed by manufacturers of repute. In some instances, however, they are compelled, in order to meet competition, to have the "local radio expert" build a few sets into cabinet models that they may have them on hand to meet this class of competition. This feature is particularly evident in the Bronx, New York City.

One of the great difficulties of the music dealer at present is his unfamiliarity with the simplest of radio problems that arise from day to day; he therefore replaces perfect instruments for those of other manufacture to keep the good will of his customer, thereby creating a wrong impression in the mind of the customer as to the quality of some of his products.

Take a Set Home

He can avoid many pitfalls and save considerable money by educating himself. As the best way to learn about automobiles is to drive a car, so the best way to understand radio and its problems is to have the radio set you intend to sell installed and operating at home. Using it every night under all conditions can teach the dealer more than all the professional gibberish of a half-dozen radio experts explaining why a set does not work.

The industry, young as it is, has already reached the stage where good reputations have been made. There are certain sets and circuits that have made their name by their intrinsic worth rather than by intensive advertising campaigns. A careful inquiry among those now handling sets, and among friends who are using them, will show that there already are the Packards, Cadillacs and Pierce-Arrows of radio.

A great deal of confusion exists in the mind of the music dealer as to what accessories he should carry in stock. The tendency for the most part is to handle as few accessories as possible, that is, one type of storage battery, one type of loud speaker, one type of "B" battery, one type of head-phones, etc., but here again he is up against the problem of competition and is therefore frequently compelled to carry several types of accessories, often against his own better judgment. It is indeed a rare incident where the same resale price is found alike in any two music stores and in a measure these varied prices of accessories invite "gyping." An excellent stock would consist of three makes of loud speakers, the two leading "B" batteries and two makes of phones.

Service Paramount

The dealer handling radio sets must also be prepared to render some service. The customer buys a set from the dealer with the understanding that if anything should go wrong the dealer will rectify it. The dealer who intends to stay in the radio business, and who can look into the future, must realize that service is essential and expected. Whether trouble in a set is imaginary or real the customer who has paid his money for it and accessories expects help and advice, and will only have confidence in the dealer who can give him competent help when necessary. The average customer knows absolutely nothing about radio, but that does not prevent him from expecting that his set should work well at all times, and that he can get Ottawa, Havana or England with as much ease as he can get his local broadcasting stations.

At this point good salesmanship becomes vital. Your customer knows what to expect when he buys a phonograph, but he must be told what to expect when he buys a radio. And he must be told not to expect too much. No receiver on the market to-day should be guaranteed for distance. There are still external weather conditions to contend with; there is still occasional interference from local power lines and arc lights, and, of course, we have the ever-present bugbear of static, especially during the Summer months.

For these reasons the dealer ought to instruct his radio salesmen to be conservative in their statements and to dwell more upon the reputation of the manufacturers of the set, ease of operation, appearance, value and the fine quality and perfection of local reception. The distant reception that good receivers are capable of depends to a great extent on competent operation, and conditions governing transmission at the time. The dealer must not forget that even when distant stations are heard well on the head-phones they are hardly ever as clear and loud as the locals on the loud speaker.

All these things should be explained before the customer leaves the store. It is surprising what little resistance is encountered when sets are sold on a common-sense, logical basis, and what trouble and explanations are avoided with otherwise disappointed customers.

Some Tips Worth While

One of the ways to make a service department pay for itself is to sell the customer an installation or carrying charge. Such a department may be either within your own organization or consist of several young men easily reached by phone. Most customers see the justice of such a fee and when it is explained to them that you employ a man specifically for that purpose and that his job is to help and advise when necessary very little opposition is encountered. It may be of interest to note that very large companies retailing radio sets to-day charge for the installation and service rendered, and only guarantee the set when they have made the installation.

When installing a set spend some time with the customer. Tune in stations for him, explain how the batteries are hooked up and warn him about burning out tubes with the "B" battery wires. Connect up his charger, if he has one, and tell him about the use of hydrometers and voltmeters and impress upon him the importance of freshly charged batteries. A customer who understands his machine will not bother you later on with imaginary troubles. And make him understand that he may not get the best results with his machine at first, but that after he has had it for a while he will develop a certain familiarity and knack of working it.

The dealer who neglects these points is bound to suffer in the end. The radio business has its own peculiar problems and one of the greatest is service. Because the art is young there is a lack of knowledge concerning it and therefore it is important that the dealer teach himself, that he may teach his customers. The radio fan comes back to the man who knows.

Moberly Co. Opens Branch

Moberly, Mo., July 8.—Paul Whitten, manager of the Moberly Music Co., recently completed arrangements for the opening of a branch store in Brunswick, Mo., where a complete line of musical instruments will be carried. The company has leased the Scott Building on Broadway.

A theory that every human body is a wireless station, sending out waves of varying length, is advanced by the famous inventor, Lakhovsky. He expresses the belief that it will some day be possible for men to converse at a distance by directing their own waves.

PHONOGRAPH CASES
RADIO CASES
Reinforced 3-ply Veneer
The Standard Case for Talking Machines and Radio Sets
Let us figure on your requirements
MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.
Mills in Va., N. C. and S. C.

STYLUS BARS
Stylus Bar & Mfg. Co.
Clague Rd.
North Olmsted . . . OHIO

Remember—they are NOT Genuine BRILLIANTONE Needles unless they are made by BAGSHAW.

YOUR NAME

Linked with the best known Phonograph Needle in the world

Bagshaw's
BRILLIANTONE
TRADE MARK REG. U.S. PAT. OFF.
NEEDLES

DEALERS: A New Package Idea That Is Proving a Winner

The name of YOUR store right on the face of each package of BRILLIANTONE Needles! We are ready to supply you with them in reasonable quantities. Don't cost you a cent more! An unusual opportunity to identify yourself with the most widely known Phonograph Needle on *record*.

Don't delay placing your order—dealers everywhere have been quick to take advantage of this new package idea.

BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

370 SEVENTH AVENUE, at 31st Street, Suite 1214, NEW YORK

Selling Agents for W. H. Bagshaw Co., Factories, Lowell, Mass.

Western Distributor:
The Cole & Dunas Music Co.
430 So. Wabash Ave., Chicago

Canadian Distributor:
The Musical Mdse. Sales Co.
79 Wellington St., W., Toronto

Pacific Coast Distributors:
Munson & Rayner Corp.
Los Angeles, Cal.
San Francisco, Cal.

Walter S. Gray Co.
1054 Mission St.
San Francisco, Cal.

Clark Atlanta Music Co. Enters Field in Atlanta

C. R. Clark Resigned From Conn-Atlanta Co. to Open Store in Building Occupied by That Firm, Which Changed Name and Moved

Atlanta, Ga., July 5.—C. R. Clark, formerly manager of the Conn-Atlanta Co., prominent musical merchandise dealer here, has resigned to enter business for himself under the name of the Clark Atlanta Music Co., securing possession of the old location of the Conn-Atlanta Co. at Auburn and Ivy streets. The store is a large one and on the second floor there is a splendid music hall. The new company is capitalized at $25,000, and in addition to talking machines, records, pianos and sheet music a complete line of musical merchandise will be handled.

With the taking over of its quarters by Mr. Clark the Conn-Atlanta Co. has changed its location to 221 Peachtree street and in the future will be known as the Conn Co. The new store is in the heart of Atlanta's business district, the "Music Row" of the city. The company intends to put in a large additional stock of musical merchandise, making it one of the largest of any store in the South. William Ritter is local manager of the new store, which is temporarily under the supervision of the Conn-New Orleans branch, of which Harry Meyers is manager.

Victor Foreign Records

Victor foreign record releases for the month of July include selections in the following languages: Greek, Italian, Hebrew and Yiddish, Croatian, Dutch, Finnish, German, Hungarian, Mexican, including Spanish selections recorded for Mexico; Norwegian, Polish, Russian, Slovak, Slovenian, Spanish and Swedish. Bulletins and posters listing these recordings have been sent to Victor dealers.

Saul Birns Opens Ninth Branch Store in New York

Leases Estey Building on Forty-fifth Street for Talking Machine, Radio and Piano Showrooms—Building Artistically Remodeled

Saul Birns, who operates a chain of music stores in the metropolitan New York district and who is one of the leading music merchants in the East, has opened his ninth establishment at 12 West Forty-fifth street, New York. The new store, which has been remodeled to meet the needs of the talking machine, radio and piano business, was formerly the quarters of the Estey Piano Co., from which it has been leased for a long term of years. The building is three stories in height and when completed will be one of the finest showrooms devoted to the music business in the city. On the first floor will be a portion of the piano and combination radio-talking machine display rooms and also the record racks. The second floor will be devoted to piano display and radio and on the third floor will be the talking machine display rooms and the offices. Hy Eilers, who was for many years connected with the music business in the West, is in direct charge of the new branch.

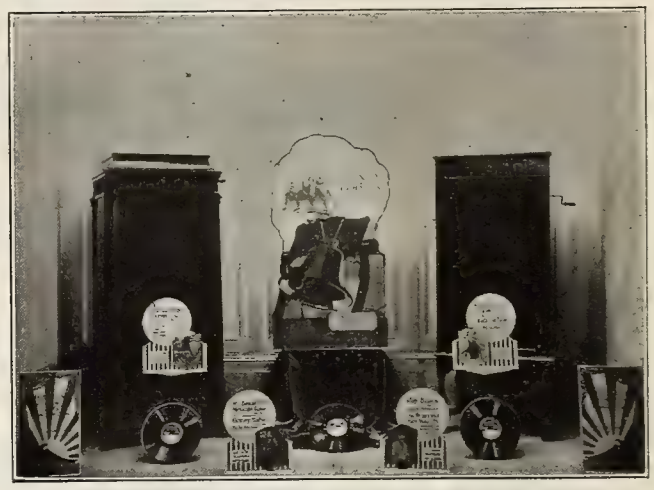
The main store of the Saul Birns chain, where the executive offices are located, at 111 Second avenue, was entered by burglars recently, who broke open one of the safes and secured about $1,000, overlooking a considerably larger sum in another safe.

Ware Radio Corp. Expands

The Ware Radio Corp., of Manhattan, has certified, in Albany, N. Y., to a change in its stock interests. Its present 7,500 shares of common stock, no par value, have been increased to 75,000 shares of common stock, no par value; 5,000 preferred, same as before.

Simple and Effective Edison July Display

The illustration herewith shows the window display prepared by Thos. A. Edison, Inc., for the use of Edison retail dealers during July. The main theme is centered around the Fourth of July and the record "Ringing in Liberty," which is particularly appropriate, is featured.



Attractive Edison Window for July

The background of the large "Liberty" bell and the two Edison phonographs makes a pleasing and effective ensemble, while the records shown with the cut-outs in the foreground make a direct appeal which should result in sales.

Clever Direct-Mail Stunt

The L. A. Murray Co., dealer in Victrolas and Victor records at Davenport, Ia., sends monthly statements, ordinarily sent only to debtor customers, out to all the names upon its books. But those against whom no charge is made receive a statement which reads:

"You do not owe us anything this month, but we wish you did. Accounts like yours are the kind we appreciate."

Do Not Delay Placing Your Order to Cover Your Fall Requirements

RCA

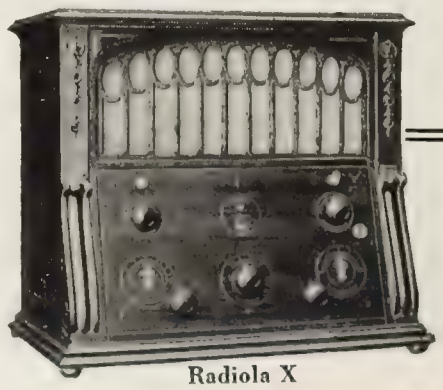
This symbol of quality is your protection

THE Fall and Winter of 1924 promise to be the greatest radio season that the industry has ever known. The phonograph dealers' interest and success during the present season in radio have placed them in a predominating position in the field. Are you one of the progressive dealers who look forward to meeting the public's demands? If so, you cannot afford to delay placing your orders to cover your requirements of RADIOLA RECEIVERS to meet this demand any longer if you expect to be a factor this season. The New Radiolas represent a line of proven merit and distinction in the radio art and warrant the maximum support of the trade. The tremendous national advertising campaign to be launched this Fall in the support of this line, to say nothing of the numerous catalogs, folders, window displays, store signs, etc., assures you of a ready market for your stock.

Radiola Super-VIII

Radiola Super-VIII, an improved Super-Heterodyne. Selective and non-radiating. With no antenna and no ground connection, it receives distant stations. Loud speaker built in. Complete with six UV-199 Radiotrons—everything except batteries.....$425

Radiola X—ultra refined receiver of the antenna type, selective and non-radiating. Remarkable for distance reception and perfect reproduction. Built-in new type loud speaker. Complete with four WD-II Radiotrons—everything except batteries and antenna.....$245



Radiola X

Write us for complete instructions pertaining to deferred payment plan now being offered by the Radio Corporation of America to reliable dealers.

E. B. LATHAM & CO.

Wholesale Distributors

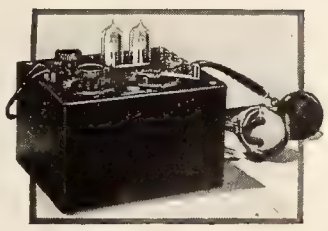
550 PEARL STREET

NEW YORK CITY

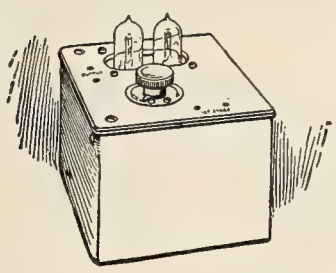
There's a Radiola for every purse

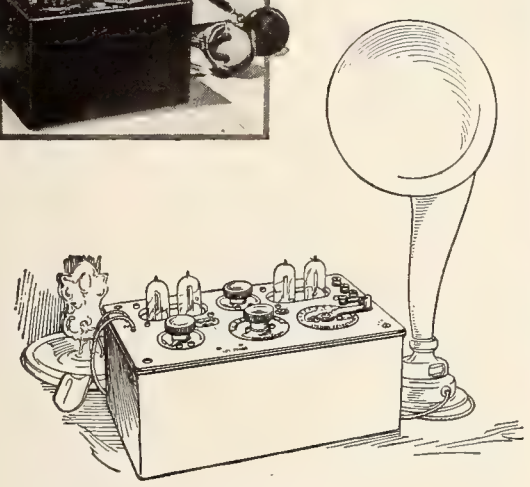
New *and* Remarkable Radio Achievements *in the new* Radiolas

Radiola III, an improved two tube receiver of antenna type, sensitive and selective. *Complete* with two WD-11 Radiotrons and headphones (everything except batteries and antenna), . . . **$35.**



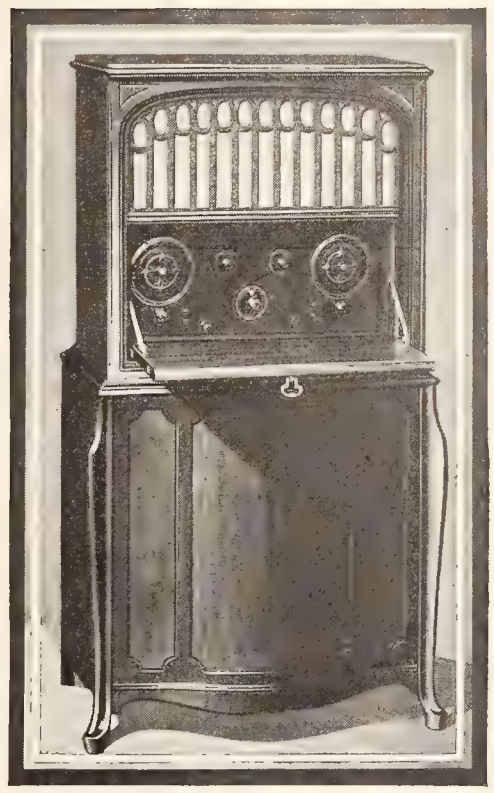
Radiola III Amplifier
Two tube balanced amplifier for Radiola III, including two Radiotrons WD-11, . **$30.**



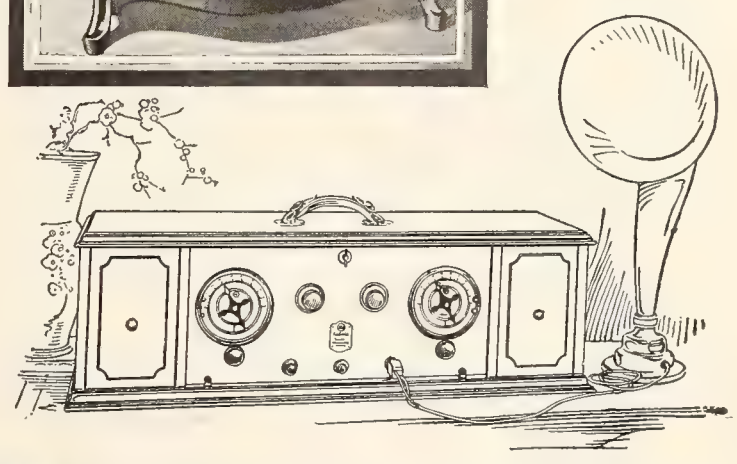


(*above*)

Radiola III-a, which is Radiola III and its balanced amplifier complete in one cabinet; including four WD-11 Radiotrons, headphones, and Radiola Loudspeaker. Everything except antenna and batteries, **$100.**



Radiola Super-VIII —an improved Super-Heterodyne. Selective and non-radiating. With *no antenna*, and no ground connection, it receives far distant stations, even while local ones are operating. Loudspeaker built in. *Complete* with six UV-199 Radiotrons—everything except batteries, **$425.**



(*above*)

Radiola Super-Heterodyne (second harmonic) same as Super-VIII but semi-portable in mahogany finished cabinet, with separate Radiola Loudspeaker. With six UV-199 Radiotrons, but without batteries, ... **$286.**

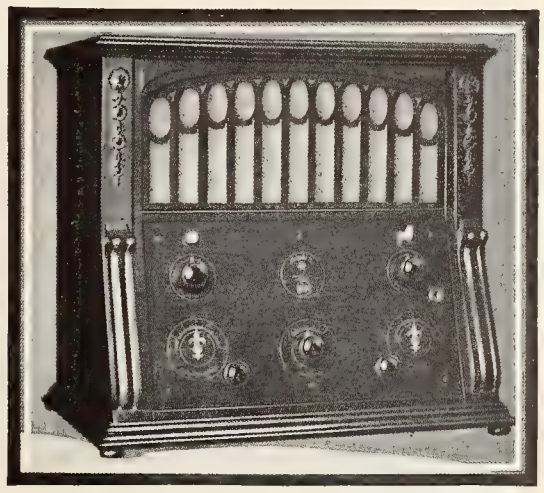
Same as above, but without Radiotrons or Loudspeaker, ... **$220.**

$35	$206
65	220
100	245
150	286

$425

This symbol of quality RCA is your protection

It is impossible to give here full description of these remarkable new sets. Send this coupon for an illustrated booklet that tells the story completely, with detailed description of every set.



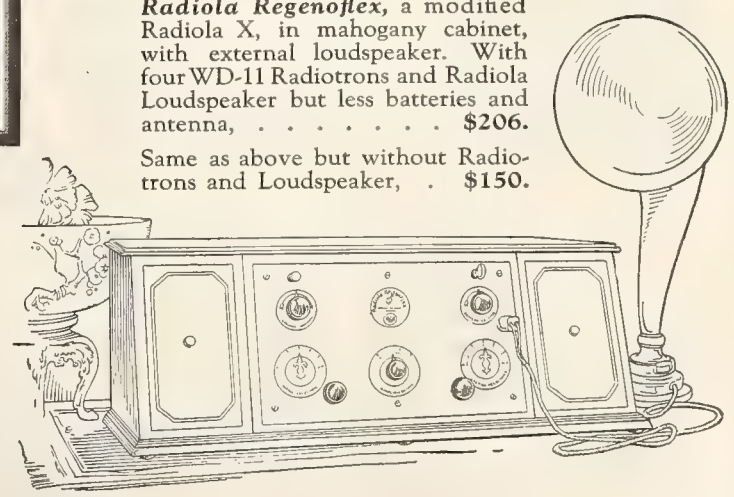
(*above*)

Radiola X—ultra refined receiver of the antenna type, selective and non-radiating. Remarkable for distance reception and perfect reproduction. Built-in new type loudspeaker. Complete with four WD-11 Radiotrons—everything except batteries and antenna, ... **$245.**

(*below*)

Radiola Regenoflex, a modified Radiola X, in mahogany cabinet, with external loudspeaker. With four WD-11 Radiotrons and Radiola Loudspeaker but less batteries and antenna, ... **$206.**

Same as above but without Radiotrons and Loudspeaker, . **$150.**



RADIO CORPORATION OF AMERICA
Dept. 367 (Address office nearest you.)
Gentlemen:
Please send me your free Radio Booklet.

Name _____

Address _____

_____

Radio Corporation of America

Sales Offices:

233 Broadway, New York — 10 So. LaSalle Street, Chicago, Ill. — 433 California Street, San Francisco, Cal.

Radiola

REG. U. S. PAT. OFF.

National Ad Campaign in Interest of Royal Line

Adler Mfg. Co. Announces Plans for Extensive Publicity Drive in Leading Publications

Lambert Friedl, vice-president and general sales manager of the Adler Mfg. Co., Inc., manufacturer of Royal phonographs and Royal Neutrodyne radio products, announced recently that the company had decided to start a national advertising campaign in behalf of these instruments. The Chas. W. Hoyt Co., Inc., New York, one of the foremost advertising agencies in the East, will be in charge of this campaign, which will include full pages in the Saturday Evening Post. Portfolios showing these advertisements will be mailed to the Royal field representatives shortly.

In his announcement Mr. Friedl said in part: "We realize that in order to continue to deserve the patronage of successful talking machine dealers throughout the United States and Canada we must help them guide the public in their purchases, hence our decision to embark on a national campaign. Our policy still remains the same—fewer but better dealers, and it is gratifying indeed to be able to say that the roster of Royal dealers is quickly spreading itself many times over the entire alphabet in names and locations. It is even more pleasing to know that Royal dealers heartily approve our products and policies, and it will be our aim to further deserve this invaluable co-operation."

"Hits" in Latest Record Offerings by Emerson Co.

Among the new record offerings released by the Emerson Phonograph Co., Inc., is a selection, entitled "Salvatore's Dream," based on an old Italian waltz. This number is rendered with violin and guitar accompaniment, which produces most appealing effects. On the reverse side of this record is a number entitled "The Golden Sunset," also a waltz as a violin solo with orchestra accompaniment, played by Romaine. This latter number was composed by Paul Bolognese, the director of the Italian record department for the Emerson Co. A new feature record has been added to the Jewish list of the same catalog made by Leonard Braun, well-known vocalist, the basis of which is an old religious hymn.

Revolutionary Method of Merchandising Records

R. H. Macy & Co. Pay Big Tribute to Merits of Audak Demonstrators in Recent Ad Treating of New Record Department

R. H. Macy & Co., operators of one of the largest and best-known department stores in New York City, recently opened a new talking machine department on one of the floors in its new nineteen-story building. One of the features of this section is the revolutionary method of merchandising talking machine records. Under the arrangements sixty-nine simultaneous record demonstrations can be given without one interfering with the other.

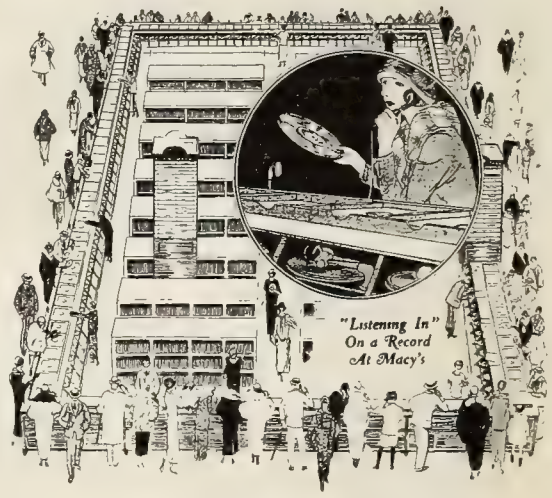
The Macy Co. over a year ago installed forty-two Audak record demonstrators, manufactured by the Audak Co., 565 Fifth avenue, New York City. In opening its new home it added sixty-nine Audak demonstrators to its equipment, and these are installed in a unique manner underneath the counter. The Audak listening cord is attached to each machine and the prospective purchaser steps to the counter and hears any record he or she may be interested in. In this manner also, the counter is kept clear for looking over records, making selections and closing the sale. In fact, a series of record bins is in the counter and makes possible a wide selection of records from one of several groups which are within arm's length.

We are herewith reproducing a part of the advertisement of R. H. Macy & Co., which appeared in the New York Sun and other dailies, announcing its newly equipped department. The line cut, which illustrates the ad, will give an idea of the methods pursued in making the sales and giving service through the use of the Audak demonstrators. The whole department is enclosed in a very small space. A counter in the form of a square, holding the demonstrating equipment, encloses the stock racks, where over

R. H. Macy & Co. Inc.
34th ST & BROADWAY NEW YORK CITY

THREE-SCORE RECORDS PLAYING AT ONCE

AND YOU HEAR NONE BUT YOUR OWN!



A Revolutionary Method of Selling Records

How Macy Announced Improvements

80,000 records are in handy reach of the sales force. As can be seen from the reproduction of the illustration in the ad the stock racks are divided by short aisleways and the whole plan is laid out with an eye to conservation of space with a minimum of movements for the sales force and for efficient service.

NEW EMPIRE COMBINATION

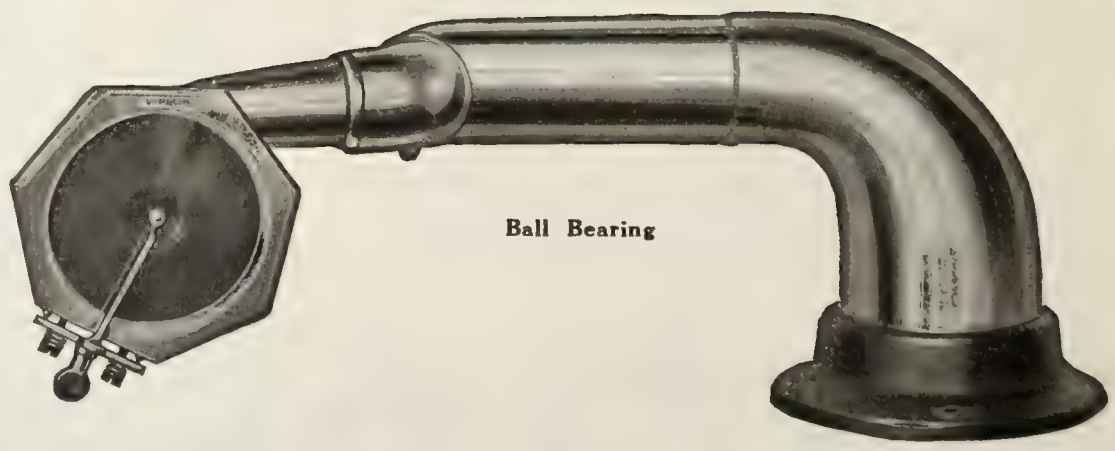
Combination Radio and Phonograph Tone Arm

Tone Arm (Ball Bearing) Reproducer Loud Speaker for Radio and Phonograph

We invite a personal test. There is nothing more convincing. Order a sample arm and test it out. It will win you on merit only. Our prices are low and the quality second to none.

Write or wire us for samples and quotations and give us an outline of your requirements.

Send for sample of our new Tone Arm for Portable Machines and Edison Attachments.



Ball Bearing

EMPIRE PHONO PARTS COMPANY

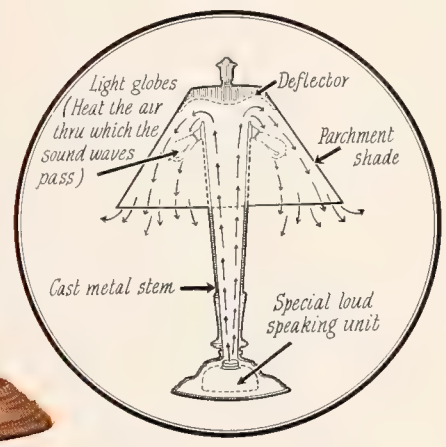
Established in 1914

1362 E. Third St. Cleveland, O.

W. J. McNAMARA, President

© 1924 by R. B. Wheelan

Manufactured under U. S. Patents No. 1,185,987, 1,272,843. Other patents pending.



Now ~ A Loud Speaker and Beautiful Lamp Combined!

(Reprinted from National Advertising now running)

"Never before in the history of Radio has there been such a sensation as this handsome Reading Lamp that is also a marvelous Radio Horn. It is radically different—it is vastly superior to any other loud speaker ever known before. This new Radio Sensation reproduces music, lectures and speeches in all their rich clearness—in all their deep natural tones. It is producing such amazing results that the country's greatest Radio Engineers are praising it to the skies."

A selling sensation—this amazing Loud Speaker

AT last—you can offer this happy combination—it's just what thousands upon thousands of Radio Lovers the country over have been wanting. This remarkable new invention combines the graceful, useful beauty of a handsome reading lamp with the very best loud speaker yet developed.

Examine the **Radialamp**—show its features to your Radio customers. Show them how the sound, produced in the ultra sensitive microphone, is projected through the cast metal megaphone stem—reflected from the "sound mirror" at the top and conducted right out into the taut vibrant parchment shade of the lamp. The sound is marvelously sweet and clear—unlike metal and even wood. Parchment is the best sound reproducing medium yet discovered.

Doesn't Roar—Doesn't Whisper

But that isn't all. Compare the **Radialamp** with the old type loud speaker that faces only in one direction. While standing in front of it the sounds are very loud—too loud. Stand anywhere else in the room, the sound is very indistinct. The **Radialamp** corrects both these evils. Sound radiates from the shade equally throughout the room. The **Radialamp** doesn't roar—it doesn't whisper—the music comes out in clear, natural tones.

Attach to Any Socket

To use as a lamp simply place ordinary electric bulbs in the sockets and attach to your electric connection with electric cord, which is included. It throws out a soft, mellow light. To use as a loud speaker, simply attach the wire, which is included, to your receiving set.

Attach to Any Radio Set

Everybody who hears it recognizes at once the perfect loud speaker.

And you can now put this beautiful lamp and radio horn on your counter to sell it for the price of either a good lamp or loud speaker—both for the price of one. Put it into the window. See the radio fans collect—watch them stream in to ask questions, see them admire the beauty of the lamp—especially when it is lighted and they can appreciate the soft mellow light as well as hear the perfect music reproduction. Thousands are buying **Radialamps** in New York. It will make just as big a hit in your city.

Be First in Your Locality Mail the Coupon

You can't appreciate what a wonderful thing the **Radialamp** really is from this advertisement. You can't have an idea how efficiently it is being merchandised and advertised—what selling helps we can offer you—till you see our descriptive literature. Just fill out and mail this coupon—let us show you how this wonder Radio Loud Speaker can open up a new field for profits.

RADIOLAMP CO. **334 Fifth Avenue, New York**

Robert B. Wheelan, *President*

RADIALAMP
TRADE MARK
LOUD SPEAKER

Radiolamp Co., Dept. 7,
334 Fifth Ave., New York.

Please send me illustrated descriptive literature containing further information on the **Radialamp.**

Name .....

Address .....

City .....State .....

QUALITY RECORD
Pressing
SANDERS, Inc.
SPRINGDALE, CONN. Near Stamford
Telephone Stamford 3980

WorkRite Mfg Co. Opens Branch in Los Angeles

CLEVELAND, O., July 7.—In order to take care of the fast growing demand for WorkRite sets on the Pacific Coast, the WorkRite Mfg. Co., of this city, has recently opened a branch in Los Angeles, Cal., where it will manufacture WorkRite five-tube super-neutrodyne sets. This Pacific Coast factory is under the direction of Emmett R. Patterson, who is well-known to the Western trade. With the establishment of this Pacific Coast factory branch the WorkRite Co. has also opened a Western sales office in Los Angeles at 239 Los Angeles street, under the management of J. A. Hymer, sales manager. Mr. Hymer has just completed a trip over the entire Western territory and states that the Los Angeles factory will be hard pressed to meet the demand for WorkRite sets during the coming season.

New Jewish Catalog Is Issued by the Pathé Co.

The Pathé Phonograph and Radio Corp., Brooklyn, N. Y., has just issued a new complete Jewish catalog to the trade. The new catalog lists over 150 late Jewish releases and includes a list of Jewish recording artists who have proved particularly popular with buyers of this class of record. Such artists as Jenny Goldstein, Molly Picon, Yetta Zwirling, Doris Weissman, Nellie Casman, Estelle Shriner and the Cherniavsky Jewish Jazz Band are well known in Jewish circles and have contributed materially to the popularity of this branch of the foreign-language record department of the Pathé Co. The Cherniavsky Jewish Jazz Band, which has made its first recording on the Pathé records, is said to be the first and only Jewish Jazz Band in the United States.

L. H. Lazar, Jewish Pathé representative, who recently returned from a long successful tour, reports that the demand for Pathé Jewish records is growing bigger and better every day and dealers are finding the line profitable.

E. B. Latham & Co. Plan Fall Radiola Campaign

E. B. Latham & Co., distributors for the products of the Radio Corp. of America, 550 Pearl street, New York, have begun plans for the Fall sales of Radiolas. T. F. Delaney, manager of the phonograph dealers' radio department of the company, has been making a complete survey of the dealers' requirements, with the idea in view of being able to anticipate as nearly as possible the approximate amount of Fall business.

"There is no question but that this Fall will be the most prosperous one that the radio industry has ever enjoyed and the talking machine dealer who is carrying radio is certain to profit thereby. Conditions throughout the country are becoming more settled and those people who have held off on buying radio during the Summer months will be most excellent prospects this Fall, and the live dealer is practically assured of an excellent volume of business," said L. E. Latham, sales manager of the company, in a recent chat with The World.

New Victor Record Pressing Plant in Oakland, Cal., Now Producing Records

Plant Constructed to Facilitate Handling of Record Demand of Western Trade—"Oriental Love Dreams" First Record Made—Laboratories Makes Easier Recording of Artists of Far West

The new recording and record-pressing plant established by the Victor Talking Machine Co. in Oakland, Cal., to facilitate the handling of the record demands of the Western trade is now in actual production, the first record release from the new plant having been made about the middle of last month.

The first record was "Oriental Love Dreams," and the efficiency of the new service was proved by the fact that records of the number were in the hands of dealers on the Coast within a week after it had been released. Several of the leading orchestras on the Coast have made arrangements to record for the Victor Co. at the new plant, as have a number of individual artists, and the announcement of these new records will be made in due course.

The new plant serves a twofold purpose. In the first place, it makes possible the material enlargement of the Victor Co. list of recording organizations and artists by adding to the catalog records made by those located on the Coast, recordings heretofore practically impossible except in rare instances, owing to the distance of the artists from the recording laboratories in Camden.

In the second place, it saves weeks of time in the delivery to West Coast dealers of those records best calculated to appeal to their trade, deliveries being made direct from Oakland instead of from Camden as heretofore, although, of course, the delivery of many records from Camden will still continue.

The new plant is in direct charge of George Hall, who has been connected with the recording department of the Victor Co. in Camden for many years and is thoroughly conversant with the work. E. J. Dingley, assistant sales manager of the Victor Co., who went to Oakland in March to assist in the establishment of the plant and in getting it under way, returned to his desk in Camden on June 30, having completed the work assigned to him in a most efficient manner.

Geneva Dealer Supplies Good Music from the Air

C. D. Ferris, of Geneva, N. Y., a very active Brunswick dealer, recently secured some very desirable publicity in an interesting way. This dealer also handles Radiolas and he conceived the idea of utilizing a super-heterodyne set to novel advantage. One Saturday evening he paraded the downtown section of his city with a super-heterodyne in one hand and a loud speaker in the other, giving a very generous and extremely good musical program as he walked.

Needless to say, much attention was attracted. Crowds lined his path and followed him to the various business places he visited, while on his personal tour. Local newspapers printed many editorials on the stunt and wrote a number of special stories about it. These Brunswick dealers are certainly thinking out new appeals every day; and it would not be surprising if Mr. Ferris appeared some time later on with a Brunswick-Radiola on the hood of his touring car.

A charter was recently issued at Albany, N. Y., to the Manhattan Radio Art Cabinets, New York, with a capital stock of $20,000. The incorporators include F. Giannini, C. and V. George.

New Udell Catalog

Combination No. 25
Udell Sectional Record Cabinet

Now Ready For You—

Here's a typical example of the many good values to be found in the big new Udell catalog—handsomely illustrated—sent to any dealer upon request.

The Udell Sectional Record Cabinet, combination No. 25 (illustrated at left) consists of top, base and two record sections. Capacity 300 records—150 to each section. Height, 40 in.; width, 34 in.; depth, 15 in. Weight, crated, 92 lbs. Mahogany or imitation mahogany.

There's a complete line of Udell cabinets for talking machine records and player rolls.
Write today for your copy of catalog No. 81.

THE UDELL WORKS, Inc.
28th Street at Barnes Avenue INDIANAPOLIS, IND.

How Progressive Methods of the Jones Store Co. Have Built Large Business

Live Kansas City Merchant Uses Every Means of Securing Sales—Publicity of All Kinds and Outside Selling Are Found Sales Producers—Varied Lines Handled Draw Public

KANSAS CITY, MO., July 7.—Since the Jones Store Co. took over the exclusive agency for the Edison phonograph, business has increased to such an extent that it has become necessary to enlarge the music department of the store. The whole building is to be remodeled and while that is being done the music department is to be moved into what is now the rest room, which will give more space for the phonograph line. There will be twenty hearing booths installed and six large machine demonstration booths. The remodeling is to be finished in September, so that the department will be ready to handle the Fall trade in the new quarters. C. R. Lee, buyer and manager of the department, says that due to the increase in business three new outside salesmen have been added and it will be necessary to increase the sales force again when they move.

Mr. Lee feels that it is because of their selling methods that they have had such a good business all Spring and Summer. One of the devices used to stimulate trade was an employes' day sale, held June 18. On this day all the employes shared in the profits and were permitted to buy talking machines at a discount. The Wednesday before the sale every employe in the store sent out ten postal cards to acquaintances in the city telling of the coming event. The store has about one thousand employes, so that meant 10,000 postal cards. The result was a tremendous sale. Employes themselves bought a great many machines, taking advantage of the discount.

Another method in use by the department to increase sales is the use of the outside salesmen who follow up prospects. When a customer enters the department to make inquiries in regard to some machine, her name and address are taken and if she does not purchase the machine, the city salesman follows up the prospect. That evening he will take a machine in his car to her home if it meets with her convenience and will play the machine for her in the family circle. The follow-up usually results in a sale.

The Jones Store Co. also features the club plan, which is very successful. The club plan is that of paying a certain amount at the time of the purchase of the machine and so much a month until the machine is paid for. The unusual feature in this plan is that the firm insures the machine against fire and tornado.

The department has a large mailing list of patrons to whom it sends the data concerning new records which are to be released, keeping them informed so that they may know just when the new records are available. Any news of interest in the musical world is also mailed to the customers. The store also has a large mailing list and the department, through correspondence, learns how many of the customers on that list do not have talking machines and immediately lines them up as prospects. This method has brought in splendid results.

The department carries the Edison, the Victrola, the Sonora and several makes of portables. A nice business is being done in the Sonora, the Edison and the Victrola. The portable business is holding up nicely. People going on vacations, Campfire Girls and Girl Scouts are all good prospects. The company lent a portable to the Girl Scouts who are camping at Noel, Mo., this Summer. The machine is for their use during the Summer, but the girls are to furnish their own records.

Knowledge of Radio Necessary in Selling

F. N. Eaton, Manager of Washington Federal Tel. & Tel. Office, Points to Knowledge of Radio as Vital Need of Dealers

F. N. Eaton, resident manager of the Washington office of the Federal Tel. & Tel. Co., has been doing some very interesting and helpful work in getting the music stores started in the radio business. In commenting on his experiences along this line he states:

"When I call on a music dealer I let him see that there is no doubt in my mind but that he is going into the radio business and is going to make money. I find, however, that the majority of dealers say that they are going to wait until Fall, as there is no radio business in the Summer, and therefore that it would be a waste of money for them to take on a line of radio at this time. I try to tear down this objection by asking them what they know about the radio business, and find that nine out of ten of them know very little or nothing. I then ask them how they are going to sell radio and make money in the Fall of the year, at which time there will be a large amount of radio business, without knowing something about it, and they are stumped. When confronted with this argument quite a few of them decide to take on a sample line and in that way become acquainted and learn something about radio during the Summer months so that in the Fall they will be able to go out and get customers and take care of them when they come into the stores."

Okeh and Odeon Records

ALWAYS at the convenience of all Okeh dealers throughout the Metropolitan district—thoroughly complete stocks of the popular, fast-selling Okeh and Odeon Records, and our smoothly running organization adequately equipped to fill every order speedily, accurately and completely!

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

15 West 18th Street New York City

BUY OKEH NEEDLES—They Keep Record Sales Alive!

Times Appliance Co. Is Winning on Service Basis

The Times Appliance Co., distributor of R. C. A., Crosley and other well-known sets, and a wide line of accessories and parts, has built up a large business and organization largely upon the quality of the service which it has rendered its dealers. This enterprising radio distributing house has given particular attention to the talking machine field and numbers among its accounts some of the largest and best-known talking machine dealers in the metropolitan territory. Realizing the importance of proper service to the dealer in radio, this company has inaugurated a new branch of service along somewhat different lines. A recent announcement from the headquarters of the company at 33 West Sixtieth street is to the effect that dealers desiring radio products not already on the large list distributed by the Times Appliance Co. may place their orders with this branch of the service department and the products desired will be obtained for them through other sources. The Times Appliance Co. maintains an adequate stock of all lines which it regularly distributes and the location of the company in New York City, the heart of radio distribution, will enable it to secure any special items desired with practically no loss of time.

New Nyacco Album Catalog

The New York Album & Card Co., Inc., New York and Chicago, has just issued a new catalog to the trade. This attractive piece of literature, sixteen pages in size, and with an attractive cover, thoroughly describes and illustrates the Nyacco line. It is bound with a silk cord and loop which allows it to be hung conveniently at the side of the desk or any other convenient place.

Following the introduction, the various numbers constituting the Nyacco line of talking machine record albums are described, including the special sets for talking machine cabinet equipment. Stock envelopes, delivery bags and extra leaves for the record album are also cataloged. In addition to the talking machine products, the Nyacco line of photograph and autograph albums is also given. This new catalog will undoubtedly prove of much value and assistance to the purchaser of albums.

Music Dept. Changes Hands

DAVENPORT, IA., July 2.—The W. J. Murray Co., which has conducted the talking machine department at the Harned & Von Maur store for several years, recently sold the department to C. B. Beiderbecke. The new owner intends to expand the department by adding band instruments. W. J. Murray will be connected with his brother, L. A. Murray, at the latter's talking machine store at 305 Brady street.

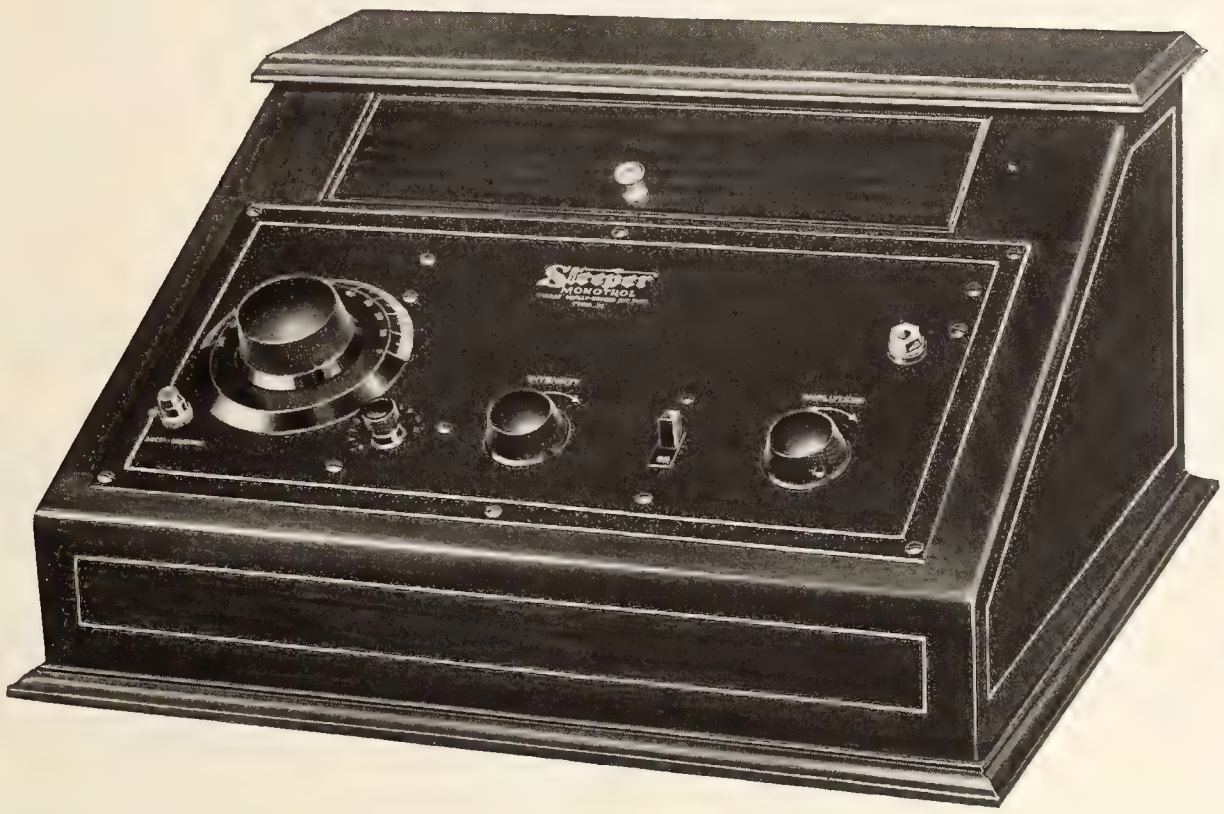
The stock and fixtures of the L. M. Pike Co., Victor dealer, North Main street, Norwalk, Conn., were sold recently to Miss Hamilton, Mr. Collins and Mr. Donnelly, all local Victor dealers.

THE SLEEPER RADIO CORPORATION

Announces

The New Sleeper MONOTROL TYPE 54

REG. U.S. PAT. OFF.



—with the greatest number of improvements ever built into a single radio receiver.

The days of *revolutionary* steps in radio are over. The time for *evolutionary* work is here.

The Neutrodyne, Superheterodyne, Reflex and Inverse Duplex were all revolutionary. It is the *refinement* and *improvement* of these systems that will measure progress from now on.

In adding *26 improvements* to the furthest previous development of the Grimes Inverse Duplex System, David Grimes, Chief Engineer of the Sleeper Radio Corporation, in collaboration with H. C. Doyle, Production Manager, has done the greatest thing of his career.

These new developments are so complete, both electrically and mechanically, that, in Type 54, you get a set closely approaching the ideal that dealers want to sell and the public wants to buy.

You get the supreme development of the Inverse Duplex System—the ultimate Reflex—produced under *restricted license with promiscuous competition eliminated.*

You get totally new standards in engineering and mechanical design.

You get (for the first time in Radio) three stages of *tuned radio frequency controlled by a single dial*—possible only through the invention of the Sleeper Synchronized Dual Condenser.

You get (also for the first time in Radio) perfect reception on both high and low wave lengths.

You get perfect reception on *any* kind of a loop, or on an aerial, or on a *ground* alone, choice being determined by local conditions.

You get both *storage battery* and *dry cell* operation, using *either* UV 201-A or UV 199 tubes.

You entirely eliminate the detector tube.

You get a seven tube effect—using only four *hard* tubes.

You get a cabinet of inlaid African Mahogany with the finish of a Steinway and a panel of etched bronze.

You get the best that all other sets have ever given combined in *one*, with the advantages which the Inverse Duplex System *alone* can give.

You get features that are altogether new—a positive challenge to the entire Radio Industry.

You get the set that satisfactorily answers *every* question customers can ask, and you get the strongest sort of selling plan to help you sell it.

Full details will be furnished through your jobber or direct upon request.

SLEEPER RADIO CORPORATION, 88 PARK PLACE, N.Y.C.

Portable Sales Increase in Milwaukee and Trade Is Optimistic Over Outlook

All Lines Enjoy Improved Demand—Walter E. Pugh in New Post—Trade Plans Exhibits at Radio Show—A. H. Scannell and E. H. Ryckoff New Victor Travelers—Activities of Month

MILWAUKEE, WIS., July 8.—Some improvement in the talking machine business during the month of June was reported by local wholesalers, and Milwaukee retailers also mentioned a slight increase in sales. Summer weather has increased the sale of portable phonographs and the demand for console styles in larger phonographs continues. Records are showing considerable activity.

Victor Trade Improving

"Business is picking up a little in all lines after a quiet May," stated Harry Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "The portable business is going along nicely. Console models seem to be very popular and are greatly preferred to uprights." Two new traveling representatives have been announced by the Badger Talking Machine Co. A. H. Scannell is traveling in the Chicago territory and E. H. Ryckoff has the southern Wisconsin and northern Illinois territory. Both men were formerly with Lyon & Healy, of Chicago.

J. Parke Willis, Victor Co. electrical expert, spent a week with the Badger Talking Machine Co. during the latter part of June.

G. F. Ruez, president of the Badger Co., visited New York, Philadelphia and Camden as well as other points on a business trip East.

Walter E. Pugh in Charge

Walter E. Pugh, who formerly traveled for Columbia in Illinois and Iowa, has been placed in charge of the Milwaukee and southern Wisconsin territory. He will have his headquarters in Milwaukee at 410 Windsor place.

Yahr & Lange Report Gains

An increase in business through the entire department is reported by Yahr & Lange, distributors for Sonora phonographs in Wisconsin and Michigan. The radio end of the business has been particularly good and Yahr & Lange have oversold their entire allotment of Sonoradios and Sonora loud speakers for the year.

Radio Shows Scheduled

Yahr & Lange have already announced their intention of entering the radio shows which will be held in Milwaukee this Fall. The first show will be held in September under the direction of a local newspaper. Exhibits by manufacturers, wholesalers and retailers of radio will be on display.

The entire Milwaukee Auditorium will be used for the second annual Wisconsin radio exposition to be held by the Wisconsin Radio Association the week beginning November 11. A part of the Auditorium was used for the first exposition held last Spring, but the crowds could not be accommodated. Demonstrations of broadcasting are scheduled as part of the daily program.

F. E. Yahr Visits Sonora Dealers

Fred E. Yahr, of Yahr & Lange, visited all Sonora accounts in the Michigan territory, accompanied by R. H. Walley, the firm's representative in that State. He reported that possibilities were exceptionally good for merchandising if people went out with the right spirit. Mr. Yahr made the territory in two trips, starting out during the latter part of June and returning about July 1, and leaving for the second trip July 7.

George Jeffrey, representative of the General Mfg. Co., spent fifteen days in the Wisconsin territory traveling with salesmen of Yahr & Lange.

John A. Read, district representative of Sonora Phonograph, Inc., made a short visit in Milwaukee and Wisconsin territory.

Better Brunswick Outlook

"Since about June 15 business has been very encouraging," stated Carl Lovejoy, local Brunswick representative. "For several months before that the talking machine business had been going down hill, but things have turned now and I believe that we have started on the upgrade again." Mr. Lovejoy stated that dealers were reporting more encouraging conditions in the phonograph business after a quiet period and were expecting the improvement to continue.

Record sales have been exceptionally good, according to Mr. Lovejoy. A number of Brunswick dealers in Milwaukee co-operated in a plan which brought them good advertising on Brunswick records. The Arcadia ballroom of this city has been running a series of spot dances, at the close of which someone in the crowd is presented with a gift. During the last of June Brunswick dealers donated six records for the gift of one evening. Large cardboard representations of Brunswick records were placed at intervals around the room, each containing the Brunswick name and also the name and address of a dealer. Milwaukee dealers were enthusiastic about the plan.

Elected Civic Opera Director

Leslie C. Parker, president and manager of the Carberry-Parker Co., the Badger Music Shop, which handles the Victor line, was elected representative of Milwaukee music dealers on the board of directors for the Civic Opera Co. The company is being organized in Milwaukee for the purpose of giving outdoor opera during the Summer, beginning in 1925. A meeting of local music dealers was called for the purpose of electing the representative and to organize one unit in support of the proposed opera company.

W. L. Miller, advertising manager of the French Battery & Carbon Co., of Madison, Wis., and a member of the Miller, Rendell and Towell advertising agency of that city, was elected president of the Madison Advertising Club at the annual election of officers.

Victor Dealer Moves

Irving Zuehlke, who recently purchased the Victor business of W. H. Nolan at Appleton, Wis., has moved his stock from his former location in the Appleton State Band Building into the Nolan store on Oneida street.

Musical Thieves Busy

Four saxophones, a cornet and a small amount of cash, the whole being valued at $500, were stolen from a music store at Beloit, Wis. The loot consisted of two C Melody saxophones, one E Flat alto saxophone, one B soprano saxophone and one Victor cornet.

Badger Music Co. Busy

The Badger Music Co., of Fond du Lac, Wis., is doing a very good business, serving three counties surrounding the city. The store features Brunswick phonographs, Victrolas and both Brunswick and Victor records, but also handles other musical instruments. The business was recently purchased from the Milwaukee concern controlling it by J. A. Sandee and A. E. Knop. The business of the company is reported as very satisfactory for this time of the year by Mr. Knop.

Wisconsin Phonograph Repair Shop

Expert repairing on all makes of talking machine motors and sound boxes. We can also furnish you with parts at reasonable figures. Mail order repairs a specialty. Prompt delivery and high-class work guaranteed. Lowest prices.

WISCONSIN PHONOGRAPH REPAIR SHOP
OSCAR A. RHEINGANS, Prop.
140 W. Water St. Milwaukee, Wis.

Brunswick in "Ideal Home"

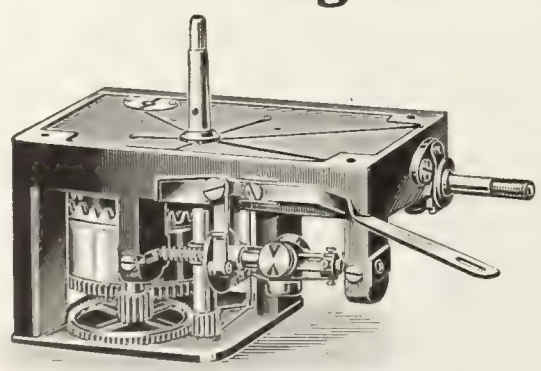
NEWARK, N. J., July 5.—The Ideal Home of L. Bamberger & Co., prominent department store, of this city, has been graced with a Tudor model Brunswick phonograph which has been placed in an extremely attractive setting in the solarium of the "Ideal Home." This "Ideal Home," which is inspected by three thousand people weekly, is situated on Elizabeth avenue on the outskirts of the city and it has been the subject of numerous articles by trade papers, home and housekeeping magazines and as most of these articles are accompanied by photographic displays, it can readily be seen that the placing of this phonograph in the "Ideal Home" is most effective from an advertising standpoint.

Finds Mid-West Prosperous

Wm. R. Saunders, general manager of the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., returned from a trip through the Middle West which he reports was surprisingly good. In some places he found particularly good business being done. One of the most interesting conditions Mr. Saunders found on his trip was the great amount of interest manifested by talking machine dealers in radio and radio accessories. In addition to the talking machine and record orders received, Mr. Saunders brought back with him a large volume of orders for Pathé radio products.

A radio set which was exhibited at several of the radio shows in New York has all the tuning dials, binding posts, etc., mounted on a phonograph record.

Talking Machine Motors



"GRUBU"

THE MARK OF SUPERIOR QUALITY

12 SIZES

From a single spring motor playing one 10-inch record to a double spring motor playing six 10-inch records.

FEINBAU, Maschinen-Akt.-Ges., Abt. Gruoner & Bullinger, **Winterbach,** bei Stuttgart GERMANY

The Happiness Boys score again for Columbia

Billy Jones
Photo by Stroud, N. Y.

Ernest Hare
Photo by Floyd, N. Y.

"It Looks Like Rain"

by Jones and Hare (*The Happiness Boys*) on Columbia Record 154D

on the other side

"Jump Fritz (I Feed You Liver)"

JONES AND HARE have left nothing but laughs in their wake, singing "It Looks Like Rain." The most stolid, humorless person that ever bought a ticket to a show simply has to explode with hearty guffaws after the first verse. Additional punch is furnished in this record by original, snappy interludes by the Columbia Novelty Orchestra.

"Jump Fritz (I Feed You Liver)" is on the other side. It's a corking dialect selection and Ernest Hare shows his versatility by excellent mimicry of Fritz, the dog.

We're all ready to handle your orders for this record now. Be the first to have it in your store.

COLUMBIA PHONOGRAPH CO., INC., 1819 Broadway, New York

The New Columbia is a worthy product of the organization which built it. We believe it to be the phonograph of all phonographs—superior musically because of its wonderful new reproducer; excelling mechanically because of its marvelous motor—unquestionably the best the phonograph industry has ever seen, and surpassingly beautiful because of the artistic, simple elegance of its cabinet designs. A complete range of phonographs is offered at prices from $50 to $600.

Write to the Columbia branch or distributor nearest you

Atlanta, Ga., 561 Whitehall Street
Boston, Mass., 1000 Washington Street
Chicago, Ill., 430-440 South Wabash Avenue
Cleveland, Ohio, 1812 East Thirtieth Street
Dallas, Texas, 2000 North Lamar Street
Kansas City, Mo., 2006 Wyandotte Street
Los Angeles, Cal., 809 South Los Angeles Street
New York City, 121 West Twentieth Street
Philadelphia, Pa., 40 North Sixth Street
Pittsburgh, Pa., 632 Duquesne Way
San Francisco, Cal., 345 Bryant Street
Toronto, Ont., Canada, 1244 Dufferin Street
Buffalo, N. Y., 700 Main Street
Detroit, Mich., 439 East Fort Street
Minneapolis, Minn., 18 North Third Street
Montreal, Canada, 246 Craig Street, West
Seattle, Wash., 911 Western Avenue

* * * * *

COLUMBIA WHOLESALERS, Inc.
205 West Camden Street, Baltimore, Md.
COLUMBIA STORES CO.
1608 Glenarm Avenue, Denver, Colo.
COLUMBIA STORES CO.
221 South West Temple, Salt Lake City, Utah
TAMPA HARDWARE CO.
Tampa, Fla.
W. W. KIMBALL CO.
Wabash and West Jackson Blvd., Chicago, Ill.
COLUMBIA DISTRIBUTORS, Inc.
1327 Pine Street, St. Louis, Mo.
224 West Fourth Street, Cincinnati, Ohio
323 North Peters Street, New Orleans, La.

"Columbia has all the hits and usually first"

Columbia

New Process RECORDS

Aggressive Merchandising Methods of Kansas City Trade Stimulate Sale

Fluctuating Demand Marks Summer Business—General Belief Among Retailers That Fall Will Witness a Marked Increase in Business—Window Displays Attract Attention—Other Activities

Kansas City, Mo., June 7.—Business with the talking machine dealers is rather uneven, some days unusually good, others rather dull. It is due to the excellent merchandising methods of the dealers that trade has kept a fair average. Many of the dealers in the small towns are buying more freely than for some time and extra salesmen have been added to some of the forces. Preparations are under way for a busy Fall trade.

The record business has been a great deal better than the talking machine end of the game, but it is thought that when the money is a little more free machine business will be equally good.

The Columbia Phonograph Co. reports that never have so many unusually popular records been on sale at the same time. Feature records, dance records and race records are all selling well.

The Brunswick wholesale house expects to have, soon, samples of the new Brunswick Radiola, which was shown at the New York music trades convention. The dealers report great interest in this new instrument.

M. C. Schoenly, of the Brunswick wholesale house, attended the formal opening of the new music department of the Christman department store at Joplin, Mo., on June 21. This new department will carry Brunswick merchandise exclusively. Other new accounts of the company are the Home Furniture Co., Sands Springs, Okla., and the Tussendorf Furniture Co., Onaga, Kan.

T. H. Condon has been added to the sales force of the Brunswick Co. Mr. Condon was formerly a salesman for the house, but has recently been at the retail store. He has been transferred to the wholesale house in order to help prepare for the big Fall business expected.

R. R. Sparrow, manager of the Columbia Phonograph Co., with headquarters in Kansas City, returned recently from a short trip to Cherryvale, Coffeyville, Arkansas City and Wichita, Kan. While on this trip he established an account with the A. N. Pickerell Music House, of Cherryvale, with branch stores throughout southeastern Kansas.

W. B. Johnson, chief bookkeeper of the Columbia Co., resigned June 15 and was succeeded by Mrs. Virginia Cocek. At the same time J. Stoeck, assistant bookkeeper, resigned and was succeeded by Mrs. Cornelia Frazier.

During the week of the Shrine convention W. G. Frederick, manager of the Knabe Studios, put in the window illustrated herewith, which brought in more record business than any other display which the Studios have had. The floor of the window was covered with sand, with a train of miniature camels and Shriners wending

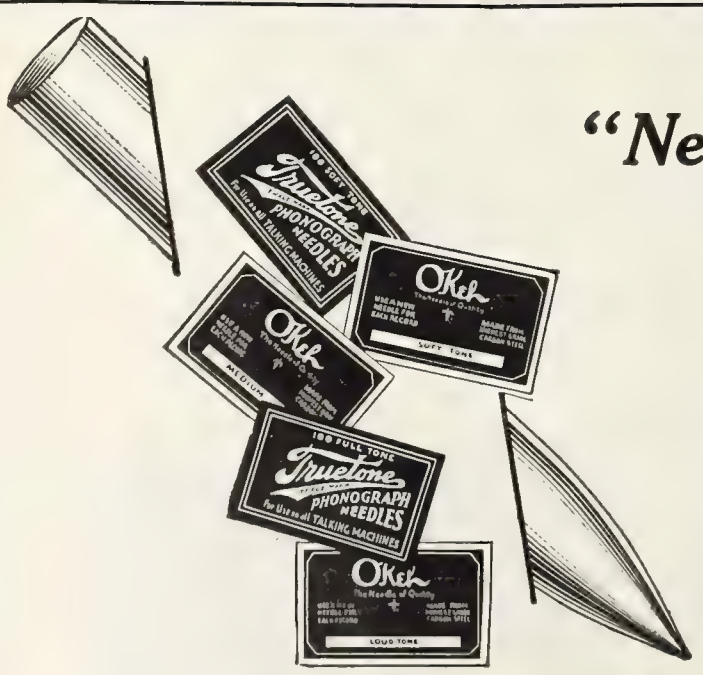
How Knabe Studios Tied Up With Shrine

their leisurely way toward Mecca. Mecca, in this instance, was a painting illustrating "Oriental Love Dreams."

The Paul Music Store, 1103 Walnut street, is going in strong for radio. The Royal combination neutrodyne and phonograph is being featured. Demonstrations of the combination instrument have attracted widespread attention. This new combination feature is only one of several innovations Paul's have made lately in order to stimulate sales of phonographs and radio. The Audak system of demonstrating records is meeting with public approval.

An interesting window which brought in nice business recently was that of the Brunswick Shop. At the left was a straight-backed, carved walnut chair with a heavily embroidered fringed shawl thrown carelessly over it. Upon the chair was a high comb set with brilliant stones. Over the chair was a large horseshoe featuring the record "Spain," made by the Isham Jones Orchestra and composed by Mr. Jones.

The Music Box had a window display recently which brought in big returns. Displayed in the window was shown an electrical repeating device which makes it possible to play the same record over several times. Another interesting window was one which featured the new record released June 27, "Nobody's Sweetheart," which has just been made popular by Dornberger's Orchestra, which is playing on the Roof Garden of the K. C. A. C.



"Needle Points"

No. 17 Scientists tell us that the point of a phonograph needle is capable of holding thousands of germs. That's not all! It is capable of holding other trouble-brewers, too, in the form of ruined records, poor reproductions and dissatisfied customers! But they've yet to find a foothold on the perfect points of

OKeh and Truetone NEEDLES

General Phonograph Corporation
OTTO HEINEMAN, Pres.
25 W. 45th St. New York

Views Radio as Great Aid in the Cause of Democracy

B. G. Hubbell, President of the Federal Tel. & Tel Co., Declares Science of Radio Has Brought About Better Understanding

Dealers in radio equipment, to say nothing of the manufacturers and the humble fan, are naturally deeply interested in the future of radio broadcasting or "radiocasting," as the members of the new trade would term it. In this connection B. G. Hubbell, president of the Federal Telephone & Telegraph Co., radio manufacturer of Buffalo, says in a recent interview:

"In my opinion Democracy can live only through the most exacting publicity and clear understanding of the country's necessities—there must be a general accord. Already there are signs of breaking down of our form of government, largely because of this lack of understanding, and I believe that this new radio science was projected into the world's necessities particularly to furnish an economic and easy method in overcoming this growing lack of political faith and understanding so apparent to-day in the country.

"For the first time in the world's history men, women and children, farmers and city dwellers, laborers and capitalists have 'listened in' via radio to the thrilling nominating speeches of the great national political parties. Again, via radio, men, women and children in every walk of life and in every part of our country will be able to follow the stirring speeches made by the Presidential candidates. The Republican candidate will be listened to by Democratic voters and vice versa—a very general and fair-minded interchange of political thought will be possible without the heat of political passion.

"There are now 10,000,000 radio sets in operation in this country, all tuned and waiting for the political principles as expressed by these candidates. People who have not heretofore been interested in radio are fast installing sets, and thousands of them are daily being tuned in for the express purpose of listening to the political thoughts coming from this national political campaign.

"Every man and woman is interested in politics. Every boy and girl should become interested if they are to become good citizens, and radio is giving them all an opportunity for political education in an easy and interesting manner. The person who goes to the polls this Fall without listening to the broadcasted speeches of the opposite political faith will be missing an opportunity to broaden his political education and to enhance the intelligent worth of his vote.

"To my mind our new sciences are not merely works of man. I believe they are commands of destiny—of necessity—and I believe that radio—the greatest of all scientific developments—was brought forth largely to furnish the means of preserving our political structures through easy methods of wide and easy distribution of political knowledge."

Audak in Music Store

Springfield, Mo., July 5.—The Black Music Co., Boonville avenue, has installed a complete line of Audak reproducing devices which, in addition to giving much more floor space, greatly improves the appearance of the store.

WorkRite Radio-King, a five tube (2 radio amplifier, 1 detector and 2 audio amplifier) super neutrodyne receiver. Beautiful mahogany cabinet, 22 in. x 20 in. x 14 in. This set operates with outdoor or indoor aerial and is highly selective. Long distance stations come in full and clear on the built-in loud speaker. Complete except tubes, batteries and aerial wire - - - - - **$2.20**

Announcing Radio Sets and Panels that Musical Dealers will be Proud to Sell

MUSICAL dealers who have spent time and money in building a worthwhile reputation in their community, can only afford to handle a radio line that is thoroughly dependable.

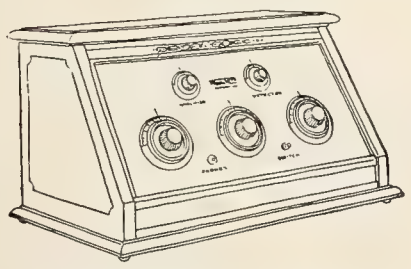
To such dealers the WorkRite line of super-neutrodyne receiving sets affords a most dependable avenue to substantial profits in the rapidly growing radio business.

The WorkRite sets reproduce music or voice with clear, true tone from local or long distance stations. Beautiful mahogany cabinets carry a quality message to the eye even before the instruments are tuned in.

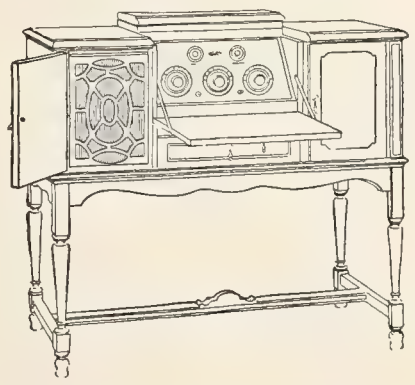
The same five tube receiving apparatus as used in these WorkRite sets is also available in panels to fit the popular makes of talking machines. These panels are furnished in mahogany color and with gold plated fittings.

DEALERS: Further information and photos will be sent you on request.

Licensed under Hazeltine Patent Nos. 1,450,080—1,489,228



WorkRite Air-Master, same as Radio-King except without built-in loud speaker. Mahogany cabinet 21 in. x 14 in. x 14 in. Without batteries and loud speaker, tubes or aerial - - - - - - - **$160.**



WorkRite Aristocrat, a most beautiful mahogany console model 42 in. x 40 in. x 20 in. This set employs the same super-neutrodyne receiving apparatus. The cabinet contains a built-in loud speaker and space for A and B batteries. Not only a wonderful receiving set but also a charming piece of furniture. Complete except tubes, batteries and aerial - **$350.**

The WorkRite Manufacturing Co., 1800 East 30th Street, Cleveland, Ohio

BRANCHES: **New York City,** 1023 Knickerbocker Bldg. :: **Chicago,** 536 Lake Shore Drive :: **Los Angeles,** 239 So. Los Angeles Street

WORKRITE

SUPER NEUTRODYNE RADIO SETS

Complete Plans for Outing of T. M. & R. M. Ass'n

Entertainment Committee Announces Day's Schedule for Annual Outing to Roton Point

Final arrangements for the annual outing of the Talking Machine & Radio Men's Association, to be held on Wednesday, August 6, at Roton Point, were announced recently by the Entertainment Committee, headed by Sol Lazarus. One of the new features of this year's festivities is a golf tournament. The following schedule is the last word on the outing:

Dealers' personal automobiles and buses will assemble in the vicinity of Columbus Circle where decorations for the cars will be furnished. The caravan will leave at ten o'clock, proceeding North to 135th street, thence East to Fordham Road, passing through the towns of New Rochelle, Port Chester, Greenwich, Stamford, Darien and then to Roton Point, arriving there at twelve o'clock noon.

Luncheon will be served at 12:30 o'clock and water sports will inaugurate the day's athletic program, which will start at three o'clock. A baseball game is next on the schedule and the athletic events, track and field events will close this portion of the day's activities. For the golf enthusiasts arrangements have been made to have one of the buses leave directly after luncheon for Westport Country Club. The golf privileges of the club's course have been arranged for through the courtesy of James Donnelly, of South Norwalk. Dinner will be served at six o'clock.

The Connecticut dealers who are members of the Association will join the New York and New Jersey contingent at Roton Point, and from all indications the affair will be the most successful that the organization has ever arranged.

Maine Music Co. Opens Branch Store in Portland

Portland, Me., July 5.—The Maine Music Co., which has been operating as a music store for thirty-four years, recently opened a store at 17 Forest avenue, this city. Harry Seaford is manager of the new store, and it is certain that the many years of experience which he possesses will stand him in good stead in this new venture. He was originally with Cressy & Allen and later became salesman and manager for M. Steinert & Sons. For the past seven years he has conducted a general music store.

The Maine Music Co. carries a complete line of Victrolas and Victor records and represents a number of piano manufacturers. Radio sets and accessories also are merchandised in a successful manner.

New "Something for Nothing" Scheme Meets With Defeat

Concern in Buffalo Distributing Merchandise Through Systems of Drawings Runs Afoul of the Law—Moving Spirit Now in Jail

Buffalo, N. Y., July 1.—Through the arrest of J. Newman Smith, one of the heads of the Consumers' Merchandise Co., operating at 881 Main street, this city, police believe one of the cleverest schemes to defraud customers ever operated in this city has been uncovered.

Smith's arrest followed an investigation by the Buffalo Better Business Commission, and Mrs. Agnes Barren, one of the alleged victims of his schemes, signed the warrant.

The scheme is said to have been a combination instalment and lottery game. Furniture and talking machines constituted the merchandise. It is said that at least 150 persons joined the "club," in which the dues were 50 cents a week until $35 had been paid in. Each week there was a drawing in which the winner was allowed to pick any article in the showroom, regardless of the amount paid in. In the event the member's name had not been drawn when she had paid in $35 she had the choice of merchandise, which is said to be of inferior value.

Smith is in jail in default of $10,000 bond. He pleaded guilty to the charge of conspiracy to defraud, but declares he will change his plea to not guilty and demand a trial by jury.

Louis S. Grafinkel, a partner in the business with Smith, promised to make restitution. A petition in bankruptcy has been filed, in which liabilities are listed at $6,796 and assets $1,234.

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect

We get the best India Mica directly.

We supply the largest Phonograph Manufacturers.

Ask for our quotations and samples before placing your order.

American Mica Works

47 West St. New York

Make Records of Radio Message From Convention

Warner Recording Laboratories Make Phonographic Records of Part of Democratic National Convention in New York City

Kansas City, Mo., June 27.—Parts of the proceedings of the Democratic Convention, being held in New York City, were recorded here yesterday when the phonograph was successfully linked with radio. A few seconds after a radio receiving set in the Warner Recording Laboratories brought in part of the proceedings they were reproduced clearly on a phonograph.

Officials of the laboratories said the experiment was the first successful attempt to make clear phonographic records by the transference of radio sound vibrations to wax discs. Reproduction was made possible by means of an amplification device, constructed on the principle of a loud speaker and connected to the phonographic recording device, J. J. Warner, superintendent of the laboratories, explained.

Mr. Warner stated the test was another step in radio reception as well as in phonography, making possible the recording of radio programs. The experimenter plans to mail to some of the convention speakers tiny disc records of their utterances.

Abe Lyman and Band Score

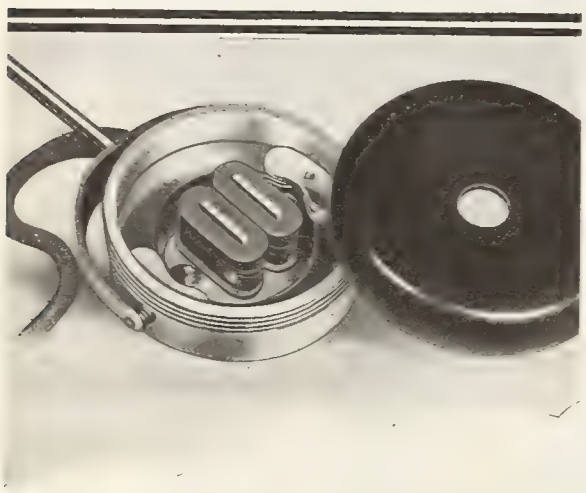
Abe Lyman and His Orchestra, Brunswick artists, who have been filling a special engagement for the past four weeks at B. F. Keith's Hippodrome, New York City, scored an exceptional success and received a royal welcome.

A novel feature of the Lyman appearance at the Hippodrome was the use of a large record, prominently displayed on the stage, with special title inserts announcing the various numbers played by Lyman during the act. This record was an exact reproduction, on an immense scale, of a Brunswick record and excited much favorable comment among the many interested patrons of this place of amusement.

New Brunswick recordings of Lyman and His Orchestra are keenly anticipated by the many followers of this dance combination.

Salesmanship Demonstration

San Antonio, Tex., July 3.—At a recent meeting of the Salesmanship Club at the Gunther Hotel, a sales demonstration was the feature and two members, one posing as the prospect and the other as a salesman, showed how to close a sale on a talking machine and records. O. W. Stapleton, of the Stapleton Music Co., was the principal speaker. The entertainment features and music were furnished by the Stapleton Music Co..



The Metal that Does the Talking

Clear, sharp reception largely depends on the clean, strong pull and quick release of the cores in receiver coils.

ARMCO Ingot Iron is the standard material for such solid core work, used by the world's largest manufacturers of telephone and radio equipment.

Unequalled uniformity of this highly pure iron gives uniform tone. Soft, easily worked. We are manufacturers of bright, cold-rolled strips and cold-drawn bars. Write or phone nearest office for booklet "Electrical Uses of ARMCO Ingot Iron," stock lists, and prices.

ARMCO Ingot Iron

EDGAR T. WARD'S SONS CO.

Boston Chicago Cleveland Detroit Newark Philadelphia

Recording — Plating — Pressing

Finest Work. Reasonable Prices

Commercial Recording. Professional and Amateur Recording

Estimates and Samples furnished on request

Emerson Recording Laboratories Inc

206 FIFTH AVENUE NEW YORK

Something has happened

TYPE W, N & K IMPORTED LOUDSPEAKER stands 14 inches high. It is made of Burtex, *a new light-weight material not subject to counter-vibrations. Gives beautiful tone and sends the sound waves to every part of the room. Used without batteries. A choice of beautiful finishes. Retail price* $27.50.

Imported LOUDSPEAKER TYPE W

A NEW loudspeaker has arrived which will please even the severest critic and silence every objection to loudspeakers. A speaker that produces a free, full, rounded tone instead of an over-loud, blasting, rattling one.

In the N & K Imported Loudspeaker a new principle is called into play, the principle of REFLECTION. The sound waves are directed against a sounding board device which reflects and magnifies them, sending them out in their natural roundness, at the same time DIFFUSING them to all parts of the room. That is why this new speaker does away so completely with the harsh, vibrating quality too common in loudspeakers.

WHY IT DOES NOT RATTLE OR RASP

The N & K, Type W, Loudspeaker is made of a new patented material which has the stiffness of wood or metal yet has not their tendencies to exaggerate vibration. This material, called ***Burtex,*** is neither cellular nor crystalline, but has more the quality of a thick, absolutely rigid fabric. It transmits only the actual vibrations of the broadcasting and is free from counter-vibrations of its own.

A FAMOUS PHONE UNIT

The unit used embodies the same mellow clearness of tone which has made N & K Imported Head Sets so popular with radio fans. Specially designed to reproduce and amplify MUSICAL tones, it brings out the entire tone range of voice or instrument clearly, sharply and naturally. It requires no batteries, and will operate efficiently on any ordinary plate voltage from 45 up to 150.

NEW IN APPEARANCE TOO

The N & K Loudspeaker does not look like a loudspeaker—at least like any that have preceded it. Instead of a tall awkward horn, it is circular in shape, standing on a firm wooden base, taking up very little room and not easily knocked over. Its several unusually handsome finishes all harmonize perfectly with any style of home decoration.

UNQUESTIONABLY A PROFIT MAKER

Thousands of radio set owners have delayed buying loudspeakers because they were not quite satisfied with any speaker yet on the market, because of unsatisfactory reproduction, unattractive appearance, awkward size, excessive cost, etc. You can meet every one of these objections with the N & K Loudspeaker. And, in addition, you will make sales to many, many other radio set owners who are now on the verge of buying loudspeakers.

BE READY—The demand for this new device is already created. If your jobber is not yet supplied with the new N & K type W Imported Loudspeaker get in touch with us at once.

in the Radio World ! !

ADVERTISING
TO 70 MILLION LIVE READERS

Beginning in September the biggest audience ever talked to by the advertising of a radio accessory will read the N & K story in popular national publications. Advertisements on the N & K Imported Loudspeaker, N & K Imported Phones and N & K Imported Phonograph Attachment will appear in 28 leading periodicals having a total combined circulation of 17,617,857 copies per issue.

Figuring, according to highly conservative estimates, that an average of four persons reads each copy, this means that *more than 70,000,000 people* will see and read the publications containing the N & K advertising.

SPECIAL HOLIDAY DRIVE

In December, in time for holiday buying, full page ads featuring the new Loudspeaker will appear in many of the publications on the list. The complete list is as follows:

THE BIG N & K ADVERTISING CAMPAIGN

Publication	Circulation
Saturday Evening Post	2,410,964
American Magazine	2,317,144
Good Housekeeping	1,110,713
Ladies' Home Journal	2,440,775
Pictorial Review	2,250,000
Woman's Home Companion	1,908,397
American Boy	266,000
Boy's Life	130,000
Country Gentleman	892,463
Successful Farming	860,963
Farm Journal	1,238,864
Popular Mechanics	456,469
Popular Science	300,000
Radio News	300,000
Popular Radio	125,000
Q S T	36,026
Wireless Age	65,000
Radio Digest	160,000
Radio	108,000
Radio in the Home	50,000
Radio Engineering	15,000
Radio World	75,000
Radio Dealer	6,100
Radio Merchandising	23,000
Electrical Retailing	31,447
Electrical Merchandising	14,897
Talking Machine World	13,210
Phonograph & Talking Machine Weekly	12,425
28 Publications, totaling	17,617,857
Averaging four readers per copy, or a grand total of	**70,471,428**

FAMOUS N & K IMPORTED PHONES, Model D, 4,000 ohms, are larger in size than ordinary phones, which is one reason for their clearer reproduction, greater comfort and exclusion of outside noises. Sanitary leather-covered head bands. Six feet of cord. Retail price $8.50.

N&K
"KING OF THE AIR"
TRADE MARK

N & K IMPORTED PHONOGRAPH ATTACHMENT, specially designed for use with the Victrola and adaptable to any standard phonograph. Attaches securely without screws or any special devices. Reproduces with the same mellow, distinct tone that characterizes the other N & K products. Retail price $7.50.

TH. GOLDSCHMIDT CORP.

Dept. T7 15 William St., New York

Eldridge R. Johnson of the Victor Co. Finds European Situation Much Improved

Upon Return From Trip Abroad Declares General Situation Is Better—Attitude of British Workmen on Modern Manufacturing Methods a Check on British Production

CAMDEN, N. J., July 5.—Eldridge R. Johnson, president of the Victor Talking Machine Co., who recently returned from a trip abroad, where he made a close study of the financial and industrial conditions in Europe, reported that he had found the entire situation much improved since his last tour. In an interview in the Camden Courier Mr. Johnson said:

"I found conditions had greatly improved since my last visit a year ago. Herriot, the new French premier, is considered a more practical man than Poincaré. If he can induce the French people to face the issue and balance their budget without the expectation of immediate indemnities or reparations, France's post-war problems will be solved.

"Everyone in France is working. One good effect of the war is seen in the usually stolid French peasant or farmer. He seems to have been jolted into a new interest in life. He is taking more interest in community enterprises, in educating his children, in improving his home, in the general comfort of his family.

"I see Herriot described in the papers as a Socialist. 'Socialist' has a different meaning in Europe than in this country. Herriot is what we would call a Progressive. He is not as extreme as LaFollette.

"The same is true of MacDonald, British Prime Minister. He is a Progressive rather than a Socialist. He is a practical man like Herriot, and is doing good work. In fact, Great Britain is meeting its post-war problems a great deal more sincerely than France. It is balancing its budget, that is keeping its government expenses, including interest on debt, within its income. As a result the pound sterling is only about 10 per cent below par.

"MacDonald's biggest handicap is the mistaken notion of labor unions that by restricting output they will raise wages. England is a manufacturing nation. It cannot raise food to supply its own needs. It must make things to sell to the rest of the world in exchange for food.

"We have a large factory near London where we had planned to do much manufacturing for export. But we have been compelled to give up that plan, and confine the output of that factory to the British Isles. The workmen object to modern manufacturing methods. For instance, they refuse to work on cabinets which pass through the workroom on a movable platform, while each man specializes on one particular act. They said they were satisfied with the wages, the hours and the factory conditions.

"'Well, then, what is wrong?' the factory manager asked them.

"'We want each man to complete a cabinet by himself, as we have been accustomed to doing in the past!' they explained.

"As a result we will manufacture most of our cheaper cabinets for Oriental trade in Germany, instead of in England. We are reopening a German factory. It was closed during the war."

J. C. MacCollum to Move

WILLIAMSPORT, PA., July 9.—J. C. MacCollum, music dealer, now located at 233 Pine street, has secured new and larger quarters at 324 West Fourth street and will move his business there when alterations, which are now actively under way, are completed.

New Goldman Marches in Latest Victor List

Popular Composer and His Band Heard to Advantage in Records of "On the Mall" and "The Pioneer" Now Listed for the Trade

Edwin Franko Goldman, whose famous band is delighting thousands this Summer on the Mall at Central Park, New York, is represented by two splendid marches in the latest bulletin issued by the Victor Co. They are entitled, "On the Mall" and "The Pioneer," and listed as 19363 in the catalog. These marches are full of individuality, vigor and life. They are admirably scored, and will undoubtedly win great favor with phonograph owners. In the metropolitan district of New York, particularly, where the Goldman Band and Goldman directorship are appreciated, these records should win a tremendous vogue. Dealers should do their share in bringing them to the attention of the purchasing public.

Roslyn Music Store Opened

ROSLYN, WASH., July 2.—A new music shop, to be known as the Roslyn Music Store, recently opened here at 13 Pennsylvania avenue. A complete musical line is carried, including talking machines, records, pianos and sheet music. The business is under the management of Gwynn Davis, who possesses a wealth of experience in the retailing of musical instruments and has already started a sales drive.

Presto Radio Corp. Chartered

The Presto Radio Corp., Brooklyn, N. Y., was recently incorporated at Albany, N. Y., with a capital stock of $250,000 to deal in phonograph and radio supplies. R. W. Miller was the incorporator.

NEEDS NO DYNERGY BATTERIES

AMBLER-HOLMAN RECEIVERS
the new five-tube set with sloping front and "B" battery compartment

MURDOCK NEUTRODYNE
a five-tube neutrodyne with phones and plug at a lower price

SONG BIRD RECEIVER
gives everything you can ask for

BRILLIANTONE SPEAKER
a masterpiece for radio reception

PRESTO PLUG
no wires, no springs, no clips, no moving parts—Instant contact

N & K PRODUCTS
Tremendous advertising will sell N & K for you

BRIGHT STAR "B" BATTERIES
the only "B" cell with an unlimited guarantee

RAY-O-VAC BATTERIES
an established line with a reputation

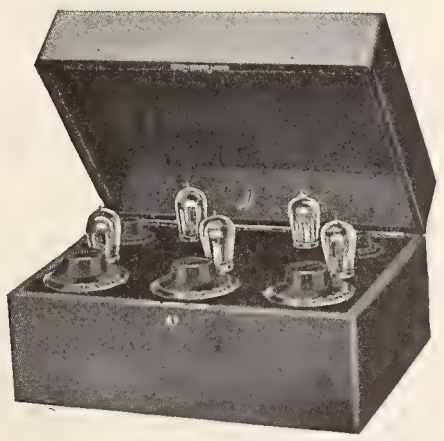
TESTED RCA TUBES
Every tube tested before delivery

EXIDE BATTERIES

RADIO ART CABINETS

Not since the inception of radio have the music dealers had such a tremendous sales stimulant as Dynergy. This incomparable 5 tube set eliminates all batteries, and is exactly what your customers are looking for.

DYNERGY is an absolute necessity in all modern music shops. Select territories now available.



DYNERGY is designed for A. C. or D. C. current. Just plug it in

DYNERGY needs no batteries
DYNERGY needs no replacements
DYNERGY is always ready to play

25 West 18th Street New York City

CAPITOL DISTRIBUTING CO., INC.
"CATERING WHOLESALE RADIO"

Chelsea 5171 5172

Improvement in Industrial Situation in Toledo Territory Brightens Outlook

More Intensive Sales Promotion Efforts of Dealers Have Stimulating Effect on Retail Business—Radio Trades Association Formed—Portable Sales Drives Win—News of the Month

Toledo, O., July 7.—Vacations are in order in most stores here. Therefore, curtailment in working forces has resulted in some slackening in effort. However, the industrial situation has improved. But it seems persons are more engaged in building bank accounts than in closing contracts for machines—for the former are growing consistently. There is, to be sure, a certain amount of Summer business available which is being secured and at the same time a foundation is being laid for future achievements. A number of dealers are extending their efforts to include the farmers and the dwellers in the small towns around Toledo.

Radio Trades Association Formed

Radio demand, on account of the two political conventions which were broadcasted nationally, has received great impetus. Twenty-two local radio manufacturers, wholesalers and retailers recently formed the Toledo Radio Trades Association, which will have for its purpose the spreading of radio demand and the elimination of trade abuses. Three music merchants are members of the Association.

Portable Sales Drives Effective

The Toledo Talking Machine Co., Victor jobber, is experiencing a seasonable demand for machines and records. Portables and dance records are showing some activity.

The Lion Store Music Rooms are putting forth hard efforts to continue the progress made the past week towards a satisfactory Summer volume, Harry J. Reeves stated. One of the promotion plans which are producing trade is a window and newspaper campaign for portable sales. A dime a day—is the keynote of the drive. Numerous new coins and round cards bearing the slogan were scattered about one of the large Adams street windows. Victor, Modernolette, Pal and Spencerian portables are featured in the drive.

The radio department operated in conjunction with the music rooms is securing a large number of inquiries about outfits, which indicates that interest is very active, H. Lochmiller reported. Two thousand five hundred illustrated folders, along with a circular listing thirty-five Summer discs and a number of portable outfits, were mailed to as many prospects the past week.

J. W. Greene Co.'s Fine Display

The J. W. Greene Co. has a fine display of portable models grouped at the front of the store. Brunswick, Victor, Spencerian and Pal portables are in the showing. Record trade with beach and resort cottagers is furthered by means of agents at these points and direct mail matter. On account of the Summer hook-up volume for the month has improved, E. A. Kopf, manager, stated. A special display of uprights is a feature of the week.

The Frazelle Piano Co. is featuring the Sonora through newspaper and painted road signs and tying the store to the publicity through window and direct mail work. The new Sonora catalog has a part in the drive. Bush & Lane and Columbia lines are also handled by this company.

The Goosman Piano Co. is exploiting the Vocalion, Columbia and Starr phonographs in attractive windows. Records of the popular types are moving, C. E. Colber stated.

The Whitney-Blaine-Wildermuth Co., according to Henry C. Wildermuth, is enjoying some improvement in talking machine demand. A. Morey and J. Cropp are now members of the sales force.

Art in Cable Piano Co. Windows

At the Cable Piano Co. art in the form of hand-painted water-color window display signs is being employed to promote Summer trade. The present one pictures a placid lake at eventide—a portable entertaining a shore picnic and another in a canoe close to the shore. In that manner merchandise is introduced into the picture. In the window are Brunswick and Victor portable machines displayed on a floor covering of red velvet. The painted scene is so realistic and the window so attractive that hundreds have stopped to look.

Guy Lee, vice-president of the Cable Company, Chicago, accompanied by G. L. Hall, manager of the Detroit Cable branch, were recent visitors here. Kenneth Shepherd, collection manager of the Detroit Cable district, was a Toledo visitor the past week. P. F. Thomas and H. M. Roth, Cable salesmen, are vacationing at Baldwin, Mich.

Record Sales Growing at Henderson's

The LaSalle & Koch Co., F. C. Henderson Co. record department has achieved some degree of publicity by bringing the shop from the seventh floor to a first floor location, easily accessible from the street. An innovation in record demonstration are seven Selrex divisions. They are looked upon as a novelty by patrons, according to Francis R. Follis, manager. The change in location has resulted in a response which, for the week, has equaled that of last year.

Featuring Expensive Instruments

At Grinnell Bros. Louis XVI, William and Mary and the Chippendale art model Victrolas are being featured. The reason for this is that persons able to purchase the better machines are in the market now. A window showing of the three models worked in harmony with the promotion work.

Growing Foreign Record Business

The United Music Store is enjoying a foreign record trade above that of last month, according to Harry Wasserman, president. Each month a few new faces are added to the list of customers. Victor, Pal, Independent and Swanson portables are moving steadily. A Summer window showing life in the open is selling small machines and records in a most satisfactory manner. The demand for portables which sell at a low price is very brisk here. In fact, a shortage of Pals is reported.

A. E. Rae, Columbia and Vocalion retailer, is closing a fair volume of Summer trade through an offer of accepting any machine purchased now in erchange for a large model later in the year.

Maureen English, Cameo record artist, scored a pronounced hit during her local Rivoli Theatre engagement.

G. W. Moore With Houck Co.

Knoxville, Tenn., July 5.—G. W. Moore, who has been connected with the piano trade for the past eighteen years, has resigned as manager of the Meridian, Miss., branch of the Southern Piano Co. to become sales manager for the local store of the O. K. Houck Piano Co. Mr. Moore has already assumed his new duties.

New Portable Tone Arm

The Wm. Phillips Phono Parts Corp., New York City, will shortly place on the market a new portable tone arm which is now in work. This new arm is tapered and in one piece, and it is claimed that it will eliminate the need of the so-called "bath tub" effect familiar on portables. It is planned to make the new arm in large quantities and at a low price.

Measure Radio Velocity

Radio Corp. of America experts recently succeeded in measuring the velocity of radio impulses by using a moving picture device. A radio signal was recorded as making a circuit of 8,500 miles in .054 second.

Real Portable Phonograph
"Money Maker" For Alert Dealers

This machine is in every way an instrument extraordinary — in purity of tone, musical quality and volume of sound. Light and takes up very little room. The demand for this model will be big, because it is ideal for picnics, outings, camps and cottages, yet with its clear, distinct, mellow tones and pleasing appearance it is equally suitable for the home.

A medium priced machine that will make you money. Order at once.

Manufactured by

MODERNOLA CO.

Johnstown, Pa. ***Write for our Special Catalog***

MODERNOLETTE

Case, except panels, is made from solid black walnut, rubbed and highly polished wax finish. Twelve-inch felt-covered turntable. Heineman double-spring motor. Weighs twenty-two pounds. $21.00 to dealers. Retail price, $35.00.

Latest Song and Dance Hits!

Domino Records

35¢

Domino Records are upsetting the theory that sales slump during summer months.

Record sales are going *up* in stores that sell Domino Records. *Repeat* orders tell the story.

You can increase your sales too—Domino Records will be a tonic for your record department.

The business trend indicates that today the public wants a high quality record at a low price.

Give them the Domino Record—an exceptionally good record—at 35 cents.

Distinctive because of its glossy red color, carrying only the really big hits on both sides—recorded by well-known artists and orchestras.

We shall be glad to send you sample records.

A Few of Our Hits

DANCE RECORDS

352	JUNE NIGHT—Fox-trot NEVER AGAIN—Fox-trot
353	WHERE IS THAT OLD GIRL OF MINE?—Fox-trot MEMORY LANE—Waltz
354	JEALOUS—Fox-trot INNOCENT EYES (From "Innocent Eyes")—Fox-trot
355	PLEASE—Fox-trot YOU KNOW ME, ALABAM'—Fox-trot
356	I CAN'T GET THE ONE I WANT—Fox-trot WAIT'LL YOU SEE MY GAL—Fox-trot
327	THERE IS "YES, YES" IN YOUR EYES—Fox-trot IN THE EVENING—Fox-trot
338	LIMEHOUSE BLUES—Fox-trot DOWN WHERE THE SOUTH BEGINS—Fox-trot
337	AFTER THE STORM—Fox-trot WORRIED—Fox-trot

VOCAL RECORDS

357	JEALOUS WAIT'LL YOU SEE MY GAL
358	I WONDER WHAT'S BECOME OF SALLY HIDE ME AWAY IN HILLS OF VA.
359	JUST GIVE ME A JUNE NIGHT YOU'LL NEVER GET TO HEAVEN WITH THOSE EYES
350	FROM ONE TILL TWO, I ALWAYS DREAM OF YOU THERE'S "YES, YES" IN YOUR EYES
351	OH EVA! AIN'T YOU COMING OUT TO-NIGHT? IT HAD TO BE YOU
320	IT AIN'T GONNA RAIN NO MORE WHOSE IZZY IS HE?

DOMINO RECORD CO., 22 W. 20th St., New York

Radio Portables Open Way for Trade to Garner Increased Summer Business

Talking Machine Trade Now Has Additional Opportunity of Making the Summer Months Prosperous From Sales Standpoint—Active Business Promotion Drives Road to Increased Profits

The talking machine dealer has a new Summer product and this year less than in any previous Summer is there cause for complaint about lack of interest on the part of the public. The portable radio outfits which are now being turned out by some of the leading manufacturers give the dealer a product which is especially designed for vacationtime merchandising. With the hold radio naturally has on the public at this time these small receiving sets should meet with popular approval and they should play an important part in the entertainment at camp, mountains, seashore and any other place where urbanites spend their vacation.

Merchandising the Portable Radio

Like the portable talking machine, however, the radio portable receiving set must be sold. The dealer simply must realize that the duty of bringing his product before the public lies entirely with him and with no one else. It is true that just now radio is popular and holds the center of the stage, but those who lose sight of the fact that competition is keen are riding to a fall, because those dealers who do the bulk of sales promotion work will get the lion's share of business. There is a real market for the radio portable and it is an item which talking machine dealers who handle radio should not overlook.

Tell the World About the Radio Portable

The same intensive merchandising methods which bring results in featuring portable talking machines must be utilized by the retailer to secure sales volume in radio portables. Money must be spent to make money and in this instance the expenditure should be for advertising of various kinds. Although the vacation season is now well under way there still is time for the retailer to stage a campaign which will swell the sales volume. Separate advertising of radio products has been found most effective, according to the experiences of retailers, and in the case of the radio portable separate space should be devoted to featuring these sets. The appeal of these sets is so different from the larger outfits designed for home use that a general advertisement cannot do justice to it.

Another medium of publicity which should be most effective in bringing the merits of the radio portable before the public in a strong manner is the window display. Here the retailer can visualize what he states in his advertising. A portable radio window with an outdoors theme will certainly hit the right spot with the passer-by who is eagerly planning his or her vacation.

A Wide Field

The sales field for radio portables is almost unlimited. Every automobile owner is a good prospect, as well as every family which owns or rents a Summer bungalow or is spending the vacation on a camping or boat trip. Then, too, there is that large army of people who stay at home and who also are excellent radio portable prospects; but why go on pointing out the obvious? The opportunity is there, wide open for the dealer who is energetic and far-sighted enough to cash in on it.

Morrison

Loud Speaker

for

$5.00

List

Sensational Mid-Summer Announcement

Was $10—Now $5

In the so-called dull season nothing has stimulated the radio business like the tremendous Morrison price reduction. Dealers who said loud speakers wouldn't sell are piling up profits every day on the $5.00 list famous Morrison unit.

It's logical. Radio fans know Morrison's sterling qualities. Those who hesitated at paying $10.00 for a unit and those with other units are quick to recognize the wonderful value at this new price.

The unit is exactly the same unit previously sold for $10.00. We have got down to a real production basis with its consequent efficiency in buying and manufacturing economies.

Music Dealers

With this Morrison unit for $5.00 you can stimulate a real summer business in radio. You'll find your customers who own a radio set eager to have a Morrison unit. If you aren't familiar with our plan and discounts write for details. And see that your order for a reasonable quantity comes in early.

MORRISON LABORATORIES, Inc.

327 East Jefferson Ave.

DETROIT, MICH.

Return From Okeh Record Making Trip to Chicago

Several members of the Okeh recording laboratory, under the direction of Arthur Bergh, manager of the laboratory, returned recently from a trip to Chicago, where they took a special recording outfit to make local recordings. The General Phonograph Corp. established some time ago a policy of taking recording outfits at regular intervals to different sections of the country, and they have made very successful trips to Atlanta, New Orleans, Cincinnati, Cleveland and Chicago. The early part of August an expedition will probably leave for Atlanta for additional recordings in that city.

Makes It Easy for Dealers to Order Popular Records

The Musical Instrument Sales Co., Victor distributor, with headquarters in New York, has evolved a clever plan to make it easy for retailers to order popular recordings. This consists of a folder, the inside of which contains the names and numbers of popular records with an extra space, on which appear the numbers of the selections only. The dealer tears off this part of the folder, enters the number of the various records desired beside the number of the record, places a stamp on the reverse side and simply drops it in the mail box. The remaining portion of the folder contains space beside the name of each selection for the memorandum of the records ordered, which the dealer can file.

To Discontinue Business

Louisville, Ky., July 8.—The L'Harmonie Compagnie, for many years operating as a Victor agency and which was an outgrowth of the Ray Store, the first talking machine shop in this city, will discontinue business on August 1. The company is making preparations to dispose of its stock of merchandise and furniture and fixtures. The business changed hands a year ago, being taken over by the Louisville Music Co., located nearby, which handles the Brunswick and Vocalion lines.

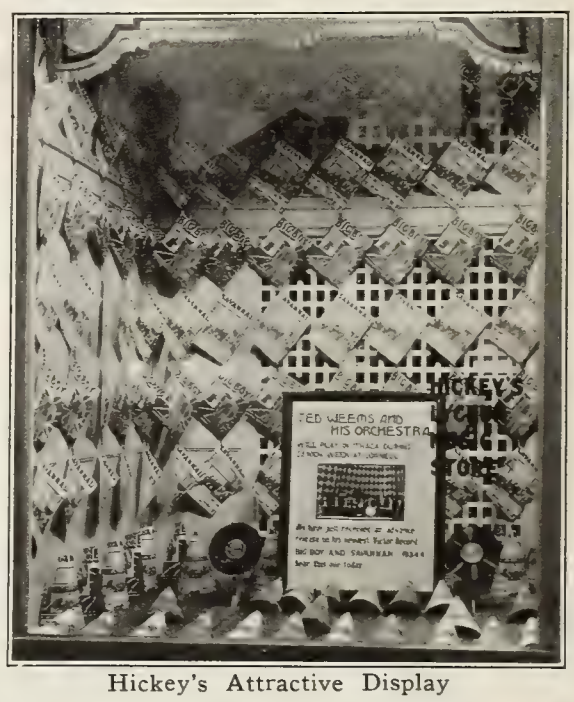
Visitors to Victor Factory

Among the visitors to the factory of the Victor Co. during the past couple of weeks were included E. D. Lyman, of E. F. Droop & Sons Co., Washington, D. C., and E. C. Rauth, of the Koerber-Brenner Co., St. Louis.

Clever Window Display Features Record Artists

Hickey's Lyceum Music Store Arranges Attractive Window in Connection With Appearance of the Ted Weems Orchestra, Victor Artists

Ithaca, N. Y., July 8.—One of the most attractive window displays seen here in some time and which, in addition, served the double purpose of a tie-up with the local appearance of the



Hickey's Attractive Display

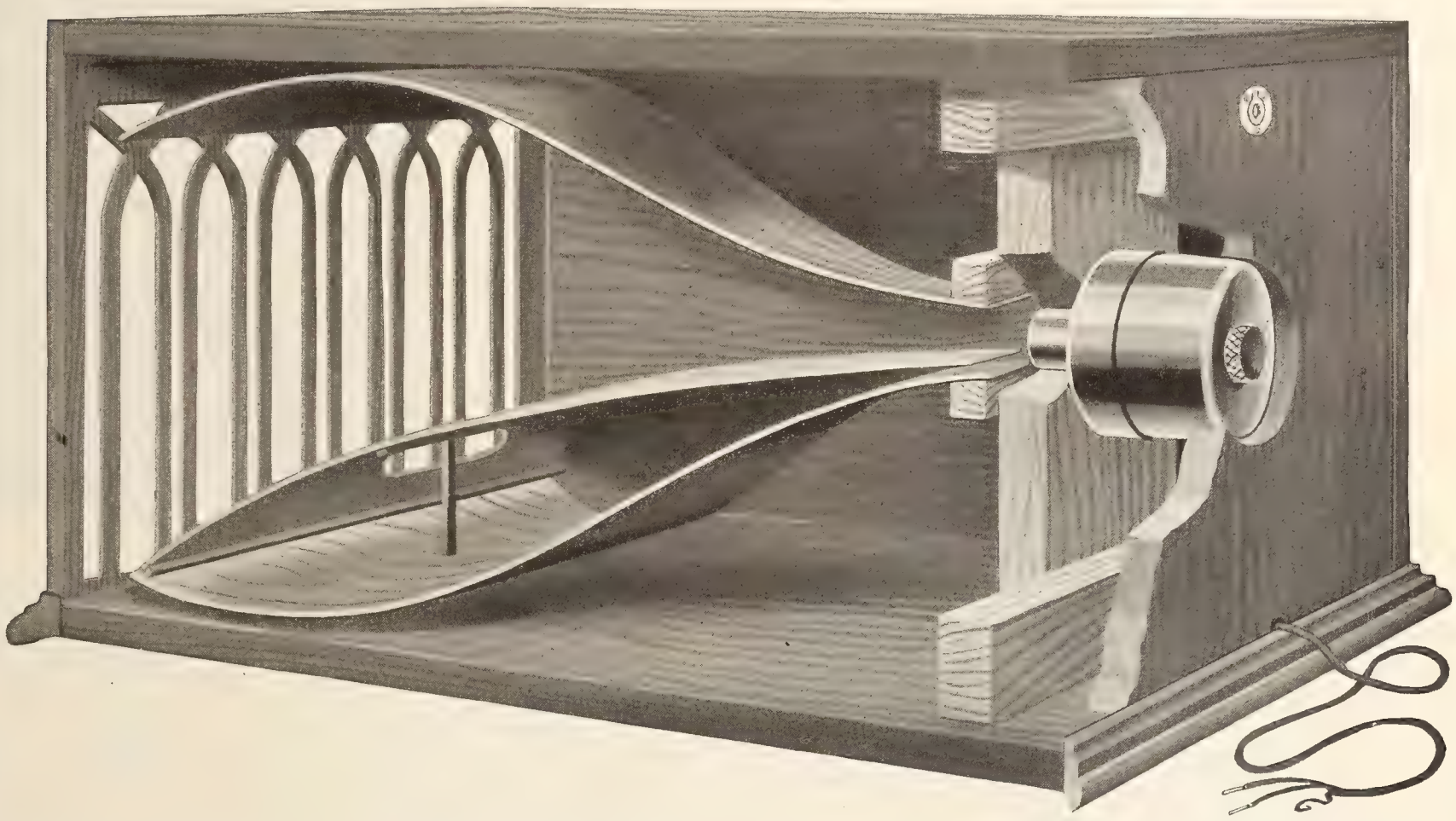
Ted Weems Orchestra, Victor artists, at Cornell University and the special release of this organization's latest Victor record was that of Hickey's Lyceum Music Store, which is illustrated herewith. In addition to featuring the record the window also contained an attractive arrangement of the sheet music of the numbers on the record, namely, "Savannah" and "Big Boy." That the display was an attractive one is proved by the illustration, and that it brought results in the way of sales is attested to by F. T. Wilcox, of Hickey's Ithaca store.

Norris Music Shop Opened

Boonville, Mo., July 7.—The Norris Music Shop is the name of a new and attractive music house which is now serving the residents of this community and the surrounding territory. The establishment, which is under the management of F. T. Neavis, is featuring the Brunswick line of phonographs and records and the Radio Corporation of America radio products in an aggressive manner.

THE Armstrong SPEAKER

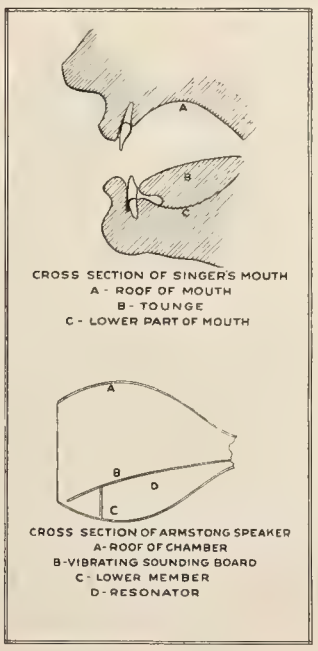
Shaped Like A Singer's Mouth



The Armstrong Speaker has caused more favorable comment, more real Radio enthusiasm than any other radio invention of recent years.

Remarkably clean, clear and natural in tone reproduction. An attractive addition to any set. Cabinet satin finished in solid walnut or mahogany stain, occupying little space. Every claim we make is readily proved. Adjustable unit.

Shaped like a singer's mouth. Curved upper and lower members (see illustration), with super-sensitive sounding board and resonator to round out and to qualify the tone as developed by the sounding board. Hangs freely at vibrating mouth.



100% sales possibilities.
Absolutely satisfactory.

List Price $27.50

If your jobber cannot supply you, order from

McKINLEY Phonograph Co.

Paul B. Armstrong, *Manager*

McKINLEY BUILDING

1501-1515 E. 55th St., Chicago

Factory, Rockford, Ill.

Otto Heineman Predicts Steady Sales Gains During Year on Eve of Sailing

President of General Phonograph Corp., Who Is Now in Europe, Bases Forecast on Encouraging Reports of Representatives and Close Study of Conditions Throughout the Country

Before sailing for Europe on July 2 on the Mauretania Otto Heineman, president and founder of the General Phonograph Corp., New York, and one of the most popular members of the talking machine trade, gave an interesting resumé of business conditions. The General Phonograph Corp., as a manufacturer of records and phonograph parts and accessories, is in close touch with every phase of the talking machine trade, and Mr. Heineman is therefore exceptionally well qualified to discuss activities in the industry at the present time. A keen student of economic and business conditions and intimately familiar with the European business situation, Mr. Heineman's views, which are as follows, are worthy of more than passing interest:

"During the past few weeks we have received encouraging reports from our representatives in all parts of the country which indicate that we can expect a steady improvement in business throughout the Summer and Fall. In our ten years' association with the talking machine industry we have always endeavored to retain our confidence in the face of depressions and handicaps, and we are certain that this confidence will be reflected in the steady upward trend of the industry during the remainder of the year.

"There has been a prevalent belief in many circles, particularly among jobbers and dealers in the leading trade centers, that radio has taken or will take the place of the phonograph and the record. However, I have always maintained that radio is just another form of entertainment, and it is my sincere belief that the slogan which I introduced ten years ago, 'A Phonograph In Every Home,' will continue equally as effective in the future as it has in the past.

"The great advance in the art of recording during the past few years and the splendid quality of the records now being produced cannot fail to provide education and enjoyment for the American music-loving public. Statistics show that the American people have bought more than 100,000,000 records per year over a period of many years, and there is every reason to predict that this figure will be increased during the next few years by a considerable margin.

"It may be interesting news to the talking machine industry as a whole to learn that our motor sales this year have been very gratifying, in fact, have been exceptionally active the past few months, and our orders for Fall delivery constitute a tangible indication of the satisfactory outlook for the phonograph trade the next few months. Judging from the comments of manufacturers using our motors, machine sales this Fall will run very strongly towards medium-priced machines. This is only logical, however, for the public in general is not spending vast sums of money on luxuries as compared to previous years, but is buying on a more conservative basis and demanding full value for every dollar it spends. There seems to be a feeling among phonograph manufacturers that in the future the great majority of machine sales will be based on a quality and service value rather than on a basis of art furniture.

"The general outlook for the world's trade and business future is very encouraging, even though the entire world for nearly six years has been suffering from the aftermath of the war, both economically and industrially. Labor has been in a state of chaos, and with the signing of the armistice European business conditions became almost indescribable, with a consequent money inflation that has lasted throughout the six years. Under American leadership, however, the Dawes plan has been conceived, and by the terms of this plan Germany will be placed on a sound financial and economic basis, preparatory to a definite plan of reparations. With the Dawes plan in effect there should be a revival of business throughout Europe, and

Otto Heineman

America will undoubtedly get the bulk of this business. Europe as a whole is in urgent need of all the raw products that America can furnish, and with this great buying power in force there cannot fail to be a decided improvement in every line of business throughout this country. This applies to the talking machine industry in common with other lines of business, and summing up the outlook as a whole, I am firmly convinced that the coming Fall will be one of the best seasons that we have enjoyed for some time past."

According to his present plans, Mr. Heineman will join Mrs. Heineman in Europe, and will visit London, Paris and Berlin before returning to New York. He will confer with the executives of the Carl Lindstrom organization, whose products the General Phonograph Corp. represents in America, and in all probability Mr. Heineman will be back at his desk about the middle of August.

Stronger Than

anything else I could say speaks the incontestable fact of 457 new Portophone dealers established since January 1, 1924.

Dealers everywhere are fast recognizing the Substantial Profits, the Accelerated Turnover, and the Stimulating Effect on their general business, brought about by the merchandising of Portophones.

Never in the history of the Portable industry has such an enthusiastic reception been accorded an individual product. This generous response gives evidence of the soundness of the Portophone merchandising plan, as well as the substantial character of the Portophone itself.

Inquiries are invited for details of the cumulative effect of Portophone marketing upon your sales volume.

(*Signed*) A. E. Brinkley

DIRECTOR OF SALES.

The Thomas Manufacturing Company

Largest exclusive manufacturers of Portable Phonographs

Established 1905 **DAYTON, OHIO**

Portophone

Keeping Golfers Indoors

CLEVELAND, O., July 7.—The members of the Chagrin Valley Country Club, of this city, are staying in the club house these evenings long after it is too dark to play golf, the reason being the fact that the club now owns a super-neutrodyne radio set made by the WorkRite Mfg. Co., of this city. The set has been installed in the lounge of the club house and the members are enthusiastic about this new source of entertainment. Incidentally, Sunday golfers are becoming church goers at the club, spending a good deal of their Sunday mornings listening to sermons as they are broadcast from the various stations.

Appeal for "Talkers"

The Near East Relief, in a most interesting bit of publicity recently sent out from the New York headquarters at 151 Fifth avenue, describes the great part music is playing in making the life of the unfortunate Armenian orphans in its care happier. The communication also states that there is a great need for more instruments and asks for donations of talking machines and records. Maintenance of a child costs $5 per month and funds are needed to carry on this work.

Crown Co. Expands Store

PASADENA, CAL., July 3.—The enlarged quarters of the Crown Music Co., at 784 East Colorado street, were formally opened by a musical program and a large number of visitors was entertained. This is the third time within a year that the company has been obliged to enlarge its showrooms and the latest additions have made it possible to build the store with stained windows. Draperies and subdued lights add greatly to the charm of the store. A branch store of the Crown Music Co. was also opened on North Mentor avenue to make room for the repair department in the main store.

COTTON FLOCKS

..FOR..

Record Manufacturing

THE PECKHAM MFG. CO., 238 South Street NEWARK, N. J.

"Experience is the Vital Factor in Excellence"

Thousands of artists have used the same colors that Gainsborough used to paint the famous "Blue Boy," but there is only one "Blue Boy."

The difference is that Gainsborough knew how to apply and mix the colors.

THOMPSON SPEAKER

The engineering principles of mechanics, electricity, and sound have been applied to the Thompson Speaker by an organization that has made radio products exclusively for the last 14 years.

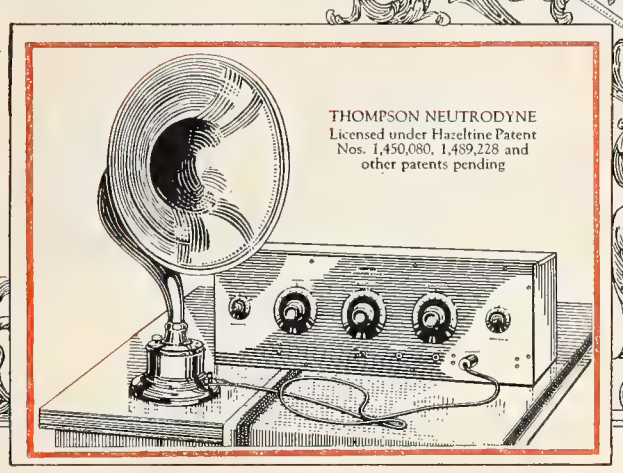
The "reed"—or driving armature—in a Thompson Speaker is not found in an ordinary speaker, and this is just one of 7 Thompson features—reasons why there can be no distortion in a Thompson regardless of volume.

Why "get along" with any speaker when you can get the best that experienced radio engineers can build—the Thompson. $35 at good dealers.

* * * * * *

The Thompson Neutrodyne, which combines features not found in the average neutrodyne, is made by the same organization. $150 without tubes and batteries.

R. E. THOMPSON MANUFACTURING CO.
Manufacturers of Wireless Apparatus for the U. S. Army and Navy and numerous foreign governments
150 NASSAU STREET - - NEW YORK, N. Y.
FACTORY: JERSEY CITY, N. J.



THOMPSON NEUTRODYNE
Licensed under Hazeltine Patent Nos. 1,450,080, 1,489,228 and other patents pending

The Thompson Speaker and Thompson 5-tube factory built Neutrodyne are built by an organization that has built only the highest grade radio products EXCLUSIVELY for 14 years Compare Thompson performance. Then you will realize why these products require a minimum of servicing.

The above advertisement is one of a series of Thompson advertisements appearing in leading radio magazines and newspapers.

R. E. THOMPSON MANUFACTURING CO.
Manufacturers of Wireless Apparatus for the U. S. Army and Navy and numerous foreign governments
150 NASSAU STREET - - NEW YORK, N. Y.
FACTORY: JERSEY CITY, N. J.

Radio Manufacturers Gather at Atlantic City for Their Third Annual Meeting

Important Matters Considered by Leaders in Industry at Conclave of Radio Apparatus Section of Associated Manufacturers of Electrical Supplies—E. B. Mallory's Interesting Address

The third annual meeting of the Radio Apparatus Section of the Associated Manufacturers of Electrical Supplies was held in Atlantic City, N. J., June 16, 17 and 18, and was noteworthy for the practical results achieved and the spirit of enthusiasm that was manifested throughout the convention. The meetings at the Hotel Ambassador were attended by representative manufacturers of radio products from all parts of the country and at the close of the sessions it was apparent that the importance of the meetings would result in a greater degree of accomplishment and co-operation during the coming year. The first two annual meetings of the radio apparatus section of the A. M. E. S. were primarily in the nature of organization gatherings, but this year's session at Atlantic City accomplished tangible results and paved the way for future conventions that will undoubtedly grow in importance year after year.

Radio Men Present at the Three Days' Convention at the Hotel Ambassador, Atlantic City, N. J.

On Monday, June 16, the various committees met in executive session and determined upon policies and plans to be presented at the general meetings on Tuesday and Wednesday. These important committee meetings were continued throughout Tuesday, and on Tuesday night, June 17, the first general meeting was called to order by E. B. Mallory, chairman of the radio section of the A. M. E. S. The keynote of the convention, its purposes, aims and ideas were splendidly set forth in Mr. Mallory's opening address, reading in part as follows:

Some of the Officers and Committee Chairmen

Left to Right—Messrs. Heyer, Brach, Furness, Howard, Edwards, Adams, Mallory, Carter, Bucher, Rypinski, Manson and Stein

E. B. Mallory's Address

We are meeting to-day after a remarkable demonstration of national radiocasting from Cleveland last week and upon the eve of another great national convention in New York that is destined to prove again the power and influence of radio, not only as a medium of entertainment but as an unprecedented educational and cohesive force. No single event in the past four years has so focused public attention upon our industry than the radiocasting of the Republican and Democratic National Conventions, when for the first time in history virtually millions of American citizens will have heard at first hand the deliberations of their representatives assembled to choose candidates for the highest office in the land. Our industry, it is my privilege to report, is not only progressing from the standpoint of public service, but in solid technical achievement.

Simplification

In reviewing the activities of the Radio Apparatus Section since our last annual meeting, no feature stands out more prominently than the progress we have made in the work of standardization, or as it is better termed—simplification. In this direction our activities have extended to a consideration of nearly all of the principal elements in radio receiving apparatus. We have undertaken to standardize battery sizes, battery terminals, number and location of terminals, marking of terminals, marking of receiving set terminals, design of terminals for flexible leads in self-contained receiving sets, colors of leads in self-contained sets, size and type of terminals for headphones and loud-speaker cords, standard plug dimensions, standard screw dimensions, standard shaft diameters for component parts operated by knobs, standard drilling dimensions and locations for component parts, and many other examples of similar character.

Your committees with full knowledge of the importance of this activity to the public, and the great benefits to be derived by the adoption of various forms of simplification, have applied themselves diligently to the problems before them, and are deserving of generous commendation for the remarkable progress they have made in such a short space of time.

Many of you can remember the long periods of discussion, study and consideration of standards in other branches of the electrical industry, for example, the standardization of incandescent lamp sockets and lamp bases, standardization of wires and cables, switches, fuses and many other items, the standardization of which into practical uniform sizes required years of discussion before the public was given the benefit in the form of lower prices and greater convenience.

Fortunately this section is generously supplied with experienced minds who have dealt with similar problems in the past, and who have considered radio standards in the light of past experience in dealing with other forms of standardization. This has doubtless been one of the principal reasons for the progress made.

Interference

One of our technical committees is also undertaking an exhaustive investigation of the problems arising in connection with interference to radiocast reception caused by the operation of Cotrell Precipitators, carbon arc moving picture machines, vacuum tube X-Ray machines and vacuum tube rectifying apparatus. These problems are being studied by engineers of your section in conjunction with the Radio Committee of the National Electric Light Association.

Terminology

The broad subject of terminology is also being considered in its various ramifications by several of your committees, and I believe the reports to be rendered during this meeting will indicate material progress in the standardization of technical terms peculiar to the radio industry.

Radiocasting

We have to-day many more high-quality stations and more high-power stations than we had a year ago, which more adequately serve a greater listening public. The development of relaying and interconnecting radiocasting stations to distribute desirable programs to a greater number of people has grown by leaps and bounds, as witnessed in a very pronounced manner during the past week, when the proceedings of the Republican National Convention at Cleveland, O., were radiocast clearly and effectively from ten or twelve high-powered stations, whose range covered practically every State east of the Rocky Mountains. Millions of people listened to the speeches and discussions preliminary to the nominations.

The adjournment of classes in a great many schools and colleges to the general auditorium to listen to the radiocasting of the Republican Convention last week is a pronounced example of the rapidly growing appreciation of radio as a highly desirable educational medium.

It is only necessary to consider this one example to recognize the vast importance of the development of radio to the public, when the past week's performances are contrasted with the conditions existing ten, twenty or thirty years ago.

Radio Industry on Upward Trend

The present status of the radio industry indicates every assurance of a continued upward trend, which I confidently feel is due very largely, if not entirely, to the effort put forth by those present to-day. It is quite evident that diligent activities of these committees (publicity and merchandising) have been largely instrumental in placing the radio industry in the lead, at a time when general business was declining, and I cannot too strongly urge a continuation of this careful thought and constructive procedure on the part of our various committees and every individual in our association, to insure a continued healthy growth in this industry, which is contributing in such a remarkable manner to the increased enjoyment of living.

Radio to-day is a necessity in the home, and, due to the care and thought with which you have conducted your affairs during the past year, radio is now available to practically every home in this country, as the apparatus of to-day is of such character that it will meet the needs and is obtainable within the resources of practically everyone.

Importance of Radio Standards

The standards and simplification measures which you will consider at this meeting will not be reflected in new devices of heretofore unheard-of quality and will not mean the obsolescence of the apparatus now in use. The standards adopted at this meeting will, however, mean a great deal to the radio user in a more convenient application of radio in the home. The lady of the house is fast becoming a great participator in the enjoyment of the unique benefits of radio, and, to provide apparatus of simplified character which can be more readily handled and maintained on a more economical basis is obviously of great import, and necessarily productive of greater and wider use.

Work of Organization

It would be impractical to devote the time to a résumé of the many things undertaken and accomplished by your various officers and committees during the past year as the reports of committees to be presented at these sessions will very largely cover most of this activity, and the published records of these reports with their attendant discussions and the final decisions arrived at, will form a very comprehensive résumé of the year's work. I feel that the past year, while exhibiting unusual progress, has nevertheless been one principally of organization, and that an excellent foundation has been laid in this industry for even greater progress during succeeding years.

May I also express my firm conviction that the desideratum in achievement and progress is greatly facilitated through associated activity, and impress on you the wisdom of considering your affiliation with this association one of the principal factors in the conduct of your business and an essential in rendering the public that service expected of modern business.

I particularly want to welcome the new members who are present at this, their first meeting, and urge them to enter generously into the discussions of committee reports and prepare themselves to contribute during the succeeding years to the stabilization and continued growth of this industry.

I would like also to embrace this opportunity to welcome the visiting engineers, representatives of the technical press, trade papers and daily press, and other visitors identified with allied activities, who have honored us with their presence. We hope you will take back with you a better knowledge of the activities of this association, its responsibilities to the public, the earnest effort it is expending and the success it is having, in meeting these responsibilities.

Pierre Boucheron Tells a New One

Left to Right—Pierre Boucheron, M. C. Rypinski, O. Adams and L. W. Chubb

The measure of this success can be directly attributed to the generous co-operation given by each individual member in the work assigned to him, and the effective administrative efforts of the chairmen of the various committees.

To be permitted to direct the activities of this organiza-

tion during the past year has been both a privilege and a pleasure, and I earnestly bespeak the same careful thought and cordial support of the succeeding chairman to insure the continued success of your association.

One of the guests at the meeting was S. L. Nicholson, president of the A. M. E. S. and a widely known authority on all matters pertaining to electrical activities. Mr. Nicholson favored the meeting with an informative and interesting address that was enthusiastically received by the members of the radio section.

Reports of Committees

The meeting was in session from 9.30 Tuesday night until well past midnight and adjourned until Wednesday morning, when the routine work was completed at noontime. During the course of these meetings, which were attended by the members of the section, together with several invited guests, reports of committees were read and discussed in open forum. Among the reports that were submitted to the open meeting and which reflected diligent effort and study by the members of the various committees were the following: Membership Committee, Powel Crosley, Jr., Crosley Radio Corp., chairman; Legislation Committee, E. F. McDonald, Jr., Zenith Radio Corp., chairman; Publicity Committee, Pierre Boucheron, Radio Corp. of America, chairman; Rules Committee, E. P. Edwards, General Electric Co., chairman; Parts Committee, A. J. Carter, Carter Radio Co., chairman; Antenna Circuit Devices Committee, L. S. Brach, L. S. Brach Supply Co., chairman; Aural Device Committee, R. H. Manson, Stromberg-Carlson Tel. Mfg. Co., chairman; Radiocasting Committee, M. C. Rypinski, C. Brandes, Inc., chairman; Battery Committee, G. C. Furness, National Carbon Co., chairman; Merchandising Committee, E. E. Bucher, Radio Corp. of America, chairman; Statistical Committee, G. K. Heyer, Western Electric Co., chairman; Entertainment Committee, A. U. Howard, Dubilier Condenser & Radio Co., chairman.

Mr. Boucheron's Interesting Report

All of the chairmen of the committees mentioned provided interesting facts and figures pertaining to their special work, and each report was the subject of timely discussion by those present. As chairman of the Publicity Committee Mr. Boucheron's report was exceptionally important, as it indicated conclusively that the members of the committee had left nothing undone to interest the public in radio and radio development. Mr. Boucheron asked for increased funds to continue the splendid work of his committee and his request was endorsed unanimously.

"Radiocasting" to Replace "Broadcasting"

An important recommendation in the report of M. C. Rypinski as chairman of the Radiocasting Committee introduced a new word into the English language in the form of "radiocasting." Heretofore the term "broadcasting" has been used, but Rypinski pointed out that in the opinion of the committee a change was desirable and the word "radiocasting" will undoubtedly supplant all other terms.

In his report as chairman of the Merchandising Committee Mr. Bucher presented facts and figures of vital interest to every member of the radio industry. He discussed briefly the tremendous strides that radio has made in the past two years, pointing out that in the opinion of his committee the sales totals for the past year or two would be completely eclipsed in 1924 and succeeding years. Mr. Bucher referred to the subject of advertising in a general way as a component part of merchandising, stating that in the opinion of his committee the average advertising appropriation of a manufacturer of radio products should range from 2 per cent to 5 per cent of the gross sales. The report of this committee was one of the "high lights" of the meeting, and was discussed generally by the radio men at the convention.

Election of Officers

At the close of the meetings on Wednesday the election of officers for the ensuing year was held and the following officers were unanimously elected: E. B. Mallory, Westinghouse Electric & Mfg. Co., chairman (re-elected); A. U. Howard, Dubilier Condenser & Radio Co., secretary, and George J. Elts, Jr., Manhattan Electric Supply Co., treasurer (re-elected). The members of the section gave a hearty vote of thanks to Mr. Mallory for his indefatigable efforts the preceding year in behalf of the organization, and he was promised the enthusiastic and sincere support of the association as a whole and individually. A vote of thanks was also given to Quentin Adams, of the Radio Corp. of America, for his splendid work as secretary the preceding year and Mr. Elts was re-elected treasurer in recognition of the capable manner in which he had filled this important post the previous twelve months.

New Members

There were several new members elected at the convention, including the following: Music Master Corp., Philadelphia, Pa., represented by Walter L. Eckhardt; Timmons Talker, Inc., represented by J. S. Timmons; Allen Bradley Co., Milwaukee, Wis.; American Transformer Co., Newark, N. J.; U. S. Tool Co., Newark, N. J., represented by E. N. Squarey; the Sterling Manufacturing Co., of Newark, N. J., represented by W. M. Scott.

Leaders in the Industry Present

Among the members of the radio section of the A. M. E. S. who attended the convention were the following: Acme Apparatus Co., Cambridge, Mass., C. F. Cairns and P. W. Mack; Alden Mfg. Co., Springfield, Mass., Milton Alden; Atwater Kent Co., Philadelphia, Pa., A. Atwater Kent and James T. Schwank; L. S. Brach Supply Co., Newark, N. J., L. S. Brach and Godfrey Gort; C. Brandes, Inc., New York, N. Y., M. C. Rypinski, L. W. Staunton and C. E. Brigham; Burgess Battery Co., Madison, Wis., W. B. Schulte and M. M. Keith; Buell Mfg. Co., Chicago, Ill., E. F. Flewelling; Carter Radio Co., Chicago, Ill., A. J. Carter; Connecticut Telephone & Electric Co., Meriden, Conn., C. H. Moulton and N. S. Hobson; French Battery & Carbon Co., Madison, Wis., C. D. Boyd and H. Calhoun; Herbert H. Frost, Inc., Chicago, Ill., Herbert H. Frost; General Electric Co., Schenectady, N. Y., E. P. Edwards, A. Stein, Jr., W. C. White and F. R. Deakins; Cutler-Hammer Mfg. Co., Milwaukee, Wis., A. H. Fleet; Dictograph Products Corp., New York, N. Y., P. W. Andrews; Dubilier Condenser & Radio Corp., New York, N. Y., A. U. Howard; Crosley Radio Corp., Cincinnati, O., Powel Crosley, Jr., and George Lewis; Eisemann Magneto Corp., New York, N. Y., Wm. M. Shaw, Thomas E. Kennedy and S. D. Livingston; Holtzer-Cabot Corp., Boston, Mass., T. W. Ness and Vernon Durbin; Kellogg Switchboard & Supply Co., Chicago, Ill., Earl T. Potter and J. F. McCabe; Manhattan Electric Supply Co., New York, N. Y., Geo. J. Elts, Jr., and A. T. Baldwin; National Carbon Co., Long Island City, N. Y., C. G. Furness, A. T. Hinckley, C. C. McLean and E. E. Horine; Pacent Electric Co., New York, N. Y., Louis G. Pacent; Operadio Co., Chicago, Ill., J. N. Stone; Radio Corp. of America, New York, N. Y., E. E. Bucher, Pierre Boucheron, Quentin Adams, A. Van Dyck and Dr. A. Goldsmith; Signal Electric Mfg. Co., Menominee, Mich., C. R. Hammond; Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., R. H. Manson and Geo. A. Scoville; Westinghouse Electric & Mfg. Co., New York and Pittsburgh, Pa., E. B. Mallory, L. W. Chubb, S. H. Kintner and J. C. McQuiston; Western Electric Co., New York, N. Y., G. K. Heyer, P. M. Rainey and C. A. Davis.

Among the invited guests of the convention were the following: David Sarnoff, Radio Corp. of America, New York; Frederick Dietrich, C. Brandes, Inc., New York, N. Y.; Wm. Dubilier, Dubilier Condenser & Radio Corp.; S. L. Nicholson, president A. M. E. S.; Frederick Nicholas, secretary A. M. E. S.; M. L. Godwin and F. M. Cockrell, Society for Electrical Development; James F. Kerr, World's Radio Shows; Benj. Gross, Radio Stores Corp., New York, N. Y.; G. E. Burghard, Continental Radio & Electric Co., New York, N. Y.; H. Rosenthal, Rosenthal Laboratories, Camden, N. J.; Myron M. Studner, Racon Electric Co., New York, N. Y.; H. A. Mount, Cleveland Plain Dealer, Cleveland, O.; Lee Robinson, The Talking Machine World; E. G. Hines, Electrical World; A. B. Creel, Kansas City Star; O. H. Caldwell, Electrical Merchandising; H. A. Lewis, Electrical Retailing; R. L. Dougherty, Music Trade Review, and L. C. Fletcher, Electrical Record.

EVERY-THING FOR THE RADIO DEALER

ZIMMERMAN · BITTER
CONSTRUCTION · COMPANY

A wise dealer will prepare in advance for the Fall business.

Our vast experience in equipping musical merchandise and radio stores is at your disposal.

Complete stock on hand ready for immediate shipment.

quality ZB design

Record Racks
Hearing Rooms
Service Counters
Display Cases
Musical Instrument Cases, Etc.
Prices on request

ZIMMERMAN-BITTER
CONSTRUCTION COMPANY
325-27 East 94th Street, New York
Telephone Lenox 2960

ASK US ABOUT OUR SHEET MUSIC AND MUSICAL INSTRU-MENT CASES

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Radio Speaker
$30

The *Immediate* Value of the Sonora Franchise

Illustrated at the left are three tangible reasons why the Sonora selling franchise can be of *immediate* value to you.

Portables
$50-$65

The already famous and fast selling Sonora Radio Speaker, at $30; the high quality and exceptionally popular Sonora Portables, at $50 and $65; and the Saginaw, a Sonora Period model at the low price of $100—these three products spell PROFITABLE SUMMER BUSINESS!

In addition, there is a large, comprehensive and varied line of phonographs and a phonograph-radio unit which will admirably fit into your merchandising plans—a model for every type of purchaser.

Saginaw
$100

Strike out now for immediate business! Write the distributor handling your territory, listed opposite, for complete details.

SONORA PHONOGRAPH CO., Inc.

Makers of Sonora Phonographs, Sonora Radio Speakers and Sonoradios

279 BROADWAY **NEW YORK CITY**

Canadian and Export Distributors— C. A. Richards, Inc., 279 Broadway New York City

The New and Greater Sonora *Line*

Sonoradio, Sonora's most wonderful achievement, is the perfect bridge between the *old* and the *new* in retail Phonograph business.

This instrument, together with the Sonora Radio Speaker and the comprehensive line of Sonora Phonographs, offers the enterprising dealer an exceptional opportunity for ever increasing business.

The distributor named below who covers the territory in which you are located will be glad to answer all inquiries regarding a Sonora agency on receipt of a letter from you

NEW ENGLAND STATES:
The New England Phonograph Distributing Co.
221 Columbus Avenue, Boston, Mass.

NEW YORK CITY (with the exception of Brooklyn and Long Island), also Counties of Westchester, Putnam and Dutchess: all Hudson River towns and cities on the west bank of the River south of Highland—all territory south of Poughkeepsie; Northern New Jersey.
Greater City Phonograph Co., Inc.
234 West 39th Street, New York

NEW YORK STATE, with the exception of towns on the Hudson River below Poughkeepsie and excepting Greater New York.
Gibson-Snow Co., Inc., Syracuse, N. Y.

BROOKLYN AND LONG ISLAND:
Long Island Phonograph Co.
17 Hanover Place, Brooklyn, N. Y.

EASTERN PENNSYLVANIA, Delaware, Southern New Jersey.
The Wil-Mer Corporation
Spring Garden Building
Broad and Spring Garden Streets
Philadelphia, Pa.

MARYLAND, VIRGINIA AND DISTRICT OF COLUMBIA:
Baltimore Phonograph Distributing Co.
417 West Franklin Street, Baltimore, Md.

WESTERN PENNSYLVANIA & W. VIRGINIA:
Pittsburgh Phonograph Distributing Co.
Empire Building, Pittsburgh, Pa.

ALABAMA (except five Northwestern Counties), Georgia, Florida, North and South Carolina and Eastern Tennessee.
James K. Polk, Inc.
294 Decatur Street, Atlanta, Georgia.

OHIO AND KENTUCKY:
The Ohio Musical Sales Co.
1747 Chester Avenue, Cleveland, Ohio

INDIANA:
Kiefer-Stewart Company, Indianapolis, Ind.

WISCONSIN AND MICHIGAN:
Yahr and Lange, Milwaukee, Wis.

ILLINOIS, AND RIVER TOWNS IN IOWA:
Illinois Phonograph Corporation
616 S. Michigan Avenue, Chicago, Ill.

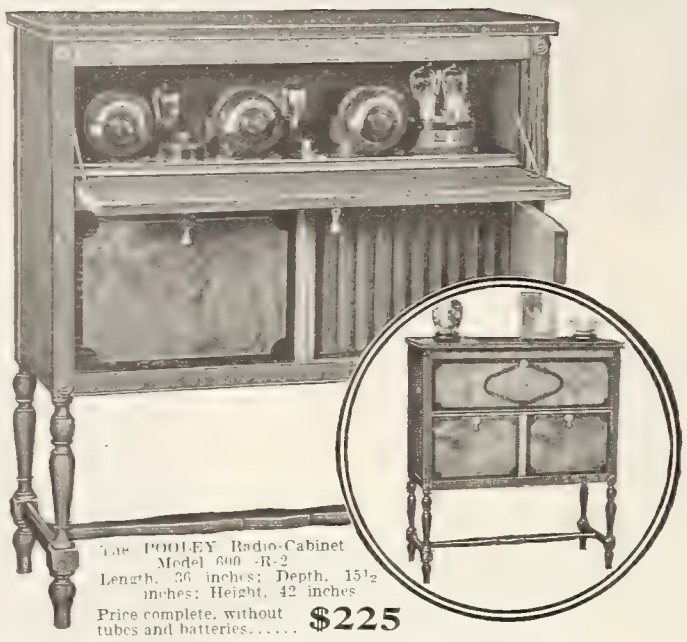
N. DAKOTA, S. DAKOTA, MINN. & IOWA:
with the exception of the River towns:
Doerr-Andrews and Doerr, Minneapolis

MISSOURI, KANSAS
and five counties in northeast Oklahoma:
C. D. Smith Co., St. Joseph, Mo.

LOUISIANA, MISSISSIPPI, ARKANSAS
Part of Tennessee and part of Alabama
Reinhardt's, Inc.
104 South Main Street, Memphis, Tenn.

SOUTHEASTERN PART OF TEXAS AND PART OF OKLAHOMA
Southern Drug Company
Houston, Texas

MONTANA, COLORADO, NEW MEXICO, NEBRASKA, UTAH, WYOMING,
Southern Idaho and Eastern Nevada:
Moore-Bird and Co.
1720 Wazee Street, Denver, Colo.



The Pooley RADIO CABINET

EQUIPPED with the dependable Five-Tube Atwater Kent Model 10-B Receiving Set. It includes two stages of tuned radio frequency amplification, detector, and two stages of Audio-frequency amplification.

The POOLEY Loud-Speaker Amplifying Horn (patent applied for) is built into the type 600-R-2 Cabinet. It is a POOLEY invention found only with POOLEY Instruments. It gives maximum volume. PRODUCING A TONE QUALITY SURPASSING ANYTHING SO FAR DEVELOPED IN THE SCIENCE OF RADIO.

C. L. MARSHALL COMPANY, *Wholesale Distributors*
514 Griswold Street **Detroit, Michigan**

Detroit Trade Optimistic as Business in All Lines Continues Satisfactory

Appearance of Artists Stimulates Record Sales—Foreign Records Growing in Popularity—Brunswick Preparing for Advertising Campaign on Radio-Phonographs—Other Trade Activities

DETROIT, MICH., July 8.—If one were to be influenced or led by the occasional pessimist that one meets in the talking machine business one would be inclined to think that the industry had all gone to smithereens—until an actual investigation of conditions discloses it's a pretty substantial industry after all—with unlimited fields for development. In other words, because there are not more machines and records sold is not entirely the fault of the public—but rather has to do with the dealer himself. The writer can vouch for the statement that there are dozens of talking machine dealers right around this territory who have openly admitted that they are making a nice living without stepping outside the door for additional business. In other words, if you have a business that brings you a good profit without effort—what will that same business bring if properly developed.

Here is the situation in a nutshell so far as the business in Detroit is concerned—business is not as good as it might be but when dealers compare figures with a year ago, month by month, they find that sales this year are ahead—despite the fact that last year for the first six months Detroit had unusual prosperous industrial conditions, whereas this year there has been quite a slump which manufacturers believe has reached rock bottom and that from now on there will be steady improvement.

The Cable Piano Co. is now in its new quarters on Library avenue, where it has very nice facilities for handling its constantly growing business. The first floor has been remodeled, making an attractive department.

C. O. LeBaron, dealer in musical instruments on East Jefferson street, told the writer recently that business was very good, showing up better month by month than he really expected. Mr. LeBaron has the Brunswick and Columbia agencies.

Victor dealers are enjoying a big demand for Paul Whiteman's records as a result of his recent visit to Detroit. Whiteman and His Orchestra gave a concert some weeks ago at the Arcadia to a capacity audience and since then there has been a noticeable demand for his records.

There is one particular record that many dealers are predicting will be the biggest hit in years—we refer to "A Wonderful Thing"—either as a dance or solo number. Dealers say that it is going better every day and they believe it is one of those beautiful ballads that will be in demand for years to come. It did not go so well when first brought out, but right now it is a hit.

The foreign records handled by Okeh dealers under the Odeon brand are growing in popularity. The writer knows of an East Side dealer who is having tremendous success with these records. The owner of the store and his wife are both enthusiastic over them and they boost them to every customer who comes in. The writer was in this particular store one night last week when a customer walked out with twelve Odeon records, although he had no intention of buying any foreign records when he first entered the store. Just another instance of what effort and salesmanship can do to develop new business.

The Irving Kaufman records on the Vocalion are going over tremendously big. So are the Vocalion foreign records. Vocalion around these parts is getting quite a reputation for having very fine dance records.

Grinnell Bros. gave a recital the first week in July in their Victrola Hall, the attraction being the Philip Spitalny Orchestra, which records for the Victor Co. This popular Cleveland orchestra has been brought to Detroit for the Summer to play at Granada Park, so that there will be ample opportunity for Victor dealers to exploit these records during their stay here.

Manager Quinn, of the Brunswick Shop, is preparing for a gigantic advertising campaign on the new Brunswick radio phonographs. A special department for radio has been opened in the basement and Mr. Quinn is going to put over a campaign that will certainly make everybody recognize that the Brunswick Shop is in the radio business. Generally speaking, Mr. Quinn says business is ahead of last year in both phonographs and records, while business has been exceedingly brisk in the radio department, especially the large radio sets. Mr. Quinn has not been able to get them in fast enough and all sales so far have been on a cash basis. He will inaugurate a "special payment plan" on radio-phonographs just as soon as there is a let-up in the cash business.

Sam Lind, of the S. E. Lind Corp., who is concentrating on the Royal line of radio phonographs and Vocalion records, is more enthusiastic than ever about radio. He is doing a big business on the Royal line and, in fact, has already been short on some of the models. He looks for a big trade the coming Fall.

The J. L. Hudson Music Store has been doing very nicely with radio since putting in the Federal line, selling it either on the basis of individual sets or in combination with the Victor, Cheney or Brunswick phonographs, the latter proving especially popular with the public in this territory.

ROYAL PHONOGRAPH-RADIO

WOLVERINE PHONOGRAPHS
THE CAMP-FONE
CAMP'S DAILY DOZEN
REDUCING RECORDS

S. E. LIND, Inc.
Manufacturers and Wholesale Distributors
2765 West Fort Street
DETROIT, MICH.
Tel. West 2161

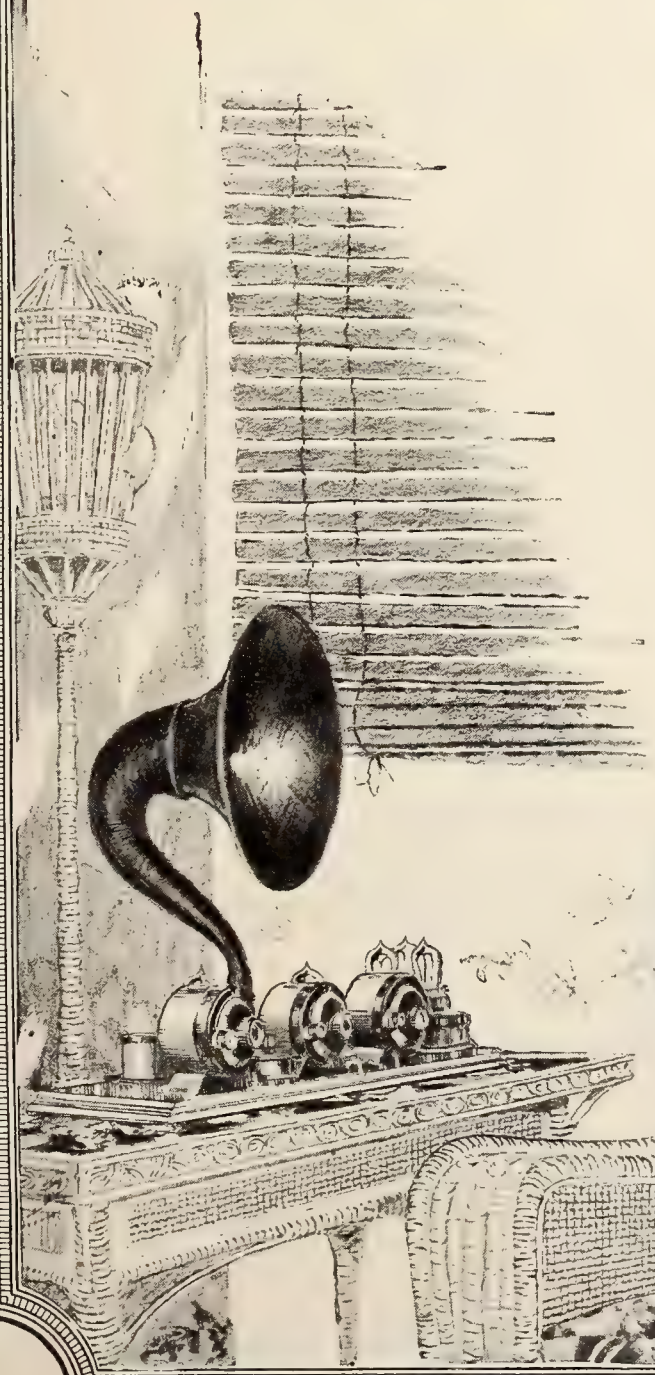
VOCALION RED RECORDS

FIBRE, VOCALION
BRILLIANTONE,
PETMECKY and
GILT EDGE NEEDLES

ATWATER KENT

Radio Equipment

Radio Dealers Will Attest to this—



MASTER workmanship and scientific precision combined have made ATWATER KENT Radio Equipment what many consider perfection in radio construction—and it is a significant fact that as the public becomes more experienced, and better qualified to discriminate, the preference for "ATWATER KENT" grows.

Radio dealers, throughout the country who are selling ATWATER KENT Radio Equipment will attest to this.

Price list and literature sent on request

ATWATER KENT MANUFACTURING COMPANY
4972 STENTON AVE., PHILADELPHIA, PA.

Brisk Record Sales Feature Month's Business in the Brooklyn Territory

Business Compares Favorably With Similar Periods of Past Years—H. L. Silverton New Strauss Manager—J. J. Schratweiser in New Post—Loeser Featuring Brunswick—Radio Popular

For the past month the talking machine business in the Brooklyn and Long Island territory has undoubtedly been slow, but when taken in comparison with similar periods for preceding years the monthly totals are generally taken as satisfactory. The latter part of June saw a short spurt during which machines sold briskly. Sales, however, tapered off toward the end of the month and July thus far has lagged. Records on the contrary have been selling briskly throughout the entire month. This is the season when dance records are in great demand, and as portables have started to come into their own and the sale of each portable usually means accompanying sales of records, this end of the business is perfectly satisfactory. Dealers are unanimous in stating that the record containing four dance selections played by Paul Whiteman and released by the Victor Co. has been successful from the standpoint of sales. Many dealers were hesitant about ordering quantities of these records, feeling that with four selections to please a customer the chances were that one or more would not appeal to the buyer's taste and the sale would be spoiled. Quite the contrary, several dealers reporting that their entire stock of this recording was sold in the course of a day.

Convention Intensifies Radio Interest

While radio receiving sets slumped off during the early part of June and continued in much the same way for the past month, the sale of accessories, particularly loud speakers, has been exceptionally good. This is in a large measure attributable to the Democratic Convention, which took place in Madison Square Garden, as the broadcasting of the event attracted thousands. A great many dealers who are carrying radio took advantage of this event to attract prospective customers into their stores by having a set with attached loud speaker broadcasting the day's happenings. Many people entered the stores and not a few became interested in the working of the sets. While it cannot be claimed that they will all purchase sets there can be no doubt but that the demonstrations will result beneficially to the dealers. This occasion was especially appropriate to such a demonstration, as most stations were broadcasting the convention and there was very little interference.

Loeser Featuring Brunswicks

The addition of the Brunswick line of phonographs and records to the line carried by the talking machine department of the department store of Frederick Loeser & Co., Inc., is responsible for boosting that store's totals over the preceding month. A complete stock is carried and several attractive display rooms have been given over to an exhibit of different models of Brunswick machines. An idea of the attractive manner in which the instrument is

Loeser Brunswick Display Room

placed can be gained from the accompanying illustration. An intensive advertising campaign announcing the addition of the Brunswick line was carried in the New York and Brooklyn papers. That the sales force is "sold" on Brunswick products is evidenced by the fact that in a recent contest conducted by the Eastern headquarters of the company out of five prizes four were won by members of the sales force of the Loeser establishment. It might be mentioned that they did not win them all because only four were entered. This remarkable showing was made in spite of the fact that they were handicapped because the Brunswick line was not added until a week after the contest started. The contest was held to stimulate the sale of all types of records. The amount of records sold did not enter into consideration, the one selling the greatest variety of records being accorded the winner. Mrs. Florence Haenle, of the record sales promotion department of the Brunswick Co., spent several days with the sales force.

EXPERT REPAIR SERVICE
We are in a position to replace obsolete parts and repair motors, tone arms and music boxes. Try us for parts you cannot get elsewhere.
OUT-OF-TOWN BUSINESS SOLICITED
THE ORIGINAL TALKING MACHINE HOSPITAL
600 Pacific Street Brooklyn, N. Y.
"Our Phone Never Sleeps"—Sterling 1156

New Manager at Abraham & Straus

The past month saw a change in the talking machine department of Abraham & Straus, Inc., large department store. Casper J. Iannell resigned as manager and is contemplating entering the radio field as a distributor. No definite plans have as yet been announced by Mr. Iannell. He is succeeded by H. I. Silverton, who, in addition to supervising the talking machine department, will also be in charge of the radio, musical merchandise and sheet music departments. He was formerly connected with the Davega headquarters at the Hotel Commodore in a general supervisory capacity, specializing in the buying and selling of radio products. He intends in the Fall to combine the radio and talking machine departments of the store together with all other departments which pertain to music.

J. M. Quinn Leases New Home

J. M. Quinn, 1225-1227 Broadway, one of the early Sonora dealers in Brooklyn, has leased for a long term of years the premises at 350 Livingston street. The building will be the main office of Mr. Quinn, who now also carries pianos. It is planned to have this building ready and open for business early in August.

J. J. Schratweiser in New Post

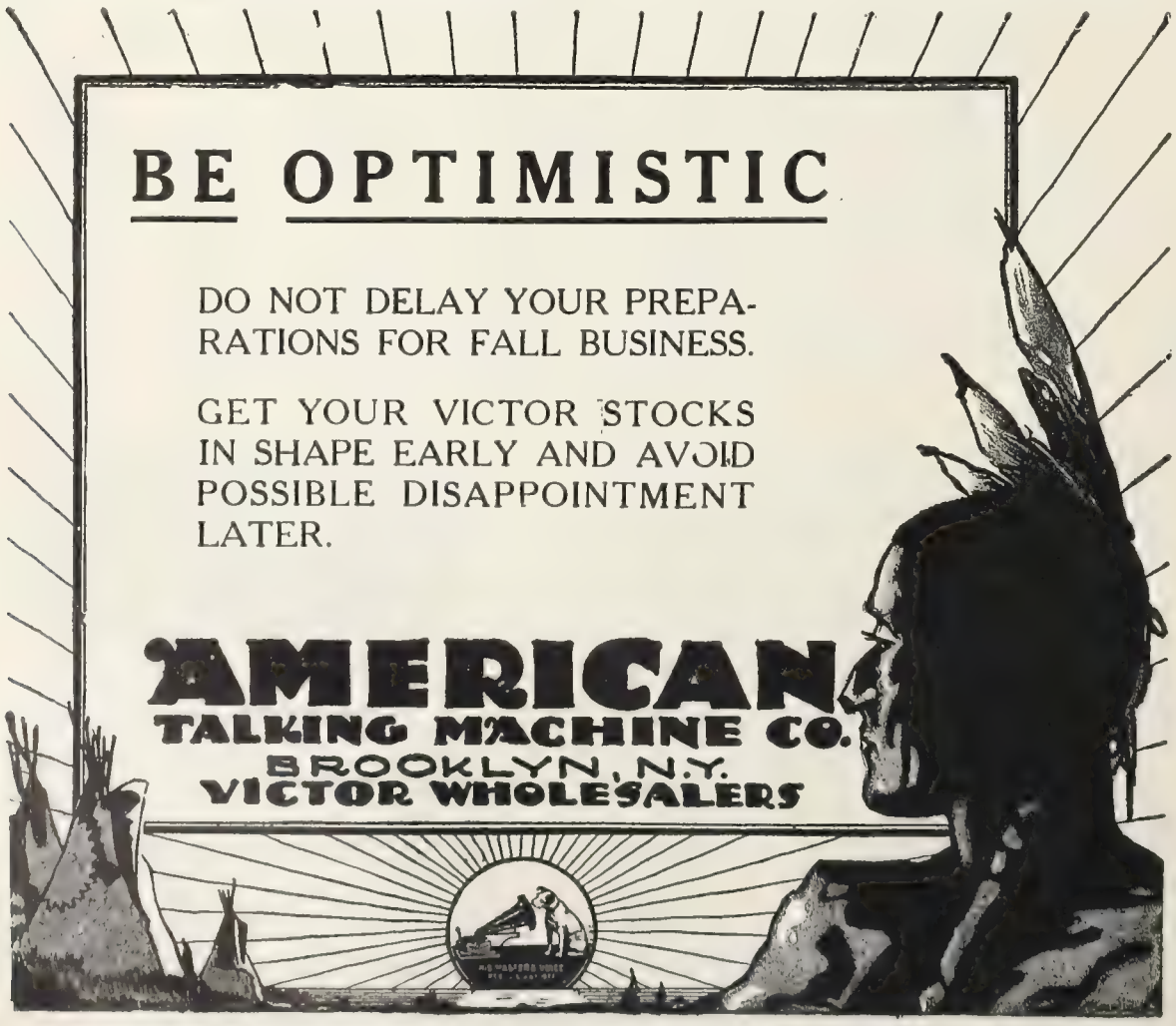
J. J. Schratweiser, formerly sales manager of the Long Island Phonograph Co., is now connected as an outside representative of the Progressive Musical Instrument Corp., New York. H. B. Haring has succeeded Mr. Schratweiser and reports a number of new accounts opened during the past month, and states that the Sonora loud speaker business is especially brisk. Mr. Haring has had wide experience in the talking machine field, having been connected with the Columbia Phonograph Co., as Baltimore salesman, as manager of the New Haven and Buffalo branches, and was regional representative covering the Eastern district. For a time he was also connected with the Sonora organization.

Victor Holds Its Own

The American Talking Machine Co. reports that business for the past month has been on a par with similar periods of preceding years with record sales especially brisk.

Al. Frankel Again With Bersin

Al. Frankel, who was for a number of years connected with the Fulton street store of Albert Bersin, leaving there to conduct his own business, has returned and is now connected as a salesman at the main Bersin store at 1253 Bedford avenue.



Rodeheaver Records in N. Y.

Homer Rodeheaver, well-known evangelistic singer who records exclusively for Gennett records, returned recently from Australia after a trip around the world and upon his return spent two weeks at the recording laboratories of the Starr organization, recording a number of selections which will be released in the near future.

Loud Speaker Co. Chartered

The Dual Loud Speaker Co., New York, was recently incorporated at Albany, N. Y., with a capital stock of $25,000. The incorporators include B. Weinberg and S. L. Weyl.

Gipsy Smith, noted evangelist, who records exclusively for Columbia, has been conducting a five weeks' evangelistic campaign in Springfield, Ill.

VOCALION

RED RECORDS

Ben Bernie's Orchestra

Exclusively Vocalion

BEN BERNIE'S Orchestra is back! Fresh from a year's successful vaudeville tour this marvelous dance organization will be the leading feature at the Shelbourne at Brighton Beach. All over the United States the name of Ben Bernie is associated with super-dance music and the Vocalion Records of his orchestra's playing are super-recordings.

Ben Bernie's Vocalion Record the first out of the great hit—

No. 14822—10 inch—75c

I CAN'T GET THE ONE I WANT—Fox Trot. *(Handman)*
DRIFTWOOD—Fox Trot. *(Kahn-Gold)*

Playable on All Phonographs

The AEOLIAN COMPANY

AEOLIAN HALL NEW YORK

Distributors of Vocalion Red Records

MUSICAL PRODUCTS DISTR. CO.,
37 E. 18th St., New York City

WOODSIDE VOCALION CO.,
154 High St., Portland, Me.

A. C. ERISMAN CO.,
174 Tremont St., Boston, Mass.

GIBSON-SNOW CO.,
306 W. Willow St., Syracuse, N. Y.

LINCOLN BUSINESS BUREAU,
1011 Race St., Philadelphia, Pa.

PITTSBURGH PHONO. DISTR. CO.
217 Stanwix St., Pittsburgh, Pa.

VOCALION RECORD CO. OF MD.
305 N. Howard St., Baltimore, Md.

O. J. DEMOLL & CO.,
12th and G Sts., N.W., Washington, D. C.

S. E. LIND, INC.,
2765 W. Fort St., Detroit, Mich.

VOCALION CO. OF CHICAGO,
Distributors of Vocalions and Vocalion Records,
529 S. Wabash Ave., Chicago, Ill.

OHIO MUSICAL SALES CO.,
1747 Chester Ave., Cleveland, O.

LOUISVILLE MUSIC CO.,
570 S. 4th St., Louisville, Ky.

STERCHI BROS., Knoxville, Tenn.

STERCHI FURN. & CARPET CO.,
Atlanta, Ga.

D. H. HOLMES CO., New Orleans, La.

REINHARDT'S, INC., Memphis, Tenn.

RADIO EQUIPMENT CO.,
1319 Young St., Dallas, Tex.

STONE PIANO CO., Fargo, N. D.

STONE PIANO CO.,
Distributor of Vocalions and Vocalion Red Records,
826 Nicollet Ave., Minneapolis, Minn.

MOORE-BIRD CO.,
1720 Wazee St., Denver, Colo.

MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles, Cal.

MUNSON-RAYNER CORP.,
86 Third St., San Francisco, Cal.

Two New Buildings Planned For Plant of Victor Co.

One Structure to House Record Library and Studio and Another for Service to Employes to Be Erected at Cost of $2,000,000

Philadelphia, Pa., July 3.—Eldridge R. Johnson, president of the Victor Talking Machine Co., of Camden, announced recently that plans have been completed for the erection of two new buildings representing a cost of $2,000,000. One of these buildings will be erected for the purpose of housing the record laboratory and studio and will be constructed on the site north of the present office building on Front street near Copper street.

The other building will be given over to a service department for the workers in the Victor factory. It will be of ten stories and divided into a series of kitchens sufficient to supply food for the 10,000 employes of the Victor plant. The company's emergency hospital and dispensary will be located in this building, which is to be erected on the north side of Copper street, between Point and Ambler streets. The restaurant department in the building will be arranged on an entirely unique basis and will be provided with every modern cooking device of first-class dining service providing for efficiency and good cooking.

O. E. Pankopf Succeeds Young as Werlein Manager

New Orleans, La., July 3.—R. A. Young, who, for some years past, has been manager of the retail Victrola department of Philip Werlein, Ltd., this city, resigned from his position on July 1, and together with his family is moving to Chicago, where he will take up his duties as manager of the Whitsel Music Store. As a token of esteem and with their best wishes for success in his new field, the employes of Philip Werlein, Ltd., presented him with an appropriate gift on the day of his departure.

Succeeding Mr. Young at the Werlein establishment is O. E. Pankopf, late of the Goggan Music Store, San Antonio, Tex., who is well known in Southern music trade circles. He will have supervision of the talking machine department and also of the player roll department.

Capitol Distributing Co. Pushing Varied Lines

The Capitol Distributing Co., radio distributor, New York City, in the comparatively short period of its existence has enjoyed a remarkable growth of business. Many new dealers have been added to the list as well as new numbers being added to the lines distributed. Among the more recent additions to the Capitol list is the Ambler-Holman Receiver, Song Bird Receiver, a line of radio art cabinets and the Presto plug.

The Ambler-Holman set is attractively cabineted with a slanting front panel and is proving a good sales number. The Song Bird Receiver is also finding much favor in the field and the Presto plug is finding a very ready market.

In the Dynergy set, however, this company has secured a receiving set that is radically different from any other on the market. This set is complete in itself, does away entirely with batteries and is plugged in any socket of the house wiring circuit, whether A.C. or D.C. current is used. This important development in the radio field has received considerable comment in the metropolitan press, and dealers have already received many inquiries for the Dynergy.

Mme. Sigrid Onegin's beautiful contralto voice is heard to great advantage in a new Brunswick record, "The Swedish Lullaby," on the reverse side of which is Berg's "Herdman's Song."

Okeh and Odeon Records

A Complete List of

Okeh and Odeon

Distributors

OKEH-SMITH COMPANY
828 So. Broadway, Los Angeles, Calif.

WALTER S. GRAY
926 Midway Place, San Francisco, Calif.

L. D. HEATER
357 Ankeny St., Portland, Ore.

TEXAS RADIO SALES COMPANY
2005 Main St., Dallas, Texas

JUNIUS HART PIANO HOUSE, LTD.
123 Carondelet St., New Orleans, La.

CONSOLIDATED TALKING MACHINE COMPANY
1121 Nicollet Ave., Minneapolis, Minn.

YAHR & LANGE DRUG COMPANY
207 E. Water St., Milwaukee, Wis.

JAMES K. POLK, INC.
294 Decatur St., Atlanta, Ga.

THE ARTOPHONE CORPORATION
1103 Olive St., St. Louis, Mo.

THE ARTOPHONE CORPORATION
804 Grand Ave., Kansas City, Mo.

CONSOLIDATED TALKING MACHINE COMPANY
227 W. Washington St., Chicago, Ill.

CONSOLIDATED TALKING MACHINE COMPANY
2957 Gratiot Ave., Detroit, Mich.

THE RECORD SALES COMPANY
1965 E. 66th St., Cleveland, Ohio

STERLING ROLL AND RECORD COMPANY
137 W. 4th St., Cincinnati, Ohio

PHONOLA CO., LTD., OF CANADA
Elmira, Ont., Canada

IROQUOIS SALES CORPORATION
210 Franklin St., Buffalo, N. Y.

MUSIC MASTER CORPORATION
1005 Liberty Ave., Pittsburgh, Pa.

GENERAL PHONOGRAPH CORPORATION OF NEW ENGLAND
126 Summer St., Boston, Mass.

MUSIC MASTER CORPORATION
128 No. 10th St., Philadelphia, Pa.

GENERAL PHONOGRAPH CORP.,
(New York Distributing Division)
15 W. 18th St., New York City

JAMES COWAN COMPANY
18 West Broad St., Richmond, Va.

Okeh and Odeon Records

How Bill Sold Three Machines Simultaneously

By Ernest Werninck

Bill had it down pat!

His slickest sale was three de luxe machines in twenty-nine minutes, and to three separate customers at that!

As I remember it: Two coal miners, dressed in their best, came into the store together, evidently friends.

They had been discussing a particular machine in the window as they had stood together on the sidewalk.

Bill had observed this.

He had a way during quiet moments of peering out at the actions of passers-by from a partly hidden corner.

Well, as the couple walked in, a trifle sheepish looking, what does Bill do but, without looking in their direction, begin to smooth his hand over the top of a machine similar to the one the boys had been looking at in the window, and exclaims aloud, "Beautiful, beautiful."

Then, apparently noticing for the first time that company had arrived, smilingly said, "Gentlemen, just look at the beautiful grain of this walnut." The miners, at their immediate ease, and at such casual and yet polite greeting, strolled over to Bill.

At this moment in came an elderly lady, tastily attired.

Bill bowed and smiled to the new arrival. She also received an invitation to admire the "beautiful grain."

A general approval was expressed, Bill joyously asking the opinion of each.

A violin, harp and flute record was next applied. Bill, by this time, had his visitors seated while he, standing, paid as rapturous attention to various records as if he had never heard a phonograph before in his entire young life.

In fact, he was so overcome at the perfection of the rendering by this new style machine, which, as he gratuitously told the assembly, had only just arrived, just three of them, and he did not know when any more would be in, that he had to be asked twice by one of the underground workers "What is the price of the instrument?"

Two hundred and twenty-five dollars seemed little enough for such a marvel the way Bill told it, and was it not fortunate there were three of them in stock as he did not know when he would get more and here were three lucky buyers cleaning up on them.

For, honest to goodness, each of these two jolly miners, and the lady—thrown in you might say for good measure—decided to take one each of those de luxe instruments with such a "beautiful grain!"

And, by my desk clock, the entire transaction took just twenty-nine minutes.!

New Hauschildt Co. Branch

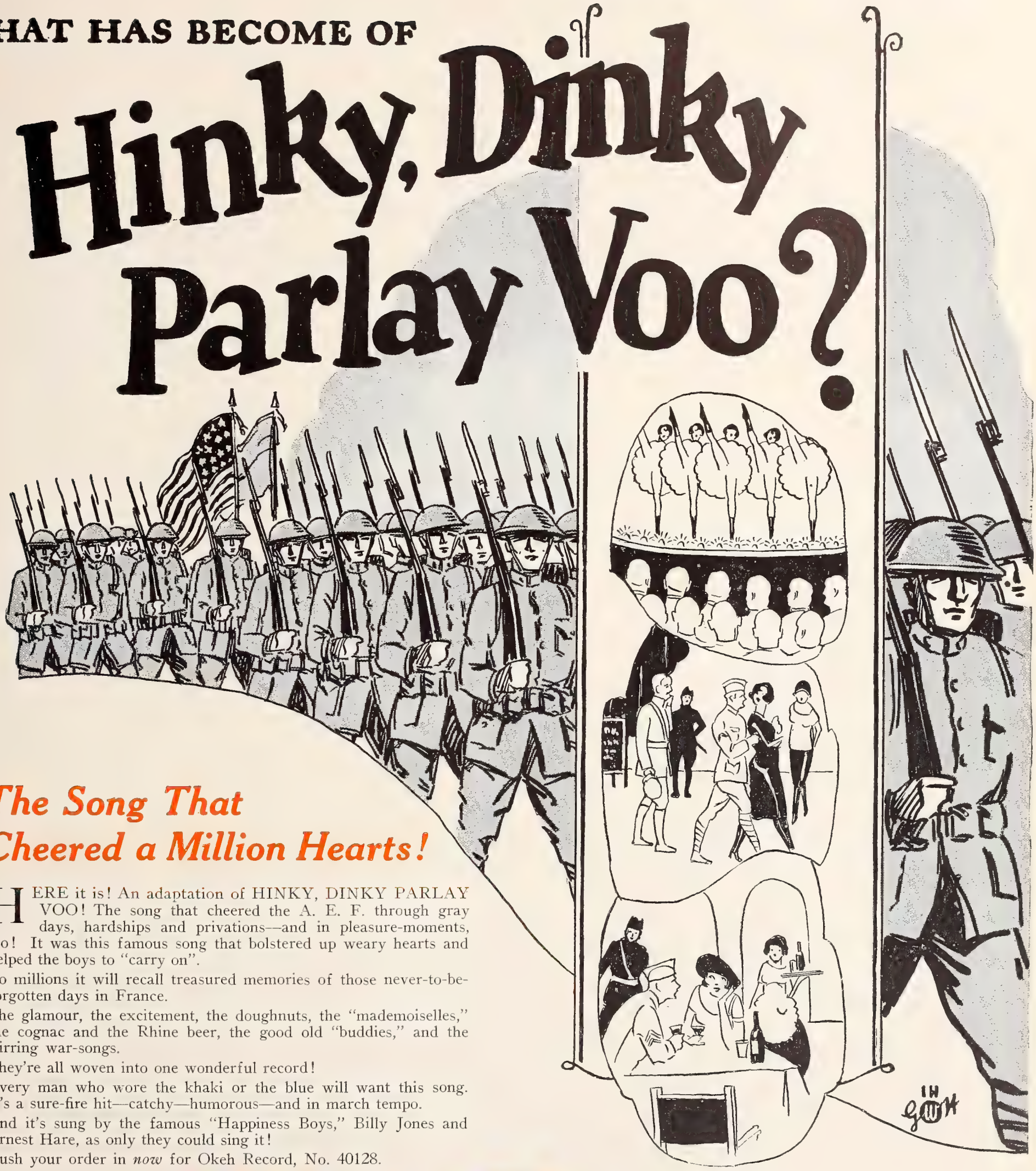
Manteca, Cal., July 5.—A branch of the Hauschildt Music Co., of San Francisco, was opened here recently in the store of the Alger Furniture Co., which will be its temporary location. The company has stores in Oakland, Sacramento, Woodland and Los Angeles. Arrangements have been completed for installing a large stock of pianos, phonographs and records and a permanent representative has been placed in charge.

New Gennett Orchestras

Two new recording orchestras whose playing is now available on Gennett records are Jack Yellman and His Irene Castle Orchestra and the Windy City Jazzers. This last-named aggregation's first recording is "Bringing Home the Bacon" and "Hard-Hearted Hannah," a variety record which demonstrates jazz in all its phases, including vocal duets and different instrument combinations.

WHAT HAS BECOME OF

Hinky, Dinky Parlay Voo?



The Song That Cheered a Million Hearts!

HERE it is! An adaptation of HINKY, DINKY PARLAY VOO! The song that cheered the A. E. F. through gray days, hardships and privations—and in pleasure-moments, too! It was this famous song that bolstered up weary hearts and helped the boys to "carry on".

To millions it will recall treasured memories of those never-to-be-forgotten days in France.

The glamour, the excitement, the doughnuts, the "mademoiselles," the cognac and the Rhine beer, the good old "buddies," and the stirring war-songs.

They're all woven into one wonderful record!

Every man who wore the khaki or the blue will want this song. It's a sure-fire hit—catchy—humorous—and in march tempo.

And it's sung by the famous "Happiness Boys," Billy Jones and Ernest Hare, as only they could sing it!

Rush your order in *now* for Okeh Record, No. 40128.

Okeh Records

The Records of Quality

Manufactured by

GENERAL PHONOGRAPH CORPORATION, NEW YORK

OTTO HEINEMAN, President

Handsome Victrola Built Specially for E. A. Benson

Beautiful Instrument in Italian Design and Equipped With Radio to Be Installed in Home of Popular Chicago Orchestra Leader

The Victor Talking Machine Co. recently delivered to E. A. Benson, head of the famous Benson's Orchestra, Chicago, a most elaborate

Victor Instrument for E. A. Benson

custom-built Victrola with radio installation in the cabinet, to be placed in Mr. Benson's handsome new home recently completed near the Windy City.

The instrument ordered by Mr. Benson as a special gift for his wife required nearly six months' time to build owing to the fine details embodied in the construction, and particularly the great amount of hand carving necessary in the case. The Victrola cabinet is built in the form of a secretary, of American walnut in two-tone finish, and designed after that period of the Italian Renaissance reflected in early English furniture. The case is elaborate but in no sense flamboyant and reflects the attention given both the designing and the building.

Two large doors in the upper section of the cabinet when open expose the Victrola itself installed in the right-hand section and equipped with the two-tone control doors characteristic of that instrument. At the left the upper section of the cabinet is fitted with a series of record albums and the lower half given over to a modern radio set. The instrument was inspected at the factory by Mr. and Mrs. Benson before being shipped to Chicago, and received their enthusiastic approval.

Buys Leslie's Music House

Urbana, Ill., July 5.—Leslie's Music House, which has been conducted here for fourteen years by Mayor Frank M. Leslie, has been purchased by B. A. Strauch, who has been in the photography business in Champaign for several years. The store handles Victrolas and Victor records and some other musical accessories. Mr. Strauch will conduct the music business independently of his Photocraft Shop on Wright street for the present.

New Concern in Norwalk, O.

Norwalk, O., July 7.—Fisher & Zoll have opened a new music store in the Pulley Block on North Hester street, here. On the day of the opening a large gathering of patrons was entertained and music was provided by a special orchestra.

Serious Charges Against Former Talking Machine Man

Harry Rosefsky, Former Head of Pittsburgh Phonograph Co., Held for Alleged Swindle

Pittsburgh, Pa., July 7.—Accused of conspiracy with an alleged swindle in the sale of phonographs, Harry Rosefsky, former president of the Pittsburgh Phonograph Co., was arrested in New York last week and returned here for trial. Rosefsky had been sought for more than a year by the local police, as he had been indicted by the grand jury of Allegheny County. Rosefsky's arrest is said to have followed a chase that led through several cities, after his disappearance from this city in 1923.

The man conducted an extensive business here during 1922 and 1923, according to the indictment against him, which was returned by the grand jury some time after his sudden departure. A concern known as the Industrial Finance Co. was the principal victim of the man, according to the indictment.

The indictment explains Rosefsky's method of operation thus: He would visit a residence, urge a woman to purchase a phonograph and, if she demurred, agree to leave the instrument there overnight for approval. The person with whom the phonograph was left had only to sign a contract and make no first payment. With the signed contract Rosefsky is said to have gone to a finance company and obtained cash for the deal, the finance company taking over the contract.

Rosefsky then, the indictment explains, would return and obtain the phonograph and leave it at another house under the approval and contract system, then again sell the contract.

He is said to have sold contracts on one machine fifteen to twenty times, the indictment alleges, and very frequently to avoid exposure, apparently, made payments himself. The amounts he obtained through his transactions netted him $200,000, it is charged.

You Are Interested in Phonographs?

Then assuredly you will appreciate the greatest quality at the most reasonable of prices!

Furthermore, your merchandising must permit you to accommodate every pocketbook without sacrificing your legitimate profit.

Therefore, a complete line of cabinet and console phonographs, enabling you to satisfy the most conservative of purchasers as well as those who desire something "just a little bit better," would appeal to you, would it not?

Words here mean very little. We cordially invite you to visit us in SPACE 428, American Furniture Mart Bldg., 666 Lake Shore Drive, Chicago.

We will then endeavor to let RIVOLI speak for itself, feeling confident as to the results.

VINCENNES PHONOGRAPH COMPANY

VINCENNES, INDIANA

Exclusive distribution of RIVOLI PHONOGRAPHS and RIVOLI-RADIO combinations by

LEON C. SAMUELS

930 Republic Bldg. or 428 American Furniture Mart Bldg., Chicago, Ill.

Portable and Record Demand Increases Summer Sales Volume in Indianapolis

Vacationists Prove Good Buyers of Smaller Instruments and Records—Encouraging Outlook for Remainder of the Season—Trade Good in Spite of Unrest in Other Lines—Month's News

INDIANAPOLIS, IND., July 8.—Local talking machine dealers are moving a number of machines despite the vacation period now upon them and the business depression that is evident. A fair number of the portable types are moving to vacationists. The record trade is on a par with the same period of last year. While dealers are not selling as many machines as they desire, their record of sales will compare favorably with the same period last year.

Increased Record Sales

Miss Minnie Springer, manager of the talking machine department of the L. S. Ayres store, reports a good steady sale of records and a general movement of the Victor line. The talking machine department of this store moves all used machines each month, using the end-of-month sale of this department store to good advantage. Miss Devata Wheeler, formerly of the Indianapolis Music House, has been added to the sales force. The policy of moving used goods as soon as they come in is followed by B. Friedman, manager of the talking machine department of the Charles Mayer store. Mr. Friedman reports that the number of used machines taken in is very small and easily moved. The Sonora machine handled by this store has moved well during June.

F. X. Baker, manager of the Brunswick Shop, reports a record sale that runs ahead of last year, with a steady movement of machines.

Window Displays Pay

Manager Donovan, of the talking machine department of the Pearson Piano Co., reports that the talking machine department of this store continues to do a healthy business. While the tone is not as strong as it should be, Mr. Donovan is well pleased with the results that the store is getting. This store features the Victor and Cheney instruments. Very good results have been secured from window advertising. The branch stores which the Indianapolis house maintains in the State are running ahead of their last year's records. The results that this store has shown in sales has made Mr. Donovan optimistic for the future and, in his own words, "The business is here if you put forth the effort."

H. E. Whitman, manager of the Circle Talking Machine Store, dealer in Victor and Edison machines, reports a quiet month. This store ordinarily does a good record business, but at present sales in that end are a little below par. The Edison machine has been moving fairly well.

Healthier Edison Business

Frederick Pullen, manager of the Edison Corp. of Indiana, reports a healthier business and proves the fact by moving more machines. A number of new dealers have been established in the territory. The Edison Corp. of Indiana maintains a bureau for the benefit of all of its dealers, from which are sent out special bulletins to the various mailing lists. Various selling methods are proposed that are devised to boost sales. When possible personal aid is given the dealer and this is part of the plan whereby Mr. Pullen hopes to increase sales of his dealers. Dealers recently established by the Edison Corp. of Indiana are Carter Electric Co., Kokomo, Ind.; Carl Hoffman, East Chicago, Ind.; A. S. Keene, North Judson, Ind.; C. A. Johnston, Watseka, Ill.; Phelps Furniture Co., Butler, Ind. Visitors included G. G. Scott, of Haines & Essick, Decatur, Ill.; Charles Hyde, assistant sales manager of the Chicago Talking Machine Co.; A. Saunders, sales manager of the Pathé Co., of Brooklyn, N. Y.; C. Gerlich, of the Zenith Radio Corp., Chicago.

Dr. Leonard F. Fuller Now R. E. Thompson Official

Assumed Duties of Vice-president and Chief Engineer on July 1—Well Known in Radio World Through Important Accomplishments

Dr. Leonard F. Fuller on July 1 took up his work as vice-president of the R. E. Thompson Radio Corp. and chief engineer of the R. E. Thompson Mfg. Co., of Jersey City, N. J.

Dr. Fuller was for the last few years connected with the General Electric Co., Schenectady, N. Y., and was formerly chief engineer of the Federal Telegraph Co., of California. He is well known in the radio world and developed and designed practically all of the giant high-powered radio stations for the United States Navy Department. He also designed the highest powered station in the world, the great Bordeaux Station in France. This station was installed by the United States Navy to keep the American forces in France in touch with this country during the war. It was afterwards purchased by the French Government.

It is interesting to note in this connection that Dr. Fuller has become connected with a company whose president, R. E. Thompson, played an important part in engineering of war apparatus in the field of radio. R. E. Thompson Mfg. Co. has its plant in Jersey City and manufactures the Thompson Neutrodyne radio receiver and the Thompson speaker.

Landay Bros. Stage Radio Tie-Up With Convention

Large Space in Newspapers Features Radio in Connection With Political Conventions and Stimulates Sales of Radio Apparatus

Landay Bros., Inc., who operate a number of talking machine stores in New York and New Jersey, and also feature radio, ran a series of full-page advertisements in a number of New York dailies, using both the Republican and Democratic Conventions as the feature of the advertisements. The caption of one advertisement read: "Sit in Front of the Chairman at both National Conventions." This was followed by an advertisement on the Republican Convention and later on the Democratic gathering. These timely announcements in what is termed the dull season served to reawaken interest in radio and was reflected in sales not only for Landay, but for other radio dealers in the metropolitan area.

It might be pointed out that radio heretofore, to a great extent, has been sold on the basis of its musical appeal. In a convention year, with a widespread interest in annual gatherings,

Unusual Landay Radio Advertising

as well as the campaigns that follow, a new important sales factor is opened to the merchant in arousing interest in radio. Landay Bros. have taken advantage of this in a big way, as can be seen from the accompanying reproduction of one of the full-page advertisements. Dealers in other parts of the country will find the Presidential campaigns will assist materially in creating sales for radio goods if the possibilities, in the way of first-hand information and entertainment, are brought to the attention of prospective purchasers of radio receivers.

Make Resales With Yales

Ordinarily, after the dealer has sold the prospect a talking machine he has sold him for life as far as machines go.

Not so with the Yale Talking Machine. If you have sold him a Yale you can go right back and sell him a cabinet machine. Or vice versa. If he already owns a floor machine he still remains a good prospect for a Yale.

It offers a different appeal. It can be carried to the study, bedroom, nursery, or any place else about the house. It can be taken on the auto trip or summer vacation.

It offers you an opportunity for machine resales. You can carry the line without extra overhead and without competing with any line you now handle.

Write us to-day for our dealer proposition.

A $15 value that can be sold at $10 with a good profit

DAVIS MFG. & SALES COMPANY

763 State Street **NEW HAVEN, CONN.**

MID-WEST DISTRIBUTORS—Targ & Dinner Music Co., 229 W. Randolph St., Chicago, Ill.
PACIFIC COAST DISTRIBUTORS—Christophe's, 2365 Mission St., San Francisco, Calif.

Plain Talk about Loud Talkers

The Superspeaker,

REAL Music from Radio! Why lots of people who know music once proclaimed, after sad experiences, that it couldn't be done!

Then they heard The Superspeaker. Now they enjoy amplified Radio without reservations, thanks to this altogether different and distinctive agent of reproduction.

Imagine an instrument that reproduces Radio to exact original pitch—that brings in the low notes and the overtones—that is absolutely free from all self-generated reverberations and resonances—that does all this naturally and without any additional electrical power, up to the full limit of any Radio Set!

That's The Superspeaker.

For The Superspeaker is a real musical instrument, built by musical instrument people to musical instrument standards, and not for one moment to be confused with the toys of metal or wood which it is so rapidly displacing.

Here is the loud speaker which you can honestly recommend to real music lovers, with full confidence that it will make good your prestige as an instrument merchant.

Send in your order now and be ready for the seasonal rush.

A big substantial instrument, 26 inches high and weighing over five pounds—

Handsomely finished in ebony gloss—

Felt-bottomed base contains famous Vemco reproducing unit, with permanent, cam-operated micrometer adjustment—horn built up by secret process to scientifically correct air column and proportions—no extra coils or batteries—nothing to wear out.

List Price, complete $30.00
West of the Rockies . . . $32.50

JEWETT RADIO & PHONOGRAPH CO.
5680 12TH ST. DETROIT, MICH.

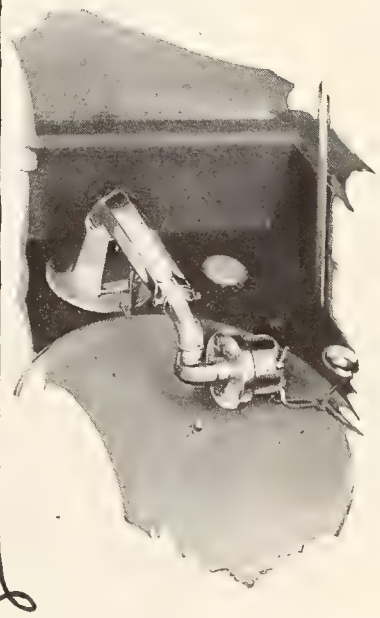
JEWETT Quality Products

The Vemco Unit

For Phonograph adaption, we furnish separately the Vemco Unit which is the heart of The Superspeaker. It comes complete and ready for immediate use on any standard tone arm. Simple adaptions for special arms are easily fitted.

This Unit is adjustable for volume, and develops the reproductive ability of a phonograph horn to the absolute limit of tone and distance.

List Price $12.00
West of the Rockies . . $12.50



The Superspeaker

Maintenance of Business Volume in the Cincinnati Territory Encourages Trade

Remarkable Record Business Due Partly to Influence of Radio, Dealers Declare—Sales Campaigns on Portables Productive of Results—Trade Active in Sales Promotion Drives

CINCINNATI, O., July 8.—A survey of the sales made by the talking machine companies in Cincinnati during June shows that the business in records has held up to a remarkable degree. It is the same story that was told during the past few months, that is, the popularity of radio seems to be helping the record business. Taking into consideration general industrial conditions in this territory, which have not been very good during the past two months, dealers feel encouraged at the volume of business done and believe that there is no cause for complaint.

Sales Drives on Portables

There has been a concerted sales effort, aggressive in character, directed by the local talking machine dealers towards the sales of portable machines. The majority of the windows of the retail stores have elaborate displays relating to camp life and advertising portable instruments. In addition, advertising, both through direct mail and through newspapers, has been used to good advantage to help put across the campaign on portables. The results that have been obtained in the way of sales have been encouraging and the amount of business done on portable instruments has been in excess of that of last year.

Good Columbia Demand

The Columbia Distributors, Inc., which opened a Cincinnati office last month under the supervision of Miss R. Helberg, has gotten a splendid start in this territory and Miss Helberg reports that sales to date have been entirely up to expectations and that they have been even a little better than had been anticipated. The company is rendering better service to Columbia dealers than they have ever received in the past. Miss Helberg made a sales trip to Huntington, W. Va., and points in northeastern Kentucky during the past week. W. F. Pierce, traveling through Kentucky and Indiana, has sent in some fine orders for Columbia instruments and records.

Patriotic Display

The Victrola Shop, of the Baldwin Piano Co., West Fourth street, tied up nicely with the Fourth of July in the window display of its portable machines. A portable outfit mounted on a revolving stand occupied the center of the window. Grouped about the machine were records of a patriotic character appropriate to the celebration of the Fourth of July. Miss Stevens, manager of the Baldwin Victrola Shop, reports that records have been selling well during the past month.

"Mystery Brunswick" Attracts

The sales of Brunswicks have been pepped up considerably by the campaign that has been waged in this district to arouse curiosity of the buying public by displaying the "Mystery Brunswick." The Alms & Doepke Co., of this city, advertised widely the display of this machine and announced that demonstrations of it would be given from ten o'clock in the morning until noon and from two o'clock to four-thirty in the afternoon. The description of it was as follows: "Hundreds of people have been mystified by this amazing phonograph. Imagine a phonograph that will talk with you, describe how you are dressed, play a record that is held up to it. Do you know how it is done?" The Brunswick dealers who have featured the mystery phonograph report that they have had their sales stimulated to a surprising extent thereby. The Brunswick district office here reports that sales of records throughout the Cincinnati territory have been brisk during the past month.

Big Record Business

The Sterling Roll & Record Co. has been doing a big volume of record business the last month. Its sales of portable machines have also been particularly good. Okeh records have been increasing in popularity in this city and in other towns and cities nearby to a remarkable extent. A review of the business done by the Sterling Roll & Record Co. during the past month shows that it is far ahead of the volume of sales reached in June of last year, which was a good month.

Unusual Window Display

The Wurlitzer Co., East Fourth street, used its new display windows to good effect last week. In the center was placed a miniature dance floor with miniature couples on it dancing by means of a mechanical process. A Victrola played popular dance records while the small couples danced.

Satisfactory Edison Sales

The New Edison Co., distributor of Edison phonographs and records, states that its sales in the past month have been satisfactory for this time of the year. Record sales have been excellent while the sales of phonographs have held up fairly well.

A Busy Music House

The Chubb-Steinberg Music Shop, East Sixth street, states that its sales of Okeh and Victor records have been large during June. The four records made in this city for Okeh by the Chubb-Steinberg Orchestra have gone across in a large way here, where the orchestra has won a distinct name for itself.

Starr Contest Under Way

The Starr Piano Co. has been having a good call for Gennett records. The contest among the fraternities to determine the winner of the Starr phonograph console model has been holding the interest of the public. Every Cincinnatian is eligible to cast a vote and the fraternity that receives the largest number of votes will be awarded the phonograph. Gennett records have also held up well in sales. Bernie Cummins and His Orchestra, extremely popular locally, have been recording some new Gennett records and these have been selling well.

Victor Sales Growing

The Ohio Talking Machine Co., Victor jobber, reports that its business has been very good in the past four weeks, particularly in records. The call for records from Victor dealers in Cincinnati territory has been heavy. The weekly release of new records has won a firmly entrenched position with Victor fans and has proved to be one of the most popular policies of any company. The double-face Red Seal records have been selling well. The demand for Victrolas has held up splendidly and the sales thus far this year have held practically on a par with those during the first part of 1923. The outlook for a busy Fall, at least in so far as the Victor is concerned, is excellent.

Cashed in on Convention

Widener's Grafonola Shop, West Fourth street, was one of the stores in the city that placed a radio set at its entrance so that passers-by could listen in on the Democratic Convention in New York City.

HONEST QUAKER SPRINGS
AND
REPAIR PARTS

ARE DISTRIBUTED
BY
Arthur Brand & Co.
1618 VINE STREET
CINCINNATI, O.

We Serve
Ohio
Indiana
Kentucky
West Virginia

"Try Us for Service"

Portable Survives Cyclone

JOHNSTOWN, PA., July 1.—A. Ohlson, general manager of the Modernola Co., of this city, manufacturer of the Modernolette portable, is in receipt of an interesting communication from a Modernolette dealer describing the remarkable durability of this portable.

J. K. Williams, who handles the Modernolette in Why Not, Miss., writes that on May 27 a cyclone destroyed his home and all he had. Not a piece of furniture in the home was left, piano, sewing machine, desk, typewriter, two large phonographs, as well as the usual house furniture being destroyed. Luckily, his family, consisting of wife, son and little daughter, marvelously escaped without a scratch. Of the house furniture the Modernolette alone survived, the only casualty being the breaking off of the winding crank.

Mr. Williams writes: "Kindly send me a crank for the lone surviving Modernolette. I have some prospects for the Modernolette and hope to do good business this Fall."

In substantiation of these remarkable facts Mr. Ohlson has in his possession a photograph of the utter ruins of Mr. Williams' home. The survival of the Modernolette constitutes a decided tribute to the durability of the construction of this machine.

United Music Co. Branch

ROCKLAND, MASS., July 5.—A permanent branch of the United Music Co. chain has been opened here recently by Charles Feldman and Charles Popkin, proprietors of that concern. This makes the seventh store operated by this company.

For the Protection of the Public and in the interest of better RADIO

Neutrodyne

The wonder word of radio today—Neutrodyne! It means hearing clearly, with enjoyment in your own home, a violin virtuoso in Havana, a smart dance orchestra in Chicago, southern drawl from Dallas, a celebrity in New York or Washington, all by a few predetermined twists of the forefinger and thumb.

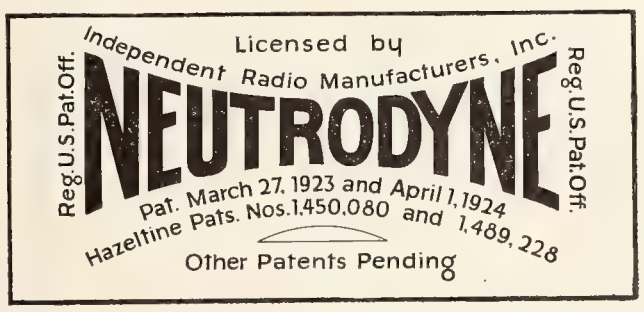
Clarity and volume of sound over great distances—quick tuning in with any broadcast station you have charted, total elimination of interference by other broadcast stations, no "squealing" by your "set" to get on your nerves and the nerves of your neighbors.

This is what Neutrodyne has done for Radio. The public's eager, universal acceptance of the Neutrodyne principle is the best possible evidence of the practical value of the invention.

But, like all successful inventions, Neutrodyne was pounced upon by commercial vultures, hungry for profits to which they had no right. Hence this warning:

Look for the Neutrodyne Trademark

Purchasers of radio sets are warned to be on their guard against radio receivers which are being advertised and offered for sale as Neutrodyne receivers but which do not carry the Neutrodyne trademark. Purchasers of radio parts are warned against coils and condensers which are being advertised and offered for sale as Neutroformer and Neutrodon, but which do not carry the Neutroformer and Neutrodon trademarks. Such apparatus is spurious and generally of the lowest quality. Result: poor reception, no satisfaction, no redress.



Neutrodyne, Neutroformer and Neutrodon are trademarks of the Hazeltine Corporation as applied by it to a patented receiving set and parts, all invented by Professor L. A. Hazeltine (Stevens Institute).

There are but fourteen manufacturers in the world licensed to manufacture and sell Neutrodyne receivers, Neutroformer coils and Neutrodon condensers. These fourteen manufacturers are listed below.

Remember, every genuine Neutrodyne receiver carries the Neutrodyne registered trademark. This trademark always appears on a uniform nameplate, sometimes on the outside but usually on the inside of the cabinet. Be sure to look for this trademark when you buy your radio. The nameplate, also bearing the manufacturer's serial number, is your assurance that your receiver embodies the Neutrodyne principle, is factory built and guaranteed by a responsible, licensed manufacturer and sold by a responsible dealer.

Patents and Trademarks Protecting Neutrodyne

The trademark Neutrodyne, together with the companion trademarks Neutroformer (covering transformer coils) and Neutrodon (covering the small balancing condensers entering into the circuit of Neutrodyne receivers), means that the apparatus bearing these trademarks embodies the inventions of Professor L. A. Hazeltine as set forth in U. S. Letters Patent No. 1,450,080 and No. 1,489,228, issued March 27, 1923, and April 1, 1924, and patents pending, the trademarks Neutrodyne, Neutrodon and Neutroformer, being registered in the U. S. Patent Office, certificates Nos. 172,137, 172,138 and 172,139. All apparatus, embodying these patents and carrying these trademarks, is the product of one of the fourteen manufacturing companies below mentioned, which are sub-licensed by the Independent Radio Manufacturers, Inc., the exclusive licensee of the Hazeltine Corporation, the sole owner of all the patents and trademarks enumerated.

The Hazeltine Corporation and the Independent Radio Manufacturers, Inc., are exerting every effort to safeguard the public against infringing apparatus by prosecution of infringers. Pending the effective suppression of infringements, by orderly process of law, this statement, together with the co-operation of the trade, will protect the public.

Genuine Neutrodyne Receiving Sets are made by these 14 manufacturers ONLY

American Radio & Research Corp'n
Medford Hillside, Mass.

F. A. D. Andrea, Inc.
New York City

Broadcast Manufactures, Inc.
Brooklyn, N. Y.

Carloyd Electric & Radio Co.
New York City

Ware Radio Corporation
New York, N. Y.

Eagle Radio Company
Newark, N. J.

Freed-Eisemann Radio Corp'n
Brooklyn, N. Y.

Garod Corporation
Newark, N. J.

Gilfillan Bros., Inc.
Los Angeles, Cal.

Howard Manufacturing Co., Inc.
Chicago, Ill.

Wm. J. Murdock Co.
Chelsea, Mass.

Stromberg-Carlson Telephone Mfg. Co.
Rochester, N. Y.

R. E. Thompson Manufacturing Co.
Jersey City, N. J.

The Workrite Manufacturing Co.
Cleveland, Ohio

HAZELTINE CORPORATION

(Sole Owner of Neutrodyne Patents and Trademarks)

INDEPENDENT RADIO MANUFACTURERS, INCORPORATED

(Exclusive Licensee of Hazeltine Corporation)

Improvement in Talking Machine Demand in Baltimore Creates Trade Optimism

Portables a Feature of Trade—Movement Under Way for Retail Co-operative Ad Campaign—Retailers and Wholesalers Point to Bright Outlook—Month's News of the Trade

BALTIMORE, MD., July 10.—While the radio business has slumped to a certain extent during the past month, due principally to hot weather, the phonograph business generally has been good, according to reports of the retail trade. With the opening of the Summer resorts in this vicinity there has been a large demand for portable machines and the record business has exceeded the expectations of the trade.

Other types of phonographs have also been in fair demand and, as one dealer put it, "I guess the phonograph people are getting their share of what business is being done; in fact, judging from what I am told by men in other lines, I believe we are getting a little bit better than our share of business."

July and August are accepted as the dullest months in the year in all lines of business in this section of the country, being termed the vacation period. Thousands of Baltimoreans take their vacation during these two months and naturally business of all kinds slumps until about the first of September.

Talk of Co-operative Advertising Campaign

While yet in a tentative state a movement is now under way here among the retail dealers looking to a co-operative advertising campaign during the Fall and Winter. The plan as outlined calls for an extensive advertising campaign in the daily papers in which a certain type of machine and records will be featured and every dealer selling this particular machine will have an advertisement on the page and pay a pro-rata share of the cost. It is believed that this will bring better results than individual advertisements, which naturally must be small and in many cases are lost among the larger advertisements of the department and other stores.

Advocates of the plan say that it will not only bring better results but at the same time will result in creating a better feeling among the trade and to a large extent do away with much of the "cut-throat" business that has cropped up in the trade recently.

It could be handled through the different dealers' associations and a move is now under way to organize a Brunswick Dealers' Association, the Victor and Columbia dealers being already organized.

Doing Well With New Lines

Although entering two new trade fields during the dull season, Cohen & Hughes, Inc., report a very satisfactory business so far for both the DeForest radio and the musical instrument line of the Fred Gretsch Co., being exclusive distributors for the latter in the territory which they cover as Victor jobbers.

William Biel, vice-president and general manager of the concern, recently returned from a trip throughout Virginia and in discussing the situation affecting both the radio and talking machine fields, said in part: "Radio representation in general is not what it should be, but within a few weeks we have started to clean up the situation by establishing thirty-five fine musical outlets for the goods we handle and the dealer buying from Cohen & Hughes is going to be enabled to put up such aggressive, powerful and clean competition that he will put out of the running competitors who are trying to sell obsolete or imperfect merchandise. We propose to demonstrate that the talking machine market is not only the permanent but the predominant market for radio goods, always bearing in mind that there is no music-reproducing instrument on earth like the Victrola."

Cohen & Hughes, Inc., report dealers in this territory are getting good results from the sticker form of advertising in which a Victor record is featured each week and which they are supplying the trade at actual cost—15 cents a hundred.

Columbia Sales Grow in This Territory

Columbia Wholesalers, Inc., distributors for the Columbia, report big sales and the new $100 console and portable machines, both of which are enjoying a great demand in this territory.

"Sold out completely on three popular models, the No. 239 console, the No. 520 console and the No. 430 upright," said Vice-president William H. Swartz, who has his hands full looking after the business of the Columbia wholesalers while President Andrews is on his honeymoon in Europe, having been married to Miss Evelyn Wilcox, of this city, on the 21st of last month.

"In the radio line we note a very good demand for the portable sets," said Mr. Swartz, "and are featuring these models to good advantage in our advertising to the trade. The record business is better this year than for some years past and the Fourth of July sales were way ahead of those last year. We were sold out of the Bessie Smith record 14023-D, 'Frankie Blues' and 'Hateful Blues,' right along ever since it came out, while No. 14020-D, 'Sorrowful Blues' and 'Rocking Chair Blues,' are still going strong. The advance sale on 143-D, 'I Love Mizzoura' and 'When Dixie Stars Play Peek-a-Boo,' was among the largest holiday business that we have ever had. Generally speaking, we have no complaint about business and the outlook for Fall and Winter trade is very encouraging," Mr. Swartz concluded.

Radio Cabinet Co. Incorporated

The Capital Radio Cabinet Co. has just moved into its new factory at 901 South Fourth street. The factory is equipped as a woodworking plant to produce radio cabinets. The plant has a weekly capacity of from 1,000 to 1,500 cabinets, which are produced in various sizes.

On Your Mark!

Ready?

Go!—After that Victor Business

It's There!

Cohen & Hughes
INCORPORATED
VICTOR PRODUCTS
WHOLESALE EXCLUSIVELY
BALTIMORE WASHINGTON

"Noted *for* Service"

Metropolitan Retailers Refurbishing Their Stores

Zimmerman-Bitter Co. Closes Deals for Important Store Fixture Installations

The Zimmerman-Bitter Construction Co., installers of equipment in talking machine stores, has recently secured several contracts for the installation and equipping of phonograph dealer shops near the metropolitan district. This company will remodel and install equipment in the store of Jerome W. Ackerly at Patchogue, L. I. The installation will consist of four hearing rooms, record racks, sheet music, musical instrument cases, new offices and display rooms on the main floor. The entire second floor will be done over as a modern piano display room in French period design and the interior redecorated throughout. This installation will be one of the most attractive in the vicinity, according to A. Bitter, of the Zimmerman-Bitter Co. Jerome W. Ackerly is constructing a new building in Patchogue which will also be finished throughout by the company.

The Broad & Market Music Co., Newark, N. J., is having its entire store remodeled and additional record racks, sheet music and musical instrument cases added. The company is also having similar work done at its new store at 867 Broad street, Newark, by the Zimmerman-Bitter Co.

Sings at Convention

Anna Case, the popular Edison artist, started off the long-winded National Democratic Convention at Madison Square Garden, N. Y., on June 24, with the spirited singing of "The Star Spangled Banner," for the rendition of which she received much applause. By means of radio Miss Case's voice was carried to several million radio fans throughout the country.

ROYAL

is the most valuable franchise in the music field today!

INVESTIGATE the new Royal line of Phonographs, combination Phonograph and Radio and Neutrodyne Radio models.

Successful *retail merchandising* depends upon just the very things that the

Royal

line can prove in a dealer's store

1. INCREASED TURNOVER. Royal instruments are *bought* on sight because they are *better* and *different*.
2. LESS INVESTMENT per dollar sales in *Royal;* therefore, greater profit.
3. ROYAL INSTRUMENTS on a dealer's floor show up other merchandise, the handling of which does not pay.

Write, telephone or wire for the Royal plan. Our representative will gladly explain.

District Representatives

WILLIAM A. CARROLL
802 Bramson Building, Buffalo, N. Y.

EDRAY SALES CORP.
532 Republic Building, Chicago, Ill.

H. N. BUCKLEY
Cincinnati, Ohio

RADIO EQUIPMENT CO. OF TEXAS
1319 Young Street, Dallas, Texas

BERGER SALES CO.
817 Liberty Avenue, Pittsburgh, Pa.

BLACKMAN SALES CO.
2002 Grand Avenue, Kansas City, Mo.

BRUNNER & LUKAS
881 Broadway, New York City

S. E. LIND, INC.
Cleveland, Ohio

H. N. BUCKLEY
615 Peoples Bank Building, Indianapolis, Ind.

ROBERT HARRIS
1015 Chestnut Street, Philadelphia, Pa.

S. E. LIND, INC.
2765 West Fort Street, Detroit, Mich.

MARKS PHONOGRAPH & RADIO CORP.
2215 Pine Street, St. Louis, Mo.

ADLER MANUFACTURING CO.
Louisville, Ky.

Address all communications to
LAMBERT FRIEDL
Vice President and General Sales Manager
881 Broadway New York City

ROYAL
The Perfect Phonograph

Reg. U.S. Pat. Off. — Licensed by Independent Radio Manufacturers, Inc. — NEUTRODYNE — Patented March 27, 1923, Hazeltine Patent No. 1450080 — Other Patents Pending — Reg. U.S. Pat. Off.

ROYAL NEUTRODYNE*
The Perfect Radio

***Made by Broadcast Manufacturers, Inc.**

Cleveland Retailers Handling Radio Cash in on the Political Conventions

Thousands Listen to Political Convention Proceedings Over Radio in Homes and Stores, Creating Excellent Publicity—Friendly Spirit Dominates Dealers' Meeting—The News

CLEVELAND, O., July 7.—Probably the best piece of publicity for the music industry as a whole that talking machine dealers have had to take advantage of was presented in the Republican convention in Cleveland and, to a somewhat lesser degree, the Democratic convention in New York. Every music merchant in town, and especially those in the downtown district, since they handled radio, anyway, was able to present the activities at these meetings to visitors in the stores as well as persons who gathered outside the stores. It is the opinion of merchants who attended to this business of interesting the public that a good many prospects have been developed, in not a few instances actual sales already developing.

Claravox Radio Speaker Interests

Some of the best results in this connection were obtained by the H. B. Bruck & Sons Co., using the new Claravox speaker supplied by C. H. Kennedy, sales manager of the Claravox Co. The new Claravox speaker is a departure in radio equipment devices. Among many features it is non-metallic, a big step forward. It is the development of C. E. Semple, inventor and perfector. Mr. Kennedy and Mr. Semple are officers of the reorganized Claravox Co., with factory in Youngstown and offices at 1242 Huron road.

Convention Tie-ups

Good use of radio during the Republican convention week also was made by the Ohio Musical Sales Co. with the Sonoradio. A party to dealers both in and out of town was arranged by Grant Smith, head of this new wholesale distributing organization.

In connection with the convention and the receiving sets at the Bruck establishment, the Brucks installed their own broadcasting equipment. The license feature prevented distance work, but, though kept to narrow confines, it was sufficient to broadcast in the immediate vicinity the music from talking machines and reproducing pianos, which could be seen operating in the windows.

Good Time at Association Meeting

Friendly spirit that is created and sustained through association work seldom has had a better demonstration than in the June meeting of the Music Merchants' Association of Ohio, held at Alber's Villa, west of Cleveland. Close to 100 persons attended, many members bringing guests. The affair developed into a social good time, with dancing, dinner, indoor and outdoor sports. Edward B. Lyons, Eclipse Musical Co., supplied automobiles to take the party out. The program was arranged by the gifted president, Dan E. Baumbaugh, manager of the May Co.'s talking machine department. John R. Ortli, South Side music merchant, brought his jazz band. F. C. Erdman, district representative for Victor, sang. John De Bello, of the May Co.'s piano department, gave an idea of what he was able to do when a member of the Chicago Grand Opera Co. and other talent was enjoyed.

Fine Publicity Tie-ups

Several new amusement enterprises have served as a link for the music industry to tie up to during the last few weeks. Conspicuous among them is the Euclid Gardens, which brought Vincent Lopez and His Hotel Pennsylvania Orchestra to town for the second time this season, through the effort of the Record Sales Co. More than 7,000 persons saw as well as heard the gifted Lopez. The Lopez group played later at Market Street Gardens, Akron, and then left for New York.

The next event at the Gardens was the Mound City Blue Blowers, brought from Atlantic City by the local Brunswick district organization. The tie-up between the phonograph and the artist was significant here, in that several late models of Brunswicks, as well as Brunswick records, were exhibited at the Gardens during the Blowers' stay here.

Capitalize Ted Lewis' Appearance

One of the best contacts between the artist and the public was obtained by the Cleveland Columbia branch organization here with the appearance of Ted Lewis and His Band. Personal appearances were made at William Taylor Son & Co. and at the R. L. White Music Co., The Arcade. The White Co. went further by installing a box on the stage at every performance of the Lewis Band, and distributed tickets to every patron. More than 300 records were given away.

Dan E. Baumbaugh a Publisher

Dan E. Baumbaugh, manager of the May Co. talking machine department, has entered the ranks of the music publishers. His first venture is with "Sweet Rose O'Sharon," music by J. F. Karhan, assistant manager of the May Co. piano department, and words by Miss Marion Campbell, also of the May Co. staff. The original 20,000 issue was well absorbed during the first week.

New Publicity Device

A new advertising device for music and other merchants is being developed by Edwin Holt, of the Knabe Warerooms, Victor dealer. This device is a motion picture machine, electrically lighted and operated, in which an eleven-foot continuous tape is used. On this tape can be written, printed, pasted or stamped any pictures or words a merchant wants to use. By a system of reflectors the words and pictures are thrown on either a screen at the rear of a window or upon a translucent screen on the window. A picture one foot by three feet, or a scene covering the entire window can be made. Mr. Holt is considering the formation of a company to distribute the device. A factory for the manufacture of the machines already has been established.

Miss Lillian Meier Wed

Miss Lillian Meier, secretary-treasurer of the L. Meier & Sons Co., Victor dealer, was married on June 18 to Raymond Murdock, who is with the Van Sweringen interests, developers of the Station-on-the-Square. The wedding party was at Hotel Cleveland, where Louis Meier, Sr., did himself proud with an unusual supper and entertainment.

New Empire Plant Producing

The Empire Phono Parts Co. has completed its new plant, and is now going ahead with production. The new plant is located at 2261 East Fourteenth street, a block from Play House square and the center of music trade activity in Cleveland. This is an advantage for the trade that may want immediate service on replacements. The Empire, however, devotes most of its attention to the production of materials for manufacturers, and, according to W. J. McNamara, is working overtime in order to make prompt delivery. New equipment, a showroom for new devices developed, and an almost entirely daylight plant are features of the new factory.

Last month some Victor dealers in Eclipse territory enjoyed unusually good business while others experienced the usual June quietness.

We compared their selling methods and it was self-explanatory. The first and more successful group of dealers WENT OUT AFTER BUSINESS while the latter merely WAITED FOR BUSINESS TO COME IN.

The barometer of business activity usually rises in exact ratio to the amount of sincere sales effort put forth.

THE ECLIPSE MUSICAL CO
VICTOR WHOLESALERS CLEVELAND OHIO

Sherman, Clay Branch Moves

BAKERSFIELD, CAL., July 3.—Plans are now under way for the removal of the local store of Sherman, Clay & Co. to its new home at 1518 Nineteenth street, in the Southern Hotel Building. E. R. Armstrong, San Joaquin valley representative for this house, has been on hand here for several days to superintend the move. The Bakersfield branch of Sherman, Clay & Co. was established about fifteen years ago.

A radio receiving set functioning in a mine shaft 120 feet underground picked up concerts from local and distant stations without difficulty, showing that radio waves can penetrate the rock.

"THE DIFFERENCE IS IN THE TONE"

The Starr Piano Company

STARR PIANOS for over half a century have represented highest ideals of craftsmanship. Each Starr Made Grand, Playerpiano and Upright represents a value known the world over.

STARR PHONOGRAPHS from the smallest table style to the elaborate console model possess musical worth which is the result of a careful coordination of each part into a perfect symmetry.

GENNETT RECORDS represent the highest attainment in the art of sound recording. Their variety, perfect reproduction and real musicianship of the artists have made them musical gems of rarest charm. Released every week.

THE STARR PIANO COMPANY

Established 1872 *Factories: Richmond, Indiana*

NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO, PORTLAND, KANSAS CITY, BIRMINGHAM, NASHVILLE, DETROIT, CINCINNATI, BOSTON, CLEVELAND, INDIANAPOLIS.

Trade in San Francisco Interested in the Proposed Convention of Coast Dealers

Convention Plans Practically Completed—Death of George R. Hughes Shocks Entire Trade—Successors to Posts Held by Deceased Appointed—Activities of the Trade During Month

SAN FRANCISCO, CAL., July 3.—The entire music trade of this city was greatly shocked to hear of the death of George R. Hughes, secretary of the Wiley B. Allen Co., who passed away at the Mercy Hospital in Chicago after a week's illness from bronchial-pneumonia. Mr. Hughes was stopping for a few days in Chicago en route from New York, where he attended the annual convention of the Music Industries Chamber of Commerce and where he was signally honored by being elected to the presidency of the National Association of Music Merchants. Mr. Hughes was fifty-six years old and was connected with the Wiley B. Allen Co. for twenty-two years, starting as a salesman and working his way up to the position of secretary and member of the board of directors. In addition to his business responsibilities Mr. Hughes was most active in civic and trade affairs.

Successors to George R. Hughes

The position held by George R. Hughes as head of the committee preparing for the Western Music Trades convention to be held the latter part of this month has been taken up by Philip T. Clay, president of Sherman, Clay & Co. At the same time E. H. Uhl was selected by the executive committee to act as chairman of the executive committee. This position was left vacant by the death of George Marigold in May. The death of Mr. Hughes left unfilled the position of president of the Music Trades Association of Northern California, which has since been filled by the appointment of Shirley Walker, of Sherman, Clay & Co. A vacancy on the board of directors was filled by the selection of Frank Anrys, general manager of the Wiley B. Allen Co.

Convention Plans Completed

Plans for the coming convention are rapidly assuming definite shape and it is safe to say that when the gavel falls on the morning of July 22 everything will be in ship-shape order. Advance reservations have more than exceeded the expectations of those who are in charge of this Western gathering and every committee reports that every detail has been attended to. The position which radio has assumed in the music trades has been recognized and the subject of merchandising radio products will receive a large share of attention. The transportation problem will also be the cause of much discussion, as will the usual subjects, such as sheet music, small goods, pianos and talking machines.

"Victor Night" at Convention

The first night of the convention will be known as Victor Night and arrangements have been completed for a dinner-dance to be tendered to the entire convention with three Victor recording orchestras, all popular on the Pacific Coast, furnishing the musical features and dance music. The affair will take place at the St. Francis Hotel and the orchestras are Art Landry's, Max Dolin's and Halstead's. It is expected that the new Victor plant at Oakland will be a magnet that will attract many of the conventioners as visitors, an invitation having been extended to all.

Hauschildt Opens Branch

A branch store of the Hauschildt Music Co. has been opened in Manteca, Cal. Manteca is one of the small but rapidly growing towns in the San Joaquin Valley. The store will be located for a time in a portion of the Alger Furniture Store, but, as soon as business warrants and a desirable location can be secured, the company will have its own store. Talking machines, records and pianos are carried.

Magnavox Co. Moves

The Sonora distributor for the San Francisco territory, the Magnavox Co., formerly located at 616 Mission street, has moved to 274 Brannon street. F. B. Travers is manager of the Sonora organization for the Pacific Coast.

Tie Up With Isham Jones

Brunswick dealers tied up with the appearance of Isham Jones, exclusive Brunswick artist, at the Orpheum Theatre here recently. The sales of records by this popular artist were stimulated greatly. This is Mr. Jones' first appearance in the Far West and he was under the guidance of C. L. Morey, Coast representative of the Brunswick Co., and J. J. Black, of the Wiley B. Allen Co.

Big Call for Columbia Products

The local branch of the Columbia Phonograph Co. reports that the past month has seen a satisfactory demand for portables crop up in both the city stores and in the different branches scattered along the Pacific Coast. The holiday and vacation season is in full swing and the desire for music as a necessary adjunct to a successful vacation is reflected in the demand for the portable type of instrument. Records are selling briskly and O. E. Sklare, Columbia dealer, of Portland, Ore., informed the Columbia headquarters that the New Process records are selling in a most satisfactory fashion, the demand being of large proportions and growing consistently.

Adds Brunswick

The White House, well-known department store, recently added the Brunswick line of phonographs and records. The talking machine business of this store has been growing steadily.

Stages Radio Demonstration

The City of Paris is doing a steady business in radio sets and recently announced that demonstrations would be given three nights during the week on Tuesday, Thursday and Saturday, between the hours of 7:30 and 10 o'clock. These hours were selected because reception is better at this time and the programs are more interesting.

Good Portable Business

J. J. Black, of the Wiley B. Allen Co., reports that portables are selling well in all the stores operated by the company. The record trade also continues to be brisk.

A Radio Receiving Set Is No Better Than Its Tubes

Manufacturers who build business on performance insist upon testing and placing tubes of guaranteed grade in every receiving set they sell.

VOLTRON TUBES are thoroughly tested at our factory and absolutely guaranteed to meet the needs of your production.

VOLTRON Guaranteed Tubes

Made in all standard types.

Manufacturers and Distributors:
Write for our proposition.

VOLTRON SALES COMPANY
227 Fulton Street New York City, N. Y.

VOLTRON MANUFACTURING COMPANY, *Newark, N. J.*

General Phonograph Corp. Enjoys Increased Demand

The New York district office of the General Phonograph Corp. reports that the total volume of record sales for the past month shows a 25 per cent increase over the same period of last year. Business is continuing brisk and new accounts are constantly being opened. Music Master loud speakers and portables are also going well. One of the departments of this organization which reports an unusually large increase over preceding years is the needle department. Needle sales are being pushed vigorously and orders for needles in million lots are quite common. Norman Smith, district manager, is quite satisfied with sales and predicts an even greater increase this coming month.

Geo. L. Fuhri Gotham Visitor

Geo. L. Fuhri, a son of W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., was a visitor to New York recently on a business trip which included a call at the Columbia factory in Bridgeport and an inspection of the recording laboratories. Mr. Fuhri is a member of the staff of the Columbia Wholesalers, Inc., at St. Louis, Mo., and his keen enthusiasm regarding his work is reflected in the rapid strides he is making under the able direction of A. B. Creal, vice-president and general manager of the Columbia Distributors, Inc.

Music on Lake Steamers

The music for dancing and entertainment on the fleet of excursion steamers operated on the Great Lakes and tributary rivers by the White Star, Ashley and Dustin lines will again be furnished this Summer by Finzel's Orchestra. Wm. Finzel, manager of Finzel's Orchestra, is the personal director of the Finzel's Arcadia Orchestra of Detroit, exclusive Okeh dance orchestra and well known to dance enthusiasts in the Middle West.

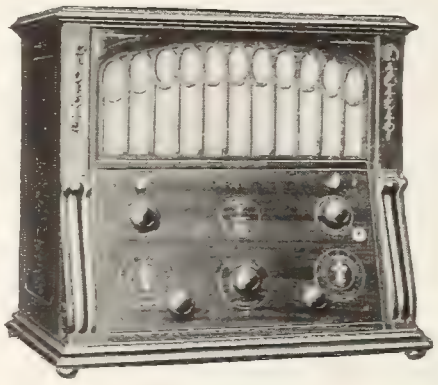
Announcement

To Radio Manufacturers who are satisfied with nothing but the best, we now offer the facilities of our new modern cabinet works in the making of radio cabinets.

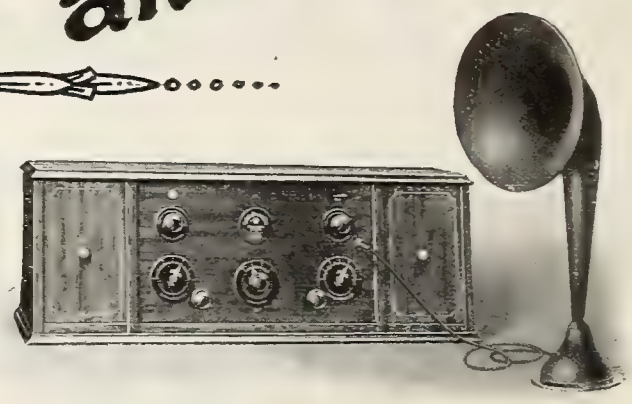
We will be pleased to figure your requirements and submit prices on quantity orders upon receipt of specifications.

RADIO MASTER CORPORATION
of AMERICA

BAY CITY, MICH. F. B. WARD, Pres. & Treas.



The Radiola X and the Radiola Regenoflex



PITTSCO

Two Radiola Models of Particular Interest to the New England Talking Machine Dealer

The Radiola line, with its slogan "There's a Radiola for every purse," offers the talking machine retailer the best there is in radio. It is our intention, however, to feature from time to time various individual models of the Radiola line and their strong merchandising appeal for the talking machine dealer.

With the Radiola X you can feature a new and beautifully cabineted instrument, with reception that is particularly clear and true. The selectivity is so sharp that no near station can interfere with distant programs—so simple that a beginner can operate it. A built-in loud speaker is one of its outstanding achievements.

The Radiola Regenoflex is a modified Radiola X in mahogany cabinet with external loud speaker and retails at a popular price. Both models have their individual appeal and offer the talking machine retailer numbers that are bound to make his radio department profitable.

As distributors of Radiola products it is our aim to confer with our dealers in the most efficient presentation of the line. Our service department is ready at all times to be of assistance to the dealer. We are able to serve our dealers with the best in the radio field.

If you are a talking machine dealer situated in New England it will pay you to write us today. Pittsco service is designed to increase your turnover and profits.

F. D. PITTS COMPANY

INCORPORATED

219 COLUMBUS AVENUE BOSTON, MASS.

RADIO MERCHANDISE EXCLUSIVELY — EXCLUSIVELY WHOLESALE

The Trade in BOSTON and NEW ENGLAND

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

Growing Sales of Portables Increase Business Volume in Boston Territory

Expectations for Busy Fall Prevalent—Elks' Convention Brings Crowd to City—H. Fleishman Again With Steinerts—Columbia Trade Welcomes W. S. Parks—Send-off for Fred E. Mann

BOSTON, MASS., July 8.—Business in this city and surrounding territory has assumed its usual Summer condition—that is, it has slowed up to a very marked degree. Somehow or other people take it for granted there is no business in the Summertime and, therefore, there is a complete cessation of strenuous striving—a letting down of the bars, so to speak—with the result that July and the first half of August is always looked upon as a recreation period. Portable machines and records are being sold in fair quantities, however, without any tremendous appeal on the part of the dealers. Everyone here looks for a very excellent Fall trade and dealers who are stocking radio in addition to talking machines expect the largest volume of business ever transacted.

Elks' Convention Brings Crowds to City

Business was a little stimulated this week owing to the big Elks' convention which opened here yesterday. It brought an enormous crowd to Boston, and the city has been all keyed up over the gathering. The stores are handsomely decorated, and grandstands have been erected at several points throughout the city to accommodate the sightseers. In view of the fact that the Elks bring with them a great many of their home folks, they always leave considerable money in the city.

H. Fleishman Back With Steinerts

The house of M. Steinert & Sons, always glad to welcome back old and faithful employes, has got Herman Fleishman, who left the Boston concern early last September to take charge of the retail Victor department of Marcellus Roper in Worcester. While recognizing that the retail field is a good one and has its special advantages, Mr. Fleishman had become so used to the wholesale end of the business that he felt that was where he really belonged and, returning to his old house, he has been assigned to a part of his former territory, which was taken over by Emmet Ryan when Fleishman went up to Worcester. The Steinert Co. now has six outside representatives, Fleishman and Ryan being the two oldest ones. Fleishman will act as special representative, covering western and southern Massachusetts and the States of Rhode Island and Connecticut.

New Englanders at Convention

There was a good representation of Brunswick men from New England over for the New York convention, these including C. F. Hanson, of Worcester; Alfred Pearson, of Worcester; Mrs. Pearson, Mr. Knipper, and Fred Gardner, of Lawrence; H. M. Curtis, of Lynn; Mr. McIntyre, of Manchester, N. H., and Mr. Miller and Mr. Titus, of Boston, the latter manager of the Jordan-Marsh Co.'s talking machine department; Mr. Maurice, of New Bedford, and Mr. Popkin, Mr. Feldmann and Mr. Davis, of the United Music Store, of Brockton. Harry Spencer, New England manager of the Brunswick Co., was on hand and he acted as host to several merry parties. Platt Spencer, Harry's brother, was in New York for a couple of days.

Window Service Pleases

Speaking of the Brunswick it is of interest that the New England dealers are quite enthused over the new window display service and more than 40 per cent of the dealers have subscribed to the service, which includes five cards set in attractive frames and featuring new releases.

J. Z. Kelley Becomes Brunswick Dealer

A new Brunswick dealer which Kraft, Bates & Spencer have just signed up is John Z. Kelley, of Lynn, who is one of the best-known talking machine dealers in that city. Mr. Kelley's initial order of Brunswick goods was a very large one.

Outing Portable in Demand

Seasonable business is the way the conditions at the A. C. Erisman Co. are described this month. The special outstanding line for which there is a pronounced demand is the Outing portable, which is finding favor with those planning their Summer vacations. Mr. Erisman has lately made a careful survey of the territory embracing such places as Hartford, New Haven, Waterbury and New Britain, Conn., where he found business about the same as in other places.

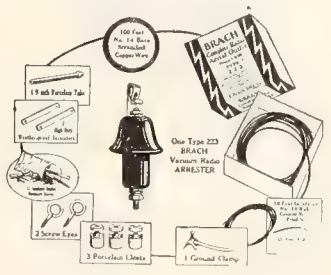
Artistic Vocalion Display

Vocalion Hall, where the Vocalion, Edison and Victor machines are featured, has a very interesting window display which is attracting many persons. At the left is a beautifully

(*Continued on page* 80)

Standard Radio Products

Exclusively



Wholesale

Send for Catalog

The Eastern Talking Machine Co.
85 ESSEX STREET
BOSTON MASS.

Ditson Victor "HIS MASTER'S VOICE" REG. U.S. PAT. OFF. *Service*

PROFIT BY THAT 48 PER CENT

The Victor Co. announces that Victrola production this year will exceed by 48 per cent that of 1923—This means that there is a definite market for these extra Victrolas. Make arrangements now to enjoy YOUR 48 per cent increase in machine sales this year. That's your share.

OLIVER DITSON CO.
BOSTON, MASS.

Victor Exclusively

CHAS. H. DITSON & CO.
NEW YORK

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 79)

Sales
Ideas
Win

Exclusively

Wholesale

The Eastern Talking Machine Co.

85 ESSEX STREET
BOSTON MASS.

gowned bride against a handsome and artistic setting and on the opposite side is a Vocalion machine suggestive of an appropriate wedding gift.

C. B. Snow to Open in Portland

Charles B. Snow, of Cressey & Allen, of Portland, Me., was in town during the month and it is understood he is going into the retail business in Portland. Mr. Snow has rather extensive interests musicwise and under the name of the Maine Music Co. he conducts successful stores at Rockland and Sanford, Me., and at Colebrook and Berlin, N. H. Mr. Snow was hoping to have his new Portland establishment opened by July 1.

New Columbia Manager Welcomed

William S. Parks, who has come to Boston as the successor of Fred E. Mann as manager of the New England department of the Columbia Co., arrived in Boston soon after the middle of June, and he received a royal welcome from

William S. Parks

everyone. On reaching his desk he found a large cluster of carnations, the gift of the office staff. On one day he was tendered a lunch by Mr. Mann and on another day he was the guest at a luncheon by Arthur C. Erisman, who now has his own company but was formerly a member of the Columbia personnel. Mr. Parks had not been in town but a short time before he was made to feel at home and he was called upon by many in person, received both letters and telephone calls, all wishing him the best of success. So Manager Parks starts off with the best wishes of a host of friends. He came North from Atlanta, Ga., by auto, stopping off first at Baltimore, then at New York, and reaching Boston without any mishap.

Fred E. Mann Gets Cordial Send-off

On the afternoon of June 20 retiring Manager Fred E. Mann was given a cordial send-off by the Columbia office force, Columbia branch associates and personal friends who gathered at the Columbia headquarters at closing time. Assistant Manager William R. Fleming acted as toastmaster and Mr. Parks made an address referring to the old days when he was so pleasantly associated with Mr. Mann at the old Columbia headquarters on Federal street. Mr. Mann, on behalf of his large following, was presented with a complete golf outfit which pleased him immensely and in his acceptance spoke of his seven pleasant years with the Columbia staff. Among those who had part in the occasion were Sales Manager McClure, of the dictaphone department, and G. P. Donnelly,

SPRINGS

VICTOR		
1¼"x.022x17', bent each end	No. 6543	$.57
1¼"x.022x18' 6" marine ends	No. 3014	.58
1¼"x.022x17' bent arbor	No. 5362	.57
1¼"x.022x13' bent arbor	No. 5423	.50
1¼"x.022x9' bent arbor	No. 5427	.42
1¼"x.022x9', bent each end	No. 6542	.42
1"x.020x13' 6" marine ends	No. 2141	.32
1"x.020x15' marine ends	No. 3335	.35
1"x.020x15' bent arbor	No. 5394	.38
1"x.020x15', bent at each end	No. 6546	.43
COLUMBIA		
1"x.028x16' crimp arbor, new style	No. 20009	.67
1"x.028x10' Universal	No. 2951	.34
1"x.028x11' Universal	No. 2951	.36
1"x.030x11' hook ends		.45
1"x11' for motor No. 1	No. 1219	.35
HEINEMAN		
1"x.025x12' motors, Nos. 33 & 77		.35
1 3/16"x.026x19', also Pathé		.75
1 3/16"x.026x17'	No. 4	.59
MEISSELBACH		
⅞"x10' motors, Nos. 9 & 10		.29
1"x9' motors, Nos. 11 & 12		.31
1"x16' motors, Nos. 16, 17 & 19		.49
2"x.022x16', rectangular hole, 18k10		1.20
SAAL-SILVERTONE		
1"x.027x10', rectangular hole	No. 144	.42
1"x.027x13', rectangular hole	No. 145	.48
1"x.027x16', rectangular hole	No. 146	.58
BRUNSWICK		
1"x.025x12', rect'gular hole, regular	No. 201	.43
1"x.025x18', rect'gular hole, regular	No. 401	.58
KRASBERG		
1"x12' motor 2A; 1"x16' motor 3 & 4; 1"x18' new style	Pear-shaped and rectangular holes on outer end	.45 .55 .60
EDISON		
1½"x.028x25' regular size disc motors		1.25
1"x.032x11', Standard		.55
1 5/16", Home		.70
1 5/16"x18' type A 150, old style disc		1.28
1" Amberola 30-50-75		.56
1 1/16", B 80		1.15
SUNDRIES		
1"x.025x9', pear-shaped Stewart		.34
1"x.025x16', Sonora, Style 30		.52
25/32"x.026x10', P.S. Swiss Motors & Pathé		.36
1¼"x.025x17' round hole, Mandel		.75
¾"x.022x9', pear-shaped small motors		.26
1"x.025x16', pear-shaped hole or rect		.50
⅞"x.023x10', marine ends, Hein. Col., etc.		.29
¾"x.025x10', marine ends, Hein. Col., etc.		.27
⅝"x.020x9', marine ends		.21
½"x.020x9', marine ends		.18
Victor Gov. springs, No. 1729	per 100	.95
Victor Gov. balls, n/style, No. 3302	each	.07
Victor-Columbia Gov.sp.,screw washers, 100		.72
Columbia Gov. springs, No. 3510	per 100	.95
Columbia Gov. ball, lead, flat and spring		.08
Columbia Gov. ball, new style & spring		.08
Turntable felts, wool, green, 10", 15c; 12"		.18

Terms, 2% cash with order.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.

OKeh and Odeon Records

OKEH records, with early releases of the popular song and dance hits recorded by prominent artists, and imported Odeon recordings, revealing the true beauty of Old World music, are bringing new customers to the dealers' stores with regularity.

Helping New England dealers to get their full share of this business by fast, efficient service and hearty co-operation, is

General Phonograph Corporation of New England

126 Summer Street Boston, Mass.

Buy OKeh Needles—They Keep Record Sales Alive!

HORTON-GALLO-CREAMER CO.
NEW HAVEN

VICTOR WHOLESALERS

who serve a small clientele of preferred dealers especially well.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 80)

now of the A. C. Erisman Co., but with the Columbia up to a few months ago.

Planning for Sonora Fall Trade

Business with the New England Phonograph Distributing Co., of which Joe Burke is the head, has been making a good showing for the month of June, and there is, accordingly, much encouragement. Joe has just been over in New York, having gone there to confer with the Sonora people relative to lining up for the Fall program and arranging for shipments. Word has come to Manager Burke that the new low-priced radio and phonograph combined, known as the Sonoradio 242, will shortly be ready for delivery. The new loud speaker which is being put out in connection with the radio outfit is being widely called for and especially by dealers, who pronounce it one of the best of its kind.

K. T. Finney Now Proud Father

Kenneth T. Finney, of the Kraft, Bates & Spencer forces, has become the proud father of an eight-pound boy born at the Finney home in Wollaston. Up to date no one has seen the cigars. The youngster is named for his father.

Edward Kilgore Takes to the Air

Edward Kilgore, assistant manager of the Eastern Talking Machine Co., went over to Westfield a while ago, but not by train or auto. He took the air route, flying from the official field in East Boston and doing the trip, of a distance of about 110 miles, in a little more than an hour. He was accompanied by Captain E. R. Knight, of the air service. Mr. Kilgore remained in Westfield several days and then flew back to Boston.

Visitor From Seattle

A Boston caller who was given a pleasant welcome here was C. H. Cobb, of Sherman, Clay & Co., of Seattle, Wash., who stayed in town for four or five days. Mr. Cobb is a native of Boston and he visited a number of the men in the talking machine trade.

Business Changes Hands

A business transfer which is of interest to the Boston trade is the sale of O'Neil's Music Shop to Korbey's Melody Shop in Lawrence, located at 239-A-241 Broadway, that city. John H. O'Neil, of the first-named store, will remain with the other place, paying special attention to the talking machine business.

Now It's a Maxwell

Watch for Herbert Shoemaker on the road these days. He's got a new car, this time a Maxwell, which supplants his Essex, which he purchased a few months ago. Manager Shoemaker says business at the Eastern Talking Machine Co. is about what it was during May. And, while talking of cars, one must not forget that Edward Kilgore also has a new machine, having just traded his old one for a Cleveland.

Back From Honeymoon

E. H. McCarthy, "Smiling Ed" as he is called in the trade, and his bride are back from their wedding trip, which was spent in Cuba, and E. H. is again plugging away at the Columbia headquarters.

Brief But Interesting

E. D. Coots, assistant general sales manager of the Sonora Co., was in town the latter part of June and called on many of the dealers around Greater Boston, with whom he is very popular.

Francis T. White, of the talking machine department of the C. C. Harvey Co., plans to spend his vacation at Falmouth Heights, where he has been for several seasons.

A new man to join the radio department of the C. C. Harvey Co. is R. H. Mason, lately of Bristol, England.

Lloyd Spencer, general manager of the Silas Pearsall Co., of New York, is expected to be in town over the Fourth of July and will be the guest of Kenneth Reed, Victor manager of the Steinert house at his Summer home in Orleans.

Walter Gillis, who conducts a Victor department under his own name at 429 Boylston street, spent two weeks at his home lately, his absence being made necessary because of illness. He is able to be at his office a few hours each day now, however.

A. J. Jackson, of 415 Boylston street, Victor dealer, is contemplating a trip to the Pacific Coast which will occupy several weeks.

G. D. Shewell, Jr., of the New England department of the Cheney, was over at the New York convention, and since then has been motoring over the road visiting among the Cheney representatives.

Charles H. Farnsworth, head of the Eastern Talking Machine Co., who was a visitor to the Victor Camden factory early in June, plans to open his Marblehead Summer home early in July.

Platt Spencer made a business trip through Maine toward the end of June and found a far better feeling in the trade. He was able to place a number of Brunswick orders.

The Norman W. Henley Publishing Co., 2 West Forty-fifth street, New York, recently announced a revised edition of the "Inventor's Manual, How to Make a Patent Pay," designed as a guide to inventors in perfecting their inventions, taking out patents and disposing of them. The author is George M. Hopkins, a successful inventor with twenty-five years' experience and the revision was made by A. A. Hopkins of the American Statistical Association.

A Message of Vital Importance
to New England's Victor Retailers

New England has long been called The Summer Playground of America. The Summer season offers tremendous possibilities to the progressive Victor Retailer for the sale of portable Victrolas which are particularly adapted for camping, canoeing and all outdoor uses.

VICTROLA VI

Plan Your Summer Campaign Now

VICTROLA NO. 50

Our stocks are complete, but we anticipate a shortage on portable models owing to the unusually large demand.

Anticipate your summer requirements and **Order Now. Delivery guaranteed.**

M. STEINERT & SONS CO.

35—39 Arch Street **BOSTON**

New England Victor Distributors

"STEINERT SERVICE SERVES"

"Proven by Deed—Not Word"

All The World Is Turning to Brunswick

Maximum Discounts and Community Leadership Bring Brunswick Dealers Bigger, More Profitable Business

A Brunswick franchise will mean more money and a bigger prestige in your community. Compare the advantages with those you now get.

1—Maximum discount. More profit per sale, per month, per year. **More profit on your present volume of business.**

2—Direct contact with us. Controlling our own distribution, all dealer transactions are direct.

3—Ample protection of your franchise because distribution is controlled directly by us. Hence the unusual value of a Brunswick **protected** franchise.

4—A wide variety of instruments in all types. Prices ranging from $45 to $775.

5—LEADERSHIP IN MERCHANDISING enabling you to be the leader in your community.

KRAFT-BATES and SPENCER, Inc.
80 Kingston Street Boston, Mass.

California Association Adopts Standard Radio Guarantee and Trade-in Allowance

Radio Division of the Music Trades Association of Southern California Makes First Move in Trade to Protect Dealers From Loss Through Profit-killing Competition

Los Angeles, Cal., July 2.—The Radio Division of the Music Trades Association of Southern California has adopted a standard form of guarantee, which reads as follows:

Standard form adopted June 23, 1924, by the Radio Division of the Music Trades Association of Southern California.

This radio receiving set is guaranteed against defects in materials and workmanship, and to be in perfect working order at time of delivery.

Reception of distant stations with this set is not guaranteed.

Free service will be given for a period of thirty days from date of sale.

Tubes and batteries are not guaranteed as to life, and are replaceable at purchaser's expense.

.....
Dealer

City..... State..... Date.....

I have read the above standard form and I agree to its conditions. Your representative has demonstrated receiving set

....
Make Model Number

to be satisfactory and in good working order.

.....
Purchaser

.....
Witness

.....
Salesman

The use of the above form will tend very greatly to clear the situation in regard to ill-considered promises of long-distance reception and will relieve dealers of the burden of being expected to give unlimited free service.

Standard Radio Trade-in Allowance

A special committee was appointed by the Radio Division of the Music Trades Association of Southern California to investigate and report on a fair basis of exchange or allowance for old and used radio sets in partial payment for new ones. A number of dealers declared that they would not take any old sets as partial payment or in exchange under any circumstances. But it is believed by many that the practice may become general as it exists in the piano, phonograph and automobile businesses. There is also the problem of having some basis of credit for radio sets bought by customers and after use of few weeks or months offered as part payment towards sets of higher prices from the store where they were purchased originally. The committee has recommended that the basis of exchange and trade-in value be estimated under the following schedule:

Allowance on Radio Set 1 mo. old less 15% to-day's list
Allowance on Radio Set 2 mos. old less 30% to-day's list
Allowance on Radio Set 3 mos. old less 45% to-day's list
Allowance on Radio Set 4 mos. old less 50% to-day's list
Allowance on Radio Set 5 mos. old less 55% to-day's list
Allowance on Radio Set 6 mos. old less 60% to-day's list
Allowance on Radio Set 7 mos. old less 65% to-day's list
Allowance on Radio Set 8 mos. old less 70% to-day's list
Allowance on Radio Set 9 mos. old less 75% to-day's list
Allowance on Radio Set 10 mos. old less 80% to-day's list

Opens Talking Machine Dept.

Cambridge, O., July 7.—The formal opening of the talking machine department of the C. A. House Music Store was the occasion of the gathering of hundreds of patrons. The Victor line is carried exclusively and a complete display of the latest styles and models was on exhibit. This store has been in existence for fifteen months and under the management of L. W. Bell it expanded so rapidly that it was found necessary to move to larger quarters, which was done last November, when it became established at its present location at 933 East Wheeling avenue. Mr. Bell is a firm believer in taking advantage of every means of increasing business through direct personal effort and publicity of all kinds.

Cabinet Co. Chartered

The Supreme Cabinet Co., New York, was recently incorporated at Albany, N. Y., with a capital stock of $10,000, to function as a department store. The incorporators include M. Shindler, S. Cartaino and M. Lieberman.

MANUFACTURERS
OF
RADIO
COMBINATION SETS
USE **EBY** POSTS
Write for Catalogue No. 15
THE H. H. EBY MFG. CO., Phila., Pa.

Encouraging Business Outlook in the West

Two well-known members of the trade are presented in the accompanying photograph just received by the sales department of the General Phonograph Corp., New York. These popular phonograph men are Ralph S. Peer, director of record production of the General

Walter S. Gray and Ralph S. Peer

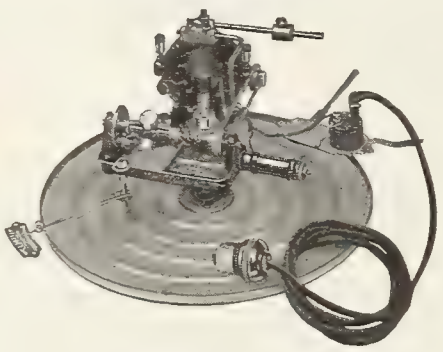
Phonograph Corp., and Walter S. Gray, who has just been appointed Okeh and Odeon jobber on the Pacific Coast. Mr. Peer spent the month of June in California and other points in the Far West, visiting the jobbers in this important territory and arranging for an intensive sales campaign for the coming Fall. He returned to New York a few days ago with encouraging reports of the business situation in the Far West and Southwest.

C. R. Mores Now Manager

Fort Wayne, Ind., July 7.—Announcement was made recently of the appointment of C. R. Mores, of Omaha, Neb., as manager of the Packard Music House here, succeeding Glenn W. Mills, whose death occurred earlier in the month. Mr. Mores, who was personally secured for this post by Albert S. Bond, president of the Packard Piano Co., was formerly in charge of the Victrola jobbing department of the Ross P. Curtis Co., at Omaha, and is well and favorably known in the trade.

The PHONOMOTOR CO.
WM. F. HITCHCOCK, Proprietor
121 West Avenue Rochester, N. Y.

An Electric Equipment for the PHONOGRAPH



Fully GUARANTEED

Universal—alternating or direct current. Complete, with every part ready to run.

Sample, mounted on motor board, 12x12¾, $25.00 C.O.D. Money back if not satisfactory.

The PHONOSTOP

An automatic stop for all talking machines, 100% efficient.

STANDARD FOR EIGHT YEARS

Guaranteed.

Sold direct to manufacturers all over the world.

Nickel or Gold.

Your phonograph is worthy of the best stop.

This is the only one.

Your customers appreciate it

Our NEED-A-CLIP

A fibre needle clipper with hardened tool steel blade, retails at 75c, does its work perfectly, indefinitely.

WE ALSO SELL GENERAL PHONOGRAPH HARDWARE

Trade Prices upon application

The PHONOMOTOR
Trade-Mark Reg. U. S. Pat. Office

UNIFORM QUALITY = UNIFORM RESULTS
You can safely rely upon the quality of our
COTTON FLOCKS for PHONOGRAPH RECORDS
Write for samples and quotations
CLAREMONT WASTE MFG. CO. **Claremont, N. H.**

Fair Business Marks Mid-Summer Season of Trade in the Richmond Territory

Sales Volume of Machines and Records Compares Favorably With Same Period of Last Year—Brisk Demand for Portable Instruments Enjoyed—Dealers Add New Lines—The News

RICHMOND, VA., July 9.—Talking machine dealers in this territory found June business somewhat slower than that of the corresponding month of last year, but as a rule business for the six months' period from January 1 to July 1 was appreciably above that of the same period of 1923. Walter D. Moses & Co., Victor dealers, who closed their fiscal year July 1, reported that volume of business done since July 1, 1923, was 15 per cent greater than that of the preceding year. The firm was especially pleased with its achievement in May, 1924, business that month having been just double that of May, 1923. June, however, slowed up and fell below June of last year. While console models of medium price continue the most popular with this firm's trade, a good many high-priced machines are also being sold.

Featuring Portables

Portables of medum price are in greatest demand. The Corley Co. has been featuring its $50 Victor portables at terms of $5 cash, with monthly payments of $5 on the balance. They are advertised as being "just right to take on a picnic or camping trip."

Due to the fact that September 1 is annual Moving Day in Richmond, business in talking machines is not expected to pick up to any extent until after that date. The merchants point out that the average person who has to move usually prefers to put off buying phonographs until after moving is over, rather than to make purchases during the Summer and run the chance of having the cabinet damaged in the moving process.

Plan to Feature DeForest Line

The Columbia Furniture Co., which recently took on the Kennedy radio line, announces that it has arranged to handle the DeForest line also. The firm handles Victor talking machines and Pal portables.

Dance Records Lead

Dance records continue to be leaders, and the dealers anticipate steady business in them throughout the Summer. The James Cowan Co., Columbia dealer, reports that blues records are ready sellers just now.

New Okeh Dealers

This firm, which is also distributor for the Strand machine and Okeh record, announces the appointment of the following new Okeh dealers: Baltimore Furniture Co., Charlotte, N. C.; Bland Piano Co., Winston-Salem, N. C.; Addington Jewelry Co., Coeburn, Va.; Jackson Fleet Drug Co., North Tazewell, Va.; S. H. Bibb, Bedford, Va.; Star Furniture Co., Main Street Furniture Co., Dowdy Furniture Co., Martine Music Co. and Huband Furniture Co., all of Richmond.

Crossing Continent in Ford

John Cowan, son of James Cowan, head of the James Cowan Co., recently received his discharge from the United States Navy at Honolulu. Upon reaching Seattle he invested in a Ford and started back home across the continent in the car, accompanied by a buddy who got out of the Navy at the same time he did.

Dealers Add Starr Line

H. Wallace Carner, Starr distributor, announces the appointment of several new Starr dealers in Richmond as follows: R. E. Burke Furniture Co., Swannsboro Furniture Co. and Thomas Bros. These dealers will also handle Gennett records. Mr. Carner left early this month on a business trip through northern Virginia. He says his trade is evincing interest in the Starr "install-your-own" radio style model which his company is now putting on the market, and he believes that it is going to prove a good seller. In addition to including the full attributes of the Starr phonograph, the instrument is equipped with ample space for the installation of a radio set, and it is claimed that amateur cabinet makers as well as amateur electricians and radio enthusiasts can install the set without difficulty. A duplex, double-throated horn serves the purpose of amplification, each throat being independent and requiring no adjustments from one to the other. This latest Starr innovation is expected by wholesalers and retailers to have a considerable influence on sales.

F. R. Kessnich New Corley Manager

The Corley Co., Victor dealer and distributor, has appointed Fred R. Kessnich manager of its wholesale department, to succeed F. W. Schwobel, who resigned recently to join the sales force of the Tomlinson Chair Mfg. Co., of High Point, N. C. Mr. Kessnich entered upon his new duties July 1. He grew up with the wholesale department of the Corley Co. and is thoroughly familiar with all details of the department. For the past several years he has been in another business, traveling out of Atlanta.

Wood Bros. Open Branch

The Wood Bros. Piano Co., of Parkersburg, W. Va., have just opened a branch store at 610 East Grace street, Richmond. Phonographs will be handled in a limited way, lack of space in the store preventing the carrying of a large stock in this line. For the time being Cheney and Sonora lines will be carried, but it is not definitely decided whether they will be carried permanently, according to W. B. Wood, manager of the Richmond store. The Cheney and Sonora stock was supplied by the Parkersburg store, which has been handling these lines for some time.

The firm also is opening a new store in Greensboro, N. C. Another of its branches, known as the Knabe Warerooms, is located in Norfolk.

Sell

SPENCERIAN PORTABLES now

They create customers for you who will quickly ripen into your livest prospects for big machines.

The rich, sweet tone of SPENCERIAN Portables, and their thoroughly high quality, makes phonograph *enthusiasts*, who are friendly customers of yours.

Besides, there is a nice profit for dealers in SPENCERIAN Portables themselves. And two of the three SPENCERIAN models are in handsome natural wood-finish cases, making them proper instruments to use in any parlor, thus assuring you of steady turnover even throughout the winter months.

$25.00 East of the Rockies

"BELTONE" Model

Gives full, sweet tone, out of wood tone chamber. Case of 5-ply laminated wood, with doved joints, and covered with black Dupont Fabrikoid, protected against scratching by "domes of silence." Has United motor, non-spill needle cup, and practical record carrier. Locks up securely, and can be easily carried by handle.

JOBBERS our offer will interest you

Westphono, Inc.
46 W. Fourth St.
SAINT PAUL, MINN.

Sales of High-Priced Period Models Feature Business in St. Louis Field

Demand for Expensive Instruments an Unusual Trend for This Season—No Parking Rule Abolished—Opera Creates Record Demand—Music Memory Tie-up—Repair Men's Meeting

ST. LOUIS, MO., July 8.—It is the people who have the money and do not need to worry about hard times who are buying talking machines this Summer, and they are buying the best. Dealers report an unusual number of sales of high-grade period machines. Unusual, that is, for this period of the year. Cheaper machines are not going so well because, while times are not "hard," a lot of people think they are or that they are going to be, and so they are not buying what they can get along without. But dealers think that, with the national conventions out of the way, there will be some improvement from now on, expanding to big improvement after the election. Wet and cool weather continued to the end of June, affecting sales of small machines and portables and records, but July started off better, with indications of making amends. Meantime the largeness of the sales compensates in volume for the smallness in numbers.

No Parking Rule Repealed

The all-day no-parking rule which was in effect several weeks, over the protests of the music merchants, was abrogated late in June, and the sales of records, which had been particularly hurt by the rule, immediately improved. Community stores, which had reaped the advantage of the Olive street regulation, experienced a return to normal. The Olive street music men, who joined with other interests in opposing the regulation, were not entirely victorious, since the old rule is replaced by another prohibiting parking between 7 and 10 a. m. and 4 and 6 p. m., but the new one is not so bad and the merchants will put up with it.

Opera Season Aids Record Sales

The municipal opera season is again helping sales of records. All dealers are pushing the records of the operas that are put on from week to week. They call attention, by different methods, of their customers to the records of the current week's bill and are having good results. An advantage is that these are all standard records.

Tie-up With Music Memory Contest

The Music Memory Contest in the schools of Mount Vernon, Ill., was a most successful affair. It was the first of what they hope to make an annual contest there.

The Victor dealer in Mount Vernon is the J. N. Johnson Co. and through the efforts of the manager of the Victor department, Miss Grace Maxey, it has made many friends of the teachers and pupils through concerts in the schools and children's concerts on Saturday mornings. Miss Maxey turned over one booth in the store to the children, allowing them to play the contest records at any time they pleased. A table in the room contained a quantity of reference material at which the children might write and study. Many prizes were offered to the winning school; that of the J. N. Johnson Co. was a set of charts and records illustrating the instruments of the orchestra. The Music Study Club offered $10 worth of records and specified double-faced Red Seals.

The Johnson Co. reports the sale of almost $250 worth of records as a direct result of the contest.

Forty Per Cent Columbia Gain

A forty per cent increase in the demand for Columbia products is reported by Gordon W. Mory, who covers western Kentucky, Texas, Arkansas, Mississippi and Louisiana territory for the Columbia Distributors, Inc., of St. Louis. In a chat with The World Mr. Mory said: "There is every indication of a big year and unless the phonograph dealers place their requirements early they are going to be caught with no merchandise this Fall. In Texas there will be harvested one of the biggest grain crops in history. Cattle are finer than ever and there is plenty of grass and the cotton crop also looks good. Conditions in the lumber industry are generally improving. Shortage of labor is resulting in high wages and this means that there will be more money to spend, all of which is good for retail business. The consumer wants quality at a reasonable price.

Repair Men's Meeting

A large number of repair men and dealers in this territory gathered in June for a meeting with Victor factory representatives; H. H. Murray, consulting engineer; S. T. Williams, production engineer, and Park Willis, mechanical engineer, were present to give information and help on the care of Victor motors. About forty people were present. The afternoon meeting centered about electric motors. The evening meeting concerned spring motors, repair service, etc., with additional talks by Mr. Murray and Mr. Williams.

The final touch to the evening was given by T. L. Husselton and his "swan song." Mr. Husselton leaves the territory soon to take up new duties and took this opportunity to say goodby to many of the friends he is leaving.

Miss Reba Eibeck, formerly in the Victor department of Block & Kuhl Co., of Peoria, recently joined the selling staff of the T. D. Music Box, St. Louis. Miss Laura Templeton, whose place Miss Eibeck takes, was married in June, leaving immediately for Detroit, her future home.

News Gleanings

Distributors say retail dealers' stocks are about as low as they can get and that dealers throughout the St. Louis territory are beginning to buy more freely, in anticipation of better business soon.

J. M. Terry, Jr., an Edison dealer, of El Dorado, Ark., attended the Shriners' Convention at Kansas City and stopped off here for a visit to the store of the Silverstone Music Co.

Mark Silverstone, president of the Silverstone Music Co., Edison distributor, left the latter part of June with the Advertising Club of St. Louis for London to attend the international convention. He took his son, Julius, with him, and they will be gone three months, touring England, Scotland and France.

Mark L. Duncan, of the Chicago Talking Machine Co., spent a couple of days recently with Manager Geissler, of the Famous & Barr Co. talking machine department, and departed for the North.

Jack Morton, manager of the National House Furnishing Co., Wood River, Ill., is distributing fans, shaped like phonograph records, to churches, lodges and other organizations, advertising Brunswick records.

F. H. Brant, of the Artophone Corp., is traveling in southern Illinois, following a trip through Kentucky and Tennessee.

Manager Hammon, of the Kieselhorst Piano Co., is conducting a city-wide canvass in the interest of both the piano and talking machine departments of the firm and reports numerous sales and a large number of prospects which are expected to materialize in the Fall.

The Thiebes Music Co. has been giving special radio programs at the Chase Hotel, featuring recent song and instrumental successes.

A. Fritzsche, vice-president of the General Phonograph Co., New York, was here late in June and left for Cleveland..

The Koerber-Brenner Co., Victor distributor for the St. Louis territory, has taken additional space in the building it occupies.

May Stern & Co., an old-established furniture house with an excellent merchandising reputation, have now acquired the Brunswick franchise.

Recent visitors to Brunswick headquarters: John B. Foster, of Foster Jewelry & Music Shop, Monroe, La.; Henry Bruegge, of Breese, Ill.; Gus Grob, of Grob Bros., Columbia, Ill.

Kaemmerer's Music Shops, of this city, recently joined most of the North Side merchants in a display held at the Y. M. C. A. Building on Cass avenue. Brunswick phonographs, records and pianos were displayed by Mr. Kaemmerer for the week of the show.

Frank S. Horning, phonograph department manager for Stix, Baer & Fuller, of this city, was a recent visitor to the Music Dealers' Convention at New York. While there Mr. Horning viewed for the first time the new Brunswick Radiolas and returned highly enthusiastic over the possibilities for a considerable sale of this new Brunswick feature.

Al DeMerville, of the DeMerville Piano & Music Co., recently returned from a three weeks' tour which included Chicago and points North in its itinerary.

New Edison Record Envelope

Thos. A. Edison, Inc., has just issued for the use of its dealers a new form of record envelope bearing on its face a reproduction of an Edison record upon which appear the portraits of twenty-seven of the leading Edison artists, including Anna Case, Frieda Hempel, Rachmaninoff, Albert Spaulding, Marie Rappold, Emmy Destinn and other favorites. Below the reproduction of the record is printed a list of the artists corresponding to the key numbers on their portraits.

Cash in on Legion Drive

Upon receipt of the Brunswick record of "What Has Become of Hinky Dinky Parlay Voo" Buescher's, aggessive Brunswick dealers of Cleveland, mailed out several thousand specially printed postcards to members of the local American Legion. This idea produced immediate results, and in many instances reports state that the ex-service men came in carrying the postcard. A great many records were sold during the first few days after the mailing and results to date are not complete.

New Music Store Opens

RED OAK, IA., July 10.—The Jardine Music & Art Shoppe recently opened with a complete line of musical instruments, including the Victor and Edison line of phonographs and records, pianos and a small goods and sheet music department. The establishment is one of the most attractive in this vicinity.

The Artophone Corporation

Twenty-four-hour service on OKEH Records

Note the following popular selections:
Hill Country Music
Blues Numbers by Famous Negro Artists
Race Record Importations

Complete lists of all language records, late dance and song hits, late types of standard selections

1103 Olive St., St. Louis, Mo.
203 Kansas City Life Bldg., Kansas City, Mo.

Associate Your Store with the Success of MAGNAVOX M4

IT pays to be identified with the quality, reputation, dealer service and large sales volume of Magnavox Products.

The demand for Magnavox Reproducer M4 alone stimulates excellent business in good stores everywhere—due primarily to its extraordinary value, but also powerfully reinforced by the Magnavox policy of assisting dealers.

Write us for samples of new booklets and folders on the Magnavox radio line illustrated below.

There is a Magnavox for every receiving set

Reproducers

M4—the latest Magnavox achievement: requires no battery . . $25.00

M1—also constructed on the semi-dynamic principle, requiring no battery $30.00

R3—famous electro-dynamic type: new model with Volume Control . $35.00

R2—same as R3 but larger size: new model with Volume Control. . $50.00

Combination Sets

A1-R and A2-R—the only instruments combining electro-dynamic Reproducer and Power Amplifier in one unit $59.00, $85.00

Power Amplifiers

A1, AC-2-C, AC-3-C—the most efficient audio-frequency Amplifiers: one, two & three stage $27.50 to $60.00

Order Magnavox products from nearest Magnavox wholesaler and write us for details of Selling Plan.

THE MAGNAVOX CO.
OAKLAND, CALIFORNIA
New York Office:
350 WEST 31st STREET
Canadian Distributors:
Perkins Electric Limited, Toronto, Montreal, Winnipeg

M4
$25.00

MAGNAVOX Radio

MAGNAVOX

The *registration* of Magnavox dealers is proving one of the most vital factors in the successful sale of radio products. For information, apply to nearest Magnavox wholesaler.

7P

HAPPENINGS IN THE DOMINION OF CANADA

Follow-up of Prospects Proves Sales Stimulator for Retailers in Montreal

Campaigns Directed Toward "June Brides" Result in Many Sales—Activities of Trade Overcome Summer Lethargy—Many Store and Personnel Changes—Outlook Is Bright

MONTREAL, CAN., July 8.—An increasing business is noticed in the sale of phonographs for wedding gifts, though conversation with local dealers indicates that this field is not developed as consistently as the rewards warrant. One house follows up the engagement notices in the daily papers, tabulating the names thus secured, as well as those secured from private sources. The opening shot is a carefully worded letter on linen stationery in a plain envelope. The groom, the parents of the bride and the parents of the groom are included in the campaign. This same idea has been put in force as applicable to radio sales and fairly good results have been obtained.

Raoul Vennat, sheet music importer and dealer, 340 St. Catherine street, East, has opened a new department and will specialize in Starr phonographs and Gennett records.

Meredith Wilson, who has charge of the His Master's Voice phonograph department in connection with H. C. Wilson & Sons, Ltd., Sherbrooke, Que., recently gave the Sherbrooke Rotary Club an address on the history and development of the talking machine and the making of records.

Congratulations are being received by Mr. and Mrs. Gilbert Layton, who have announced the arrival of a daughter.

C. W. Lindsay, Ltd., phonograph department, recently put on a drive on new and slightly used machines suitable, as they expressed it in their advertisement, for "Your Summer Cottage."

W. J. Whiteside, together with others, arranged an excellent window display on Joseph C. Smith's new titles as recorded for His Master's Voice. This artist is internationally known as the leader of the Mount Royal Hotel Dance Orchestra, Montreal.

The Hartney Co., Ltd., exclusive Victor dealer, in its newspaper copy solicited business from prospective June brides with considerable success.

Ed. Hamilton, assistant manager of C. W. Lindsay, Ltd., recently sold a Sonora Gothic model to an out-of-town buyer, covering over 150 miles by motor to make the sale.

Frank Ramsperger, of the International Music Co., distributor of Brunswick phonographs and records and Apex records, is the proud father of a son and heir.

Madame Didier, in charge of the phonograph department of Dupuis Freres, handles a large quantity of Pathé records imported direct from Paris and receives orders and inquiries all over Canada for these goods.

A. Pratte, Jr., Notre Dame street, West, is specializing in Westinghouse radio outfits and to date has placed a number of these sets. Starr phonographs and Starr records are well looked after by this live merchandiser.

Frank W. Stenson has opened up a sporting goods store on Sherbrooke street, West, Notre Dame deGrace, and is featuring His Master's Voice machines and records.

Frank Ramsperger, of the International Music Store, featuring Brunswick phonographs and records, is very much elated over the new Brunswick portable phonograph, which, he says, is a winner.

Manager Beaudry, of the Starr Co. of Quebec, reports encouraging wholesale business in regard to the sale of Starr phonographs and records in Montreal and territory covered.

Charles Culross is energetically maintaining his reputation for Sonora and Aeolian-Vocalion products, the month of June being another evidence of prosperity along the lines of buyers of Sonora and Vocalion phonographs and Vocalion records.

George S. Layton, of Layton Bros., Ltd., accompanied by Mrs. Layton, sailed recently on the S. S. "Regina" for an extended trip to England and France.

J. W. Shaw & Co. are creating a strong demand for Gerhard Heintzman and Columbia phonographs, as well as the various lines of records they stock.

A continued evidence of popularity for Sonora and Columbia phonographs is daily being accorded this line at the East End warerooms of C. W. Lindsay, Ltd., in charge of Manager Trudeau, where the sales of these goods are steadily growing.

More than average results were apparent at the warerooms of the Wm. Lee Co., Ltd., and its phonograph department featuring Brunswick phonographs and also radio.

Canadian Radio Trades Association Is Formed by Dealers at Toronto Meeting

New Organization Planning for First Convention at Time of Canadian National Exhibition in August—Scythes-Vocalion Co. Moves Into New Building—Month's Trade Activities

TORONTO, ONT., July 7.—The Canadian Radio Trades Association has been formed in this city and meets the first Thursday of each month. The annual membership fee is $5. Arrangements are already being made for the first convention of the Association, to be held in Toronto at the time of the Canadian National Exhibition in August.

A recent visitor to Toronto was A. P. Sykes, of Melbourne, Australia, a prominent member of the Australian trade who does a jobbing business in phonographs and records all over Australia and New Zealand.

The Sun Record Co., this city, distributor for Ontario of Apex records, has added the distribution of Burgess radio batteries.

C. A. Richards, Inc., Canadian Sonora distributor, has just completed arrangements whereby W. J. Pickering, this city, will carry a complete line of Sonora repair parts.

The Otto Higel Co., Ltd., has announced its entry into the radio business, distributing Federal products.

The Scythes-Vocalion Co., Ltd., has removed to 2 Mark street, where the offices and warehouses will be located in a new building adjacent to the record pressing plant where Vocalion records are made for Canada.

His Master's Voice dealers in Brantford, Ont., are having considerable success, insofar as the selling of records is concerned.

Albert Mantle has joined the Mason & Risch phonograph and record department at the London, Ont., branch.

Reid Hoover, formerly of the staff of His Master's Voice, Ltd., and later with the Fowler Piano Co., Winnipeg, Man., is now assistant to Harry Rock, general manager of Grinnell Bros., Windsor, Ont., in the Victrola department.

W. E. MacKewn, one of the best-known talking machine men in Ontario, has assumed charge of the Victor department of Heintzman & Co., Ltd., London, Ont.

New Winnipeg Assn. Formed

WINNIPEG, MAN., July 3.—Miss Chant, late of Heintzman & Co., Ltd., Calgary, Alta., has recently joined the staff of the Child & Gower Piano Co., Regina, Sask., and is very busy these days getting acquainted with Brunswick phonographs and records. Edwards' Pharmacy, Calgary, Alta., has taken on Brunswick records.

A local association has been formed in Winnipeg, Man., to be known as the Western Canada Radio Trades Association and application is to be made for affiliation with the central organization in Toronto.

Buys Marysville, O., Store

MARYSVILLE, O., July 7.—Harry M. Merz, of Columbus, recently purchased the music business of O. J. Penhorwood on West Fifth street, and has taken charge of the store. Mr. Merz has had many years experience in the music business in this section and at present operates the principal phonograph repair shop in Columbus. He is also distributor for several popular makes of phonographs and records.

Mr. Merz will continue to make Columbus his home and has placed Milton Rausch in charge of the Marysville store. Alterations and improvements are now in progress.

Protest Proposed Tariff

A dispatch from Tokio, Japan, to a New York newspaper states that representatives of the Victor, Brunswick, Cheney and Columbia companies are launching a campaign in the Diet, the Japanese legislative body, against inclusion of phonographs in the new customs schedule.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY *NONE LOWER IN PRICE*

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY

BRUNO

The Priceless Victor Heritage

A Remarkable Example Of Victor Craftsmanship

*Genuine Victrola encased in art cabinet of Victor design and construction, expressly to the order of Mr. E. A. Benson, leader of Benson's Orchestra, Chicago, exclusive Victor record artists.

Twenty-five years of pride of craftsmanship, mirrored in the growth of an organization of a handful of men to its present size of over 10,000 people, has been manifested in every detail of the manufacture of Victrolas and Victor Records. The spirit expressed in Victor Product Quality provides the principles that should be emulated in every phase of Victor Merchandising by Victor Dealers.

The pride of guild that originated the most primitive trade-marks, when the craftsmanship mark of a band of workers was handed down from father to son, is expressed in the Victor trade-mark, "His Master's Voice," familiar to every nation and in every clime as "the best-known trade-mark in the world." Two fundamentals for business success, merit of product and acceptance of responsibility therefor by the maker, are thus epitomized in every instrument and every record passing through a Victor Dealer's hands.

At the turn of the half-year, when it is customary to have a mental stock-taking and perfect our plans for the fall and holiday rush, let us resolve to make Victor Quality principles our guide in Victor Merchandising. The supreme confidence that has led the Victor Company to make a 48 per cent. greater investment in 1924 output than for 1923 should assure us that an immense demand is just around the corner. Twenty-four different models,* from the most reasonable to the most luxurious, and 9,000 records comprising the Victor Line spell limitless opportunity for you, Mr. Victor Dealer.

Now is the time to look ahead, buy ahead and plan ahead for a season of unexampled prosperity throughout the Victor Trade. Let's go!

C. BRUNO & SON, Inc.

351-353 Fourth Avenue **New York**

Victor Wholesalers to the Dealer Only

Berkley Tells of Outlook for Portable Business

Arthur E. Berkley, director of sales of the Thomas Mfg. Co., Dayton, O., returned to his desk recently after calling upon many of the leading Portophone dealers throughout the country. He brought back with him substantial

Arthur E. Berkley

orders, in addition to securing first-hand information as to the business outlook for portable business the coming season. Mr. Berkley's comments regarding the general demand for portables are very interesting, and in a chat with The World he said:

"With the introduction of a definite merchandising policy, whereby our factory is in direct contact with the dealer, we have added approximately 600 new dealer accounts during the current year, but we haven't started yet. Recognizing the fact that our business depends upon the dealer, we have recently taken definite steps toward rendering efficient co-operation and standardizing prices and discounts. Our present sales policy is the outcome of many years' specialized portable phonograph merchandising experience, and we are in a position to-day to offer our dealers practical assistance and co-operation. The factory-to-dealer policy in effect has worked economies in distribution which the company is able to use in improving the product and in providing dealer helps."

Governor Smith Praises Music of Paul Specht

Governor Al. Smith, of New York, praised the music of Paul Specht, exclusive Columbia artist, when this popular orchestra director and three of his orchestras supplied the music at the Commodore Hotel for the reception given by the women delegates to the men delegates at the Democratic Convention. This reception was the most important social function on the entire convention program, and Governor Smith was particularly pleased with a medley arranged by Paul Specht that included the Al. Smith song by Irving Berlin, the old-time favorite "Sidewalks of New York," "Tammany" and other favorites. Paul Specht and His Alamac Orchestra, exclusive Columbia artists, and two other Specht units had the honor of playing for the notables at another Democratic reception given at the Commodore Hotel, and were received enthusiastically by the delegation and their many friends and admirers.

Victor Travelers to Meet

The annual meeting of the members of the traveling department of the Victor Talking Machine Co. will be held at the Victor Co. headquarters in Camden, beginning on August 18 and continuing for three days, with Frank K. Dolbeer, sales manager, and C. L. Egner, manager of the traveling department, in charge of the session.

Enjoyed Michigan Vacation

W. G. Pilgrim, treasurer of the General Phonograph Corp., New York, returned to his desk recently, after spending two weeks at Grand Beach, Mich., where he and Mrs. Pilgrim were the guests of S. A. Ribolla, manager of the General Phonograph Corp. of Illinois, and Mrs. Ribolla. Mr. Ribolla recently built a Summer home at Grand Beach, Mich., and he and Mr. Pilgrim took a well-deserved vacation from their strenuous business activities for two weeks.

Timely Sonora Radio Publicity for Dealers

The advertising department of the Sonora Phonograph Co., which is under the management of L. C. Lincoln, is leaving nothing undone to furnish Sonora dealers with timely publicity featuring the various Sonora radio prod-

Sonoradio Booklets

ucts. The accompanying illustrations present a reproduction of an eight-page Sonoradio booklet in two colors which represents ideal mailing material for the dealer. The radio speaker folder is designed in three colors and gives

Sonora Radio Speaker Folder

a concise sales talk on this popular speaker. Among the other publicity helps issued by the Sonora advertising department are an eight-page booklet covering the Sonoradio model 241, phonograph and radio unit; lantern slides, counter and window display cards; window strips and similar sales promotion material. The excellent publicity of the Sonora Co. is proving productive of results, according to dealers.

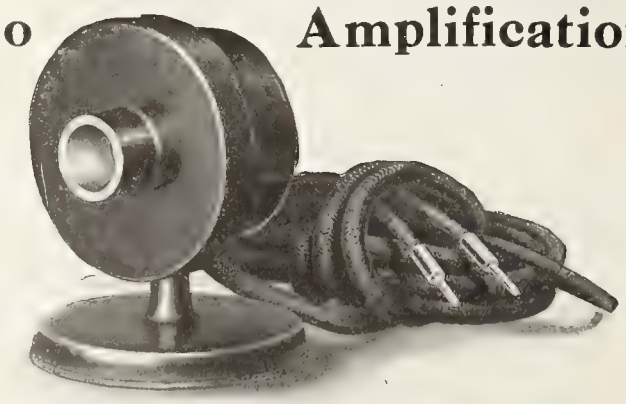
Miss Anna B. Hirsch Weds

One of the "veterans" of the General Phonograph Corp.'s staff at the executive offices deserted the organization on July 1 after seven years with the company. Miss Anna B. Hirsch, who joined the General Phonograph Corp.'s forces in the company's early days, was married to Harry Weinberg at Wallace Hall on July 1, and many of the members of the Okeh staff attended the wedding.

Louis Buehn Off to Europe

Louis Buehn, president of the Louis Buehn Co., Victor distributor, Philadelphia, Pa., accompanied by Mrs. Buehn and his two daughters, sailed on Saturday, June 28, on the S. S. "Adriatic" for the European trip as outlined in last month's issue of The Talking Machine World.

NATHANIEL
BALDWIN
RADIO
PHONO-SPEAKER
Uses the Phonograph Horn
for Radio Amplification



The instrument that delivers all the radio set will get, with full volume and without distortion.

NATHANIEL BALDWIN INC.
Radio-Speakers, Headphones, Units, Phone-Speakers
EASTERN DISTRICT SALES OFFICE
227 Fulton Street New York City, N. Y.

Columbia

New Process RECORDS

for all Nations

Armenian
Bohemian
Chinese
Croatian
Danish
Finnish
French—Canadian
German—Swiss
Greek
Hebrew—Jewish
Holland—Dutch
Hungarian
Instrumental
Italian—Neapolitan

Lithuanian
Mexican
Norwegian
Polish
Portuguese
Roumanian
Russian
Serbian
Slavish—Slovak
Slovenian—Krainer
Spanish
Swedish
Turkish
Ukrainian

The genuine music of the homeland

COLUMBIA is supreme with its foreign language records. Years of experience have enabled Columbia to understand the type of music the foreigner likes to hear best. Columbia Records always delight because they are real music of the homeland.

Many dealers have built up an increasing sales volume on Columbia foreign language records. They realize that the foreigner is a consistent customer of the dealer who caters to him. If your community has a foreign settlement, it will pay you to go after this business. The nearest Columbia branch or distributor will be glad to assist you in reaching this ready market.

Columbia advertising is appearing in one hundred leading foreign language periodicals published in twenty-one different languages.

New Columbia foreign language records are being constantly released. Whether they are recorded abroad or in our studios in this country, all the records have the same silent surface which has made the Columbia New Process Record famous. Prompt deliveries on foreign language records are assured.

The dealer who takes on the Columbia line is backed by an organization whose business policies are sound and aggressive, and whose co-operation is whole-hearted and complete.

* * * * * * *

The New Columbia is a worthy product of the organization which built it. We believe it to be the phonograph of all phonographs—superior musically because of its wonderful new reproducer; excelling mechanically because of its marvelous motor—unquestionably the best the phonograph industry has ever seen, and surpassingly beautiful because of the artistic, simple elegance of its cabinet designs. A complete range of phonographs is offered at prices from $50 to $600.

COLUMBIA PHONOGRAPH COMPANY, INC.
1819 Broadway, New York

Write to the Columbia branch or distributor nearest you

Atlanta, Ga., 561 Whitehall Street
Boston, Mass., 1000 Washington Street
Chicago, Ill., 430-440 South Wabash Avenue
Cleveland, Ohio, 1812 East Thirtieth Street
Dallas, Texas, 2000 North Lamar Street
Kansas City, Mo., 2006 Wyandotte Street
Los Angeles, Cal., 809 South Los Angeles Street
New York City, 121 West Twentieth Street
Philadelphia, Pa., 40 North Sixth Street
Pittsburgh, Pa., 632 Duquesne Way
San Francisco, Cal., 345 Bryant Street
Toronto, Ont., Canada, 1244 Dufferin Street

Buffalo, N. Y., 700 Main Street
Detroit, Mich., 439 East Fort Street
Minneapolis, Minn., 18 North Third Street
Montreal, Canada, 246 Craig Street, West
Seattle, Wash., 911 Western Avenue

* * * *

COLUMBIA WHOLESALERS, Inc.
205 West Camden Street, Baltimore, Md.
COLUMBIA STORES CO.
1608 Glenarm Avenue, Denver, Colo.

COLUMBIA STORES CO.
221 South West Temple, Salt Lake City, Utah
TAMPA HARDWARE CO.
Tampa, Fla.
W. W. KIMBALL CO.
Wabash and West Jackson Blvd., Chicago, Ill.
COLUMBIA DISTRIBUTORS, Inc.
1327 Pine Street, St. Louis, Mo.
224 West Fourth Street, Cincinnati, Ohio
323 North Peters Street, New Orleans, La.

Columbia

Continued Improvement in Pittsburgh District Creates Optimism in Trade

Industrial Conditions in Steel City Improving—Situation Reflected in Sales in All Lines of Business—Expect Busy Fall—New Post for L.C. LeVoie—New Lines Added—The News

PITTSBURGH, PA., July 9.—The past month showed a slight improvement in talking machine business over the preceding month and a good improvement over the same month a year ago. Sales of high-grade talking machines and phonographs appeared to be the exception. Low-priced machines, and they are legion, did not appear to have any demand.

Industrial conditions in the Steel City and vicinity are better than they were a year ago and there is a very optimistic note prevalent relative to business conditions this coming Fall. Most of the leading talking machine distributors and dealers are optimistic over the outlook.

Expect Busy Fall

Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., said: "While the Summer lull is on we are not resting or rusting, but are preparing for a good season for the Victor line this Fall. Dealers, in many instances, have let their stocks get very low and when business revives, as it is bound to do this Fall, they will be in need of merchandise of all kinds. On the whole, I am looking forward with confidence to a very satisfactory Fall season."

George H. Rewbridge, manager of the wholesale Victrola department of the W. F. Frederick Piano Co., in reviewing the situation, summed it up by saying: "We are anticipating a very big Fall season in the Victor line and are most positive that our most sanguine expectations will be more than realized."

Business outlook as reported at the Standard Talking Machine Co., Victor distributor, indicated a marked confidence in the future.

L. C. Le Voie in New Post

L. C. Le Voie, well known in the talking machine trade, has been transferred from Philadelphia to the Pittsburgh branch of the Music Master Corp. He will devote his time to sales promotion interests.

Miss "Jo" Ackermann, chief clerk of the Pittsburgh office of the Music Master Corp., returned from a trip to the East. She paid a very pleasant visit to the general office of the corporation in Philadelphia.

New Music Master Accounts

Radio outfits have been supplied by the Music Master Corp. to the following dealers: Kenmore Music Parlors, Kenmore, O.; May, Stern & Co., Pittsburgh; DeCoster Bros., Jeannette, Pa.; F. G. Mardis, Mt. Vernon, O.; Ley Bros., Pittsburgh; F. W. Troory Piano Co., Kent, O.

Frank Dorian, manager of the Pittsburgh branch of the Music Master Corp., reports business conditions for June showing an increase over the previous month. The outlook for Fall business, Mr. Dorian stated, was excellent, especially for the radio lines.

Brunswick Shop Creditors Meet

The first meeting of creditors of Guy Wharton Wathen, trading as the East Liberty Brunswick Phonograph Shop., was held at the office of Watson B. Adair on July 8. The Wathen firm was declared a bankrupt by action of the United States District Court. The schedules filed in the proceedings showed liabilities, $5,600.34 and assets, $4,113.93. The shop was closed and a sale held of the stock and fixtures.

Important Trade Visitors

A. E. Dreier, assistant to the president of the Vitanola Phonograph Co., was a caller on the trade here recently. Mr. Dreier stated that business conditions for the Vitanola line were quite satisfactory.

C. D. MacKinnon, assistant sales manager of the Red record department of the Aeolian Co., New York, called at the offices of the Pittsburgh Phonograph Distributing Co., Red record distributors. The company also distributes the Sonora phonographs and the Sonoradio, a combination phonograph and radio outfit. H. Milton Miller, president and general manager of the company, reports sales as much improved, especially of the radio sets and portable Sonora line.

Berger Becomes Royal Jobber

The Berger Co. will act as distributor for the Royal Phonograph, manufactured by the Adler Mfg. Co., Louisville, Ky. The Berger Co. has offices at 815 Liberty avenue.

Interesting News Brieflets

Burt Hengeveld, sales manager of the S. Hamilton Co., Victor dealer, is spending his vacation in southern Georgia.

Mrs. C. H. Walrath, manager of the Victor department of Kaufmann's (The Big Store), stated that June saw a very fine volume of Victrolas and Victor records sold. Portable Victrolas also found a brisk market.

J. H. McInnis is in charge of the Pittsburgh distributing branch of the Brunswick Co. The demand for the Brunswick phonographs and Brunswick records is reported as much improved the past few weeks.

At the Columbia Music Co., John Henk, the proprietor, stated that sales of the Columbia line and Edison phonographs were rather brisk the past few weeks.

Trade conditions were reported as satisfactory, based on Summer business conditions, at the Buehn Phonograph Co., Edison distributor.

H. C. Niles, of the Starr Phonograph Co., stated that the demand for Starr phonographs and Gennett records was in keeping with the expectations of the company, from a mid-Summer standpoint. Mr. Niles looks forward to a brisk Fall season.

John Bergerding, of the Victrola department of the S. Hamilton Co., returned from a business trip to New York.

At the offices of the Player-Tone Talking Machine Co., I. Goldsmith, president, stated that extensive preparations were being made for a very active Fall season in the entire line of Player-Tone machines.

A. O. Lechner, secretary of the Lechner & Schoenberger Co., Edison, Victor and Columbia dealer, is spending his vacation with his family at their Summer home at Northeast, Pa., on Lake Erie.

WorkRite to Specialize in Radio Panels for "Talkers"

CLEVELAND, O., July 7.—Walter K. Badger, sales manager of the WorkRite Mfg. Co. of this city, manufacturer of Neutrodyne radio sets, stated recently that the company would specialize in the introduction of Neutrodyne panels for the talking machine trade. The WorkRite organization is making rapid progress in the development of jobber and dealer distribution for WorkRite Neutrodyne sets, and it is expected that the introduction of panels will be welcome news to the distributing organization. Mr. Badger is devoting considerable time to the perfection of arrangements whereby a WorkRite panel receiver designed specially for Victrola consoles will be ready for the market shortly. It will consist of a five-tube standard WorkRite unit embodying the distinctive features of this product.

The General American Radio Corp., Wilmington, Del., was recently incorporated at Dover to manufacture appliances, with a capital stock of $60,000,000.

Mr. Edison Man:—

Don't Say

"KAN'T," say "KENT"

Write for catalog of complete line

The KENT No. 1

With "S" Sound Box

Has given complete satisfaction for years

KENT

Reg. U. S. Pat. Off.

F. C. KENT CO.

Irvington, N. J.

Victor Wholesalers

The House of Mellor in Pittsburgh since 1831

A Home Run Every Time— with Music Master

Dealers who put their selling effort behind Music Master have the game won from the start.

There is real money in selling Music Master, because Music Master is its own best advertisement. Every customer is an enthusiastic user and takes delight in recommending it to his friends.

Furthermore, Music Master helps to sell sets and to keep them sold. A set is only as good as the loud speaker used, and customers remain happy and satisfied only so long as the complete outfit continues to give good results.

Music Master has behind it not only superior quality—universally conceded—but also the compelling influence of continuous consumer advertising—in the daily newspapers, the Saturday Evening Post and other great national publications.

Distributors for Radio Corporation of America

MUSIC MASTER CORPORATION

Makers and Distributors of High-Grade Radio Apparatus

Walter L. Eckhardt, President

S.W. cor. 10th and Cherry Sts. - - - Philadelphia
1005 Liberty Ave. - - - - - - - - Pittsburgh

14-inch Model for the Home $30

21-inch Model for Concerts and Dancing $35

The Musical Instrument of Radio

"MUSIC MASTER" on radio apparatus means it is thoroughly tested and guaranteed. Get details on full line. Sold through jobbers and dealers everywhere.

Music Master
RADIO REPRODUCER

Connect MUSIC MASTER in place of headphones.

No batteries required.

No adjustments.

Bulk of the Sales in the Akron-Canton Territory Reported to Be Portables

Campers Prove Best Bet in Selling Portable Talking Machines, Say Retailers—Trade Looking Forward to Marked Revival of Business in the Fall—Profit Through Tie-up With Artists

AKRON-CANTON, O., July 7.—A feature of the talking machine business in this territory is the brisk demand for portables for camps. The $50 machine appears to be the most popular with vacationists, local dealers declare.

"I look for no great changes in talking machine demand before early Fall," said J. C. Duncan, Massillon. "While this city has been affected by industrial curtailment, we are not as badly off as many in the Middle West.

The Bloomfield Co., furniture and household outfitters, which opened a new store in Canton recently, will make a feature of its talking machine department, according to officials of this concern. The firm has a large store in Massillon, where talking machines are merchandised also. No line has been selected as yet, officials of the store declare.

Announcement is made that the Garver Bros. Co., Strasburg, O., will discontinue the Columbia and Brunswick talking machine lines and in the future the Edison only will be carried by this well-known department store. "We have decided to adopt a policy whereby one standard line of any particular merchandise will be carried and its sale pushed," said John Garver, an official of the company." He declared the complete Edison line would be carried, as well as records. The two other lines have been closed out.

The talking machine store of the George C. Wille Co., Canton, opened recently at Carrollton, has been closed because of the expiration of the lease. The store was in charge of Ralph W. Kinkaid and a nice volume of business was done in the Carroll County seat.

Almost twice the present floor space will be available for talking machines, records and player rolls, when the J. H. Johnson's Sons Co. moves to its new building, which soon will be started on a site in downtown Alliance. This store, a Victor agency, is one of the best known music houses in eastern Ohio. The present site of the Johnson store has been sold to a New York chain store corporation.

As soon as alterations have been completed Fisher, Zoll & Downing, who conduct a music store in Monroeville, O., will open a branch store in the Pulley Building, Norwalk, O. Talking machines and records will be featured lines.

Harry M. Mertz, of Columbus, has purchased the music business of O. J. Penhorwood on West Fifth street, Marysville, O., and has taken charge of the store. At present the new owner operates the largest phonograph repair shop in Columbus. He is also distributor of several popular makes of talking machines and records. Milton Rausch has been placed in charge of the new Marysville store.

Harry Hutton reports business good at his Music Box, a record shop opened recently in Tuscarawas street, W. Canton. The shop carries a full line of Pathé records.

Four Akron Victor dealers profited by a tie-up with the appearance here of Ted Weems and His Orchestra at East Market Gardens. Brunswick dealers also report increased sales from the appearance here at the Gardens a week ago of the Mound City Blues Blowers, a popular novelty band whose records have been selling exceptionally well.

Sales of Pal Portables Make Tremendous Gain

The sales reports of the Plaza Music Co., manufacturer of the Pal portable, show that for the first six months of the present year the sales of its portable machines have been larger than during the whole of 1923. This speaks well for the great popularity of the portable instruments. The popular price for which they are sold, the many uses to which they can be put, their availability for all occasions and the quality of the music renditions, considering size, have all worked in their favor.

The Plaza Co. has a great number of letters from dealers throughout the country in which it is stated that a mere display of portable instruments creates sales. For this reason the portable at this season is given a conspicuous place in window displays. In order to encourage prominent displays of Pal portables, the Plaza Co. has issued a number of attractive display signs and other dealer helps.

Paul Susselman in Cuba On Honeymoon Trip

Paul Susselman, of the sales staff of Everybody's Talking Machine Co., Philadelphia, Pa., was registered at the Hotel Commodore, New York City, during the latter part of June. Mr. Susselman was accompanied by Mrs. Susselman, who, until a few days previous, was Miss Anna Laveson. After a brief stay in New York City the bridal couple continued on their honeymoon to Cuba. After spending the necessary time to see all the sights of Cuba it was Mr. Susselman's intention to combine business with pleasure and visit the prominent talking machine houses on the Island.

The Home Furniture Co., 113 Main street, Sand Springs, Okla., following its policy of expansion recently added a music department, including pianos, talking machines and small where a complete line of musical instruments, goods, will be carried.

Real Co-operative Sales Service for the Radio Dealer

Distributors for

Acme Apparatus Co.
Allen Bradley Co.
Brach Co., L. S.
Burgess Battery Co.
Brandes, Inc., C.
Como Apparatus Co.
Coto Coil Co.
Crosley Mfg. Co.
Cutler-Hammer Mfg. Co.
Dubilier Condenser Co.
Electric Storage Battery
Electrad Corp.
Fada
Fleron & Son, M. M.
Haynes-Griffin Products
Martin-Copeland Co.
Music Master Corp.
National Carbon Co.
Radio Corp. of Amer.
Sterling Mfg. Co.
Sleeper Radio Corp.
Weston Elec. Inst. Co.
Western Electric Co.
Westinghouse
Workrite Mfg. Co.

—and others.

We maintain a Service Department equipped to assist dealers who desire either technical or merchandising information when purchasing radio apparatus. Situated in the heart of the radio market, we have kept constantly in touch with the trend of buying since the birth of radio and feel that we are in a position to know the requirements of the trade.

We will welcome inquiries from dealers who wish to avail themselves of any data we have gathered from our experience in this field, and shall be pleased to act as a buying medium for any radio material desired.

Write for our catalogue
and start your Fall radio
campaign this Summer.

TIMES APPLIANCE CO.

(Wholesale Only)

33 West 60th Street **New York**

Telephone Columbus 7912

Our advertising is sending radio buyers to *your* store

THE cumulative effect through years of national advertising and the marvelous performance of the Crosley instruments are sending thousands of Radio Buyers to those dealers handling the Crosley line of Radio Receivers.

Every Radio Publication

Full page advertisements of the Crosley line have been consistently appearing month after month in all the Radio Magazines and other publications. The illustration here shows July's full page in the Saturday Evening Post featuring the new line of Crosley Receivers. This same advertisement will run through the entire Crosley schedule.

More Crosleys Sold Last Year

Than Any Other Radio Receiver in the World

The Crosley 51, at $18.50, was a record breaker, selling at a thousand a day in less than a month. The Crosley Trirdyn 3R3, at $65.00, was a surprise to radio experts all over the country. They reported—"best receiver on the market regardless of price." The Trirdyn 3R3 Special is a DeLuxe model at only $75.00. The Model 50, a one tube marvel, sells for only $14.50, and the 52 with three tubes for $30.00. The Crosley Portable at $25.00, all self-contained, we believe is superior to any other portable offered at anywhere near the price All of these sets are licensed under the Armstrong U S. Patent No. 1,113,149

You Should Carry the New Crosley Line

If you are selling Crosley Radio Receivers and know their quick turnover and customer satisfaction—then see that you carry this full new line. If you are not handling Crosley Radio Receivers, you have a profitable opportunity now open to you. Get this new Crosley line. There is a Crosley Receiver to satisfy every pocketbook and preference.

For Sale by Good Jobbers Everywhere

THE CROSLEY RADIO CORPORATION
Powel Crosley, Jr., President

726 Alfred Street Cincinnati, Ohio

Crosley Owns and Operates Broadcasting Station W L W

Large Gathering of Penn State Dealers Views Radio Display of the Girard Co.

One Hundred and Seventy-five Retailers Attend Banquet and Radio Display of Prominent Philadelphia Edison Phonograph and Radio Distributor—Interesting Addresses Feature Event

PHILADELPHIA, PA., July 5.—The Girard Phonograph Co., of this city, Edison distributor and one of the most successful wholesale organizations in this territory, held a banquet and radio display at the Bellevue-Stratford Hotel, June 26, which was attended by 175 dealers and a group of invited guests. The Girard Phonograph Co. was recently appointed a DeForest jobber and one of the objects of the get-together meeting was the informal introduction of the two new DeForest models, designated as the D-14 and the D-12. The Girard Phonograph Co. has a separate department devoted to radio merchandising and considerable interest in the DeForest line is being manifested by the dealers throughout the territory, many of the leading talking machine houses having already completed arrangements with the Girard Phonograph Co. to act as DeForest dealers.

Edison Dealers and Guests Present at Banquet of the Girard Phonograph Co.

During the course of the banquet music was furnished by an orchestra of five pieces and the guests participated in singing many of the old-time songs. Peter Hawley, general manager of the Girard Phonograph Co., and one of the most popular members of the Eastern wholesale trade, made the keynote speech, discussing briefly the purpose of the gathering and in the course of his address drawing an interesting parallel between the status of the radio industry of to-day and the phonograph trade of fifteen years ago. Mr. Hawley pointed out just why radio merchants can regard the coming Fall and Winter as the period in which big strides will be made in the development of radio as a musical entertainment. At the conclusion of his address Mr. Hawley introduced as toastmaster for the evening Arthur W. Rhinow, his assistant and right-hand man.

Mr. Rhinow, who numbers among his personal friends dealers throughout the Philadelphia territory, handled the important role of toastmaster with exceptional skill and ability. In a brief talk he paid a tribute to the radio executives who have been active in the development of the industry the past few years and expressed the opinion that radio in its development to a new and higher plane would require more aggressive merchandising methods.

Floyd Evans, well-known dealer of Elizabeth, N. J., told the gathering of his experience in handling radio the past two years, pointing out the advantages to the retail dealer of concentrating his activities upon no more than two lines of radio product, and also emphasizing the desirability of handling only standard makes, backed by manufacturers of established repute. Harry S. Somers, manager of the Starr & Moss Co., Philadelphia, gave a very interesting talk, telling the dealers how he had entered the retail radio business from the very inception of the industry, and discussed briefly some of the problems that he had met in the merchandising of radio products. Mr. Somers stated that radio had developed sufficiently to attract not only the "fan" and amateur, but also the business man, and predicted that there would be a steady decrease in the sale of parts with a corresponding increase in the sale of standard sets.

Edward C. Boykin, vice-president of the Frank Presbrey Co., Inc., New York City, one of the foremost advertising agencies in the country, discussed advertising in a general way, calling attention to the unlimited material available for the use of DeForest dealers in their advertising plans. He also referred to the fact that the DeForest Tel. & Tel. Co., has in the name of Dr. Lee DeForest, inventor of its product and inventor of the Audion tube, an opportunity for advertising copy that is exceptional. Raymon Montalvo, well-known New Jersey dealer, with stores in three cities, who has been a DeForest dealer for several years, told of his experiences in merchandising radio and discussed some of the methods that he had employed to produce sales. T. F. Moench, of the Commercial Investment Trust, Inc., New York, which numbers among its clients phonograph and radio dealers throughout the country, told the gathering that his company was prepared to help the radio dealer, whose sales capacity enabled him to expand his business at a more rapid pace than his financial capacity permitted. Mr. Moench stated that the Commercial Investment Trust, Inc., had developed a new plan for handling paper from radio dealers, whereby the company would make the collections itself.

Wm. H. Ingersoll, who has just been appointed general sales manager of the DeForest Tel. & Tel. Co., was the next speaker at the dinner and gave the dealers an inspiring and informative talk that was enthusiastically applauded. Mr. Ingersoll, who has been identified with world-famous merchandising organizations and is a member of the well-known Ingersoll watch family, cited the success achieved by prominent sales organizations in different lines of endeavor, emphasizing the sound principles upon which this success had been built. Mr. Ingersoll is a keen and capable sales executive who has a thorough knowledge of merchandising that will undoubtedly be reflected in future DeForest sales policies and plans.

Randall M. Keator, who has been associated with Dr. Lee DeForest for many years and who is one of the foremost radio authorities in the country, told in interesting detail the history of the Audion tube and the problems that Dr. DeForest had overcome in developing his products to a successful consummation. He gave the dealers an important resumé of trade and patent activities as a whole, and at the close of his address the two new DeForest models were presented. The remainder of the evening was devoted to an open forum wherein dealers asked Mr. Keator many questions regarding the new models, both from a technical and trade angle. It was the consensus of opinion that these new models would meet with a ready sale and the executives of the DeForest Tel. & Tel. Co. were congratulated upon the latest additions to the DeForest line.

At the close of the meeting Mr. Hawley was given a hearty vote of thanks by the dealers for the interesting program that he had provided for them and the wish was expressed that similar gatherings would be held during the coming Fall and Winter seasons.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up or become sticky or rancid. Remains in its original form indefinitely.
Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., NewYork

Phonomotor Co.'s Export Trade Steadily Expanding

ROCHESTER, N. Y., July 7.—W. F. Hitchcock, proprietor of the Phonomotor Co. of this city, manufacturer of the Hitchcock electric motor drive, Phonostops and Need-A-Clip needle cutter, is making plans for an active Fall trade, based on the excellent reports that the company is receiving from its clientele in different parts of the country. Mr. Hitchcock, in a recent chat with The World, commented particularly upon the steady growth of the company's export trade, which he states is traceable directly to its advertising in The World. During the past few months good-sized orders have been received from Australia, Japan, China and the leading European countries.

Phonograph Parts and Supplies

MOTORS, TONEARMS, SOUNDBOXES, SPRINGS AND NEEDLES OUR SPECIALTY

Lowest Prices and Best Qualities Always Available for Delivery Anywhere

Send for Bargain List of Repair Parts and Motors

THE VAL'S ACCESSORY HOUSE, Inc.
110 No. Broadway St. Louis, Mo.

The Trade in PHILADELPHIA and LOCALITY

Retail and Wholesale Trade in Quaker City Preparing for Busy Season Ahead

Distributors Preparing to Take Orders for New and Quick-moving Stock—Portable Demand Brisk —Dealers Elated Over Victor Radio Policy—Plan Brunswick Sales Talks—The News

PHILADELPHIA, PA., July 8.—With the talking machine and record demand settling down into a period of waiting or marking time, a condition normally prevalent during the mid-Summer months, dealers and distributors are turning their thoughts towards the preparation for better times that are looked for when the present uncertainty in general industrial life has passed. This forward outlook of optimistic trend particularly is evident in the preparations of the distributors, who are stocking with all that can be secured of salable popular models in the various talking machines, for the Fall trade, so that they will not be caught short-handed as was the case last year, especially for holiday stocks. By mid-July the distributing trade will be prepared to take orders for the new lines of machines now coming into the warehouses. Salesmen will feature them on the State trips and although they find that many of the dealers are now well filled with leftover, slow-moving goods they are urging them to offset stale stock numbers by adding those which heretofore have always moved with alacrity and which are the drawing cards for the dealers in bringing patronage whereby they may be able to divert attention to the slower moving models and so be able to clean up more advantageously. Dealers are confident that better times generally are in store for the trade just as soon as the political horizon is cleared by a Presidential election and although they are not quick to place orders now, feel that they can do so within a fortnight if there is apparent a better tone in the industrial life of the country. This does not help the distributors who are more keenly interested in securing early booking of future deliveries so that they can duplicate outgoing stocks and not be short on orders for late Fall should improved business conditions open up a lively holiday season.

Active Portable Demand

Seasonal stocks of portable machines and records are keeping the shipping rooms active just at this time. The last week of June particularly brought about livelier business in these Summertime amusement devices for dancing and popular instrumental selections both in the city and for the up-State dealers. Low priced phonographs were moving at a fairly good rate for the dealers in the second class cities of the State, thanks to Summer demands.

Going Out After Business

That there is an opportunity for the hustler in obtaining orders even when money and work are scarce has been demonstrated by the newly inaugurated sales campaign undertaken last month by the Weaver Piano Co., of York, Pa. For the first time in the history of the firm this new scheme of bringing out orders has been tried and so effectively did it work out that it is to become a permanent feature of the sales promotion department. The plan so successfully carried out was to add to the sales organization a man who had experience as salesman, whose duty it was to make a personal appeal to the householder direct in a home visit rather than waiting for the customer to seek out the store. A special representative whose sole duty was the visiting of the homes, while not exactly in a door-to-door campaign, the sales promotion scheme was made along the lines of follow-up on tips gleaned through this personal appeal and then to concentrate on the sale of a machine to the prospective customer. In most every case where this appeal was made an order was forthcoming and the Weaver Co. is now busy sending out the talking machines as it was in the days when there was a spontaneous demand for the phonograph. The sales of machines were made on the same time payment plan as that of pianos where request was made for the time price.

Victor Radio "Talker" Plan Pleases

Joseph Wertheim, of the Penn Phonograph Co., who has been traveling throughout the eastern section of the State, finds that the radio combination offer, which was announced by the Victor Co. early in June through a notice sent to all Victor dealers, was favorably received by the trade and that dealers were much pleased with the plan of a combination cabinet and talking machine rather than for the talking machine and radio set combination which formerly was planned. In going the rounds of the dealers' shops Mr. Wertheim has been receiving many orders for the cabinet combinations. Dealers claim it has a stronger appeal than the installation of set with the talking machine because it solves the problem of choice between either the talking machine or radio. The dealer has a good argument to offer for the sale of his machine when he tells the customer that he can for a very nominal cost have both radio and phonograph combination and can choose his own radio set. With the handsome combination of panel for radio he need not spend a large sum for the cabinet and have good mechanism installed without the extra charge of overhead for the appearance of his cabinet which would amount to considerably more than what he pays for in the Victor offer of $10 list price on No. 215 and $15 for Models 400, 405 and 410. With radio still in its infancy the dealer feels he takes no risk in stocking models that soon may be in the discard to make way for improved radio developments, for with the cabinet he leaves it open to the customer to keep pace with the progress of radio science. For this reason there has been active demand for models of the new combinations and dealers are assured that when the gift season starts these models will be the fast-moving stocks. In order to provide the dealers with Summertime helps for the promotion of sales of Victrolas and records, the Penn Co., through President Barnhill, is outlining campaigns for stimulating business. President Barnhill is sending suggestions outlining ideas that will bring orders to the dealers and telling them how to go after it and not to sit in their shops waiting for the business to come to them. As a result many of the patrons of the Penn Co. are enjoying better demand for present needs and are building up for profitable Fall trade. Eastern Representative Wertheim leaves the middle of July for the travel over the sales territory in Lancaster, Harrisburg, York and other points in central Pennsylvania.

To Stage Brunswick Sales Talks

Always ready to go the limit in promoting the interests of the trade for the Brunswick lines, Philadelphia District Manager O. F. Jester, of the Brunswick Co., is arranging another of those instructive and helpful talks for the sales organization of the J. H. Troup Music House, of Lancaster, Pa. The sales talk will be given at the Lancaster headquarters of the firm, which in early June took on the Brunswick lines. There are sixteen men connected with the firm's inside and outdoors sales organization, and these will be given a thorough insight into the Brunswick machines, both from the mechanical and sales point of view so as to enable the representatives to more intelligently handle the line. The talk in Lancaster will be given

(*Continued on page* 96)

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 95)

in mid-July just before Manager Jester leaves for the coal regions to call on dealers in that part of the State. The local offices of the Brunswick Co. expect to have a complete sample line of the new Brunswick Radiolas on display by the middle of this month and will send out announcements to the dealers inviting them to call and inspect the newcomers to the Brunswick family. Manager Jester suffered a severe sprain to his ankle during the past month. It was sustained while playing on the golf links of the Cobbs Creek Country Club, when he tried to jump a ditch in the course of a game. He was confined to his home for two weeks but is now able to be about. The local offices are preparing to carry a plentiful supply of machines for the Fall season and these will begin to come in liberal quantities with the latter days of this month.

Orders for Gem Pouring In

The Gem Phonograph Co., which made its business debut on May 7, last, at 109 North Tenth street, is enjoying very favorable initial sales for its new portable machine, the Gem, manufactured at headquarters on the second and third floors of the building which it shares with the Guarantee Talking Machine Supply Co., the latter occupying the main floor of the premises. The new portable has been so successfully launched that it was found necessary to increase employment forces to take care of the demand for the machine retailed at $25. During the past month inquiries for the Gem came from as far North and West as Portland, Ore., and from the Coast moving picture stronghold, Los Angeles. Milton Mark, treasurer of the Gem Co., is planning a trip through the Eastern section of the State this month, introducing the new type portable.

Guarantee Demand Grows

An evidence of the reawakened demand in the talking machine world is that of the increased business enjoyed during June by the Guarantee Talking Machine Supply Co. There came to the firm many new accounts throughout the Eastern States for the Guarantee main spring, an especially strong main spring used in the mechanical construction and repair of talking machines of any size or make. The out-of-town and store sales of accessories also showed a decided improvement recently.

Enthused Over New Victor Home

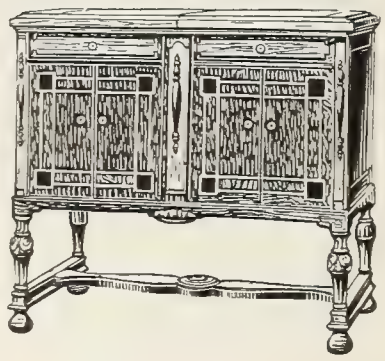
Manager Frank P. Reineck, of the Louis Buehn Co., made a special trip to New York to view the permanent exhibit of the Victor Talking Machine Co., opened in the metropolis during the month at 473 Fifth avenue, and returned to headquarters much enthused over the attractive surroundings and the artistic setting in which are displayed the various Victor products. These quarters were described in detail in the last issue of The World. President Louis Buehn, of the company, sailed on the steamer "Baltic" from New York on June 21 for a two months' sojourn in Europe. He was accompanied by Mrs. Buehn and their three children. The family will travel over Germany, France, England and Switzerland on a sightseeing trip.

Stevens Music House Expanding

The Stevens Music House, of Norristown, Pa., is making extensive alterations to its store on Main street. The firm, dealer in Victrolas and a general line of musical instruments and pianos, is enlarging particularly its Victrola department, so that more hearing booths may be provided. The windows are being enlarged and remodeled and the entire interior redecorated and extended to take care of fast-growing business. When completed the firm will carry larger stocks of records and Victor talking machines and other instruments in which it deals.

Sonoradio in Brisk Demand

Although these dull dog days have been witnessing a slackened pace in demand, the Sonora Co. of Philadelphia, which recently took larger quarters on the eighth floor of the Spring Garden Building at Broad and Spring Garden streets, has been an exception to the rule in its reports of the satisfactory orders that have been coming to it for the new combination Sonoradio and the Sonora loud speaker. Manager E. S. White, of the Philadelphia district, was much gratified with the demand which came after the middle of June for the up-State dealers' accounts for both of these new features to the Sonora, and from the number of inquiries coming from all over the territory there are even brighter prospects businesswise for the firm. Dealers and customers claim that both the radio combination phonograph and the loud speaker have been perfectly satisfactory and that no trouble has been experienced in securing distant points on the Sonoradio and that there is no noise or interference in connections. The loud speaker is especially commended because of its clear enunciation and its attractive cabi-



Victrola No. 405

Making use of Weymann Victor Service is like having a good lawyer on a retaining fee. We are there at your command when and where you want us. Consultation is free as in increasing the sales of Victor products we both profit.

H. A. WEYMANN & SON, INC.

1108 Chestnut Street Philadelphia, Pa.

VICTOR WHOLESALERS

GEM PORTABLE

A PORTABLE OF QUALITY AT A POPULAR PRICE

Specifications:—

1. Case covered in grain leatheroid.
2. Solid leather corners.
3. Motor single spring, standard make, plays one 12" record.
4. Standard make tapering tone-arm with specially designed Gem Reproducer.

Specifications:—

5. Tone Chamber specially constructed for volume of tone.
6. Device for carrying records.
7. Patented needle cup.
8. Size, 11½"x14¼"x17½" deep. Weight, 14 lbs.

GEM PORTABLE TRADE MARK

RETAIL VALUE $25.00

DEALERS PRICE $12.50

GEM PORTABLE TRADE MARK

Attractive Jobbing Proposition to Reliable Firms

GEM PHONOGRAPH CO., Inc.

109 No. TENTH STREET, PHILADELPHIA, PA.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 96)

net form, providing a decorative piece of furniture concealing all mechanism and of convenient size to fit any radio set. It fits on the top of the radio cabinet and is nine by fourteen inches. A complete line of Sonora machines will be placed on exhibition at local headquarters this month in preparation for the coming seasonal requirements for the Fall months and holiday gift-giving time. The trade will be notified of the display and the preparation for future demands. Manager White will spend several weeks going over the eastern Pennsylvania territory booking the dealers for September stock.

Music Master Horn Sales Growing

The business of the Music Master Corp., manufacturer of the radio Music Master horn, of this city, has grown to such proportions that the planned production for the coming Fall season will be 100 per cent over that of the same period of last year.

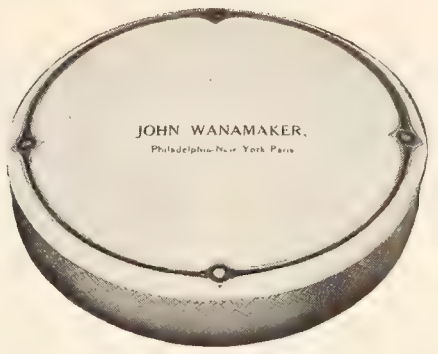
As in the case of all articles of merit which have proved exceptionally popular with the buying public and which have been nationally advertised, the Music Master Corp. has found that numbers of counterfeit Music Master horns are being manufactured. Walter L. Eckhardt, president of the company, has in his private office an interesting display of counterfeit Music Master horns approximating in shape and size the well-known Music Master model. It is Mr. Eckhardt's intention to energetically stamp out this form of business piracy, not alone for the protection of his own company, but also for the protection of the dealer and the consuming public who are being deceived. Mr. Eckhardt has placed the matter in the hands of his attorneys and it is expected that court action will be taken shortly against the transgressors.

Tribute to Everybody's Service

Everybody's Talking Machine Co., Philadelphia, Pa., has recently issued an interesting message to its dealers on the subject of the quality of Honest Quaker springs and Everybody's service. This company has built up a large business and an excellent reputation on both these points and has recently received reports from various dealers of what is said to be unfair competition. It is stated in this communication that merchandise, cartons and even catalogs are imitated. It is said that "imitation is the sincerest form of flattery," and this being true, this poor form of business conduct is a sincere tribute to Honest Quaker quality.

Victor Dealers' Co-operative Advertising

The co-operative advertising conducted by Victor dealers and distributors of Philadelphia and vicinity, which has been so much in evidence during the past year, again appeared with the use of a page calling attention to the engagement for one week of Ted Weems' Orchestra at Keith's Theatre, on Chestnut street. Ted Weems' Orchestra needs no introduction to buyers of Victor records and this is particularly true in Philadelphia as this orchestra is here looked upon as a local product through its season engagement at the Café L'Aiglon. The Philadelphia Victor trade has found this form of advertising highly attractive from a sales standpoint and the reading of the papers published throughout the country shows dealers in other localities following this same form of advertising.



3½" *in Diameter*

The
Velvaloid Record Cleaner De Luxe

Gives the dealer an opportunity to advertise himself and his store, personally in the home and do it in such a manner that he is established there permanently as a friend.

Let us tell you how by dropping us a line. Then you will be anxious to order thru your jobber at once.

PHILADELPHIA BADGE CO.

Manufacturers and exporters of patented selective Advertising Novelties of Proven Merit.

Main Office and Plant

942 Market Street **Philadelphia, U. S. A.**

New York Office—25 Broad St.

Preparing for Fall Trade

Preparation for Falltime activities is now under way at the distribution headquarters of the Talking Machine Co. The firm is securing a full line of Victor machines and preparing to carry a comprehensive stock of all the most desirable models so that the trade is assured of deliveries, provided orders are not delayed until the last moment. The firm will be ready to deliver the Fall stocks by the latter part of this month. The salesmen on the road are notifying the trade of the firm's early preparation for Fall demands. George A. Tatem is covering the coal regions and Karl Sandman is traveling the points in the section along the Reading.

Quick Service at Gimbel Bros.

A quick service plan has been devised by the talking machine department of the Gimbel Bros. department store for its Victrola sales. In the latter days of June the department took possession of the ground floor store at 821 Chestnut street in the building owned by the department store. Herein it installed a piano and Victor service as an addition to its seventh floor main talking machine department, under the management of Mrs. Carmine, who is in charge of the records, and Manager Wurtelle of the talking machine department. The ground store was secured to facilitate sales of records and to afford the customers a service which will eliminate the necessity of traveling to the seventh floor. A complete line of records and machines were added to the stocks of the new store service.

J. B. Smith in New Home

Possession of the new store property purchased some time ago by J. B. Smith, a Columbia dealer, of Conshohocken, near Philadelphia, was taken early in July. The new store is located at 68 Fayette street and for the past few months has been in the hands of the carpenters for conversion into a modern and attractive home for the firm. In the new quarters the firm will greatly increase its Columbia stock of records and phonographs. Previous to taking over the new home the Smith concern was established in a central city section where a general musical business was conducted.

Triangle Jazz Makes Columbia Records

The Triangle Jazz, the musical organization of the Triangle Club of Princeton University, has, through the Columbia Phonograph Co., produced two records made in the laboratories of the Phonograph Co. in its personal recording service department. The Triangle Club placed an order with the Columbia for 4,000 of these jazz records. The records are distributed through the University Book Store in Princeton, N. J.

Opens Branch in Mexico

Sol J. Philips, popular and live-wire dealer in Columbia phonographs, with headquarters in Bethlehem, Pa., and who has attracted to his establishment a patronage extending to many towns and cities adjacent to the Pennsylvania city, has broadened still further and is now featuring a sales agency in Mexico. In the Mexico territory there has been appointed a district sales representative who has been very successful in selling the Columbia and its Mexican records of native music and English as well.

J. J. Doherty Finds Good Outlook

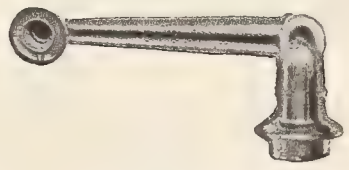
J. J. Doherty, assistant Philadelphia manager of the Columbia Phonograph Co., has been on an extended trip through Reading, Harrisburg, Tamaqua and the points adjacent to these cities, visiting the Columbia dealers. He reports business in this section of the State as prosperous. Ted Lewis and His Band, which is playing during the Summer months at the Ritz-Carlton Hotel in Atlantic City, has been giving the Columbia dealers in the seashore resort a good run for his Columbia records. The local newspapers have been running a co-operative ad on the Ted Lewis records, tying up with his appearance.

On Month's Vacation Tour

Russell Marsden, buyer for the John Thomas & Son Co., of Johnstown, Pa., which operates a very attractive Victor sales department in its department store in the Pennsylvania city, left on July 1 for a month's tour through Canada on a vacation sojourn. He will tour all the Canadian resorts along the St. Lawrence and including Montreal, Quebec and other points.

JOBBERS
REPAIR PARTS
GRAPHITOLEO
ALBUMS
BRILLIANTONE
GILT EDGE
SAPPHIRES

GUARANTEE
TRADE MARK



Tone Arm for Columbia as Pictured

Sample	$1.75
Lots of 12	1.50
Lots of 100	1.25

GUARANTEE TALKING MACHINE SUPPLY CO.

109 N. TENTH STREET, PHILADELPHIA

JOBBERS
MOTORS
TONE ARMS
SOUND BOXES
ADDATONES
3-IN-1 OIL
ATTACHMENTS

Write for our latest Main Spring Chart

Buffalo Dealers Look for Big Fall Business Season

Advertising Campaign Proves Sales Stimulator —Northwest New York Victor Dealers' Annual Outing—News of the Trade

BUFFALO, N. Y., July 9.—The spirit of hope is gaining ascendency and there is sound reason for believing that, although business will remain dull during the Summer season, the Autumn will register a substantial improvement, according to one of Buffalo's leading talking machine dealers.

"After approximately two years of activity in the talking machine field consumption is tapering off. However, a readjustment in the relation of demand and supply is occurring just as it did about this time of 1921, and the Autumn should show a moderate recovery, at least," this conservative dealer declared.

Advertising Boosts Sales

One of the large music houses, that of the music store of the J. N. Adam Co., which is under the management of Mrs. Loretta C. Spring, is doing an excellent business. A great deal of newspaper space was devoted to advertising features of the talking machine department during the month of June and thirty-two machines were sold in one day. In this lot were Victrolas, Royals and Mastercrafts. Figures show that the music store did a much greater business during June than it did during the same period last year. Record sales doubled, Mrs. Spring said. The radio combination with the Royal is doing very well.

H. Coe Chase, of the talking machine department, received recognition from the store for having the highest sales record during the month. He sold forty machines. D. Dimick has joined the sales force in the Victor department, and is said to be making an excellent record. His sales have averaged 80 per cent in the two weeks he has been with the store, Mrs. Spring said.

Victor Dealers' Annual Outing

Mother Nature was in her best attire and Old Sol smiled approvingly when the Victor dealers of Buffalo and western New York held their annual outing in June at the beautiful Automobile Club, in Clarence. It was one of the largest attended and proclaimed the most enjoyable picnic the Association has ever had. Bobbing balloons, suggestive of the frivolous spirit of the occasion, and gay banners, which announced to the curious onlooker that the Victor Dealers' Association was taking the day off for its usual Summer outing, decorated the automobiles that formed a parade in Buffalo and carried the group to the Club grounds. It was about 2 o'clock when the Clubhouse threw open its doors to the happy throng, which included jobbers, dealers, their salesmen and families.

One of the important things on the program was the baseball game, which is one of the anticipated features from one year to the next. The Lollipops scored over the Doodle Doos 14 to 6. C. E. Siegesmund and O. L. Neal were umpires. The line-ups were, Lollipops: Capt., Grinnell; p, Jacobs; c, Dimple; 1b, "Red"; 2b, Klear; ss, Acquisto; 3b, White; rf, Williams; cf, Brush; lf, Dey. Doodle Doos: Capt., Wills; p, Blank; c, Bill Melzer; 1b, L. Melzer; 2b, Wright; ss, Law; 3b, Shabo; rf, Houck; cf, Scheiber; lf, Wills. Home runs were made by Williams and Shabo.

Victor Dealers of Buffalo and Western New York at Outing

In the ladies' events Miss Margret Neal won two contests. The men's events consisted of races and a tug of war. In the children's events the son and daughter of E. R. Burley, West Ferry street dealer, each carried off a prize. O. L. Neal, of the Buffalo Talking Machine Co., won the prize for bringing the largest family. Cash prizes were awarded. The entire lower floor of the Clubhouse was thrown open for the dinner and dance. Between courses of the delicious chicken dinner and throughout the evening dancing held sway. Music was furnished by the Club's orchestra. F. F. Barber, who headed the outing committee, and A. W. Fleishman, president of the Association, received many expressions of congratulations for the success of the occasion.

Brisk Portable Demand

Portable business is very good, according to F. C. Clare, of the Iroquois Sales Corp. "We are awaiting the opening of the Fall season when a good demand for the Strand radio combination is expected," Mr. Clare said. "At present we are enjoying a good portable business. Record sales are running a little under June of last year, but we have opened several new Okeh and Odeon accounts in this district, which

It has always been the policy of this house to build "good will" by rendering a service that is at all times dependable and cooperative.

The number of Victor dealers we are now serving regularly, and who depend upon us for their supply, is constantly increasing.

There must be a reason for their preference.

This not only applies to local and nearby dealers, but many at more distant points find our service dependable. Our shipping facilities out of Buffalo are unexcelled.

Try us and be convinced.

CURTIS N. ANDREWS

SERVICE CAN DEPENDABLE COOPERATIVE BUFFALO, N.Y.

Victor Distributor

Exclusively Wholesale

Court & Pearl Sts.

BUFFALO, N.Y.

SERVICE CAN DEPENDABLE COOPERATIVE BUFFALO, N.Y.

OKeh The Record of Quality

IROQUOIS SALES CORPORATION

210 FRANKLIN STREET BUFFALO, N. Y.

Distributors for New York State and Northwestern Pennsylvania for OKeh Records and ODEON Records.

A capable, efficient sales organization that is ready and willing to co-operate with OKeh and Odeon dealers in building up a permanent, profitable demand for these popular record lines.

ODEON The Imported Record of Quality

Activities of Buffalo Trade

(*Continued from page* 98)

is bringing up the demand for these records. Some good Italian records have recently been released and we are finding a good market for them. The Okeh race records are going well.

Returns From Trade Tour

M. O. Grinnell, of the Buffalo Talking Machine Co., has returned from a tour of western Pennsylvania and eastern Ohio, where conditions are rather "spotty," he said. In the mining and steel sections, where unemployment is most prevalent, business is quite dull, while in the agricultural sections dealers are busy.

New Victor Accounts

Two new Victor accounts were opened last month. They were George Hoyle, of Attica, and H. L. Peters, of Lackawanna. O. L. Neal, of the Buffalo Talking Machine Co., is spending the month in Nichols, N. Y., on the farm of the Neal homestead.

Brief But Interesting

M. Truda, Columbia dealer at 2894 Delaware avenue, Kenmore, N. Y., will move to his old location, 238 West Ferry street, Buffalo, soon.

Morris Turchin, East Ferry street dealer, attracted many buyers to his store last month through an attractive Brunswick display. He reports a good demand for Al Jolson's records.

The Bolender Music House, on East Main street, Cuba, N. Y., discontinued business July 1.

Robert R. Senechal, furniture and talking machine dealer in Niagara Falls, recently filed a petition in bankruptcy, listing liabilities at $8,000 and $1,000 in assets. Alam V. Parker, trustee, has been authorized to sell the stock for not less than three-quarters of the assets.

Mr. and Mrs. C. E. Lucore, en route to Los Angeles, write friends in Buffalo, from Phoenix, Ariz., where Mr. Lucore is steadily regaining his health. He became ill several months ago, while manager for Neal, Clark & Neal.

Totty & Wettelings, dealers in musical instruments in Welland, Ont., will retire from business about August 1.

Standard Victor Records Pushed During Month

The standard records recommended for special sales efforts by the Victor Co. to its dealers for the week of June 20 were "Oh, Promise Me," coupled with "Banjo Song," both sung by Louise Homer, and "National Emblem March," played by the United States Marine Band, with "Lights Out," played by Arthur Pryor's Band, on the reverse side. For the week of June 27 record No. 704 was recommended, consisting of "Simple Confession" and "Killarney," both selections played by Hans Kindler, 'cellist. The other recording for this week on which special sales stress was placed was "Song of Love," sung by Lucy Isabelle Marsh and Royal Dadmun, coupled with "Serenade," sung by Lambert Murphy and the Orpheus Quartet. Both of these numbers are from the musical play "Blossom Time," the music being adapted from the melodies of Franz Schubert. For the first week of July the record No. 725, consisting of two selections played by Fritz Kreisler, "Melody in A Major" and "Paradise," was featured. It might be mentioned here that the first of these was composed by General Charles G. Dawes, candidate for the vice-presidency of the United States. The "American Fantasie," in two parts, one of the best-known of Victor Herbert's masterpieces, played by Victor Herbert's Orchestra, was the other selection for this week.

Mutual Factory Busy

The Mutual Phono Parts Co., New York City, reports that orders are being received in increased quantities and that its factory is quite busy taking care of the demands. This would presage generally good production ahead on the part of the talking machine manufacturer.

Atlas
TRADE MARK
RADIO REPRODUCTION

Sells Radio Sets—

You've sold your patron a phonograph—now he wants radio as well—

But he wants radio reproduction clear, faithful, free from distortion—in other words, *Atlas* Radio Reproduction.

He already owns half of it—the sound chamber of his phonograph. The other half—an Atlas Unit, complete for $13.50, can be easily attached in a few seconds.

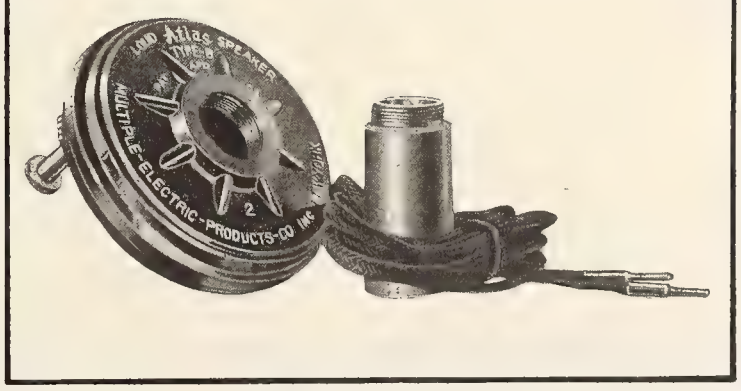
Let him hear Atlas Radio Reproduction through a phonograph—and you'll sell a radio set!

Atlas floods the room with the best that's in the set and yet it keeps the phonograph in the foreground of his family's attention.

The coupon points the way to new profits for alert music dealers. It's handy—use it!

Branch Offices:

New York, Boston, Philadelphia, Baltimore, Pittsburgh, Detroit, Chicago, St. Louis, Denver, 550 Howard St., San Francisco.



Atlas Unit with Phonograph Attachment Coupling $13.50

Atlas Speakers Complete $25.00 *and* $30.00

Multiple Electric Products Co., Inc.,
36 Spring Street,
Newark, New Jersey.

I want to sell GOOD Radio Reproduction. Send details of Atlas profit possibilities for forward-looking music dealers.

Name.....

Address.....

Tremendous Development of the Outing Business

Popular Portables Now Being Sold All Over the World—A. J. Coté Largely Responsible for Industry's Remarkable Development

As a pioneer in the development of portable business, A. J. Coté, president and general manager of the Outing Talking Machine Co., Mt. Kisco, N. Y., manufacturer of Outing portables, has won the friendship and esteem of jobbers and dealers throughout the country.

Several years ago Mr. Coté, with exceptionally keen foresight, appreciated the fact that there was a tremendous market awaiting a satisfactory portable phonograph, and he introduced the Outing portable. The company's success was immediate, and under Mr. Coté's able direc-

A. J. Cote

tion the manufacturing and sales departments steadily increased in efficiency and magnitude.

At the present time the Outing Talking Machine Co. numbers among its jobbers representative wholesale houses from coast to coast, and Outing dealers are located in practically every fair-sized city throughout the country. In addition to this vast domestic trade the company has developed an important and constantly increasing export business. Shipments of Outing portables have been made to all of the leading South American and European countries, and even as far away as the Orient. Mr. Coté has been visiting the trade at frequent intervals the past year, and his present plans provide for enhanced co-operation between his factory and his distributing organizations.

Special Victor Records

The two standard records pushed by Victor dealers during the past week were record 6143, coupling "Aloha Oe" and "My Old Kentucky Home," both sung by Alma Gluck, and record 16529, which includes two of the most popular band selections, "La Paloma," played by Sousa's Band, and "Over the Waves Waltz," played by Pryor's Band.

Salt Lake Dealers Enjoy Satisfactory Business

Portable Sales Grow as Public Turns to Outdoors for Enjoyment—Consolidated Music Co. Stages Outing—Activities of the Month

Salt Lake City, Utah, July 7.—On the whole the talking machine business here at this writing and for the past few weeks may be described as fair. Here and there a firm has complained, and at least one has declared the talking machine business is dead; but, on the other hand, there are those who have been doing rather well. The firms that have been doing the best are, of course, those that have been going after business. One or two prominent retail stores have been moving quite a lot of portable machines since the weather became hot and people turned their thoughts to the cool canyons which surround the principal cities in this State. At the Daynes-Beebe Music Co., G. Tod Taylor, manager of the phonograph department, has put in a fine portable phonograph window in which he shows that the world's best music can be carried into the out-of-way places during the hot days at a minimum of trouble and cost. There is a camp fire, a table, a phonograph and a radio set, while in the background is a huge painting depicting mountain scenery.

The Provo Photo & Music Supply Co., Provo, and Stone & Co., Salt Lake City, have consolidated and the new organization composing these firms will be known as the Globe Music & Photo Co. The headquarters will be at 55 North University avenue, Provo, in the store recently vacated by the Daynes-Beebe Music Co., of Salt Lake City. Both the Provo Co. and the Stone concern have been interested in phonographs and it is announced by an officer of the former that the new company will do a wholesale as well as a retail business. Warner Stone, president and manager of the Stone Co., is well known in music circles.

The Consolidated Music Co. held a most successful outing at Saltair yesterday. Free tickets for transportation, dancing and bathing were furnished those clipping coupons from a newspaper, provided a large tag of the company on which its name was prominently displayed was worn. Many thousands of people took advantage of the coupons and the famous resort reported a record attendance.

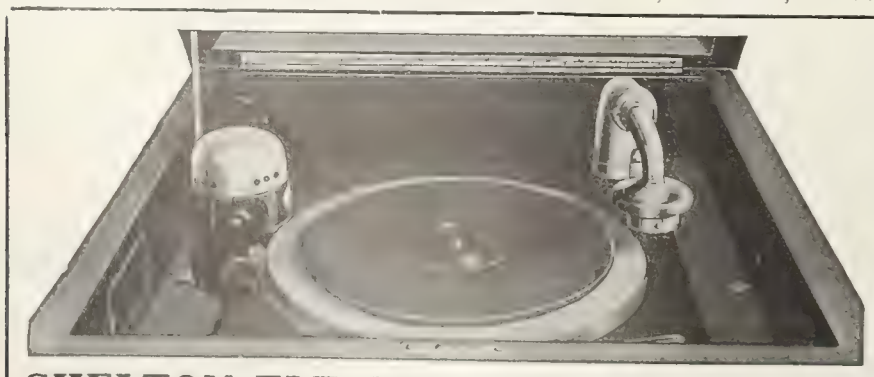
R. F. Perry, of the Brunswick Co., and widely known in Intermountain talking machine circles, has returned to work after a pleasant vacation spent at Fish Lake and Ogden Canyon. At Fish Lake he was accompanied by Philip S. Heilbut, manager of the music department of the Bates Stores Co., Provo.

O'Loughlin's, on Main street, have added more display room at the front of their store and increased the demonstration booths at the back, adding to the appearance of the store.

Miss Cicely J. White, private secretary to Jos. J. Daynes, of the Daynes-Beebe Music Co., is back at her post after an extended tour of the Western States.

The home of John Elliot Clark, prominent talking machine man of this city, was entered by burglars the other night. The loss was not heavy, the intruders being frightened away.

Miss Jessie Russell, in charge of the phonograph department of the Russell-Taylor-Dixon Co., of Provo, is now Mrs. Jessie Cardall.



THE SHELTON
Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Operating on AC or DC current of 110 volts. Specify type of current when ordering.

SHELTON ELECTRIC CO., 16 East 42nd Street, New York

New Loud Speaker of Goldschmidt Corp. Makes Bow

Radical Changes in Design of New Radio Accessory Which Is Being Introduced to the Trade—Ad Drive Planned by Company

The Th. Goldschmidt Corp., New York, exclusive representative of the manufacturers of N. & K. radio products, has announced the introduction of the N. & K. imported loud speaker, Type W, which is radically different in appearance from the loud speakers now on the market, and which has many distinctive features. In describing this new loud speaker, a member of the company's executive organization stated as follows:

"The N. & K. imported loud speaker, Type W, has broken away from all traditions. It projects sound by reflection. In this process

N. & K. Loud Speaker

the sound is diffused so that it issues from the speaker in all directions, not merely in one direct line. It projects sound waves in their full roundness, giving forth a mellow, musical tone.

"It is different in shape. The N. & K. imported loud speaker avoids the tall awkward horn form, so difficult to harmonize with home surroundings, and so easily tipped over or knocked down. Circular in shape and mounted on a low flat base, it presents an agreeable appearance to the eye and harmonizes with the furnishings of even the finest home. It is economical of space. The pleasing black and gold strippled surface gives it an air of distinction also. The base, felt protected, does not scratch or mar polished surfaces.

"It is different in material. Rejecting both wood and metal because of their high vibrating qualities and consequent tendency to mar beauty of tone by making it harsh, metallic and rasping, Type W., N. & K. loud speaker utilizes an entirely new patented material in its construction. It is made of burtex, a scientific product providing the stiffness of wood or metal, but neither cellular nor crystalline in composition. It is more like a very thick, absolutely rigid fabric. This quality causes it to transmit only the actual vibrations of the broadcast waves.

"The unit used in the new Type W, N. & K. loud speaker, embodies the same quality of tone as the popular N. & K. phone units, but is adapted to amplification purposes. It is especially designed for the reproduction of musical tone, bringing out the entire range of the human voice or musical instrument with extreme clearness, sharpness and naturalness. You feel that the speaker, or musician is in the room with you."

The Th. Goldschmidt Corp. is going to launch a strong national advertising campaign behind this product. The first advertisements appearing in national magazines will be in the September issues of the Saturday Evening Post, Popular Radio, Popular Mechanics, Wireless Age, Q. S. T., American Boy, Boys Life, and in the October issue of Radio News. Many additional publications will be used for the Fall and Winter national campaign.

An announcement will shortly be made, introducing the N. & K. phonograph attachment especially designed for use with Victrolas, but which will also operate on any standard make of talking machine, with one exception.

Pathé
REG. U.S. PAT. OFF.

Presents a Complete Line for the Music Dealer

PHONOGRAPHS

Portables
Uprights
Consoles

RADIO

Radio Sets—The Five Tube Pathe
"Minute Man" Consoles
Combination Phonograph-Radio Consoles

Radio Combination (Model 31)

RECORDS

A Quick Selling Record with a Good Margin of Profit

The Pathé Record plays on all phonographs with steel needles. It will show you a more frequent turnover and *greater* margin of profit than is possible with 75 cent records.

Pathé Records retail at 55 cents each, 2 for $1.00, and are the equal of any record regardless of price. Dozens of merchants who attended the National Convention in New York City have added the Pathé Record to their present lines. The Pathé Record will bring hundreds of new customers into your store. Do you want this business?

The New Pathe Portable

A COMPLETE phonograph with an automatic stop and a perfect filing device holding ten records, furnished in Waxed Golden Oak; Fumed Oak; Mahogany Finish; interior in natural wood finish; nickel plated hardware; universal tone-arm; Pathé reproducer; double spring motor; size 14 x 15½ x 8, weight 20 pounds.

Mahogany Finish
Golden Oak
Fumed Oak
.....$40.00

Write for Details

Pathe Phonograph & Radio Corporation

20 Grand Ave., Brooklyn, N.Y.

REFER TO DEPARTMENT 142

Pathé Phono. & Radio Corp.,
20 Grand Ave., Brooklyn.

Send us, without obligation, complete information regarding:

☐ Pathé Portables
☐ Pathé Uprights and Consoles
☐ Pathé Radio Sets
☐ Pathé Phonograph-Radio Consoles
☐ Pathé "Steel Needle" Records

Name.....

Street.....

Town and State.....

Twin Cities Music Industries Making Arrangements for Their Annual Outing

Music Stores to Be Closed for Second Annual Picnic—Two Thousand Expected to Attend—Tie-ups With Norwegian Festivals Move Records—Trade Outlook Is Bright—The News

MINNEAPOLIS and ST. PAUL, MINN., July 7.—Phonograph folk, piano men and all men and women in the music industries here will join in a huge picnic staged by the Twin City Music Industries, probably Wednesday, July 16, at Spring Park. The outing will be the second annual affair of the kind. Twin City music stores will be closed for the event and the committee in charge is planning on 2,000 people. Those in charge include Charles K. Bennett, of the George C. Beckwith Co., Victor jobber; Arthur E. Monson, Stone Piano Co., treasurer, and J. W. Mienes, of Edward G. Hoch Co., Cheney distributor, secretary. The reception committee named consists of Robert O. Foster, of Foster & Waldo; W. J. Dyer, W. J. Dyer & Bro.; Edward R. Dyer, of Metropolitan Music Co., and Grant P. Wagner, of Howard, Farwell & Co. General arrangements are in the hands of E. A. Steinmetz, Cable Piano Co., C. L. Carlson, Howard, Farwell & Co., J. L. Pofahl, the Dayton Co. and Max Stummel, Cable Piano Co. J. A. Simon, of the Metropolitan Music Co., heads the entertainment committee. The transportation group is composed of J. La Belle, of the Skellet Transfer; Hans Christianson, of the Reliable, and T. H. Baldwin, of St. Paul. The location committee consisted of James Mead, Sonora Shop; Louis Crocker, Foster & Waldo; John E. Date, of Doerr-Andrews & Doerr, Sonora distributors, and Harry Crosser, Minnesota Piano Co. J. Unger, of the Lawrence H. Lucker Co., is publicity man. The day's program calls for a picnic luncheon, a program of sports and special entertainment features. A meeting to discuss plans was held June 30 at the Beckwith offices.

Tie-ups With Norwegian Festivals

The Norwegian song festivals which have been conducted in various Minnesota towns, including the big Twin City festival which closed June 29, were used by several phonograph firms, chief among them the Victrola Shop, of Fergus Falls, operated by I. D. Leidal. Mr. Leidal had his shop windows made festive with Norse folders and lists a window card in Norwegian script bearing the words, "Headquarters for Homeland Music," and a welcome card for the various organizations which met there, including Totenlaget, which convened from June 17 to 19; Numedalslaget, June 17 and 18; Nordlandslaget, June 20 and 21, and Vosselaget, June 27 and 28. The shop arranged a booth with green poplar trees and a Victrola No. 10 on a green rug with an assortment of Norwegian records. The visitors were invited to hear their favorite music on Victor records. The shop not only obtained a good mailing list, but also made a considerable number of sales to the visitors.

Skinner & Chamberlain, in Albert Lea, followed much the same plan when the Telelaget convened there June 18 and 19.

Artists Aid Record Sales

Wendell Hall, Victor artist, singing popular songs and strumming his famous ukulele, will appear at the Twin City radio station WLAG, July 19 and 20. He will visit Victor dealers while here.

Clyde Doerr and His Orchestra, Victor recorders, will appear at the Hennepin-Orpheum the week of July 20. The sale of John Steele's Victor records was stimulated by the appearance of this tenor at the Orpheum the week of June 20.

Resigned From Beckwith's

Arthur Bloom left the Beckwith Co. and expects to establish a phonograph business of his own. As a parting gift the firm presented Mr. Bloom with a check and the employes gave him a white gold watch and platinum chain.

Cable Co. Remodeling

The Cable Piano Co. is remodeling its St. Paul store and will use the second floor for display instead of the basement space heretofore utilized. W. S. Collins, vice-president of the company, has not fully recovered from the automobile accident in which he was injured. Mrs. Collins has just returned to her home, 3144 Holmes avenue, after a stay in the hospital.

Steal 3,000 Records

The theft of 3,000 Victor records and a quantity of needles from a shipment for the Beckwith Co., June 23, badly handicapped the firm. The robbers broke into a car which was due in Minneapolis June 21 and which did not arrive until two days later. A discarded packing box furnished the clue that the robbery was staged between Saturday noon, June 21, and Monday morning. The goods included the new July 3 samples and a quantity of special records.

Encouraging Brunswick Outlook

"Doc" O'Neill, manager of the Brunswick Co., says that "Regarding country business, stocks are comparatively low in most sections. Dealers are marking time for the next few weeks until crop conditions are assured and the probable price known. Things are more encouraging at this time than last year in the same period." The new Brunswick Radiolas are exciting considerable interest here.

H. L. Davies, traveling representative for the Brunswick, says that business is best in Wisconsin and eastern Minnesota.

Improvement in Columbia Demand

W. L. Sprague, of the Columbia Phonograph Co., said: "Business is coming back a little bit everywhere. Conditions are better in the Southern territory." Mr. Sprague just returned from a trip into Iowa.

Edison Business Gains

"June business has been as good as last June's business," said J. Unger, of the Laurence Lucker Co., Edison distributor. May was ahead of last year here. Mr. Unger sported a string of fish after a recent trip to Rice Lake, near Eden Valley, when he was one of a party which included R. W. Hyneman, the mayor of Eden Valley.

Lucker's is starting in the radio game in earnest and expects to convert large portions of its floor space to radio uses. One of the company's show pieces over which the Lucker employes are displaying much enthusiasm is an imposing four-tube DeForest radio, which requires no ground connection and carries its own aerial.

Another radio which is expected to be very popular is a Ware neutrodyne.

On Alaskan Wedding Trip

W. C. Hutchings, assistant general sales manager of the Brunswick Co., of Chicago, passed through Minneapolis with his bride on his wedding journey to Alaska a fortnight ago.

Look Forward to Brunswick Records

The trade is looking forward with much anticipation to the arrival of the Brunswick record, "Mandalay," by Abe Lyman and His Orchestra.

Elmer L. Kern, Brunswick general manager in the Northwest, recently returned from a fishing trip of a week's duration at Gull Lake. As proof of his prowess, supplies of black bass were distributed all around the Brunswick branch.

Frank Gunyo, manager of the New England phonograph department, is missing from his post because of serious illness.

SATISFIED CUSTOMERS

We take particular pride in our long list of satisfied customers who always insist on getting

DE LUXE NEEDLES

(BEST BY EVERY TEST)

Perfect Reproduction of Tone *No Scratching Surface Noise*

Plays 100-200 Records

May We Send You Sample?

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Price 3 for 30 Cents Liberal Trade Discounts

W. C. A. Bickham's New Post With Thomas Mfg. Co.

The Thomas Mfg. Co., Dayton, O., manufacturer of the Portophone, announced recently that W. C. A. Bickham had been appointed district sales manager in charge of Ohio and West Virginia territory. Mr. Bickham was formerly associated with the C. L. Marshall Co., covering the same territory that he will now handle for the Thomas Mfg. Co. In addition to his sales promotion activities, he is widely known as a musician, is interested in a large retail store in Columbus and is identified with various dealer associations.

Barnhill to Pacific Coast

T. W. Barnhill, president of the Penn Phonograph Co., Inc., Victor distributor, will leave Philadelphia, Pa., July 25, to join Mrs. Barnhill and their daughter, Marguerite, at Los Angeles. Mr. Barnhill has crossed the continent a number of times and is enthusiastic over the vacation opportunities offered on the Pacific Coast. On his way out he plans to visit a number of important trade centers, such as Cincinnati, Louisville, Memphis, Corinth, Oklahoma City, Albuquerque, Dallas and other points.

Federal Tone Beauty—

an important sales factor for phonograph dealers

BESIDES its simple operation, its exceptional selectivity and distance range, Federal tone gives the phonograph dealer a distinct sales advantage.

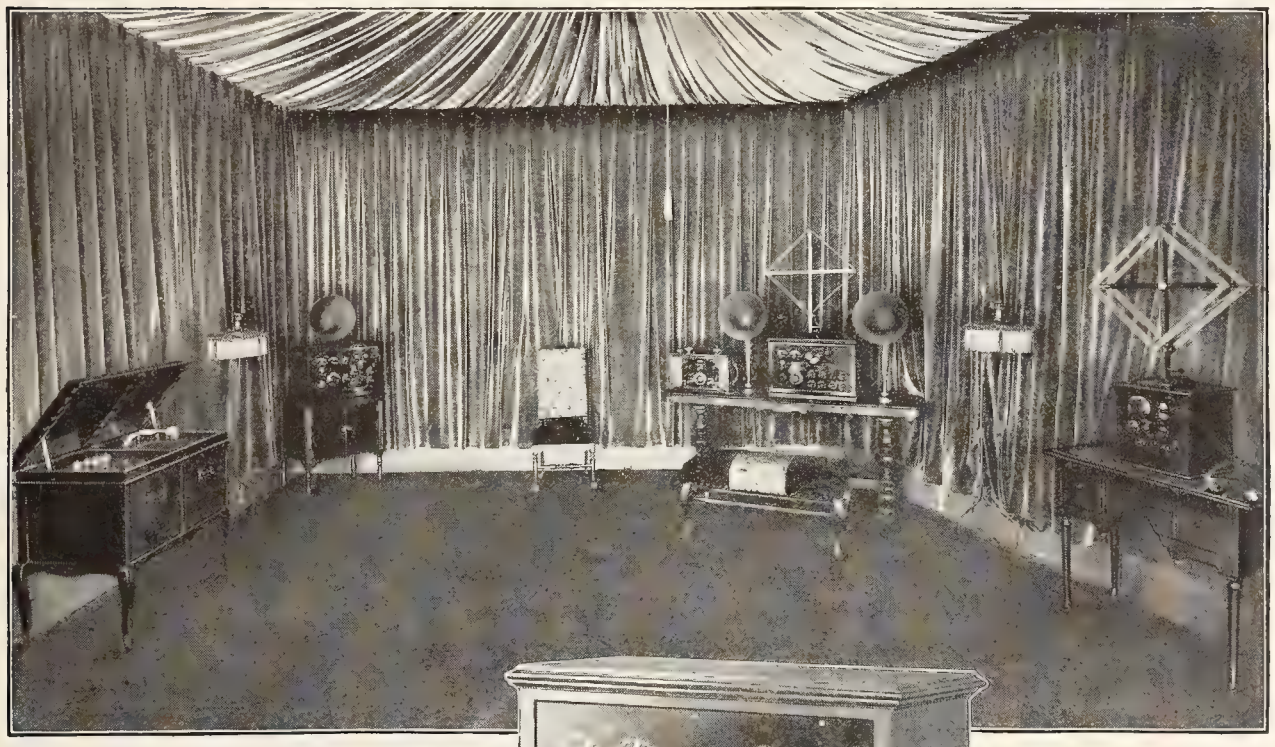
It is natural for your customers to "shop around" when purchasing radio equipment. Either before or after leaving your store, they will listen to a variation of sounds coming from different radio receivers. Thus your sale gains a tremendous impetus when you turn the three simply operated dials of the Federal set and fill the demonstrating room with the full, rich, *faithful* tones of Federal reproduction.

Phonograph dealers have been prompt and enthusiastic in their appreciation of this Federal tone. That is why Federal sets are sold today by all phonograph dealers who have investigated.

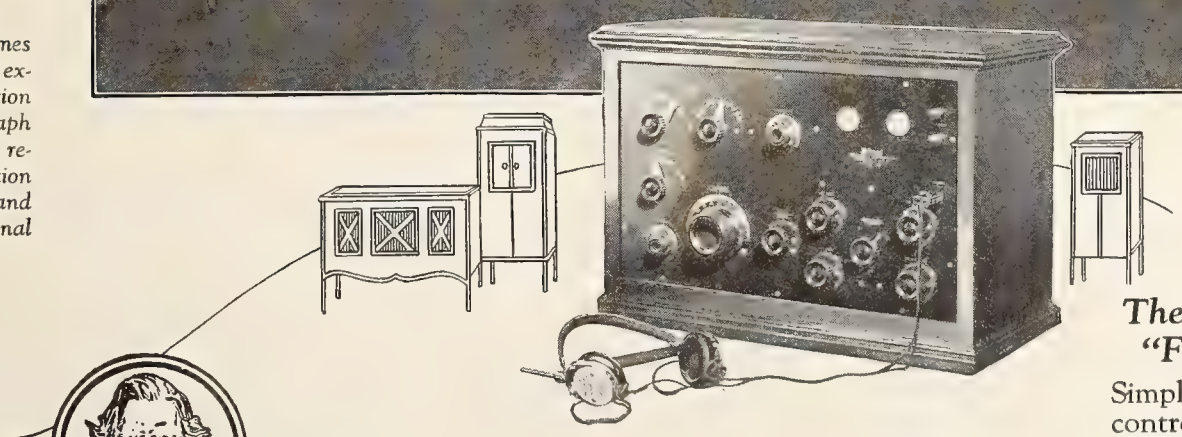
Write us for illustrated "Phonograph Dealers' Folder"

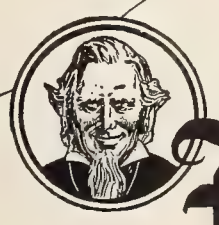
FEDERAL TELEPHONE AND TELEGRAPH CO.
BUFFALO, N. Y.

Boston New York Philadelphia Pittsburgh Chicago
San Francisco Bridgeburg, Canada London, England



The Federal Studio, Times Building, New York, extends a cordial invitation to all visiting phonograph dealers who will feel repaid for their inspection of this display room and its simple, yet exceptional acoustic properties.





Federal
Standard RADIO Products

The Wonderful "Fifty-Nine"

Simple tuning—three controls—others to produce exceptional tone refinement.

Priced at
$177
With headphones.
For loop reception (No.61)
$46 Extra

Radio Corp. of America Announces New Plan for Financing Radiola Dealers

Under the New Arrangement Retailers Selling Radiolas on the Instalment Plan May Take Advantage of the Services of Two Leading Concerns in Financing Their Sales

The Radio Corp. of America announced recently that it had just concluded arrangements for the financing of dealers' Radiola sales. The details of this important plan were announced in a recent issue of the company's house organ, "Town Crier," and as presented by H. T. Melhuish, assistant manager of the sales department, gave the dealers informative details as to the merits and operation of the plan.

Dealers' sales of Radiolas made on the time payment basis will be financed by either of two large national financing companies, namely, the General Contract Purchase Corp., 120 Broadway, New York City, with which are affiliated the New York Contract Purchase Corp., New York City; Ohio Contract Purchase Co., Cleveland, O.; Illinois Contract Purchase Corp., Chicago, Ill.; Southwest Contract Purchase Corp., Dallas, Tex., and the Pacific Coast Contract Corp., San Francisco, Cal.; or the Commercial Credit Co. of Baltimore and San Francisco, with which are affiliated the Commercial Credit Corp., New York City; Commercial Credit Trust, Chicago, Ill., and the Commercial Credit Co., Inc., New Orleans.

The Radiola financing plan of these companies is the same in all respects. Dealers should write directly to one of the above financing companies or to the nearest affiliated company for blank application forms which he will fill out and return to the financing company, and will receive all necessary blank forms. The dealer is then ready to offer Radiolas to his customers on the easy payment plan.

In explaining the details of this plan Mr. Melhuish said in part: "Some prospects will want more time than others in which to pay for their Radiolas, consequently, the financing plan has been so arranged that they can select any desired time from four to ten months for paying the account in full.

"When an understanding has been reached between the dealer and his customer with regard to the sale of a Radiola on the easy payment basis, the customer will pay to the dealer in cash 25 per cent of the list price, plus one per cent per month of the list price for each month that the customer desires for paying the balance. The amount of one per cent per month is for interest and all charges. Thus, if the customer decides to pay the balance in four months (being the minimum time for which such financing is accepted), he will pay in cash 25 per cent of the list price, plus 4 per cent of the list price for interest and all charges.

"At the time of making his contract, the customer will sign a form supplied by the financing company, which is a contract between the customer and the dealer for the payment of the balance in equal monthly instalments. The dealer may then deliver the Radiola to the customer, retain the cash which he has received and forward the contract to the financing company. He will immediately receive from the finance company a check for 90 per cent of the unpaid balance, less the financing charges. Thus, the dealer receives over 93 per cent of the list price at once.

"The financing companies do not appear in the transaction between the dealer and his customer at any time except in cases of delinquency in payment of the monthly instalments. The monthly payments are made directly by the customer to the dealer, who remits to the financing company. The sales possibilities of this continuous contact between the dealer and his customer are of very great value, as all dealers will immediately recognize.

"To earn his 10 per cent commission, the dealer must collect each account in full, but his failure to collect the full amount of any one account does not affect his right to commissions on the other accounts which he does collect. Each account stands separately, and the dealer is not required to guarantee the payment of these accounts.

"Many dealers have found it impossible to extend credit to their customers, due to the fact that their working capital is fully employed in keeping a sufficient amount of merchandise in stock. The financing plan which is now presented will permit a dealer to extend this credit to his customers without decreasing his working capital and will thereby make it possible for him to greatly increase his sales volume and his profits.

"Some prospective customers are reluctant to ask whether a Radiola can be purchased on instalments, therefore, the dealer should mention this sales method to his prospects. Many of such prospects who hesitate to purchase immediately for cash will at once take advantage of this opportunity.

"Financing interests are necessarily slow and cautious in investing money in any new or untried enterprise. This is particularly true where they have to depend upon the quality of merchandise for its repayment. They must, in such cases, be assured that the merchandise has been developed to a point where it will not rapidly decline in value and will give satisfactory continuous service to the purchaser. For many months financing companies have been watching the growth of the radio industry with interest and expectation, but they have not been willing up to this time to undertake the financing of sales of radio apparatus because of the many changes which were constantly being made in radio receivers. Now, however, they have found in the new line of Radiolas a class of merchandise which has reached a position of stability and which offers assurance that investments they make in Radiola deferred payment contracts will be returned to them through prompt payments by satisfied customers."

Mother of Paul Specht Hears Him on Radio

The accompanying photograph presents the mother of Paul Specht, famous orchestra leader and Columbia artist, listening to her son's orchestra broadcasting over Station WJZ from the Alamac Hotel, New York. Paul Specht and His Alamac Hotel Orchestra have attained countrywide popularity through their radio broadcasting, which takes place twice a week, and Columbia dealers throughout the country are "cashing in" on the success of the orchestra by featuring Paul Specht's Columbia records in their newspaper publicity, window displays and other forms of advertising which are proving equally effective.

Paul Specht's Mother Hears Him Play

VAN VEEN & COMPANY, Inc.

Woodworkers Since 1907

Costly experiment has taught the Phonograph Trade the importance of high-grade sound-proof hearing rooms and store fittings.

Radio dealers can avail themselves of Van Veen equipment in the first instance and avoid the experimental losses of the Phonograph trade. Van Veen booths are indispensable in selling and demonstrating radio.

Counters, racks and wall display cases carried in stock or made to special design. Write for estimate and catalogue.

Offices and Warerooms:
413-417 East 109th Street ***'Phone Lehigh 5324*** **NEW YORK CITY**

Our Repair Department

Service for Victor Dealers is of paramount importance to us. Therefore, we operate a completely equipped Repair Department—manned by skilled mechanics and cabinet makers who have specialized in Victor Repairs for years. ¶ Here you have *every Victor part obtainable*—ready for your "hurry calls." Here, you are assured of *reasonable* Repair Prices. ¶ Our Repair Department was established to aid you! Why not look to us for Service your customers may require? Service to your trade has much to do with business increases.

VICTOR DISTRIBUTORS

Blackman Talking Machine Co.

28-30 West 23rd St. New York

WHOLESALE ONLY

Important Activities of the Trade Are Feature of the Month in Los Angeles

Western Artists Recorded in Los Angeles by Victor Co.—Brunswick Dealers Tying Up With Isham Jones—Wide Interest in Coming Convention—Galli-Curci Scores in Concert

LOS ANGELES, CAL., July 5.—A number of Victor recordings of local organizations and individuals were secured last month when a special recording apparatus was installed here. E. T. King, manager New York artist and repertoire department, succeeded in arranging with Art Hickman's Biltmore Hotel Orchestra, which is under the leadership of Earl Burtnett, Vincent Rose's Montmartre Café, Hollywood, Orchestra, and with a number of locally famous Hawaiian and Mexican instrumentalists and orchestras, so that many very successful recordings were made which will appear in the Victor catalog in the near future and will be pressed in the new Pacific Coast factory in Oakland. The recording was done under the supervision of H. O. Sooy, manager of the recording laboratories of the Victor Co., Camden, N. J.; Fred Elsasser, manager of the recording laboratory, Oakland, Cal., and George Hall, superintendent of production of the Oakland factory.

Brunswick Celebrate Visit of Famous Orchestra

The Isham Jones Dance Orchestra, of Chicago, which makes records exclusively for the Brunswick, has been engaged by the Los Angeles Orpheum Theatre for two weeks, July 6 to July 20, and the local Brunswick office is celebrating the event by entertaining its dealers and salespeople at a dance at the ballroom of the Biltmore Hotel. The publicity office of the Orpheum is co-operating with the local Brunswick branch and with Brunswick dealers by advertising the Isham Jones Orchestra to the fullest extent.

The Coming Convention

Arrangements are practically complete in every detail for the holding of the Western Music Trades Convention in San Francisco, July 22d to 25th. A memorial was sent out from the headquarters of the Convention referring with the deepest regret to the deaths of the two great leaders of the two associations, the Northern and Southern California, George R. Hughes and George S. Marygold, respectively, and who were to have headed the Convention. The memorial goes on to state that the committee is carrying on and announces that Philip T. Clay, president of Sherman, Clay & Co., has accepted the post of general chairman and that Edward H. Uhl, president of the Southern California Music Co., will head the advisory committee as chairman of that body. Great credit is due to Shirley Walker, of Sherman, Clay & Co., who has shouldered the giant's share of the work of preparation of the Convention, in fact it is doubtful if this first annual gathering of the music merchants of the West would have materialized but for his untiring efforts. Mr. Walker was vice-president of the Music Trades Association of Northern California and on the death of George R. Hughes, was unanimously acclaimed president.

Galli-Curci in Historic Open-air Concert

Before a vast audience estimated variously at between twenty-five and forty thousand people, Madame Galli-Curci sang four of her well-known arias under the stars of night in the great Hollywood Bowl. The affair seems to have been history making for never before had the famous coloratura soprano sung before an audience in the open air, nor had she sung previously in concert with a symphony orchestra for her accompaniment. The symphony orchestra was led by Alfred Hertz and the audience was probably the largest that had ever gathered in the Hollywood Bowl. In spite of the fact that the demand for tickets exceeded the enormous supply, the management generously presented the various Victor dealers' stores with a sufficient number of complimentary tickets so that all Victor salesmen and salesgirls were able to attend. Madame Galli-Curci fulfilled all anticipations and sang superbly and at the end of the concert gave a number of encores.

General Phonograph Corp. Official Here

R. S. Peer, director of record production for the General Phonograph Corp., spent a few days of the last week of June in Los Angeles. He motored down from San Francisco with Walter S. Gray, president of the Walter S. Gray Co., and Mrs. Gray, after making arrangements for the distribution of Okeh and Odeon records for the State of California by the Walter S. Gray Co., well-known phonograph accessory jobbers and distributors of the Strand phonograph. A number of very attractive Mexican records have been made by the General Phonograph Corp. during the last few months and the demand for Okeh records of popular dances and for the beautiful foreign recordings contained in the Odeon catalog are showing a remarkable growth on the Pacific Coast. Mr. Peer was enthusiastic over Southern California and its future development; he also visited two or three of the golf courses, including one of the "greens" which were composed of oiled sand and harbored habitues of a depredatory nature; he lost several balls of special Eastern manufacture.

Henry Fails to Stay Back on the Farm

It seems to be impossible to keep W. E. Henry—affectionately known to his many friends as Pop Henry, off the road. He has a perfectly fine orange grove valued at a dizzy producing number of dollars to which he occasionally retires, but not for long—it is always a case of "back to the road." Recently he resigned from the General Phonograph Corp. and the inhabitants of the little town nestling at the foot of the tall Sierra Madres near where his rancho is situated, prepared a rousing welcome. But it was for only a day or two; he was gone on the fourth day with a portable phonograph of one make under his right arm and another kind under his left and a Music Master Horn as well, off to satisfy his wanderlust.

WALL-KANE PHONOGRAPH NEEDLES

The original ten record needle

***150 Per Cent Profit* On an established article that sells itself**

Handsome enamelled display stand holding one hundred packages.

WALL-KANE NEEDLE MFG. CO., Inc.

3922 14th Avenue BROOKLYN, N. Y.

DISTRIBUTORS—Consolidated Talking Machine Co., Inc., Chicago, Ill.; Everybody's Talking Machine Co., Inc., Philadelphia, Pa.; General Phonograph Corporation, New York

Interesting Demonstrations of Zenith Radio Sets

At the recent convention in New York the sales staff of the Zenith Mfg. Co., Chicago, was busy day and night demonstrating to interested dealers the various Zenith radio sets which were exhibited during convention week. Interesting

Top row, left to right: F. Aylesworth, A. E. Pierce, Pat. Kiley, Wm. J. Gaynor. Bottom row: J. McCarthy, M. Schaefer, F. Lakeman.

demonstrations were held at frequent intervals, and a comparison of the Zenith tone quality with the human voice was one of the outstanding features of the exhibition. The sales organization of the Zenith Mfg. Co. includes a number of competent radio men who are thoroughly familiar with the merchandising problems of the music dealer, and are doing everything possible to assist the dealer in developing a profitable radio business. The accompanying photograph presents the members of the Zenith force who covered the convention, together with a well-known soprano who made the trip from Chicago to assist in the Zenith demonstrations at the exhibit.

Builds Prospect List With Aid of Mystery Brunswick

ENNIS, TEX., July 7.—Gid Noel & Bros., live local music house, recently rendered an unusual program in bringing to their store the novel and interesting "Mystery Brunswick." Gid Noel says the advertising and entertainment that were derived from the instrument are invaluable and the returns have been far in excess of the most sanguine anticipations.

It is estimated that approximately twenty-five hundred people of the city and communities adjacent to Ennis saw and heard the "Mystery Brunswick." From these Mr. Noel secured a splendid phonograph prospect list, and he has set about to develop a real volume of sales from the returns.

Minor Portable

Major Portable

Upright Leaders

Console Leaders

Upright Conventional

Console Conventional

Period Uprights

Period Consoles

Phonograph-Radio Combinations

Radio Cabinets

MASTERCRAFT MODEL
FOR
EVERY SEASON

QUALITY
VISUAL VALUE
PERFORMANCE
SALES APPEAL

ONE STANDARD **ONE SOURCE**

WRITE OUR SERVICE DEPARTMENT
FOR
Method to Help You Move Your Merchandise

TEAR OUT AND MAIL THIS COUPON

THE WOLF MANUFACTURING INDUSTRIES (Service Dept.)
Quincy, Illinois.

Please write (without obligation to us) in relation to methods of moving merchandise.

Name and Address.....

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., JULY 8, 1924. THERE is not the slightest doubt that retail business was generally a great deal better in June throughout the mid-West phonograph trade than it had been during May. Not that the order-books of talking machine manufacturers have shown any excessive response. It is rather that retailers, as is plainly disclosed by inquiries made of them, have been cutting down their stocks to the bone, and at the same time going out after both old and new accounts in the strongest manner. There has been, in fact, during the last month, a strong effort on the part of local dealers to get themselves into shape; and this effort has borne fruit. Now that stocks are so low it becomes absolutely necessary to replenish them and manufacturers who are aware of the facts are anticipating that the immediate future will see a resumption of activity. The political situation is gradually settling down and it looks as if there will be no great psychological disturbance during the months between now and November. The day is, in fact, past for presidential elections to wreck the entire business of the country. Such depression as presidential years now show is more psychological than anything else. This much can be seen by any competent observer and it is in its way most fortunate. The country is incredibly wealthy and the amount of individual prosperity simply cannot be estimated save in figures which really convey no corresponding intelligible impression to the mind. Any question of prosperity in any American industry must always, therefore, be a question of the appeal made to the public mind. The talking machine business sometimes needs to be reminded that it is not enough to have a good thing but that the qualities which it possesses and its general powers of attraction must be made plain to all the world persistently and skilfully. In a word, when salesmanship is constantly and judiciously applied, by men who know the game and play it steadily, business is never dead. As a matter of fact it never has been dead and never will be dead as long as music survives. During this Summer as in Summers past those dealers who made and are making special efforts to increase their sales by unusual plans of merchandising are securing satisfactory results. This, of course, has meant special efforts—the origination of new ideas and the development of unusual policies—but goods have been moving, and that is the main objective. The dealer who thinks and acts is not affected by the prevailing psychological spasms.

June Was Better

THE portable business is again brisk as the late Summer turns itself into a very decent imitation of the real thing, and it seems to be growing stronger. One curious thing is that many dealers insist upon selling very cheap machines, claiming that the buying public is completely indifferent to tone-quality and good reproduction in them. It appears that out under the stars (when it is not raining), close to the great heart of Nature (and the bugs) what is chiefly wanted is something that can be thrown around without getting hurt and be depended upon to land on its base each time, all ready to play. Naturally this supposition is already making itself felt and there is a disposition in some quarters to think that the only question of the slightest importance is the question of price. This might be true if portable machines were never used save in camp, or on the veranda of a Summer cottage; but, in fact, they are often used when the families come home and sometimes do duty in rooms for which they were never intended. It is obviously quite possible to make a very good portable to sell at a very moderate (not a 'cut-rate') price; which shall be a worthy representative of its maker's products. It is useless to try to get indoors tone in an outdoors instrument, of course, and no wise maker will waste time trying; but to turn out machines too cheap to be any good is simply to defeat the very purpose which the cheapening was intended to promote, namely, the purpose of increased sales. Give the people only cheap goods, and they will buy; but business will suffer.

About Portable Business

THE record selling business has stood up wonderfully well this year so far and there is no reason to suppose that it will recede during the remaining months between now and holiday time. Conservative estimates are that for the first half year of 1924 the record business did not fall off more than ten to twelve per cent from the great figures of 1923; while on the other hand the output of machines fell off considerably more, as we all know. There is no doubt of the facts and they are very interesting. The record end of the talking machine business in general may be called its foundation, for upon it retail prosperity is most naturally and most surely built. Merchants in the talking machine business certainly are not guilty of neglecting the sale of records, as piano men have neglected to push music rolls; but there is still room for improvement. It is not so much a question of service from manufacturers, of physical means for handling records or of unwillingness to push them. It is rather that too many merchants fail to see the advantage of trying to build up a large community good-will. They do not see that it is quite possible to build up a store into a position of central musical importance simply by making that store indispensable to every one who wants to make use of the musical possibilities of the talking machine. These musical possibilities unhappily are only partially realized, but every community has its men and women whose appetite for new records is only proportional to their means; and who will always buy as many records as they can afford to buy if they can find a store where intelligent service is available. There are stores in every large city —or at least there is always one store where a vast retail business has been built up by dint of nothing more than this same patient, intelligent handling of the record department, this willingness to learn everything possible about the records themselves and to have at hand always accurate information for the use of inquiries. Nothing is more cheerful than to find intelligent record clerks, nothing more chilling than to fail in the quest. Every dollar put into training and paying intelligent record salesmen and saleswomen, and to advertising record service is a dollar spent just as well as a dollar can be spent in this our industry.

Build Record Service

ONE thing is sure; no business has greater possibilities than the talking machine business, because no business reaches so deeply down into the springs of human nature. The love for music of some kind is the most nearly universal of passions; and to deal in music, especially through the medium of an universal music-bringer like the talking machine, is to deal direct with one of the most powerful desires human nature knows. How strange that some men should think the talking machine trade can be moved by any innovation, or rivalry! It will be so moved only when it has been superseded. So far it has not been even approached. All musical instruments have their places and the talking machine and records have advantages in the way of artists and reproduction qualities which are unrivaled.

Not Even Approached

THE plan advocated by Arthur A. Friestedt, the president of the United States Music Co., for establishing the music business on a fiscal year basis, casting up accounts and taking inventories after June 30 or thereabouts instead of in the usually busy season immediately after the first of the year, has begun to attract a considerable amount of attention outside the music industry itself.

Recently several business magazines, including System and Printers' Ink Monthly, have seen fit to run special and more or less lengthy articles on the fiscal year plan and the idea back of it which indicates the subject is considered of direct interest to business men in all lines. In every case the articles have been of a commendatory nature and should go far to aid Mr. Friestedt in his work of bringing about a general adoption of this scheme in which he is so greatly interested.

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EUGENE F. CAREY, Manager

Retailers Replenishing Their Stocks to Meet Continued Demands of Public

Attractive New Models Introduced by Manufacturers Early in Season Largely Instrumental in Creating Good Business—Portable Drives Effective—Trade News and Activities of the Month

CHICAGO, ILL., July 9.—Large expectations are never entertained for June in the talking machine field, but the month as a whole held the improvement noted during the latter part of May and the first week of June. This, from a wholesaler's and manufacturer's viewpoint, is due largely to the fact that dealers in many sections had permitted their stocks to run down to a point where buying action had become imperatively necessary.

While the cabinet models are naturally somewhat slow at this period of the year there has been so much activity among the manufacturers in bringing out attractive styles that when these have been aggressively displayed, advertised and pushed by the dealer they have served to stimulate trade that would otherwise have lain dormant until Fall. The console talking machine radio combination seems to be gradually gaining in favor, and travelers returning from recent trips are certain that it will prove a very considerable factor in the Fall trade.

Effective Portable Exploitation

Meantime the portable talking machine has been the object of such forceful and continuous exploitation with many new aspirants, some of them approaching novelty, that it would be against human nature to resist the continual and patent suggestion. Hardly a music house on Wabash avenue has failed to make alluring portable displays during the past few weeks, and from all reports the sales have been satisfactory. The Summer can hardly be said to have commenced until June was two-thirds past, and its lateness has had the effect of bringing the bulk of the distinctively seasonal, that is the Summer cottage and camp trade, somewhat later than usual. A thoroughly active business is expected this month and well into August. But it won't stop then. That the portable, as a practical all-the-year round proposition, has come to stay, is generally admitted, and that it has at least kept up machine sales numerically and proved a strong feeder for the record departments through the period of extraordinarily high rents, and consequently extraordinarily small apartments, is conceded.

Conventions and Radio Popularity

The growing disposition to refuse to consider seasons in the music business and to work intensively if not hysterically during the Summer months, when applied to radio departments has a tendency to stabilize a branch of the business that for a time bade fair to be a particular sufferer from the traditional Summer quiet. The almost universal effort in Chicago at least to attract trade to warerooms by getting prospects to listen to the proceedings of the Republican Convention in Cleveland and the highly dramatic performances at the Democratic Convention in New York must have convinced many that the radio as an all-year-round entertainment and information disseminating agent is almost to be considered in the necessity class.

(Continued on page 110)

Record Sales Are Active

Sales of records have kept up excellently and are generally reported to be about on a par with last year. That the radio does have a stimulating effect on some classes of records is beginning to be generally accepted, and in Chicago we have several composers and singers of their own songs who have broken into fame and into the record bulletins almost entirely because of their popularity among their radio admirers. This emphasizes the natural affinity between the radio and the talking machine.

Proof That Sales Can Be Made

Frenzied efforts unduly to force business by sales calculated to confuse the unthinking person in regard to talking machine value is not to be encouraged; still the fact that 600 console talking machines were sold by one State Street department store on a June Monday, as the result of aggressive Sunday paper advertising, at least shows that people have not lost interest in talking machines in spite of the mouthings of an occasional pessimist.

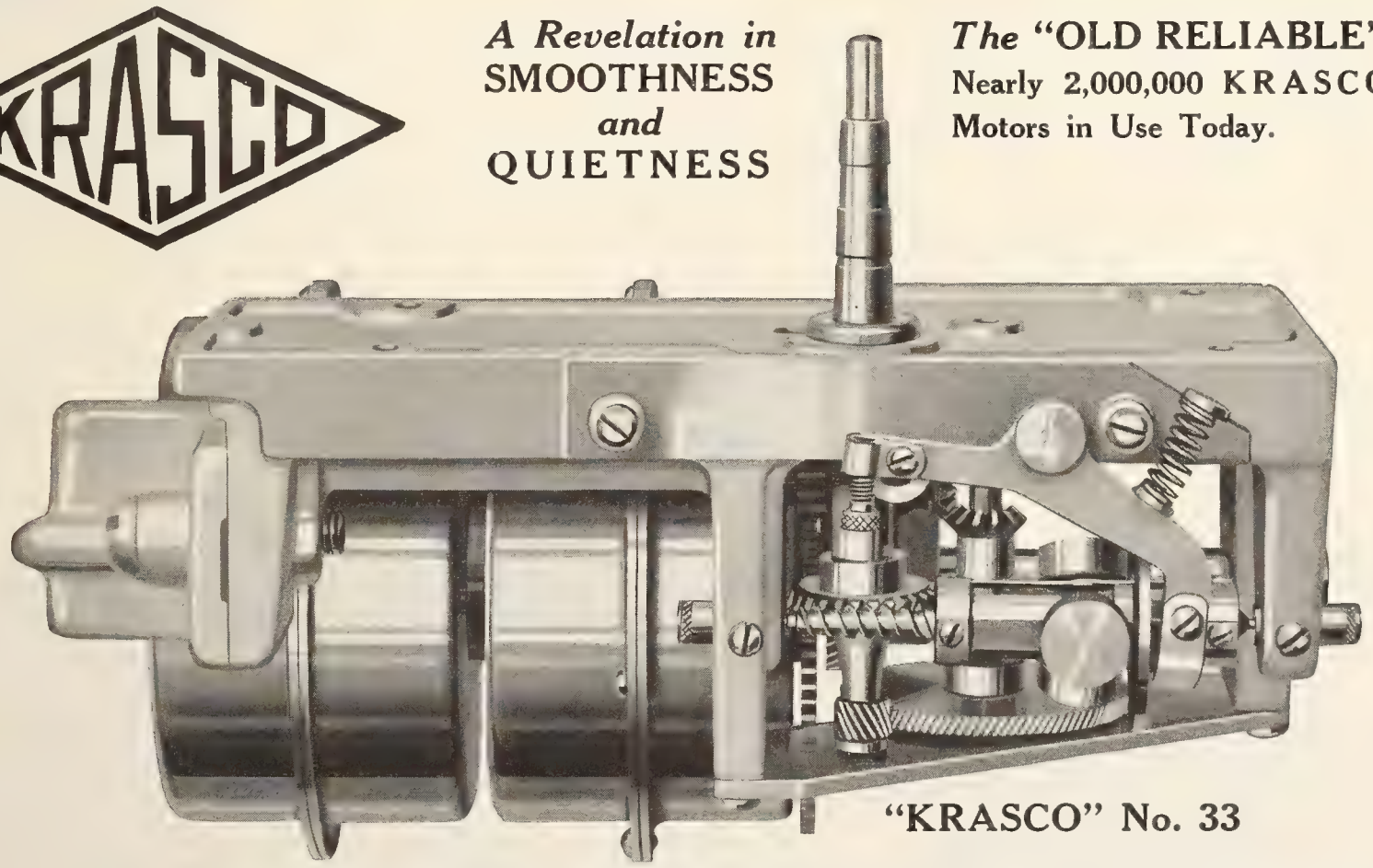
Economic Situation Reviewed

An interesting feature of the present economic condition which many people overlook is the

KRASCO

A Revelation in SMOOTHNESS *and* QUIETNESS

The "OLD RELIABLE"
Nearly 2,000,000 KRASCO Motors in Use Today.



"KRASCO" No. 33

No matter what your motor requirements are KRASCO will fill the bill. If your trade wants reliable motors to play from four to ten ten-inch Records at one winding KRASCO will do it. Write for literature on KRASCO MOTORS. Types 2, 3, 4, 22, 33 and 41.

KRASCO MANUFACTURING COMPANY
451 East Ohio Street CHICAGO, ILL.
Eastern Branch, 120 West 42nd Street, New York

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

increase in savings deposits. The reports have shown a steady improvement in this regard with the Chicago banks since the first of the year. This is not to be dismissed with a mere scornful reference to frightened coins seeking the sock. It has always been the experience that when people save the temptation to buy the long coveted thing finally prevails. In fact, there is every reason to believe that the chap who keeps plugging honestly and earnestly for trade is going to get it, and that in spite of the presidential campaign and various pet bugaboos we are going to have a fairly satisfactory Summer and a better Fall business.

This is the belief of the majority of all branches of the Chicago trade. This hopefulness is in itself a reason for encouragement as the tendency in the normally constituted individual is to hustle in the direction of his hopes.

English Tribute to Hall Fibre Needles

The Hall Manufacturing Co., of this city, whose fibre needles are so widely appreciated as missionaries for good music, has received a rather unusual testimonial anent its product from The Auburn, Marlborough, Leicestershire, England. These needles have been the subject of many similar testimonials in the past, and the world-wide reputation that this indicates certainly reflects good credit on the company and the product. The letter is signed by Henry Geary. Hall fibre needle dealers might do well to get a copy of the letter from the company for use in enlightening their customers as to the artistic effects to be secured by using fibre needles on the records of great artists.

Seal Up Jazz in New Straus Building

Five phonograph records, Brunswick, some of popular type and others of famous artists, a package of needles, a strip of movie film and Chicago newspapers—all representative of civilization as it exists in 1924—were sealed away in the cornerstone of the thirty-two story Straus Building at Michigan avenue and Jackson boulevard, Chicago, recently. Mayor Dever and S. W. Straus, president of the company which built the $18,000,000 structure, plied the silver trowel which cemented the stone into place.

Comfort Phono-Radio Corp. Chartered

The Comfort Phono-Radio Corp., 7067 North Clark street, was recently incorporated with a capital stock of $50,000. The concern will assemble, manufacture and sell phonographs, radio sets, etc. The incorporators include Waiva J. Bagnek, Earl B. Yates, Victor J. Bagnek and Michael B. Warnimont.

Running Three Shifts a Day

One day in May T. W. Hindley, sales manager of the Wasmuth-Goodrich Co., in a small town in Washington, ran across a man who has a talking machine and radio business which promises to be not so little in the near future. This man, with his industrious and intelligent wife, has a department in a local general store. His wife is on the job during most of the day. Her husband works eight hours for Uncle Sam in the post office and puts in the afternoon at the store and keeps up the selling game in the four hours in the evening at his home. Then he gets his eight hours' sleep. He is enthusiastic and says that the time spent in the music game doesn't seem like work, but is an actual recreation. He is building up a nice business.

Mr. Hindley spent April and May in a long Western trip which took him from Duluth to Galveston, up the West Coast and home to Chicago by the Northern route. After a day or two here he hied himself forth to the conventions in New York and after a week's rest in Atlantic City returned again to his office in the Republic Building in Chicago.

He used the Washington dealer as a text. During his long Western trip he found trade to accord not so much with local agricultural or economic conditions as with the mental attitude of the dealers. Those who did not allow themselves to be depressed by pessimistic talk or apparently antagonistic trade factors, and continued to work steadily and earnestly, were getting a satisfactory return for the effort expended, according to Mr. Hindley. Before he went West he shipped a sample PhonoradiO to one dealer in each of the thirty-six cities on his route. He did not have to take any of them back and in four instances the PhonoradiO was bought on the spot by people who happened in when he was demonstrating it to the dealer.

Tom had long experience in the retail game before he became a wholesale sales manager and traveler. On this trip he had a chance to use his big baritone voice which used to be a factor in his retail work. This time he had a larger audience. He radiocast in Salt Lake City from the station operated jointly by the Daynes-Beebe Music Co. and the Deseret News. Those who listened in heard "The Road to Mandalay," and selections of like dramatic quality.

Sells Branch Store

Herbert Milligan, who conducts several stores in the outlying districts of Chicago, has sold the one which he has been conducting under the name of the Vocalion Shop at 4643 Sheridan road to Miss N. A. Pattee.

Consolidated Co. Announces New Portable

The Consolidated Talking Machine Co., of Chicago, is now on the market with a new portable talking machine on its own account. It is known as the Swanson, Jr. It has no horn, in the accepted sense of that term, but has a reception chamber leading from the top of the motor board and certainly attains a tone out of proportion to its size.

It weighs twelve and one-half pounds and has a durable bass-wood case covered with either black or tan fabricoid, at the purchaser's option. The company is selling it direct to dealers in the territory covered by their travelers,

A Better Fibre Needle Cutter for Less Money

RETAIL PRICE $1.00

The ALTO

Manufactured by

ALTO MFG. CO.

1801-1803 Cornelia Ave., CHICAGO, ILL.

but in other sections they will market it through jobbers.

E. A. Fearn, president of the Consolidated Co., was in New York the latter part of June, paying a visit to Otto Heinemann, head of the General Phonograph Corp., prior to the latter's sailing for Europe. On his return to Chicago Mr. Fearn immediately left for a visit to the Consolidated branch at Minneapolis.

Hibbeler's New Song Recorded by Many

Ray Hibbeler, head of the Garrick Music Sales, of 4040 Dickens avenue, Chicago, has every reason to be pleased with the wide reception given his latest popular waltz ballad, "Tell Me You'll Forgive Me," which has just been released on the Brunswick record No. 625, recorded by Charles Harrison and Elliott Shaw. It is scheduled for other early releases and has been on music rolls of the United States Music Co., Q R S Music Co., Columbia Music Roll Co., Kimball Co., Pianostyle, International and others.

Mr. Hibbeler has been responsible for a number of popular numbers and his present success comes close on the heels of "Oklahoma Indian Jazz." "Tell Me You'll Forgive Me" has been broadcast from stations all over the country.

It has been played by orchestras in all sections and organists are also featuring it in connection with special slides.

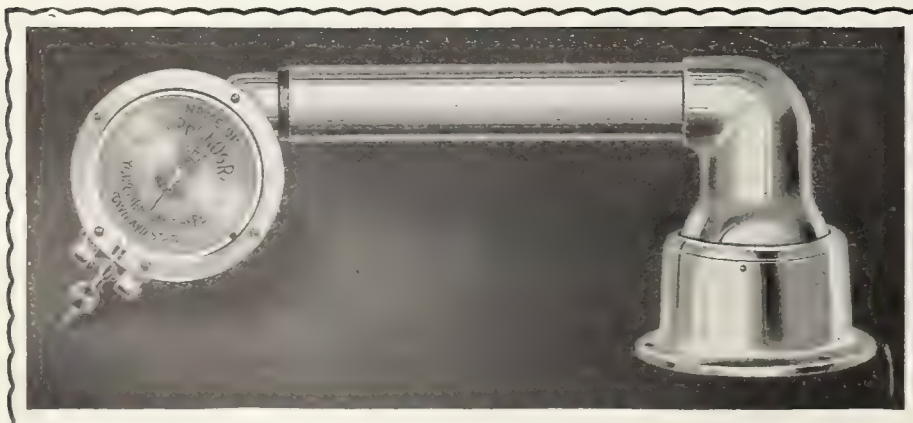
The catalog of the Garrick Music Sales is very popular and one of the numbers, "Lost My Baby Blues," a fox-trot, is promising to become another widespread hit. This number has just been released on the Okeh record No. 40124, recorded by the Arkansas Travelers.

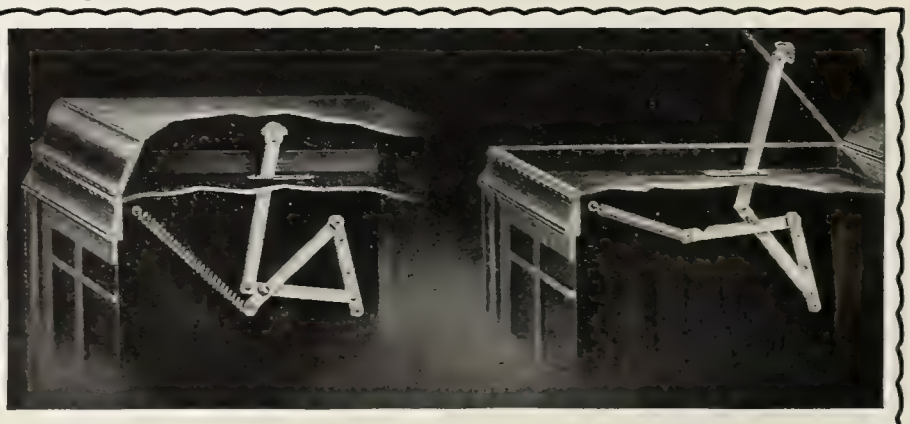
The publishers are co-operating with the music dealers in every possible way to enable them to take advantage of the publicity on "Tell Me You'll Forgive Me." They have prepared an extremely attractive display streamer for window and counter display purposes which will, no doubt, help in the sales of the sheet music as well as in stimulating the sale of records.

A. N. Hansen Co. Chartered

The A. N. Hansen Co., 4032 Milwaukee avenue, was recently incorporated to sell talking machines, pianos, radio sets, etc., with a capital stock of $50,000. The incorporators include

(Continued on page 112)





Scotford Tonearm and Superior Reproducer

Manufactured under patents of Louis K. Scotford. Plays all makes of records. Famous for tone—without the usual metallic sharpness and without the scratch. Standard length 8½ inches center of base to needlepoint—can be made to order longer or shorter. Base opening 2 inches diameter.

Fine quality Nickel and Gold Plate finishes

The Superior Spring Balanced Lid Support

A touch of one finger lifts or closes the lid which stops, balanced, at any point desired. Does not warp lid. Noiseless in operation. The simplest spring balance made—and easiest to install. Can be made to fit any type and weight of lid. Furnished complete with escutcheon plate and all necessary screws.

Low quantity Prices quoted on application

Supplied to manufacturers of high-grade phonograph cabinets in the United States and all foreign countries

Samples sent anywhere for trial

BARNHART BROTHERS & SPINDLER SUPERIOR SPECIALTIES FOR PHONOGRAPHS MONROE & THROOP STS., CHICAGO

Like A Beacon Light

VITANOLA
The Phonograph of Marvelous Tone

Quality Has Never Wavered

No. 952 List Price $220.00

Width 30 in. Height 45 in. Depth 16¾ in. Italian walnut finish. (Includes 5-tube radio set and loud speaker unit. No tubes or batteries. Cabinets constructed with horn in upper compartment behind doors. Grille in front of horn. Radio set behind center drop door. Room for batteries through two removable panels in rear.)

Just one of the many beautiful new Vitanola designs, showing how it looks when it's open.

Dealer's Price $110.00

Times have changed since "way back when" anything that would make music would sell.

Conditions have changed—business has had its "good" times and its bad times, booms and depressions.

Models have changed—popular favor has swung from upright to console and then to a medium of balance on the two.

BUT THROUGH IT ALL

"Vitanola" Quality Has Never Changed.

Vitanola has progressed, certainly, but the policy of turning out dependable merchandise is the same yesterday, today and tomorrow. And behind this policy is the same organization and the same skilled labor that started Vitanola out on the right foot, and that has kept the Vitanola instrument in the vanguard these many years. If you are already a Vitanola dealer, we need say no more. If you are not a Vitanola dealer, it will pay you to be one, now.

Write us for details—come to see us at our new general offices at the Furniture Mart in Chicago.

The new straight radio cabinets, and radio phonograph combination wall-cabinet sets that Vitanola introduced last month are taking the trade by storm. Exceptional quality coupled with unusual design and remarkably low prices tell the story.

Vitanola Talking Machine Co.

829 American Furniture Mart

666 Lake Shore Drive **Chicago, Ill.**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

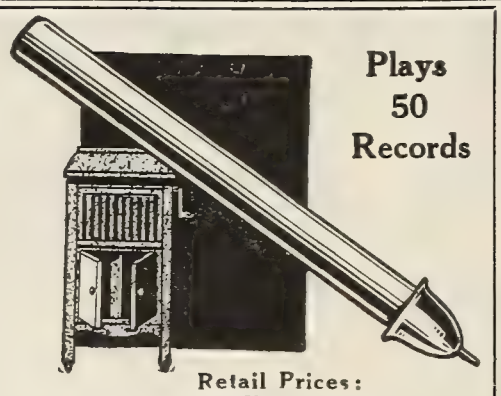
Packed in attractive colored display cartons

EACH

Tonofone

SEMI-PERMANENT NEEDLE
Plays 50 Records

Reproduces all the Tones Accurately and Clearly without the scratchy surface noise.



Plays 50 Records

Retail Prices:
Box of 12 needles - 25c
Box of 4 needles - 10c
100 Per Cent Profit to Dealers

TONOFONE SEMI-PERMANENT NEEDLES ARE SOLD BY OVER 8,000 DEALERS

THE TONOFONE COMPANY
MAKERS
110 S. Wabash Avenue CHICAGO, ILL.

Frank Shunkel, August N. Hansen and William M. Divine. The concern, which was established about a year and a half ago, has enjoyed a steady growth in talking machine business.

Enter the Armstrong Speaker

The McKinley Phonograph Co., of 1501 East Fifty-fifth street, Chicago, made its debut in the radio field this month with the "Armstrong speaker for radio reception," the invention of Paul B. Armstrong, secretary of the company. It is housed in an attractive cabinet and is shaped like a singer's mouth with curved upper and lower members, and with a supersensitive resonator to round out and qualify the tone as developed by the sounding board. It is equipped with a loud speaking unit of recognized merit.

Mr. Armstrong has had a long and permanent connection with the music trade. He was with the McKinley Music Co. from 1896 to 1903, when he became head of the piano and organ department of Sears, Roebuck & Co., which position he filled for seventeen years. Becoming vitally interested in the talking machine from a tonal viewpoint he, with others, secured the phonograph department of the McKinley Music Co., organizing the McKinley Phonograph Co., retaining the name of McKinley because of its renown in the music field. This enabled him to materialize the result of his years of experimental work in the McKinley phonograph, an instrument incorporating the individual tone qualifying chamber, as the so-called horn developed by him was named.

It may be of interest to note that Mr. Armstrong is the son of the late George B. Armstrong, orginator and founder of the present railway mail service, whose monument stands in the Adams street entrance of the Chicago Post Office building.

Radio Spreads Gulbransen Gospel

According to the latest reports, more than seven hundred of the thousands of people in the Middle West listening over the radio to a concert given by the Benedict Piano Co., of Shenandoah, last month have written in, commenting on its success, and asking that they be sent a promised "Gulbransen Baby." One of the features of the program was the singing of George E. King, Gulbransen salesman in Iowa. Between his own and other musical numbers on the program Mr. King gave talks on the Gulbransen in the home. One of the notable features was the radio demonstration of the Gulbransen accompaniment to the talking machine.

The program was so successful that Mr. King was requested to broadcast again the following noon, this being his third appearance at the Henry Field Seed Co. station under the auspices of the Benedict Piano Co. At the time of his first appearance in February there was a similar number of letters of appreciation from those who enjoyed the program. In all Mr. King's numbers he was accompanied by the Gulbransen. One of the most appreciated of the many letters received was from a Gulbransen dealer, R. J. Wentworth-Rohr, of the Fannen Piano Co. of Marysville, Kans., who wrote:

"The home of the Gulbransen registering piano in this part of Kansas sends its appreciation of your program. With such advertising I am sure you are helping your salesmen and many others sell their two this month. We think the registering piano is a wonder. I play a piece on it and suddenly stop the player and continue playing by hand, and even people with a keen ear cannot detect the difference."

The beautiful new warerooms of the Witzell Music Co. at Lincoln, Barry and Greenview avenues, Chicago, were the scene of two notable concerts last month, at both of which the Gulbransen registering piano was featured. The first one was a trade affair and was attended by over 150 merchants, salesmen and other people who are interested in the manufacture and merchandising of the Gulbransen registering piano.

John Martin, who was the center of interest in the Gulbransen exhibit at the Convention in New York, told of his experience in selling the Gulbransen and demonstrated his methods. Of particular interest to those present was the description he gave of the studio in the Martin Music Co. store at Los Angeles, where customers are taught to play the Gulbransen correctly.

Mr. Martin played several numbers on the Gulbransen registering piano, and one as accompaniment to a Victor record. Other features were solos by George E. King and talks by T. J. Mercer, sales manager of the Gulbransen Co., and C. R. Gulbransen, salesman for Chicago and Cook County.

At a subsequent concert Gulbransen owners and prospects for the Witzell Music Co. were the invited guests. This was so successful that Mr. Witzell decided to have a series of concerts directed along the same lines.

New Monarch Radio Panel

The Krasco Mfg. Co. has had such a thoroughgoing success with its first essay in the radio field, the Monarch portable, that it is preparing to extend its activities in this direction. The company will very shortly be ready for the market with an equipped radio panel for installation by manufacturers of talking machines and big furniture manufacturers in their cabinets.

The panel proper will be of the inclined vertical type, and the entire set will be enclosed. The set itself is of the same type as used in the Monarch portable. It is a six-tube set with three stages of radio frequency, and two stages of audio frequency. A unique feature, in a cabinet-installed set, is that no ground or outside aerial is necessary. The manufacturer of talking machines who wishes to install this set is furnished with an attachment for the side of the machine opposite the crank handle, to accommodate the collapsible loop aerial. The new aspirant for trade honors will be known as the Monarch Radio Panel.

Walter McGill, sales manager of the company's radio division, has returned from a trip through the larger mid-Western centers, during which time he secured some very satisfactory orders for Monarch portable radios.

New Orotone Reproducer

The Orotone Co. has announced a new extra loud reproducer which is designed to fill a demand which has been voiced by a number of its customers. It will be supplied on the No. 16 automatic arm and the No. 17 radio automatic arm. It certainly produces a tone of remarkable force and loudness, and the company believes it will satisfy every requirement of a reproducer of this type.

Leigh Hunt, general manager of the company, has announced the establishment of a new service department, the principal function of which will be to take care of repairs on tone arms, reproducers and motors for dealers. Quite a number of requests for this class of work has been received, and often problems in the way of obsolete makes which have been sent in for repair have come up. For the accommodation of the trade the company has now organized a service department for the purpose of caring for these matters as promptly and efficiently as possible.

Posting Up on the United Product

J. P. Rainbault, who was recently appointed Eastern sales representative for the United Mfg. & Distributing Co., spent the last week of June at the big plant at Burnside, posting up on the company's motor and radio product. Mr. Rainbault, who has a complete line of United motors and Unidyne radio sets on exhibition at his headquarters at 50 Church street, New York, expressed himself as highly pleased with what he saw at the company's "model factory" and expected a very successful business this Fall.

Frank Paul, sales manager of the company, says that they have every reason to be satisfied with the showing made the first six months of this year, in spite of the quietness of trade in general. Motor sales showed an improvement over the corresponding period of last year, and the reception of the radio product has been of a most gratifying nature.

Rivoli at Furniture Mart

Leon C. Samuels, distributor of the Vincennes Phonograph Co., has a decidedly attractive exhibit of the company's product, consisting of Rivoli phonographs, Rivoli radios and Rivoli radio combinations at the American Furniture Mart building during the present June and July exhibition.

Over twenty-five different cabinets are shown embracing the company's entire line. Among them are two models shown here for the first time; one is a new popular-priced console talk-

(Continued on page 114)

OKeh and Odeon Records

"Speed and accuracy in the delivery of *complete* orders for the popular, fast-selling OKeh and Odeon lines" is but another, longer, way of saying

"Consolidated Service"

Consolidated Talking Machine Co.

227-229 West Washington Street CHICAGO, ILL.

Branches:

2957 Gratiot Ave., Detroit, Mich. - - 1121 Nicollet Ave., Minneapolis, Minn.

An Exceptional Line
for
Wide Awake Dealers
COLUMBIAN BABY GRAND

Elastic touch. Faultless Action. Mahogany Finish Only. Size, 59"x56".

These high-grade Consoles come in Mahogany and Walnut finishes.

No. 20

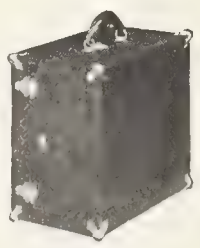
Nickel or Gold Hardware. Workmanship Guaranteed. Prices that appeal.

No. 30

Our No. 10 identical to No. 20, except Gum Panels and Straight Back Legs.

No. 40

STYLE No. 4
48" high, 21" wide, 23" deep; 5-ply. Genuine Mahogany or Oak



STYLE No. 16
2-Spring Motor
Holds 10 Records
Plays All Disc Records

EXCEL PHONOGRAPH CO.
Manufacturers
400-412 West Erie St. CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

ing machine in the Queen Anne period design. Great interest has also been shown in what the company considers one of its artistic triumphs. It is a radio cabinet of the console type handsomely inlaid and incorporating the company's well-known spruce and chestnut horn.

Chas. M. Bent Undergoes Operation

Chas. M. Bent, manager of the Music Shop, talking machine dealer at 214 South Wabash avenue, was taken seriously ill the latter part of June with appendicitis. He was taken to the South Shore Hospital, where he underwent an operation. According to latest reports he is considered well on the way to recovery. Mr. Bent's father, George P. Bent, arrived in the city recently from California and is looking after the business in his son's absence.

Radio Manufacturers Organize

Marking the culmination of three months of hard, resultful work in the interests of their industry, radio manufacturers in the Middle West effected a permanent organization at a meeting at the Hotel Sherman on Monday evening, June 23. Under the preceding temporary organization the effort made in the United States Senate to place a 10 per cent tax on all radio apparatus was defeated through the efforts of Ernest R. Reichmann, counsel for the Association, backed by the work of the members. Then a strong campaign for membership was made by the temporary board of directors, composed of Herbert H. Frost, Frank Reichmann, A. A. Howard, E. M. Reuland and A. J. Carter. This campaign was so successful that the permanent organization has now started out with over forty important radio manufacturing concerns on its roster of membership.

The election of officers resulted in the unanimous choice of Herbert H. Frost for president, Frank Reichmann for vice-president and A. J. Carter, secretary and treasurer. These, with A. A. Howard, E. M. Rauland, Philip Lenz, Jr., and J. McWilliams Stone, form the board of directors. Charles H. Porter was elected executive secretary and the law firm of Urion, Drucker, Reichmann & Boutell, legal counsel to the Association.

The organization has been chartered in Illinois under the name of the Radio Manufacturers' Association and offices have been established at 123 West Madison street, this city.

Committees have been appointed on finance, membership, exchange of credit information, legislative program, publicity and public relations, merchandising, shows and emblems; and the organization is now ready for a career of aggressive usefulness. Immediately after the organization meeting President Frost left on a trip through the South and the Pacific Coast to bring in the leading manufacturers in those sections.

Among the members are: American Art Machine Co., Belden Mfg. Co., Herbert H. Frost, Inc., Howard Radio Co., Inc., Winkler-Reichmann Co., Carter Radio Co., Rauland Mfg. Co., Premier Electric Co., Dedlo Mfg. Co., Trimm Radio Mfg. Co., Runzel-Lenz Electrical Mfg. Co., Multiple Electric Products Co., Inc., Electrical Research Lab., the Operadio Corp., Walbert Mfg. Co., Reliable Electric Co., Central Radio Laboratories, Globe Electric Co., Raven Radio Co., Leslie F. Muter Co., Jefferson Electric Co., the Ekko Co., Rathbun Mfg. Co., Western Coil & Electrical Co., American Electric Co., Walnart Electric Mfg. Co., H. G. Saal Co., Thordarson Electric Mfg. Co., Pfanstiehl Products Co., Columbia Radio Corp., Bremer-Tulley Mfg. Co., Buell Mfg. Co., French Battery & Carbon Co., Pfanstiehl Radio Service Co., Puritan Distributors, Inc., Seaman Container Co., Howard S. Jones, Willard Storage Battery Co., United Mfg. & Distributing Co. and Zenith Radio Corp.

Vitanola Expansion

The officers of the Vitanola Talking Machine Co. have been very busy since they moved to their fine new permanent salesrooms and headquarters at Space 829 of the American Furniture Mart, with plans working towards the expansion of the selling organization. The company is enlarging its sales force and is working on the principle of having resident representatives in the different sections. It has, for instance, just made arrangements with A. C. Rick, of Dallas, Tex., a man of long experience in both the furniture and talking machine lines, to represent the company in that State. He will carry a stock in Dallas for the benefit of the Texas merchants.

It has also made arrangements for aggressive representation in Latin America. At present it has considerable trade in Mexico, Central America and the South American countries and this business will be worked systematically and energetically from now on.

M. A. Corpell, with headquarters at 110 West Fortieth street, New York, who has charge of the Eastern sales, spent last week at the company's headquarters.

In its new quarters the Vitanola Co. occupies a space 100 feet deep by 20 feet wide. The offices have a solid window frontage, giving a splendid view of the lake. The exhibit covers the entire Vitanola line, including the handsome new models of console and highboy talking machines, combination talking machines and radio, and cabinet radios. The company, by the way, has now adopted the name "Vitaradio" for its straight radio and combination talking machine and radio models.

Furniture Mart Exhibits

One of the most notable events in the history of the furniture trade of the country was the opening of the magnificent new American Furniture Mart at 666 Lake Shore drive. The enormous seventeen-story steel and concrete building, with frontages on the drive and on Huron and Erie streets, contains thirty acres of floor space and will concentrate under one roof the exhibits formerly scattered through several buildings in the neighborhood of Fourteenth and Michigan.

At the present time there are about four hundred displays in the building. The June and July Furniture Mart opened on the twenty-third of June and the formal ceremony took place on the seventh of July. Owing to overlapping leases there are still a few concerns in the old buildings on the South Side, but by next year it is expected that all Chicago showings of furniture and allied lines will be in the new structure.

The talking machine exhibits, descriptions of which will be found elsewhere in the Chicago letter, are as follows: Wasmuth-Goodrich Co.,

ROTOMETER

Don't Guess How Fast Your Turntable Is Traveling

Use the Lakeside Rotometer and Know

Full Size, Gun Metal Finish—A device for testing the speed of your turntable is as indispensable on your phonograph as the speedometer on your automobile.
Every Owner of a Phonograph Should Own One. Retail Price $1.25. Write for discounts.

LAKESIDE SUPPLY COMPANY, 73 W. Van Buren St., Chicago, Ill.
Phone: Harrison 3840

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

Peru, Ind., fifteenth floor, Space 1515; Udell Works, Inc., Indianapolis, tenth floor; Playertone Co., Pittsburgh, Pa., tenth floor, Space 1009; Excel Phonograph Co., Chicago, ninth floor, Space 909; Vitanola Talking Machine Co., Chicago, eighth floor, Space 829; Vincennes Phonograph Co., Vincennes, Ind., fourth floor, Space 428.

Player-Tone Exhibits at Mart

I. Goldsmith, president of the Player-Tone Talking Machine Co., of Pittsburgh, is spending the month in Chicago and is in personal attendance at the company's exhibit at 1009 American Furniture Mart. A line of upright and console talking machines are shown, including two new talking machine and radio combinations. The Player-Tone portable is a feature of the exhibit.

Benson Shop in New Quarters

The Benson Music Shop opened its new store, 5223-25 West Chicago avenue, the latter part of June. The company has built up a good business at the old location a block east, and the demands of its trade made larger quarters a necessity. The company features Brunswick phonographs and records very strongly, and the line obtains a very excellent presentation in the new environment. The company also handles pianos, small goods and sheet music, and has a complete music store in every sense of the word.

Piano Club's Summer Activities

Although by no means opposed to individuals taking vacations, the Piano Club of Chicago doesn't believe in organizations quitting the job during the Summer months. The policy of the Club is against long and weighty discourses in the heated term, but aims to keep up the regular Monday noon meetings at the Illinois Athletic Club. The lighter forms of entertainment prevail with plenty of good music. As a matter of fact, one of the biggest gatherings which the Club has had was on Monday, June 30, when an exceptional program was given, with the Duncan Sisters, of "Topsy and Eva" fame, as headliners. The dainty singers and publishers of their own songs rendered several numbers from their own catalog. They were accompanied on the piano by John Conrad, manager of the Duncan Sisters Music Publishing Co.

Congratulations!

The many friends of William C. Hutchings, of the Brunswick-Balke-Collender Co., are extending felicitations on account of his marriage to Miss Helen Adelaide Wathier, of this city. The event occurred on June 18.

Bauer Adds Radio Department

Julius Bauer & Co., Chicago piano manufacturers, are enlarging the talking machine department of their retail store, 305 South Wabash avenue, and will, in addition, pay special attention to radio in the future. They have long featured the Sonora line of talking machines and are now adding Pathé talking machines, records and radio. Fine new quarters in the front of the store are being arranged for the line. R. J. Evans will be in charge of the department.

DON'T!

Fail to read our August announcement.

It will be found the most interesting thing in THE WORLD.

Blood Tone Arm Co.

326 River Street Chicago, Ill.

New Manager for Starr Branch

C. H. Hunt, who has been with the Starr Piano Co. for a dozen years, the past five of which have been spent with the Kansas City branch, has assumed the management of the company's Chicago branch at 423 South Wabash avenue. His experience fits him for functioning equally well in the wholesale and retail activities of the company.

T. W. Wiggens, the former manager here, has gone to the factory at Richmond, Ind., to become head of the Gennett record department.

The Chicago branch has received the first sample of a new line of console models which the company is preparing to bring out. The new model, Style 23, is in the Tudor period and is finished in the two-tone as well as other finishes. The one on display is in walnut. The company is also preparing to bring out a new special catalog covering its designs.

Professor Cheney's Extended Trip

Professor Forrest Cheney returned recently from a six weeks' journey through the Middle West in the "Blue Gull," his famous special Packard Twin Six. In Wisconsin and Minnesota he was accompanied by Edward G. Hoch, the Cheney distributor at Minneapolis. Through Iowa and Nebraska and Kansas his traveling companion was H. H. Heintzelman, general manager of the Cheney Sales Co. at Omaha. The Cheney dealers were visited and economic conditions studied. As a result the professor returned to the factory at Grand Rapids feeling very optimistic regarding the outlook for Fall trade. He is convinced that, despite the wails of the calamity howlers, many talking machines will be sold the farmers this Fall.

Among the important visitors to the Cheney headquarters the past month were the following: Robert L. Rayner, president, Munson-Rayner Corp., Los Angeles, Cal.; G. Dunbar Shewell, president, Cheney Sales Corp., Philadelphia, New York and Boston; C. B. Hammond, general manager, Cheney Phonograph Sales Co., Cleveland, and T. L. Buel, vice-president and treasurer, Cheney Sales Co., Cleveland.

Manager Mauzy, manager of the phonograph and radio department of the Emporium, of San Francisco, was a recent visitor at the factory at Grand Rapids.

Death of Walter A. Pushee

Walter A. Pushee, well known in the talking machine trade of Chicago, died recently. For several years he had a retail talking machine shop in the Republic Building and later in the

(*Continued on page* 116)

STYLE M
One of several beautiful console models

W. W. KIMBALL CO.

PHONOGRAPHS

Name value assures excellence of construction. Comparison produces ready selling. Not the lowest in price but the BEST at the PRICE. Ask about agency franchise, territory and terms.

W. W. KIMBALL CO. - - - 306 SO. WABASH AVE., CHICAGO

Makers Kimball Phonographs, Pianos, Players, Pipe Organs
Distributors Columbia Records

Enjoy Radio on Vacation with an OZARKA PORTABLE

A 3 tube radio set that is truly portable and at a price that is popular.
Small in size—17″ x 10″ x 6″.
Light in weight—15 lbs. complete with batteries, etc.
An efficient receiver—wide range and good volume.
PRICE $40.00.
Complete with Tubes, Phones, Batteries—$65.
Live sales connections desired.

C. W. HOWE & COMPANY

21 EAST VAN BUREN STREET CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 115)

North American Building. He was a musician and on his retirement from the talking machine business, several years ago, he devoted his time to orchestra work. A widow and two children survive.

Udell Show in Chicago

The Udell Works, Inc., of Indianapolis, has arranged for a year-round exhibit of their product. It is on the tenth floor of the American Furniture Mart and H. T. Griffith, vice-president of the company, is in attendance during the July show. An extensive display of the company includes a full line of their latest productions in record and other cabinets.

Business Change at Urbana

B. A. Strauch, of Urbana, Ill., was a visitor at the factory of the Gulbransen Co. the latter part of last month. He has recently taken over the music store of F. B. Leslie at Urbana.

Howe Adds Portable Radio

C. W. Howe & Co., of this city, have become distributors for the Ozarka portable radio and have already made some desirable connections. The attractive little instrument weighs but eighteen pounds complete with batteries, and is but seventeen inches long, ten inches wide and six inches high, with a substantial basswood case handsomely covered.

The circuit of the instrument is a type of tuned radio frequency, but it has a high efficiency wave length from 220 to 560 meters. Two radio frequency transformers and one audio frequency transformer are used. It is wired complete with nickel-plated bus bar wiring and every connection is exceptionally well soldered to stand hard usage.

New Cheney Console Being Introduced

At the offices of the Cheney Talking Machine Co. the presentation to the trade of the Carlyle Style 121 Cheney console was considered quite an event, because it embodies all the Cheney exclusive features calculated to fill the long-expressed need by their dealers for a console at a lower price. The handsome cabinet is in the Queen Anne design and is made in Biltmore mahogany. It is completely equipped with automatic stop, automatic needle adjuster, two reproducers for playing all records and shelves for three record albums. The metal parts are of nickel finish.

W. C. Griffith Has Son and Heir

W. C. Griffith, sales manager of the New York and Chicago Talking Machine Co., 12 North Michigan avenue, is the proud father of a son and heir who arrived recently, weighing in the neighborhood of eight pounds. Both the new arrival and Mrs. Griffith are doing nicely.

PhonoradiO in Evidence

The Wasmuth-Goodrich Co., of Peru, Ind., has an exhibit of Emerson phonographs and the Emerson PhonoradiO in Room 1515 of the American Furniture Mart. Sales Manager T. M. Hindley divides his time during the show between his headquarters in the Republic Building and the Mart. Officers of the company from Peru are expected later in the month.

Excellent Excel Exhibit

I. A. Lund, sales manager of the Excel Phonograph Co., who was confined to his home for a week on account of illness, recovered in time to be on deck at the American Furniture Mart with a display of upright and console talking machine models, including several attractive radio combinations.

New Orotone Catalog

By the time this issue of The World is in the hands of its readers the Oro-Tone Co. will have an attractive new catalog off the press. It will include its entire line of tone arms, reproducers, attachments, the new radio arms and the Oro-Tone Portotype. Those who are not on the company's mailing list would do well to drop them a line so that a receipt of a copy will be assured.

Vice-Presidential Nominee as a Composer

In connection with preparations for the national election it is interesting to note that General Charles G. Dawes, Republican candidate for vice-president, in addition to being a success in other fields, is a successful composer, one of his compositions being available to talking machine owners on Victor record 64961. The selection is entitled "Melody in A Major" and has been recorded by Fritz Kreisler, world famous violinist. This, by the way, is a good tip to Victor dealers who desire to cash in on the present interest in events political. Gen. Dawes is very modest about his musical accomplishments as he is about his achievements in economic and financial domains.

Wonderful New Plant of the Gulbransen Co.

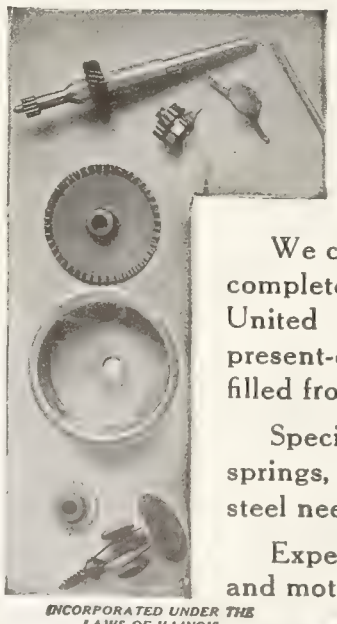
The progress being made in the construction of the latest factory of the Gulbransen Co. presages early production at this unit. By the first of August the building will be under roof and ready for machinery. By the first of September part of it, at least, will be equipped with machinery and in running order.

The building is six stories high and of mill construction. Everything about it will be of the most modern type. Detroit steel sash has been used for the windows and, with the exception of the first floor, it will be a true daylight plant. The first floor will be the mill room.

When completed this plant will give a big impetus to the production of the new Gulbransen grand. Up to this time it has been necessary to curtail grand output owing to the lack of space, although the Gulbransen plant is said already to be the largest in the country devoted to the manufacture of instruments of the foot-pedal type.

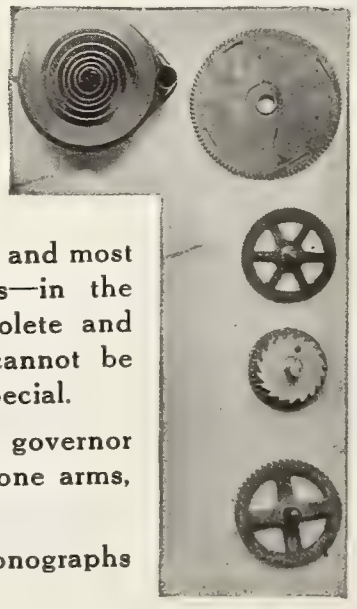
A feature is that the platform for loading

(Continued on page 117)



Repair Parts

For All and Every Motor That Was Ever Manufactured



We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

Manufacturers of
High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc

TRADE MARK "CONSOLA"

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretino Co.

CABLE ADDRESS "CONSOLA"

227-229 W. WASHINGTON ST. CHICAGO ILL.
Branches: 2957 Gratiot Ave., Detroit, Mich. 1121 Nicollet Ave., Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

will extend the entire length of the new building. There will be five loading points, instead of one. Another track will be built so that two freight cars can be loaded at one time before four of the openings, thus giving a loading capacity at one time of nine freight cars. This loading capacity has nothing to do with incoming freight, for there is another switch track running alongside the main factory building to take care of that.

The structure will constitute a worthy and important addition to the group of buildings at Gulbransen Square and will bring the amount of floor space devoted to manufacturing up to 400,000 square feet. Alfred S. Alschuler, well-known Chicago architect, designed the building. The J. W. Snyder Co. is the mason and carpenter contractor.

Impressive Ludwig & Ludwig Literature

An exceedingly clever "tie-up" is that of the cover of the latest catalog of Ludwig & Ludwig, drum manufacturers of Chicago, with the shell construction of Ludwig bass drums. The cover is in black varnish and the design shows an aeroplane with a line connecting it with an earth scene associated with the legends "Aero Kraft" and "Music From the Sky."

The following is quoted from the introduction: "The Ludwig method of Aero Kraft laminated shell construction is the most modern and improved form of building bass drums. Extreme strength of shell and ability to hold a perfect round are necessary to secure the best drum tone. Bass drum shells fashioned and built in accordance with the recognized correct principles used in the manufacture of aeroplanes are stronger and lighter. They will stand up longer under hard usage, maintain perfect round and are immune to climatic changes.

"According to U. S. Government Air Service Engineers in aeroplane construction the advantages of laminated or plywood construction over solid woods in report No. 84, N. A. for Aeronautics, of Washington, D. C., are set forth:

"In the first place, 'strength with a minimum weight is required,' and further, 'it is not always possible to proportion a solid plank so as to develop the necessary strength in every direction and at the same time to utilize the full strength in all directions. In such cases it is the purpose of plywood to meet this deficiency by cross-banding which results in a redistribution of the materials.'"

On the same page with the above is a photograph showing a unique test which took place in Chicago on June 5, 1923, when a Ludwig drum shell was dropped several times from an aeroplane, a distance of 10,000 feet without any signs of breaking or warping. The catalog gives a detailed study of Ludwig bass drum construction, together with color illustrations of the various models.

Tonofone Line With Rudolph Wurlitzer Co.

Miss E. E. Powell, of the Tonofone Co., has added a number of important distributors for Tonofone needles the past few weeks, several of which have already been mentioned in The World. One of the most notable is that of the Rudolph Wurlitzer Co. of Cincinnati, who will handle the Tonofone, not only in their many branch stores but also in a wholesale way to their dealers. Miss Powell recently returned from a trip which took her to Cincinnati, Indianapolis, and other points.

Clever Bent Publicity

"Bent Twigs" is the title of a neat little house organ published by the Bent Music Shop, 214 South Wabash avenue, well-known Victor and Brunswick dealer, and which makes its advent with the July issue. The principal articles cover the lights of the portable phonographs, talking machines and radios, story of the broadcasting of the political conventions, and the illustrated story on the Radialamp loud speaker, one of the latest radio innovations.

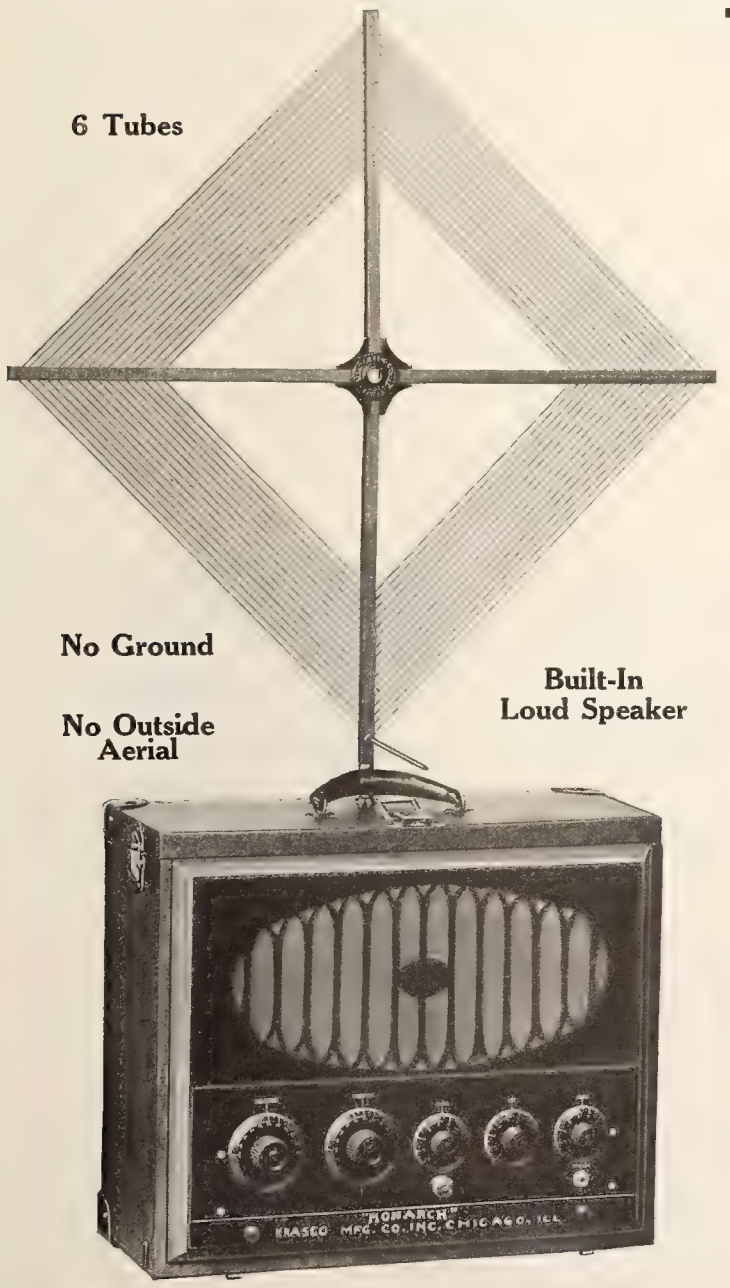
Brunswick Co. Announces Dates of First Educational Conferences for Salesmen

Intensive Training in Retail Selling Methods to Be Given by Experts in Two-day Conferences in Chicago and New York in September—Other "Classes" to Follow

An important announcement was made this week by A. J. Kendrick, general sales manager of the phonograph division of the Brunswick-Balke-Collender Co., to the effect that a conference for the sales staffs of the Brunswick dealers throughout the country would be held in Chicago on September 22 and 23 and in New York on September 29 and 30. In his announcement, addressed to Brunswick dealers, Mr. Kendrick said: "During the past nine months we have made personal checks on 400 individual sales in twenty-two towns and cities ranging in size from several million on down to 5,000 and less. The result of this investigation has convinced us that one of the best things that your organization and our company can do this year is to give your sales organization as well as our own a simple, complete and intensive training in retail selling methods. This year we will conduct in Chicago on September 22 and 23 and in New York on September 29 and 30 a two days' sales conference for salesmen and for those dealers who can plan to attend. Later on we expect to extend this plan to cover similar conferences on the Coast and in other sections."

Among the most important features of the

(Continued on page 118)



The Monarch Portable Radio as Seen in Operation

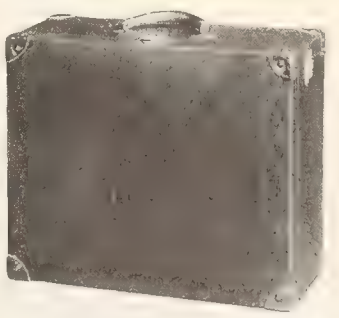
Monarch PORTABLE Radio

Long Distance Receiving Set

Reception Any Place—Any Time

Use the MONARCH Model "A" in the home, on your vacation, on the train, on river or lake, on the farm. Have long distance reception instantly—any time—any place—with this wonderful PORTABLE set. Take it with you—and receive broadcasting anywhere in less than two minutes.

Everything enclosed in handsome Spanish Leather suitcase style container. 19 in. long, 16 in. high, 9 in. deep. Weight 35 lbs. Interior compartment for batteries. Use either wet or dry "A" battery. Built-in loud speaker. Folding loop aerial that fits in case. No ground is necessary. 3 stages of radio frequency, detector and 2 stages of audio frequency.



Your MONARCH Enclosed Ready to Be Taken With You

Get new illustrated folder. Enjoy this marvelous receiver on your vacation.

Inquiries from jobbers and dealers also invited. Address

KRASCO MANUFACTURING CO., Inc.

451 East Ohio Street, Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

two-day program are the following: detailed technical explanation of Brunswick phonographs and records; detailed explanation of Brunswick Radiolas; analysis of present-day customers, by F. E. Fehlman, vice-president, Lord & Thomas; practical sales demonstrations at the rate of four an hour for one hour; plans for Fall merchandising by A. J. Kendrick; questions and answers; sales demonstrations; written examinations for all salesmen attending the conference; dinner at which P. L. Deutsch, vice-president of the Brunswick-Balke-Collender Co. will preside. Three cash prizes will be awarded to the three men having the highest standing after taking the written examinations.

Mr. Kendrick suggests that Brunswick dealers inaugurate a sales contest to begin July 15 and conclude September 15, so that one, two or three top men in the dealers' organizations may attend the Brunswick conferences with their expenses paid by the dealers. Mr. Kendrick gives valuable suggestions as to the details to be followed out in this sales contest. The preliminary announcement regarding the conference was received enthusiastically by Brunswick dealers, and it is expected that the attendance at Chicago and New York will include many Brunswick representatives and the members of their sales staffs from all of the leading trade centers. The gathering promises to be one of the greatest in Brunswick history.

Hyatt Talking Machine Co. Makes Unique Radiola Test

Portland, Ore., July 7.—A unique test was made by the Hyatt Talking Machine Co., at 386 Morrison street, of the Radiola super-heterodyne which Mr. Hyatt features with great success in his new radio department. In the vault of the new Security Savings & Trust Co., whose walls are two feet thick, faced on the inside with one-quarter-inch steel plate, floors four feet thick, the large vault door weighing fourteen tons securely closed, forming a bulwark of concrete and steel, the sensitive Radiola (super-heterodyne) radio receiving set without aerial or ground connection, received and delivered in full clear tones The Oregonian, KGW, broadcasting program. A six-tube Radiola super-heterodyne set was used. W. A. Bartlett, sales manager of the Hyatt Co. in charge of the radio department, was the operator and is enthusiastic over the outcome, and says: "There is no doubt left in our minds as to the practicability of the super-heterodyne under the most trying conditions, for if steel walls two feet thick offer no barrier to this radio equipment nothing can stop it, and the Radiola super-heterodyne surely represents the pinnacle of perfection." Those in the picture are: Operating, W. A. Bartlett, in charge of the radio department of the Hyatt Talking Machine Co. Left to right: Mr. and Mrs. W. A. Lee; Mr. Spreckle, vault installation man; E. B. Hyatt, Richard C. Barrett and W. A. Robinson, of the Hyatt Co.; Ed. Coman and Joe Resing.

Radiola Super-Heterodyne in Unique Test

Brunswick Educational Merchandising Literature

Two Booklets Just Issued Possess Unusual Merits Because of the Helpful, Informative Character of Their Contents

An unusual piece of educational merchandising literature has just been released by the Brunswick-Balke-Collender Co. for dealer distribution. This consists of two booklets, the first entitled "How to Sell Brunswick Phonographs and Records," and the second bearing a similar main title with the following illuminating sub-title, "Four Features of the Brunswick Phonograph." These booklets are styled Lesson 1 and Lesson 2.

The first-mentioned booklet is most comprehensive in the scope of merchandising problems which it covers, as is indicated by treatment of the following subjects: How to Get the Prospect's Name, How to Classify Prospects Quickly, How to Sell Young Business Women, How to Sell Young Business Men, How to Sell "Newly-weds," How to Sell Married People Without Children, How to Sell Parents With Small Children, How to Sell Parents With Grown-up Children, How to Sell Elderly People Without Children in the Home, How to Get Prospects, How to Make Evening Work Count, How to Get Neighborhood Recommendations, How to Close Sales—First Interview.

The second booklet deals with selling prospects on the tone arm, tone amplifier, motor and cabinet of the Brunswick and is covered in a most illuminating way.

The subject matter in these booklets is handled in a simple, practical manner and the points are brought out clearly and interestingly so that the dealer or salesman, after perusal, will find it a simple matter to use the information gained to splendid advantage in the daily work of selling phonographs.

BROADCASTER

Life's Voices

Model C-4

35½" wide, 22½" deep, 35" high. Center lid opening. Furnished in nickel or gold. Piano Hand Polished Walnut or Mahogany—5 ply.

Is the consumer hesitating to buy?

Not if you show the high quality but low-priced Broadcaster phonograph

IN CONSOLES AND UPRIGHTS

12 MODELS

A wonderful business stimulator!
The low price will startle you!

The Broadcaster Corp.

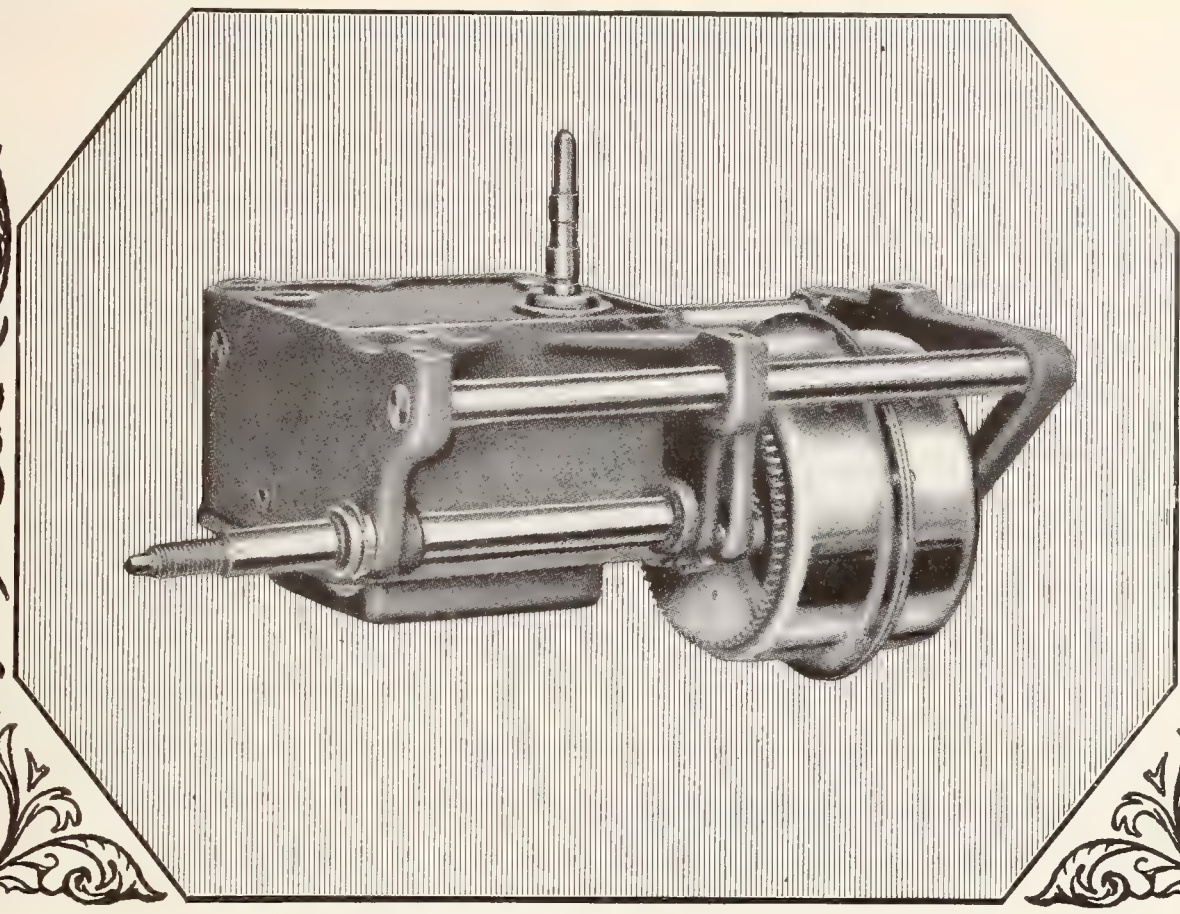
2414-2430 W. Cullerton St.

Chicago, Ill.

$14.75

F.O.B. Factory

Specifications: 7½ x 11½ x 13½ inches. Packed 18½ lbs. Net 14½ lbs. Plays two ten-inch records with one winding. Covered with high grade Fabrikoid.



In-Built Character In Every Motor

CHARACTER extends itself into the products that are built in this plant. Each motor carries with it the reflection of the painstaking effort that has been devoted to its creation. The conscientious pride that earnest, sincere workmen hold in building a fine mechanism, reveals itself in the service that each finished motor gives.

Here in our huge, airy, daylight factory, modern machinery and twentieth century methods are combined with age-old sincerity of purpose and honest effort to build better, with the result that United Motors are establishing a high record for superior quality.

The name "United" stands for dependability and honest workmanship. And the long life, efficient service and satisfaction that each motor gives, is proof of its inherent character.

UNITED MANUFACTURING AND DISTRIBUTING CO.
9705 Cottage Grove Avenue, Chicago, Illinois, U. S. A.

UNITED

Largest Independent Manufacturer of Phonograph Motors in the World

Portland Retailers Waging Vigorous and Successful Drives for Summer Business

Window Displays and Other Forms of Publicity Boost Portable Sales—Featuring Combination Talking Machine-Radio Outfits—Vacation Season in the Trade—News of the Month

PORTLAND, ORE., July 5.—Business throughout the entire Pacific Northwest has slackened to a marked degree and the music dealers are feeling the effect of it although all report better business being done than this time last year.

Portland dealers are featuring portable machine windows and by an attractive camping window display are appealing to those who are planning a vacation trip to take along a portable machine. All report good results. Those few that have added radio departments are playing this up to a marked degree. The G. F. Johnson Piano Co. is featuring the new Cheney radio-equipped model, and is giving daily concerts. E. B. Hyatt, of the Hyatt Talking Machine Co., the Meier & Frank Co., Seiberling & Lucas, have all fallen into line and are all doing good radio business.

Appoint Convention Delegates

The Oregon Music Trades Association, E. B. Hyatt, president, met at the Chamber of Commerce June 27 to appoint Oregon delegates to the first Pacific Coast Music Trades Convention, which takes place at the St. Francis Hotel, San Francisco, July 22, 23 and 24. Those who signified their intention of attending the convention were Frank Case, G. F. Johnson, H. G. Reed, Frank Lucas and Chas. Soule, the latter manager, wholesale department, of the Starr Piano Co.

Interest in Music Memory Contest

The annual Music Memory Contest was held in the grade schools during the Spring months, with the finals held at the close of the school year. Only twelve schools participated this year, but a very high percentage was made by those entered. One hundred and four pupils made 100 per cent, and all entrants made a high average. All students making 100 points were presented with a certificate of honor. Fifty compositions were studied, fifteen of which were selected for the final test. These were presented to the contestants by a group of prominent Portland musicians and with the aid of a school model Victrola.

Frank M. Case, manager of the local Wiley B. Allen store, returned the last week in June from a month's trip in the East, where he attended the music convention. Mr. Case joined George R. Hughes in Chicago and was with him most of the time, leaving him in Chicago on the return trip, not realizing the seriousness of his illness. The passing of Mr. Hughes was a distinct shock to the local trade and all who knew him.

Extensive Trade Trip

A. R. McKinley, manager of the Pacific Northwest Brunswick Co., made an extensive trip through the Northern territory, returning to Portland the latter part of June. While in Seattle Mr. McKinley met W. C. Hutchings, assistant general sales manager of the Brunswick phonograph department of Chicago, on his honeymoon and took him and his bride to Tacoma. George Fullman has been placed in charge of calling on local dealers in the interest of the wholesale record and phonograph department and is proving a big asset to the local business of the Brunswick. Mr. McKinley announces the Meier & Frank department store added to the local list of Brunswick agents.

On Vacation

L. D. Heater, Oregon and Washington distributor of the Strand console, Thomas Portophone and Okeh and Odeon records, is another wholesale manager away on an extended trip throughout the Northern territory. The Portophone is receiving the most attention at present, with the new Strand console, radio-equipped, meeting a big demand.

Arthur Gabler, Pacific Northwest wholesale manager of the Edison Phonograph, Ltd., is taking an extended vacation and will visit many of the Eastern cities before he returns to his post of duty.

Elmer Hunt, manager Victor wholesale, reports June business just fair, with dealers all featuring the Victor portable, with most of the sales turning to this model. A. B. Matteringly, representative of the Victor factory, has been calling on the local dealers offering many valuable sales suggestions.

The Starr Piano Co. reports business fair, with the bulk of the orders coming in for the new radio Starr "install-your-own" model 19A and the new $100 console. Gennett record sales are holding up in splendid style.

The McCormick Music Co. is firmly established in its new location at 187 Broadway. Victor, Columbia, Kimball and Strand phonographs are handled.

Seiberling, Lucas & Co. have added a radio department to their store. The Brunswick Radiolas will be featured as soon as Coast shipments are received.

Many Trade Members Wed in June

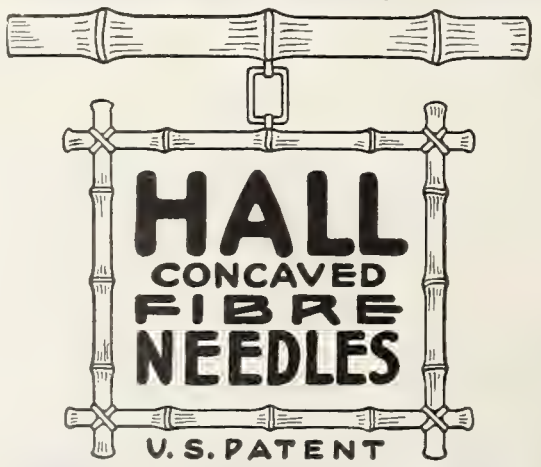
June weddings were quite the style with the local music trade. Mary John, for many years private secretary to J. H. Dundore, manager of the local Sherman, Clay & Co. store, and Walter Brown, prominent member of the Victor wholesale department of Sherman, Clay & Co., were married; Leola Green, soprano and Ampico demonstrator for the G. F. Johnson Piano Co., and Walter White, expert Ampico mechanic with the G. F. Johnson Piano Co., were married; Art Stein, for several years in charge of the Victrola department of Sherman, Clay & Co. and now in the piano department, was married to Miss Vera Johnson, and LaVelle Long, secretary to I. E. Sklare, manager of the Remick Song & Gift Shop, resigned to become the bride of Melville Callendar, of Astoria, Ore.

The Austin Music Supply House, with headquarters in the Tilford Building, which for the past year has maintained sheet music departments at the G. F. Johnson Piano Co. and the McDougall-Conn music store, has discontinued the G. F. Johnson department and will concentrate its efforts on the McDougall-Conn department, under the management of Stanley Bayliss.

6

Obvious Reasons Why Dealers Sell

THE ORIGINAL AND BEST



AFTER SEVENTEEN YEARS TEST

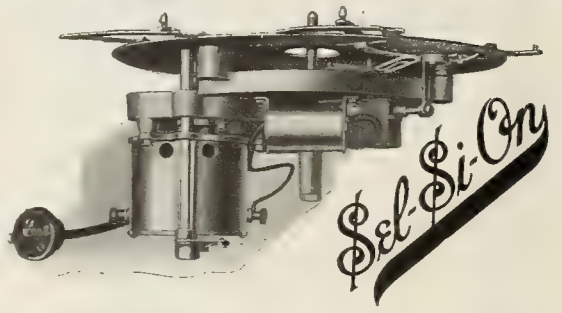
PERFECT REPRODUCTION.
PLAYS MANY RECORDS WITHOUT REPOINTING.
PLAYS ALL MAKES OF DISC RECORDS.
NO SURFACE NOISE.
NO INJURY TO RECORDS.
IMPROVES TONE QUALITY.

Increase your Sales and Profits by featuring the sale of these Superior Needles.
Place your orders with your Distributor. The following can supply you: ALL VICTOR DISTRIBUTORS, THE BRUNSWICK-BALKE-COLLENDER CO., COLUMBIA PHONOGRAPH CO., and all PROMINENT DISTRIBUTORS of TALKING MACHINE ACCESSORIES and SUPPLIES.

HALL MANUFACTURING COMPANY
33-35 WEST KINZIE STREET CHICAGO, ILL.

Sel-Si-On Motor Placed on Market by Boston Firm

A new talking machine motor has been placed on the market by the Sel-Si-On Motor Co., 230 Boylston street, Boston, Mass. The name of



Sel-Si-On Motor

the new motor, Sel-Si-On, is rather unique in that upon reading it backward it is found that it is pronounced "noiseless," which is one of the many qualities of the motor. The Sel-Si-On is an electric motor built along lines which are claimed to be different from any other motor on the market. The principles embodied are described as unique and practical in motor construction.

The development of the Sel-Si-On motor came about in an interesting way. The inventor did not set out to build a motor, but instead had worked for years to perfect a talking machine which he intended to make the best on the market. He devoted many years to experimental work and finally produced a talking machine which met his expectations. In doing so he realized the importance of the motor. After the expenditure of much time and money in development and tests the Sel-Si-On electric motor was achieved. In literature emanating from the headquarters of the company the motor is described in detail and its many qualities emphasized. Among other things, it is stated that it is self-operated, having instantaneous electric starting and stopping devices; that it will run continuously without heating; is absolutely noiseless; and that it maintains standard tempo during possible fluctuations of current. The new motor is easily installed.

Following an involuntary petition of bankruptcy, Joseph L. Tepper was appointed receiver for the phonograph shop conducted by Max Phillips, 1128 Seventh street, N. W., Washington, D. C.

How Brandes Head Sets Are Carefully Tested

Exceeding Care Taken in Tone Matching—An Interesting Analysis of Exhaustive Tests

One of the twenty-two tests that feature the manufacture of the Brandes head set, made by C. Brandes, Inc., New York, N. Y., is tone matching. This is the selection of two receivers of the same characteristics for each

Brandes Visual Test Machine

head set. "To secure good results from a head set," stated a member of the company's engineering staff, "it is necessary that the receivers should be 'sound mates,' that is, they should have the same properties. Although the receivers are made under the same conditions and the corresponding parts in each head set are the same size, the receivers have acoustic properties of their own which, although they vary within extremely narrow limits, make it necessary to match together two receivers of the same characteristics. This insures maximum sensitivity and clarity of tone, which permits clear and distinct reception of extremely weak signals. It is through tone matching that the user is able to hear the same sound in both ears.

"To eliminate entirely the human equation in matching the receivers, we have installed a battery of ingenious supersensitive instruments to do this. These are so arranged that the receivers are tested both for volume and for sensitivity, a needle on a dial giving the readings. The receiver is made to produce a note the same as that produced by broadcast reception, and this note is picked up and recorded visually by a needle over the dial. The readings must be within certain limitations, and the slightest variation in the sound produced by the receivers is immediately apparent. Receivers registering certain readings are placed in a box with others of the same characteristics as revealed by the visual test, and are later placed by twos in the same head set. The visual test machine is extremely sensitive, and the slightest sounds made near it will cause the needle to register."

Okeh Dealers Tying Up With Lopez Appearances

Vincent Lopez and His Hotel Pennsylvania Orchestra, exclusive Okeh artists, are making many trips outside of New York this Summer playing for dances and special entertainment. Okeh dealers in the various cities that the orchestra visits are utilizing its appearance to excellent advantage as a means of stimulating the sale of Lopez Okeh records. Among the recent engagements filled by Lopez and His Pennsylvania Orchestra are the following: June 6, Patchogue, L. I., N. Y., concert at the Patchogue Theatre; June 14, Euclid Avenue Gardens, Cleveland, O.; June 15, East Market Gardens, Akron, O. During the week of August 4 Mr. Lopez and His Orchestra will appear at the Willow, Pittsburgh, Pa., and they are also scheduled to appear this Summer at the South Park Pavilion for F. A. Stadler, of the Stadler College of Dancing, Youngstown, O.

Sonoradio Featured by Orchestra in Theatre

Popular Orchestra on Stage Accompanies Radio Program Brought in by a Sonoradio

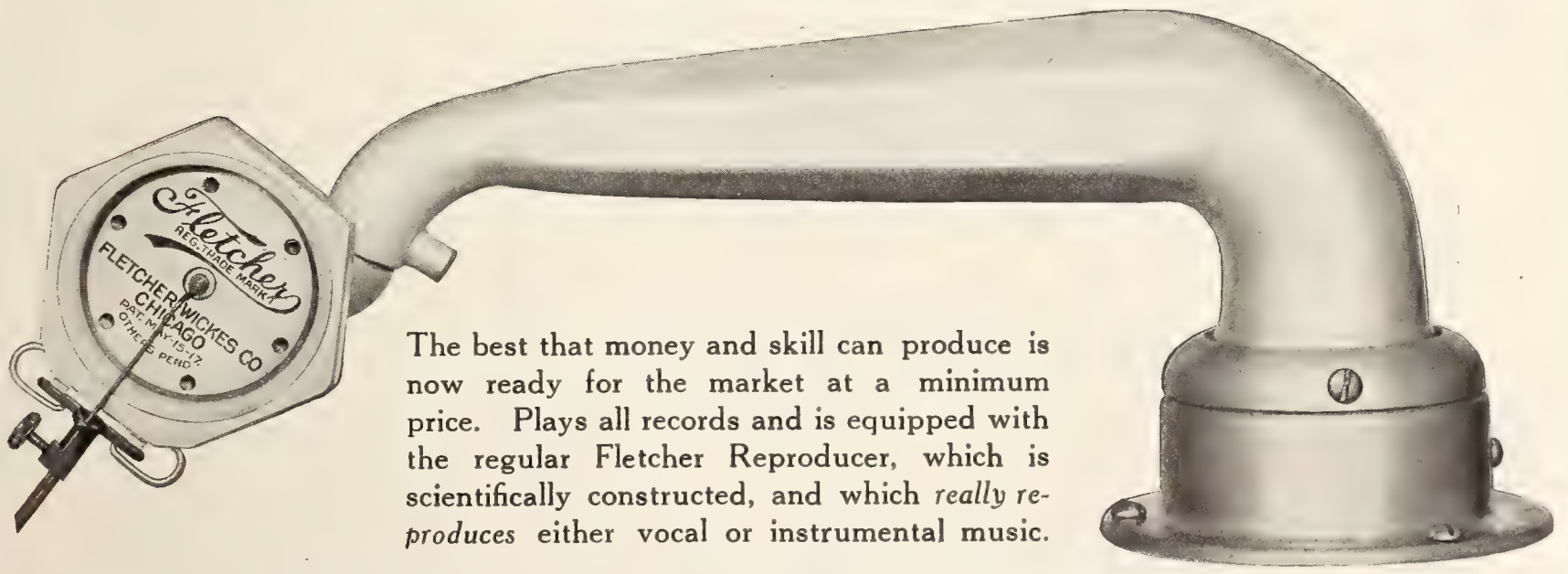
The accompanying illustration shows something new in the use of radio. It shows Bob Miller and His Steamer Idlewild Orchestra accompanying a singer brought in with the aid of the Sonoradio, which may be seen in the left corner. The scene is the stage of the Pantages Theatre, Memphis. The "act" attracted a great deal of attention, as well as creating some excellent publicity for the Sonoradio. The number was brought in from station KDKA, Pittsburgh. This orchestra is popular throughout the South, and Bob Miller, who does considerable broadcasting himself, finds that tuning in with a Sonoradio helps him to check up on how the other fellow sounds over the ether. The Sonoradio is growing in popularity with the radio-loving public throughout the entire Southern territory.

Orchestra Accompanying Sonoradio

A New Fletcher REG. TRADE MARK Product

No. 3 BRASS DRAWN TONE-ARM

One Piece Hexagon Taper, Non-Vibrating



The best that money and skill can produce is now ready for the market at a minimum price. Plays all records and is equipped with the regular Fletcher Reproducer, which is scientifically constructed, and which *really reproduces* either vocal or instrumental music.

Write for samples and quantity quotations specifying 8½" or 9½" length.
Money back guarantee covers all sample orders.

Fletcher "Straight" and Fletcher "Universal" still made and carried in stock.

FLETCHER-WICKES COMPANY

116-122 WEST ILLINOIS STREET, CHICAGO

Artistic New Victor Exhibition Salons in Atlantic City Opened to the Public

Showrooms, Recital Hall and Recording Laboratory, Located in Center of Boardwalk Activities, Opened July 8—Offers Many Attractions—T. L. Husselton in Charge

ATLANTIC CITY, N. J., July 8.—There were thrown open to the public for the first time to-day the handsome new exhibition salons established by the Victor Talking Machine Co. at 1731 Boardwalk, this city, and even those who had previously been let into some of the secrets of the new establishment were most agreeably surprised with its spaciousness, fine location and elaborate arrangement.

The Boardwalk quarters represent the second exhibit center to be opened by the Victor Co., the first being on Fifth avenue, New York, which has been in operation for a month or more, and which has been fully described in The World. The quarters here are designed to make a particularly strong appeal to the hundreds of thousands of substantial people from all over the country who flock to Atlantic City for more or less extended vacations during the year and who, while here, are in a mood and have the leisure to study new and interesting things, such as, for instance, the comprehensive character of the Victor Co.'s line of standard and custom-made Victrolas and the great musical possibilities of the Victor record library.

Ideal Quarters

If the Victor Co. had purchased its own site and erected its own building it could hardly have secured quarters more desirable for the purpose intended. From the Boardwalk proper the visitor steps into a generous-sized store, finished entirely in ivory, and handsomely furnished with rich Oriental rugs on the floor, comfortable chairs, a battery of record booths for demonstration purposes and record racks along one side containing every record in the Victor Co.'s domestic catalog, together with all records in the foreign catalog that are sold in this country.

On the Boardwalk there are two large plate glass show windows and on the side facing an arcade another large window through which those passing along the Boardwalk may obtain a view of the interior of the establishment. For the opening the original oil painting of the Victor trade-mark was shown in one window, a number of newspaper cartoons based on "His Master's Voice" in the other, and a handsome Sheraton model finished in ivory white and decorated in color placed in the center of the store so that it might be seen through the side window. Both the show windows and the machine in the center were made to stand out at night through the medium of spotlights so designed that the color effect may be changed at will according to the character of the display. Along the wall of the store will be hung original oil paintings of noted Victor artists.

Impressive Recital Hall

In the rear of the store is a small mezzanine upon which will be displayed various custom-built Victrolas and on the second mezzanine are located the offices of those in charge of the establishment. The big features, however, are found on the second floor, where are located a large and impressive recital hall and the recording rooms. The recital hall, which will seat several hundred people on the main floor and on the balconies is equipped with a regulation stage, with apron and lighting facilities, sufficiently large to accommodate the average dance orchestra. At the other end of the hall is a hidden motion picture operator's booth so that when desired motion pictures of various sorts, associated with the Victor product or with music may be shown, while from the same booth special lights may be projected on the stage.

It is expected that the complete recording room will be the center of interest for all visitors, for therein lies one of the mysteries of record making from the layman's point of view. The recording apparatus will be placed behind a special partition provided with the necessary openings through which the recording horns will project into the recording room proper, which is large enough to provide facilities for the recording of music by orchestras.

Complete Recording Room

The chief appeal of the recording room, however, will be the fact that it will provide facilities for the making of individual records by those who desire to secure records of their own voices or the voices of their loved ones. This special service is an innovation, so far as the Victor Co. is concerned, and will, without question, arouse much interest from the thousands of Atlantic City visitors who will not only desire to have their voices recorded and will appreciate the opportunity, but who are also in a position to pay the necessary fee.

On one side of the concert hall is arranged a liberal space wherein will be placed a Victor factory exhibit showing the materials entering into the manufacture of machine and records, with the names of the countries from which they are obtained, together with displays of the processes through which machines and records must go before they are ready for the market. On the upper floor, too, is an open-air veranda or "deck" overlooking the Boardwalk and the ocean which is equipped with awnings and comfortable chairs so that visitors may relax for an hour or so when they desire.

Daily Concerts to Be Given

Although definite arrangements for concerts and recitals have not been completed, the tentative program calls for record recitals in the auditorium each afternoon and at frequent intervals concerts by prominent Victor artists and recording organizations in the evening. The fact that the exhibition rooms are located so near Camden and that many artists spend a good part of the Summer at the shore facilitating the arrangement of such concert programs.

The children are to have special attention in the afternoon through the medium of the educational department of the Victor Co. At the present time Miss Mabel Rich, of that department, is making her headquarters at the Boardwalk salons and is planning a series of music hours for children, for which a definite schedule will be provided. One period will be given over to youngsters ranging in age from four to eight and another to children from eight to fourteen. The leading hotels have shown an inclination to co-operate in providing juvenile audiences of the proper calibre for these children's hours, and local Summer schools are also expected to take part. It is the plan of the educational department to have a representative at Atlantic City throughout the greater part of the year.

The building housing the new exhibition salons adjoins the Hotel Traymore, is only a half block from the exclusive Marlborough-Blenheim Hotel, and is about halfway between the steel pier and the Million Dollar Pier. In other words, it is in about the center of Atlantic City's Boardwalk activities. The roof of the building embraces a number of gables which, according to present plans, will be properly decorated with Victor trade-marks and signs which may be seen at considerable distances.

Special signs call attention to the fact that the salons are designed to house and exhibit, and that sales are not solicited. For the convenience of those, however, who are impressed with certain records, or some special type of Victrola, a form is provided upon which the records can be listed, or a memorandum of the special Victrola type made, so that the customer can present the slip to the Victor dealer nearest his home and secure the records or machine desired. These slips are in duplicate, one part going to the customer and the other part being kept on file at the salons. The bottom of the slip bears the paragraph:

"This memorandum for your convenience contains a list of the Victor records it has just been our pleasure to play for and suggest to you. Just check those you wish to own; give the memorandum to your local dealer in Victor products, or mail it to him, and he will see that you get the records promptly."

Victor dealers everywhere are also urged to use the special cards of introduction provided by the factory for issuance to customers who plan to visit New York or Atlantic City, so that they may feel free to visit the exhibition rooms at either point. The local salons will be open from 10 a. m. to 10 p. m.

The local exhibition rooms are in charge of T. L. Husselton, who for a number of years represented the Victor Co. as traveler in Kansas, Missouri, Oklahoma and Arkansas. Assisting him is F. G. Hawkinson, and a carefully selected staff who understand the peculiar requirements of the work.

"Gee, that's the best plug I've seen yet"

That's exactly what seven of the largest phonograph and radio distributors in New York said when they first saw the

POLYPLUG

Eliminates all the annoyances so prevalent in the operation of the unsatisfactory screw type plug.

A few big features of the POLYPLUG, assuring highest efficiency, follow:

1. No necessity to take plug apart.
2. No necessity to tighten screws.
3. Positive contact always maintained.

POLYPLUG permits instantaneous changing from loud speaker to Headphone.

A Wonderful Feature

of the Polyplug and only the Polyplug is the tension slot enabling the phone cords to be pulled and jarred without the slightest disturbance to the actual contact.

Dealers: Write for complete literature and prices.

POLYMET MFG. CO.

70-74 Lafayette St. New York

Polymet TRADE MARK Registered

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

Edison Records on Victrolas

Millington, N. J., July 13, 1924.

The Talking Machine World, New York.

Gentlemen: Can you inform me through your columns of a sound box for playing Edison records on my Victrola? I have tried several attachments which are used to turn the Victor sound box at right angles to the record and the so-called Diamond point needle which is sold with them, but the results are far from what I imagine could be obtained with a proper sound box. Is there any attachment made for using the Edison disc sound box on the Victor Victrola? If so, kindly advise me where I could obtain same.—F. G. Quinn.

Answer: There is no attachment made for using the Edison disc reproducer on the Victrola. There are very few reproducers made which will give anywhere near the results to be expected from an Edison record. To understand why you must take into consideration the method of reproduction as employed in the Edison disc machine.

In the first place, and perhaps the most important point of all, is the fact that the reproducer is moved across the surface of the record mechanically and does not depend upon the record groove or cut to feed it along. The Edison horn and reproducer as a unit swing on a pivot, and as the motor operates the horn unit is moved to the left the distance of one width of the record cut at each revolution of the record. This is accomplished by means of a feed rack attached to the horn engaging a drive gear operated by the motor.

This method of mechanically feeding the reproducer is presumed to do several things, the most important of which is that it keeps the needle point always in the center of the cut; that it prevents undue wear on the record groove; and it aids in eliminating needle scratch.

When using any make of reproducer on a Victor machine to play the Edison record due allowance must be made for the absence of the mechanical feed, and as you must depend upon the record cut to carry, not only the reproducer, but the tone arm as well, you are liable to get more of the scratchy sound than you will with the Edison machine.

However, there are several excellent reproducers on the market, most of them designed one way or another to bring the diaphragm face parallel to the record and to fit the various leading makes of talking machines. Some of these reproducers have been on the market for a number of years and have given general satisfaction, and I am sure that from among those advertised in The Talking Machine World you will find one that will prove satisfactory to you.

Re Automatic Stop

Youngstown, O., April 4, 1924.

A. H. Dodin, care Talking MachineWorld.

Dear Sir: I have a Columbia machine which I purchased in Chicago in the year 1920. This machine has a three-spring motor attached to a metal plate, the tone arm operating the automatic stop. I have had considerable trouble with the automatic stop mechanism, and would like to change it for some other stop which would be trouble proof. Could I put the new Columbia automatic stop on the motor, or could I put the new Columbia motor on the old plate, together with the new automatic stop?

(Signed) Henry Hardman.

Answer: The new Columbia automatic stop cannot be used on any motor other than the new Columbia motor. The bedplate of the new motor and the tone arm attachments are constructed in one unit, and as a consequence cannot be used separately. It is possible that you could fit the entire new unit of motorplate and tone arm into your cabinet, but the difficulty would be in obtaining the unit. I would advise you to consult your nearest Columbia jobber or dealer and no doubt he will be able to give you more definite information.

Finds Good Columbia Sales

H. L. Ireland, of the wholesale department of the Columbia Phonograph Co., Inc., New York, on his return from a brief trip visiting the dealers in Albany, Schenectady, Kingston and other points in New York State, reported that business is brisk in that section and that machines are selling well. In the few days that Mr. Ireland spent up-State he sold a very satisfactory number of machines. The month of June compared favorably with regard to sales totals with the same month last year and the outlook is bright.

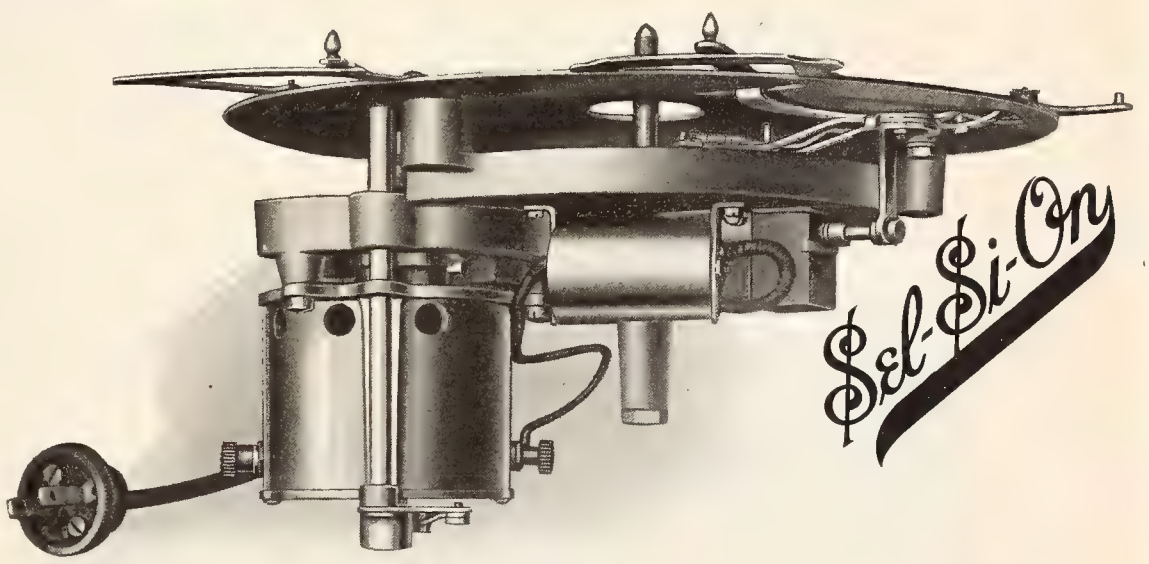
A branch store of the Moberly Music Co., Moberly, Mo., was opened here recently in the Scott Building on Broadway.

Harold Oxley and His Orchestra Okeh Artists

One of the recent additions to the steadily increasing list of exclusive Okeh record artists is Harold Oxley and His Post Lodge Orchestra, a well-known orchestra of clever musicians who play nightly at Post Lodge on the Boston Post road. This resort is popular among dancing devotees in Greater New York and Westchester County, and the Okeh records by this organization will undoubtedly meet with a cordial welcome.

James Barton, one of the best-known comedians on the musical comedy and vaudeville stage, recently signed a contract exclusively for the Okeh library. Mr. Barton has been identified with some of the leading comedy successes of recent years, and he has recorded as his first record two humorous selections, entitled "Fabricatin' Phil" and "I'm Going Where the Climate Fits My Clothes." The additions by the General Phonograph Corp. to its record artists are having a favorable influence on sales.

Sel-Si-On—"Noiseless" spelled backwards



A motor which is *absolutely noiseless*

We make no false claims for this wonderful motor. We can prove every statement

Sel-Si-On
The No-ise-less Motor

ELECTRIC MOTOR

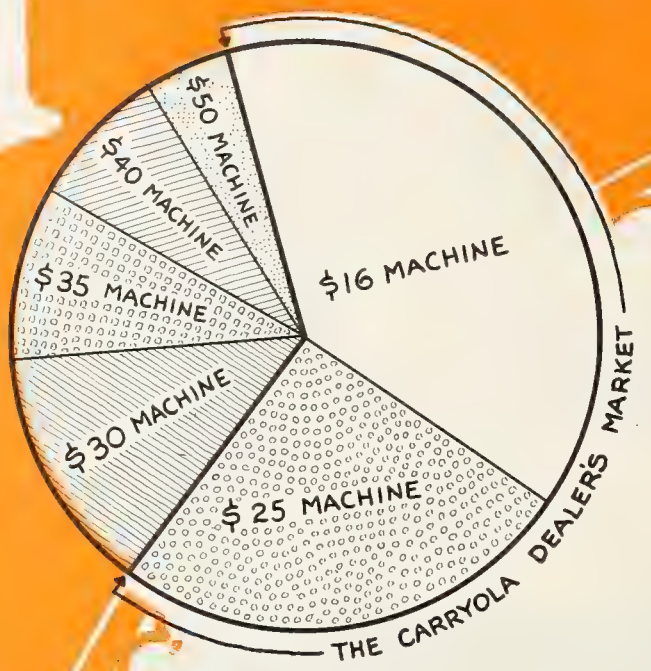
will revolutionize the phonograph industry insofar as motors are concerned

It is self-operative, having an instantaneous electric starting and stopping device; will run continuously without heating; absolutely noiseless; possesses synchronized speed, maintaining standard tempo during possible fluctuations of current; universal, using both direct and alternating current without any adjustment whatsoever; direct-driven, beltless and indestructible; easily and quickly installed in either new or old machines.

These points warrant investigation

Sel-Si-On Motor Co. 230 Boylston Street BOSTON, MASS.

Profitable Built Right!



Mr. Dealer:
Are You Reaching Your Biggest Market?

Everywhere—big sales of Carryola and Carryola Master, the profitable portables.

Glowing letters of praise from dealers all over the country. "Nothing can compare with them." . . . "They make a hit with our trade." . . . "The finest portable phonographs we have ever seen or heard." These are some of the enthusiastic reports we have received.

And why all this enthusiasm for Carryola and Carryola Master? Why are dealers selling them so fast and ordering more?

The answer is apparent to dealers who handle Carryola and Carryola Master. Two portables *built right* and *sold right*. Fast-selling instruments that are favored with every factor for permanent, successful business-building.

The active end of the phonograph business is portables. A big market—lots of customers—bigger record sales. A smaller instrument and quicker turnover. Good profits every month in the year. You can get this profitable, permanent business with light, compact, moderate-priced portables—the Carryola and Carryola Master.

CARRYOLA COMPANY *of* AMERICA
373 Broadway Milwaukee, Wis.

Note These Carryola Features

Possesses a tone so big and beautiful that it is almost unbelievable in a machine of this size.

Full size tone arm of modern type. High-grade extremely sensitive reproducer.

Dependable, well-built motor, adopted only after thorough comparative tests. Easy winding, quiet.

Three-ply veneer case, substantially built for portable use. Will not warp.

Genuine Dupont Fabrikoid covering, waterproof, beautiful and durable; gives a quality impression.

Attractive nickeled trimmings; continuous, piano-type hinge.

12 x 12 x 6 inches. Weighs only 10 pounds.

Space in cover for 10 records.

Plays all standard records.

Retail Price
$16.00
West of Rockies
$17.50

The CARRYOLA

Portables

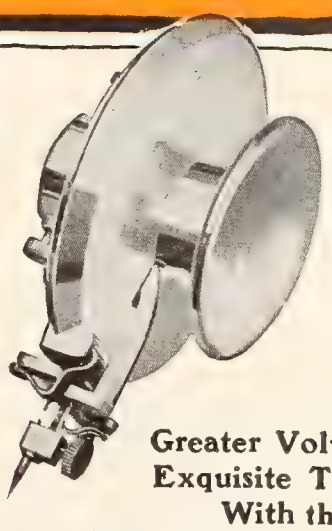
Sold Right!

See the Carryola and Carryola Master. Examine them critically. Hear them play—and here again be critical. These two portables will immediately win you as they have won thousands of others. They win on sheer merit—because they are built right in every way with *quality first* as the guiding principle.

Built by an organization that is ably-financed, efficiently organized, employing strictly modern methods of manufacture, selling direct to the trade and co-operating with dealers for quick, profitable sales on a confidence-building basis.

Look into Carryola and Carryola Master. Look into the responsible organization behind them. Build permanently with Carryola and Carryola Master—the profitable portables. Write today for our complete proposition.

CARRYOLA COMPANY *of* AMERICA
373 Broadway, Milwaukee, Wis.



**Greater Volume—
Exquisite Tone—
With the
Add-A-Tone Reproducer**

An exclusive feature, Carryola Master is the only portable with Add-A-Tone Reproducer. Greatly increases volume—produces a wonderfully clear, beautiful tone. Surprises everyone who hears the Carryola Master.

Tone is transmitted from both sides of diaphragm. Reproducer is reversible for Edison Records. Diaphragm is indestructible. A real sales feature. Many other superfine qualities described below. The outstanding leader wherever sold—and yet moderately priced.

Other Big Features of the Carryola Master

Every part specially built for its purpose and perfectly co-ordinated with other units.

Full size tone arm and reproducer.

Equipped with the well-known Silent motor, absolutely noiseless in winding and operation.

A high-grade motor that has proved itself absolutely dependable—the portable motor without an equal. Easy worm-gear wind.

Guaranteed to play in excess of two records.

Tone arm or turntable need not be removed for carrying—open the cover and the Carryola Master is ready to play.

Fully equipped—needle cup, felt protectors. No rattling when the Master is carried.

Substantially constructed three-ply veneer case. Beautiful Dupont Fabrikoid covering. Attractive nickeled fittings.

Continuous, piano-type hinge.

15 x 12 x 8 inches. Weighs only 17 pounds.

Space in cover for 15 records.

Plays all records, any make, any size.

Retail Price
$25.00
West of Rockies
$27.00

The CARRYOLA MASTER

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note—This is the fortieth of a series of articles by William Braid White devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

What Sells Talking Machines?

Without splitting hairs, we may say generally that the value of a talking machine is best judged by the musical results it gives. There is no need to discuss the question whether the quality is all in the record and the function of the machine merely to transmit that quality neutrally into audible form or whether the machine can and should impart some needed element in the ultimate result. I have my own opinions on the subject. The point is that, so far as the ultimate consumer is concerned, what is important is the musical result. How does the music sound when it is turned on?

The question is here brought up for the simple reason that every so often the talking machine trade goes through a season of belief in price and not in what, for want of a better term, may be called "tone." What does sell talking machines, anyway?

The question answers itself to a certain extent, for, of course, when the price is low enough, then that is the commanding element.

Tone Does Sell

On the other hand, since obviously the vastly greater number of talking machines must be sold on their reproduction merits, it is evident that the art of selling must largely be an art of bringing the public mind to realize, appreciate and desire the reproduced music which the machine makes available. What, then, as said before, I shall rather roughly and unscientifically call "tone" is the most important element in general talking machine selling.

Anyone who knows anything at all about practical demonstrating knows that there are vast differences between the results obtained even from talking machines of the same make, and that these differences hang upon very small and easily neglected details. Merely as a matter of selling technique, it is, therefore, highly important to take every precaution to see that the surroundings in which hearings are to take place are carefully arranged for the best results and, furthermore, that the general principles which underlie good reproduction are understood and applied.

Conditions of Good Reproduction

In the first place, the size, construction and arrangement of the hearing rooms are extremely important matters, although no feature of retail store administration is likely to be less scientifically considered. The fact, of course, is that the hearing room furnishes the stage upon which is played the drama of the sales; and the preparation of this stage is quite as important as the dialogue of the play.

In the first place, then, comes the question of size. We must here distinguish between rooms intended for record hearing and sale and rooms in which talking machines are to be demonstrated and sold. The record business stands quite by itself. The customer wants to hear the music, but does not want to consider closely the reproduction; for, in any case, there is a machine at home on which the record is hereafter to be played; which is why in some stores lately the record hearing room is being augmented by a counter equipped with a row of turntables, each with its sound box, tone arm and individual ear-piece, which latter takes the place of the usual amplifying horn. It is known as the Audak. Each prospective record buyer thus takes up only the same space that he or she would occupy at the selling counter and the results are in practice quite satisfactory.

Plan Hearing Room Carefully

On the other hand, the machine demonstrating room must be most carefully planned. If space permits it is best to have at least two rooms, one large and one small, each simulating the style of a living room, but the one assimilated to that chamber in a flat or small bungalow and the other to the central hall of a larger house. In these days almost everybody lives in surroundings which call for either a quite large or quite small living room; and the hearing spaces in the store may well be aranged accordingly.

On the other hand, it is best to have both large and small, both high-priced and cheaper, machines in each room. The small-room people may want an expensive fine console, or the others may want something smaller than they really ought to have. The ability of a small instrument to fill a large space can then be tested on the spot and in this way sometimes a mistake by an insistent customer can be remedied before it is committed, to use an hibernicism. Floors, of course, must be covered and the furniture should look as much like that of the ordinary living room as may be possible, simply because it is best to have customers at their ease when they are listening.

Eliminate Noise

And what is still more important, each room should be as nearly as possible sound-proof. This is a point which is not always appreciated at its true value, but it is really very important. If one proposes to demonstrate a high-class talking machine to a high-class customer and to show how beautifully it renders music, what worse than to have foreign sounds from other rooms interfering?

And now about the main question of demonstrating under these conditions, assuming that all surrounding circumstances are satisfactory.

Records by Favorites

Unless the customer is hopeless from the start and has no interests outside dance music, it is always well to have on hand in each hearing room a set of records specially chosen to represent the best average results in every style of music, vocal and instrumental. It is always well to use records by known favorites like Galli-Curci or Mabel Garrison, sopranos; Louise Homer or Julia Culp, contraltos; Caruso or McCormack, tenors; Ruffo and Witherspoon, bassos. For violin records Heifetz or Fritz Kreisler, for 'cello the incomparable Casals (Columbia), for piano Alfred Cortot or Paderewski, for orchestra the Philadelphia Symphony or the New York Symphony (Columbia), and so on. I have chosen just a few names which come to mind and which represent to me hours of enjoyment and aesthetic pleasure.

Any machine can play loudly if a loud needle be used. Fibre needles are decidedly advisable in many, if not in most, demonstrations for Victors and machines which approach the Victor system in any way. For Edison, Cheney and other specialized machines the instructions issued by the manufacturers should most carefully be followed in the effort to obtain mellow, pleasing tonal results.

It is impossible to exaggerate the value of careful study of the machines one is selling in finding out how to obtain from them the very best results. Here comes in the art of demonstration; and in the talking machine business the art of demonstration is the art of selling.

Radialamp Is Popular

The Radiolamp Co., New York City, which recently placed on the market the Radialamp, a combination library lamp and loud speaker, reports this new product has met with decided approval upon the part of the public. Since its introduction a large number of radio distributors and prominent dealers have taken on the Radialamp and repeat orders are already being received. An energetic sales and advertising campaign has been placed behind the Radialamp and it is rapidly becoming widely known.

Sonora on Exploration Trip

The Sonora portable was a treasured member of the Third Asiatic Expedition of the American Museum of Natural History on its trip during the Summer of 1923 through the Gobi Desert of central Mongolia. One of the members of the expedition stated that no other thing gave as much pleasure as the Sonora.

Interest in Shelton Motor

W. G. Maginnis, of the sales staff of the Shelton Electric Co., New York City, recently completed a trip through the Middle West, where he found business conditions averaged good. All those called upon seemed much interested in the Shelton motor and all predicted good business for this Fall.

The Schroeder Piano Co., of Pittsburgh, Pa., has established two branch stores in neighboring towns, one in Monongahela and the other in McConnellsburg. J. F. Strouse, of Pittsburgh, has been appointed manager in the latter place.

Size 13 x 13 x 7½"
Wonderful Loud, Clear Tone.
Mahogany finish or Leatheroid covering. Weight, 13 lbs.

NEW IMPROVED
Fulton "AUTOMATIC" Portable Model No. 25
Sample to Dealers **$12.50** *Discount in Quantities*
CASH WITH ORDER

This remarkable new portable is equipped with a durable motor, and a new feature patented throw-in-arm. No parts to disconnect when closing up. Simply close the lid, and the tone arm falls in automatically with it; open the lid and the tone arm comes up in position ready to play.

Phonograph and Accessories. Repair Parts for All Makes. Puritone and Truetone Needles at 25c per M in lots of 10 M and up.

Fulton Talking Mach. Co. 253 Third Ave. New York City

MOTORS
Ready for Delivery
Double Springs; play two 10-inch Records; suitable for Portable Phonographs. Sample, $3.75. Larger motor playing two to three 12-inch Records; suitable for Phonograph selling for $100. Sample, $5.75.
MERMOD & CO., 16 East 23d St. N. Y.
Telephone Ashland 7395

The CHENEY

THE MASTER PHONOGRAPH

Announcing The BUCKINGHAM

a double resonator model

Made either in mahogany finished in Sixteenth Century Wax, or in Walnut finished in Knoleworth Wax. Length, 39¾ inches; depth, 19⅞ inches; height, 42 inches. Two reproducers for playing all records. Needle adjuster, automatic stop, two record albums. Metal parts finished in gold.

With spring motor, sells for $315
West of the Rockies, $335

With electric motor, sells for $365
West of the Rockies, $385

The most important development in tone quality and in cabinet design in years

Again The Cheney blazes the trail. Again, it announces the most important development in years in cabinet design and in perfection of tone quality with the introduction of The Buckingham, a De Luxe wall cabinet model.

Particularly important is the *double resonator,* a feature which is not only an exclusive feature of The Cheney now, but will remain an exclusive feature because the acoustic system of The Cheney is exclusive. The *double resonators* intensify the reproduction. They add not only greater volume, but also greater richness, color and purity. Needle scratch practically disappears. It is the capstone to the famous Cheney Acoustic System.

Designed in the style of a wall cabinet in the spirit of the Georgian period, The Buckingham also represents a new and permanent development in the evolution of the phonograph. By raising the resonators, the acoustics are improved. The instrument is more convenient to operate. Beauty and utility are combined.

Cheney dealers find in the completeness of The Cheney line and in its superior character selling advantages which are an important factor in their profits.

CHENEY TALKING MACHINE COMPANY · CHICAGO

DISTRIBUTORS

CHENEY PHONOGRAPH SALES CO.
1965 E. 66th St., Cleveland, Ohio
Ohio, W. Va., Western Pa., Western N. Y. State

CHENEY SALES CORPORATION
376 Boylston St., Boston
New England

CHENEY SALES CORPORATION
1107 Broadway, New York City
Greater New York, Eastern N. Y. State
Western Conn., New Jersey

CHENEY SALES COMPANY
419 South 16th Street, Omaha
Iowa, Nebr., Kan., Colo., Wyo.

CHENEY SALES CORPORATION
Jefferson Bldg., 1015 Chestnut St., Philadelphia
Eastern Pa., Del., Md., Washington, D. C.

EDW. G. HOCH & CO.
27-29 Fourth St., N., Minneapolis
Minn., N. D., S. D., Northern Wis., Mont.

CHENEY PHONOGRAPH CO.
212 Selling Bldg., Portland
Washington and Oregon

MUNSON-RAYNER CORPORATION
643 S. Olive St., Los Angeles
California, Arizona, New Mexico

MUNSON-RAYNER CORPORATION
86 Third St., San Francisco, Calif.
California, Nevada, Utah

All territory not listed above is handled direct by The Cheney Talking Machine Company, Chicago

THE MOST PERFECT MUSIC-REPRODUCING INSTRUMENT MADE

Developing National Carryola Distribution

Portables Made by Carryola Co. Now Have Wide Distribution—Company's Policy Includes Practical Dealer Co-operation

MILWAUKEE, WIS., July 8.—The Carryola Co. of America, of this city, which recently introduced two new portable phonographs designated as the Carryola and the Carryola Master, is making rapid strides in developing country-wide distribution for these products. The company is making arrangements for an important sales and publicity campaign, and in a chat with The World one of the Carryola sales executives gave the following details regarding the company's plans: "A careful analysis of the portable phonograph market led us to the conclusion that the large volume of sales would logically fall to dealers handling moderate-priced machines. As a result of this analysis our organization developed two portables to be listed at $16 and $25, and the wide demand for these machines has proved the correctness of our judgment in analyzing the market. We are selling these instruments only through regular channels and seeking only those trade connections that will work toward the development of a sound, substantial business. We are ably organized with strong financial backing and our manufacturing program as well as our sales and merchandising plans have been worked out on a basis for sound growth and permanence.

"The Carryola sales plan is complete and does not stop with selling the dealer but establishes a complete selling chain from manufacturer to consumer. Dealers are supplied with attractive window and counter display cards, window streamers, folders, newspaper electros, etc., and all this material has been carefully prepared, with the idea of giving the dealer practical co-operation."

Both the Carryola and the Carryola Master have various features that are being used by the dealers to advantage in their sales arguments. The former measures only 12x12x6 inches and weighs only 10 pounds. The case is built of three-ply veneer and is covered with genuine Dupont Fabrikoid. Within the cover there is space for ten records and the mechanical features include a full-sized tone arm and reproducer and a well-known motor.

One of the features of the Carryola Master is the popular Add-A-Tone reproducer, that is not used on any other portable phonograph. This reproducer has scored a signal success in the past few years and plays both lateral and hill-and-dale records. This portable is equipped with the well-known Silent motor and the tone arm and turntable need not be removed for carrying. When the cover is opened the instrument is ready for playing and within the cover there is space for fifteen records. The size of the Carryola Master is 15x12x8 inches, weighing 17 pounds, and its fittings include needle cups, felt protectors and nickel trimmings.

Chartered for $10,000,000

The General American Radio Corp., whose executive offices are at 345 Madison avenue, New York, with a plant in the Middle West, was recently incorporated for $10,000,000. The executives of the new corporation are: Warren S. Stone, of Cleveland, chairman of the Board of Directors; Louis J. Selznick, of New York, president; Samuel R. Stone, of Cleveland, and Henry M. Shaw, of East Orange, N. J., vice-presidents; A. M. Grill, of New York, secretary. In addition to the above the directors are: C. D. Hickok, A. H. Claus and B. Frank Fox, of Cleveland, and Frank H. Shaw, of Montclair, N. J., all well-known and successful business men.

According to a statement made by Mr. Selznick the business of the company will include the manufacture and sale of every kind of receiving and transmitting apparatus and parts therefor, including the well-known Vocaleste products. It is also to manufacture non-infringing radio vacuum tubes and tungsten filament wire under patents recently issued and now acquired by the General American Radio Corp. It is expected by officials of the company that the varied line of radio accessories which the new corporation will manufacture will quickly find favor with talking machine dealers operating radio departments and the public.

Phonograph Repair Parts

We carry a full line of repair parts for every motor made. Sixty-eight different types of main springs

Write for a catalog showing our complete line of parts and supplies

ATLAS PHONO-PARTS CO.

728 Atlantic Ave., Brooklyn, N. Y.

Phone, Nevins 2037

Difficult repair work given prompt attention

Sonoradio Adds Beauty to Home Where Installed

The accompanying photograph showing a Sonoradio installed in the home of a prominent Brooklynite demonstrates the fact that a radio outfit can lend a distinctive note of beauty to the most attractive room. In this particular installation the lead-in is brought from the window and the picture molding down behind the mirror of the machine. The ground wire has been run through a floor plug adapted for this purpose and carrying through to the water system in the cellar. The Sonora Phonograph Co. has received a number of photographs showing similar installations of the Sonora in handsome homes.

Sonoradio in Fine Home in Brooklyn, N. Y.

RADIOTIVE

Has just increased its capital to $1,000,000.

This means big business.

Watch out for our Fall announcement.

Get lined up with our patented Radiotive loud speaker before it is too late.

RADIOTIVE CORP.

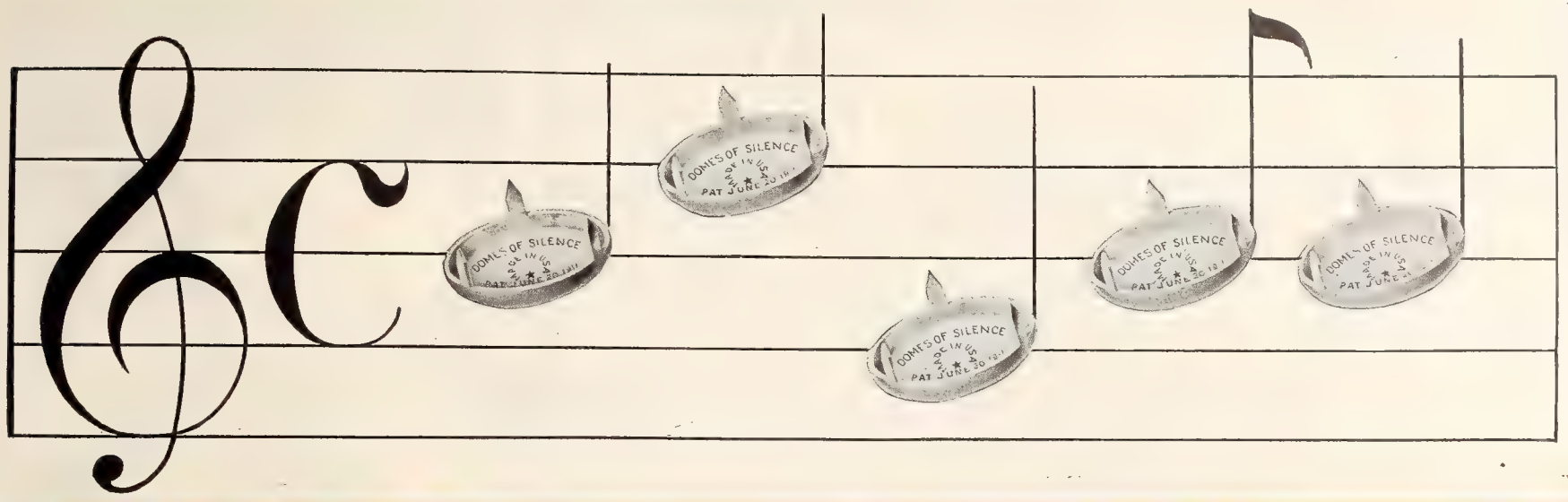
21st Avenue and 53rd Street

BROOKLYN, N. Y.

Burkham-Stamm Dines

WHEELING, W. VA., July 8.—A dinner was given to the employes of the Burkham & Stamm Piano Co., here, recently, by the heads of the company, who reserved the large dining room of the Scottish Rite Cathedral for the occasion. The affair was one of the most enjoyable events of its kind ever held here by the Burkham & Stamm house and broke attendance records for previous dinners. The principal address was delivered by President E. C. Stamm, who reviewed the National Music Industries Convention, recently held in New York. The other speakers included E. F. Stamm, secretary and treasurer of the company; Ralph Ulman, of the accounting department; Harry Neuman, of the service department, and Miss Elma Rose, of the small musical instrument department.

The Rudolph Wurlitzer Co., Cincinnati, O., has installed a large new show window in its retail store on East Fourth street.



DOMES of SILENCE

"Better than Casters"

A Big Hit on any Talking Machine

The makers of the finest Period Model Talking Machines use **DOMES of SILENCE** in preference to all other forms of footwear on their products.

DOMES of SILENCE suit upright models as well as period styles.

They have six big advantages

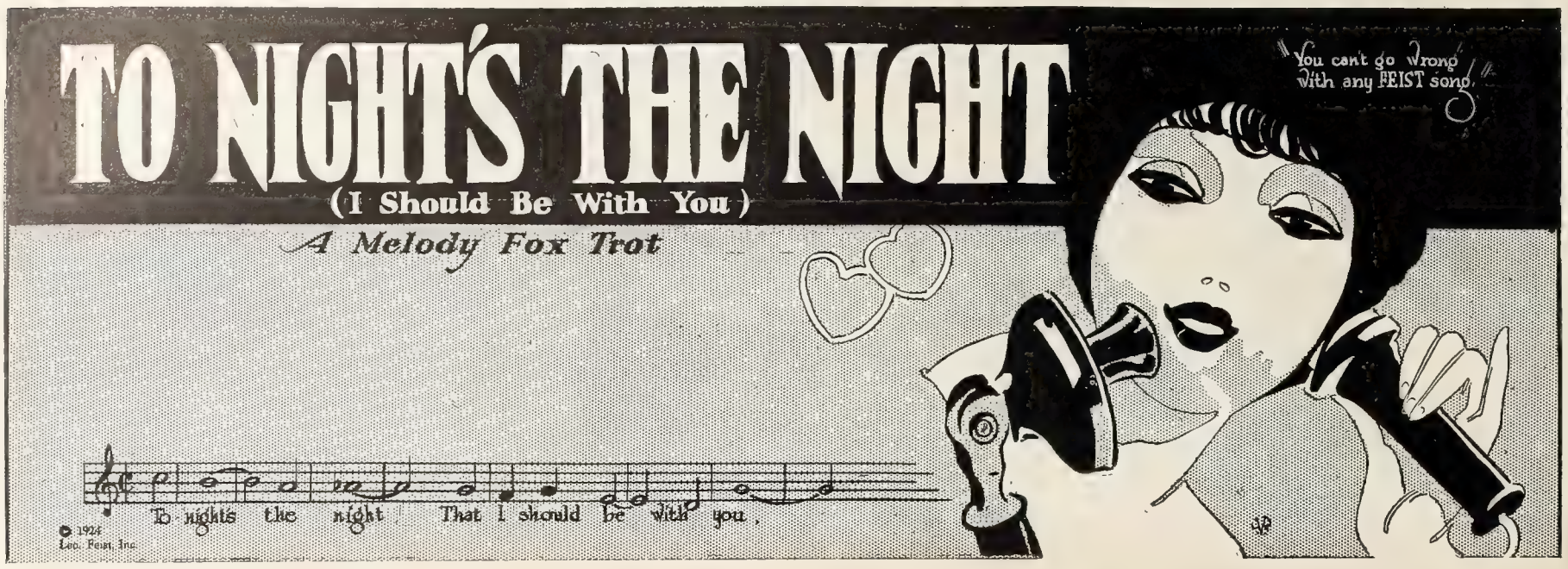
They are economical.
They are simple in construction.
They are silent in use.
They are invisible.
They are adaptable to all styles and conditions of use.
They give long wear.

If you specify them in your orders, manufacturers will place them on all the models you carry.

DOMES of SILENCE *Division*
Henry W. Peabody & Co.
17 State Street, New York City

Reg. U. S. Pat. Off. No. 995758 which will be strictly enforced

P-1598



Talking Machine Trade in Dallas Continues Brisk

Music Week and Other Events Held During Past Few Months Instrumental in Bringing Machines and Records to the Fore

DALLAS, TEX., July 7.—The talking machine trade, and in fact all musical interests, received a stimulus of business through the series of events which brought music to the fore during the past few months. First and foremost Music Week was a decided success and the publicity given the event brought home to the public the importance of music in the home. Coincident with Music Week was the co-operative advertising campaign of music merchants which although primarily intended to boost piano business also had a favorable effect in adding to the sales of talking machine dealers. Following Music Week was the annual convention of the Texas State Music Merchants' Association held in Galveston, but which also received much publicity in the papers throughout the State. Early in June the annual convention of the National Association of Music Merchants was held in New York, and Dallas was well represented in the persons of Robert N. Watkin, past president of the Association, and a number of other music merchants.

All these events had a share in stimulating music and the sale of musical instruments, and their influence is felt even to the present time. The better class of records was especially helped by Music Week, according to all reports of wholesalers and retailers.

The combination of the talking machine and radio receiving sets has proved popular, and a number of jobbers and retailers report good business in this field. Radio sets have fallen off to a certain degree, but as a slump in this product was more or less expected the result was not discouraging.

The Texas-Oklahoma Phonograph Co. reports business good and sales satisfactory. The service which this concern renders its dealers is one of the factors which has enabled dealers to report good sales volumes at the end of each month. W. W. Banner, of Vernon, Tex., Edison dealer, advises the Texas-Oklahoma Co. that the figures representing sales at the end of June were entirely satisfactory. A similar report was also made by W. W. Dyer, general manager of the Edison Shop, retailer of Edison products in Dallas. Both of these concerns state that record sales are especially good.

Mrs. J. L. McMullen, manager of the Okeh and Odeon record department of the Brook-Mays Piano Co., reports that sales of standard records are especially good. This department is a recent addition to the Brook-Mays establishment, and since its inception has given gratifying results.

Dynergy Receiver Latest Development in Radio

A new and radical development in the radio field is the Dynergy receiver made by the Dynamotive Radio Corp., 685 Eleventh avenue, New York City. The Dynergy receiver is described as the only multi-tube radio receiver which, without the addition of other units, operates without batteries. The current to light up its tubes is obtained from the electric light socket in the home or office. The fact that either direct or alternating current may be employed makes it a universal set.

For some time dealers have been asked by customers for a radio receiving set that can draw its lighting current from the house wiring. In response to this demand many technicians in the radio field have experimented to accomplish this result. Samuel P. Levenberg has successfully solved the problem in the Dynergy receiver, which not only draws its current from house wiring without the use of batteries, but obliterates humming noises from the power line. In addition he achieved simplicity in operation, beauty in appearance and efficiency of performance.

The Dynamotive Radio Corp. believes that this set is particularly appropriate for marketing through the talking machine industry. The tremendous interest manifested by talking machine dealers in marketing radio sets and the large number already carrying radio shows beyond doubt that the talking machine field offers an excellent outlet for radio sets. It is pointed out by the officials of the Dynamotive Corp. that in the Dynergy receiver the talking machine dealer has a set with an appeal most closely approximating that of the talking machine. The set is entirely self-contained and ready to be plugged into any convenient socket and operated. The fact that the set is sealed means that it is merchandised on its performance, similar to the talking machine, rather than on its technical construction. It is attractively cabineted in two finishes and makes a pleasing appearance.

As distributor the company has appointed the Capitol Distributing Co., which has as its general manager Geo. Seiffert, a well-known talking machine man, and which is already rendering its services principally to talking machine dealers. This company has appointed as retailers of the Dynergy set many of the leading talking machine retailers in the wide territory which it covers.

International Radio Week

The National Radio Trade Association has sent out a bulletin to its members stating that International Radio Week has been set for November 23 to 30 and that appointments of the various committees for this week are now in progress. Powel Crosley, Jr., president of the Crosley Radio Corp., will again head the executive committee and Paul B. Klugh, executive chairman of the National Association of Broadcasters, will head the committee on broadcasting in the United States.

G. W. Lyle Home Again

George W. Lyle, president of the Manufacturers' Phonograph Co., New York, manufacturer of Strand phonographs, accompanied by Mrs. Lyle and their son, returned to New York July 9 on the "Southern Cross," after spending five weeks in South America. Mr. Lyle, who has been working day and night for the past few years in behalf of Strand activities, was ordered to take a complete rest, and he returned from his sojourn in South America in the best of health and spirits.

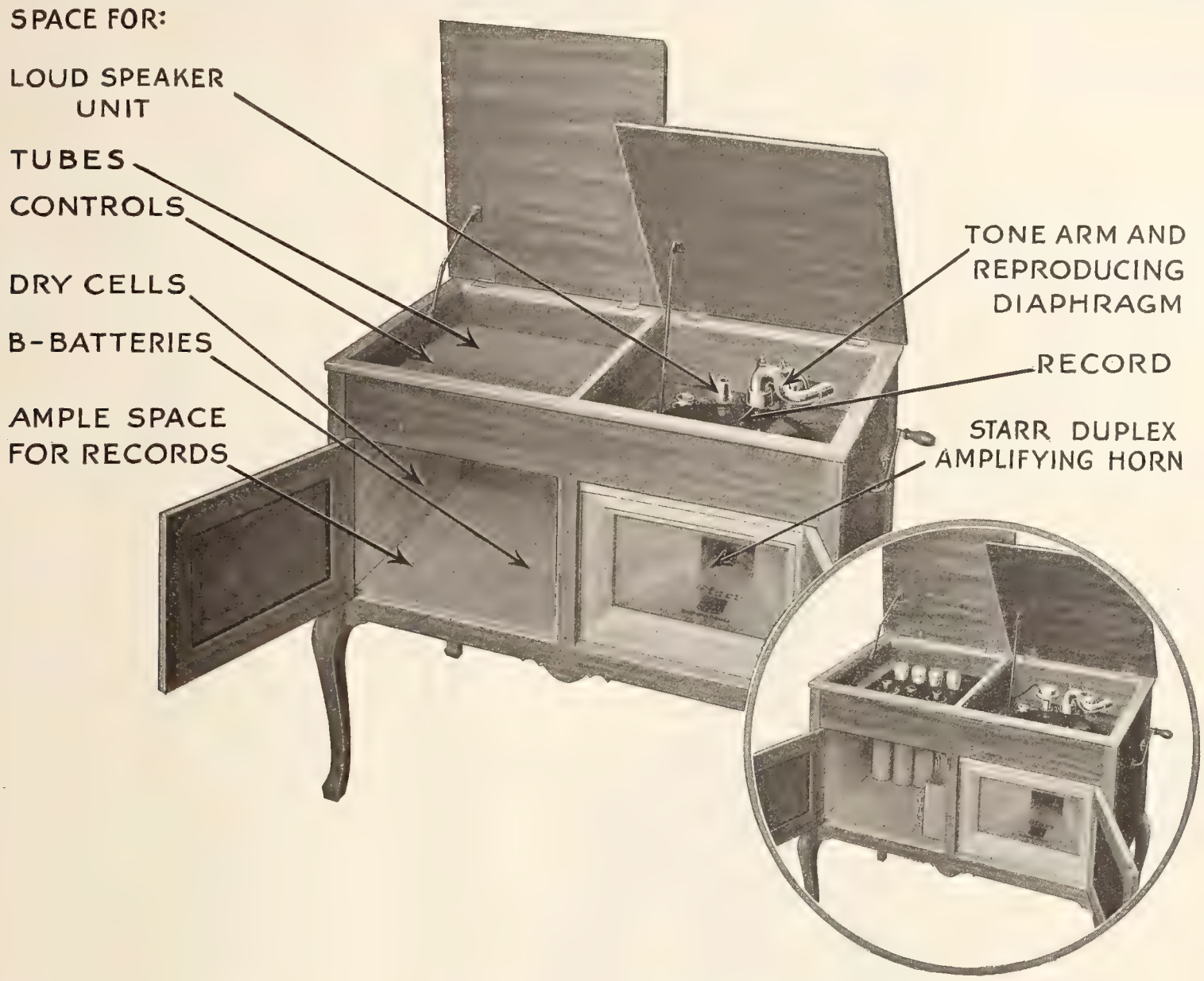
J. P. Rainbault in New Post

J. P. Rainbault, widely known in radio circles in the East and Middle West, is now acting as manager of sales for the Eastern territory of the United Mfg. & Distributing Co., with offices at 50 Church street, having succeeded Albert E. Drier, who is connected with the Vitanola Co., as assistant to the president. Mr. Rainbault reports that business with the manufacturers is good, though trade with the jobbers is rather quiet. From present indications it is expected by the trade in general that the Fall will be a prosperous season.

Opportunity for increased profits is offered through a New Edison dealership. Perhaps a dealership is open in your town.

The NEW EDISON
COMPARISON WITH THE LIVING ARTIST REVEALS NO DIFFERENCE

TEXAS-OKLAHOMA PHONOGRAPH COMPANY
2025 JACKSON STREET DALLAS, TEXAS



Starr *"Install Your Own"* RADIO

STYLE XIX-A

THE STARR "Install Your Own Radio" Style XIX-A is designed to meet the large demand of the American public for an instrument of the highest quality which, while including the full attributes of the Starr phonograph, yet may serve the purpose of eliminating the unsightly and cumbersome radio parts which have heretofore been assembled in a complexity of hodge-podge cases with the desire of perfecting an individually better radio than that of their neighbor.

The adaptation of the radio to the phonograph cabinet has as its base the essential fact that the phonograph reproducing mechanism is a highly perfected art, and the tone quality of a loud speaker actuating device is better when attached to the amplifying means of the Starr phonograph than to any other known methods of amplification.

The slogan "There is a difference in the tone" again proves its merit in this instrument, for the radio set built into this cabinet is improved through Starr amplification to the equivalent quality of the Starr Phonograph. This case is delivered completely finished with the exception of the radio parts. As you raise the adjustable lids at the top to the left is revealed a space in which almost any size radio panel can be installed. The veneered and highly finished panel is not cut out as the Starr Style XIX-A "Install Your Own Radio" phonograph comes delivered to you. However, by allowing overlapping of the edges of the radio panel an absolute finish is achieved. Underneath the panel, in the space ordinarily intended for record filing, may be installed any quantity up to a dozen of ordinary A dry cells and up to three B batteries. Ample room exists, however, even despite the maximum number of batteries for the largest set, to use a portion of this space for record filing if desired.

The Starr duplex horn is a double-throated amplifying horn, each throat being independent and requiring no adjustments from one to the other. In fact, the radio and record can simultaneously be played if desired. The radio throat ends in a tube of the standard size of the ordinary phonograph tone-arm. The holes for the wires connecting loud speaker to the radio set are bored at an appropriate place. However, no in-put wires are provided for, as the location must necessarily be arranged differently for various sets.

No experience is required to install any radio set in this phonograph, as this is designed for amateur cabinet makers as well as amateur electricians and radio enthusiasts.

Dimensions for panel, 17½ x 15½ x 3. Space below panel, 11½".

Panels are regularly manufactured by Crosley Radio Corporation, Cincinnati, Ohio, and Carloyd Electric and Radio Co., New York, N. Y.

THE STARR PIANO COMPANY

New York, Chicago, Boston, Detroit, Birmingham, Cleveland, Cincinnati, Indianapolis, Kansas City, Los Angeles, San Francisco, Portland

FACTORIES: RICHMOND, INDIANA

Sleeper Radio Corp. Introduces New Receiving Set

Gordon Sleeper, President of Corporation, Tells of Industrial Features of New Product

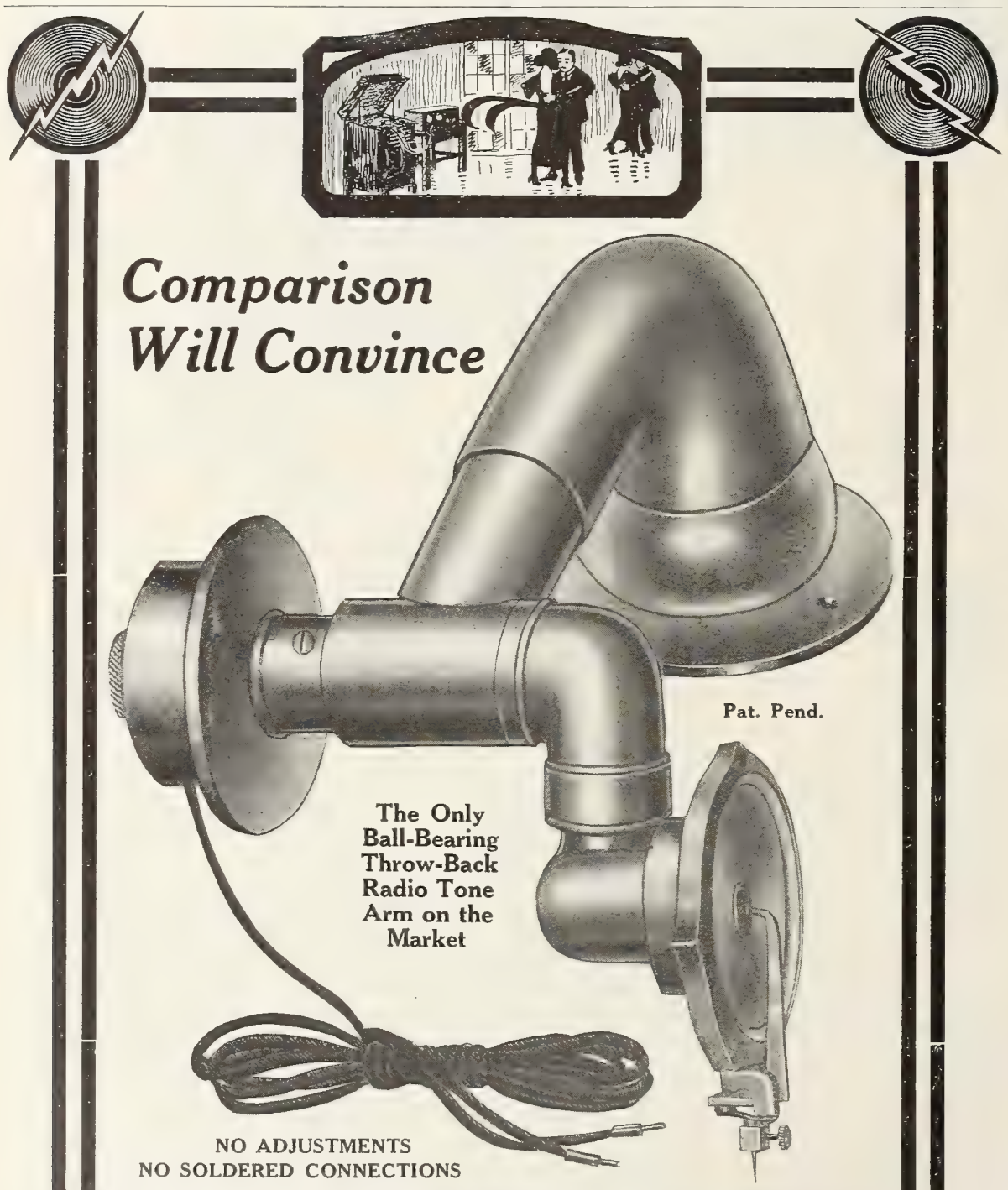
The Sleeper Radio Corp., manufacturer of the Sleeper Monotrol radio receiving set, has placed a new set on the market to be known as type 54, which is of particular interest to the phonograph trade, not only because of its beauty of design and appearance but also on account of the fact that it so nearly approaches the demands of "a universal set," as Gordon Sleeper, president of the company, describes it.

This set combines the use of the Grimes Inverse Duplex Circuit by which the same tubes are used in opposite directions for both radio and audio amplification with all the advantages of tuned radio frequency, retaining, however, the one control simplicity that distinguished the earlier Monotrol models. The new set employs either an indoor or outdoor aerial or loop, and may also operate with very satisfactory results in local reception without either, simply by employing a ground connection. Any standard tubes may be used, although four 210-A are recommended, very satisfactory results may be obtained with 199 dry cell tubes, however.

The cabinet is African mahogany, beautifully inlaid, with a seven-coat finish. A compartment is provided for all B batteries needed and also for dry cells when used. The panel is at a natural angle of thirty degrees and is of etched bronze, the battery switch is distinctive in design, as is the small device for switching from local to distant reception. The sockets of the Monotrol float on aeroplane rubber, thus doing away with all possibility of microphonic or singing noise; the interior of the set is built on a one-piece aluminum die casting.

"Although offering all the advantages of the neutrodyne circuit, through the invention of a new type of condenser known as the dual synchronized condenser, all tuning is on only one dial, with the aid of a small vernier," remarked Gordon Sleeper. "The four tubes give three stages of tuned radio frequency amplification and three of audio amplification, signal detection being by means of the Sleeper Rectiformer.

"The company will distribute the new set as formerly through a limited number of jobbers throughout the country, with special consideration being given to the music trade. A novel plan of community dealer appointments will allow the phonograph dealer to merchandise the Sleeper product on a very satisfactory basis. Our sales policy includes a very strong national and local advertising campaign in all principal distributing centers, supplemented by powerful selling helps in the way of window display, bulletin service, imprinted literature and prepared newspaper copy. We are planning in the near future to take over our new factory with 20,000 feet of floor space, thus insuring greatly enlarged production facilities for the coming season," added Mr. Sleeper in a description of the new set and the company's plans for merchandising it.



NO ADJUSTMENTS
NO SOLDERED CONNECTIONS

The tone arm that has been pronounced by some of the best authorities in the phonograph game as being the most perfect in every detail.
Be alive to the opportunity for increased business that the MUTUAL outfits offer.

BY THROWING BACK THE SOUND BOX YOU HAVE IT IN THE RADIO POSITION

In this combination we have achieved perfection in radio tonal qualities, thus guaranteeing our customers the same superiority that MUTUAL products have always maintained.

Mail Orders Early to Insure Prompt Delivery
Samples on Request

MUTUAL PHONO PARTS MFG. CORP.
149-151 Lafayette Street, New York City

DISTRIBUTORS
The Russell Gear & Machine Co., Ltd. ..... 1209 King St., West, Toronto, Can.
Industrias Unidas, S. A. ..... Balderas 110, Mexico City, Mexico
Targ & Dinner ..... 229 W. Randolph St., Chicago, Ill.

L. E. Gillingham, From Japan, Visits Gotham Trade

A recent visitor to the New York trade was L. E. Gillingham, works manager and chief engineer of the Nipponophone Co., Ltd., of Japan, the foremost manufacturer of phonographs and records in the Orient. Mr. Gillingham has a host of friends in the talking machine industry, as he has been identified with the trade for twenty-eight years, having been associated for eighteen years with the Victor Talking Machine Co., and more recently with the Columbia Phonograph Co. and the Aeolian Co. He joined the Nipponophone organization a few years ago at the suggestion of J. R. Geary, president of the company, who has been phenomenally successful with his various talking machine and record enterprises in Japan. Although both Mr. Geary and Mr. Gillingham lost everything they owned in the recent Japanese earthquake catastrophe, they resumed work with unabated energy, and the company is now making more than 1,000,000 records per month and more than 15,000 phonographs per month. Associated with Mr. Gillingham is Ralph Layte, formerly connected with the Columbia Phonograph Co., who is doing excellent work in research and construction engineering. Mr. Gillingham has introduced many important manufacturing and engineering plans at the Nipponophone plant which have proved very successful and contributed materially to the company's tremendous expansion during the past few years.

Announces Change in Price

DETROIT, MICH., July 8.—The Morrison Laboratories, Inc., of this city, manufacturer of the Morrison loud speaker unit, has announced a change in the retail price of its unit from $10 to $5. This radical change in price has caused considerable comment in the trade and has acted as a decided stimulus to Summer business. The Morrison loud speaker unit is one of the pioneers in the field, and the company has built up a large dealer organization, including representative music houses throughout the country.

New "Automatic" Portable

S. Davidson, of the Fulton Talking Machine Co., 253 Third avenue, New York City, announces that the "Automatic" portable, manufactured by his company, is now available in leatheroid coverings in various colors, particularly brown and black, as well as mahogany finish. The Fulton portable has attained popularity through the fact that when opening the lid of the machine the tone arm and sound box fall into playing position.

GLEANINGS from the WORLD of MUSIC

Dealers to Derive Many Benefits from Marking Retail Prices on Sheet Music

National Association of Sheet Music Dealers Favors Recommendation of Federal Trade Commission to Mark Retail Price on Sheet Music—Simplifies Selling and Saves Time and Trouble

The resolution passed at the annual June gathering of the National Association of Sheet Music Dealers favoring the recommendation of the Federal Trade Commission to mark all sheet music with the actual retail sales price and eliminate discounts will do much to stabilize prices. The majority of music publishers have accepted the recommendation and in the future new additions and re-issues will carry net price markings.

Simplifies Retailing

This action does much to simplify sheet music retailing and eliminate details. In the future retail music salesmen will not have so much trouble in arriving at the proper sales price. In fact, the old necessity of intensively training music salesmen will be avoided and any bright boy or girl, particularly those musically inclined, will be able to serve music purchasers.

Talking machine dealers who have heretofore confined their music distribution to popular prints and music books need no longer look upon the standard and classical end of the business as one with a wealth of details and limited profits. Many of the details have been disposed of and the standardization of prices assures profits. The dearth of competent music salesmen, a bugaboo for many seasons in discouraging the opening of standard sheet music departments, will no longer be a factor in considering the possibilities in sheet music distribution.

Small Investment Necessary

Several of the music jobbers have arranged plans whereby standard music departments can be opened with a minimum of investment, stock and space. With a popular department carrying the current hits and the music books and folios most in demand, a representative catalog of standard issues can be stocked which will meet the needs of most communities without involving a large appropriation. The co-operation of the music jobbers in the selection of such standard stocks is, of course, necessary in order to avoid an investment in what can be termed rarely called-for prints. With a popular department and a representative standard stock which can be supplemented as the needs of the particular community and clientele served by the dealer justify, a thriving department should result. Not only will such a stock supply the majority of calls, but it will be the nucleus of a substantial and comfortable business. The centrally located positions of the various sheet music jobbing organizations make possible the supplying to the consumer of specified numbers not in the regular stock on a twenty-four-hour schedule. A postal card to the jobber asking for the numbers needed brings delivery at once, thus adding to the dealer's service without incurring investment or stocking a large volume of goods.

In addition to the profits that accrue from a well-conducted sheet music department, there is considerable advertising value in handling sheet music. Sheet music is a magnet that attracts many people into the store and, of course, that is the prime problem in any business. Once a prospective customer is in the store it is possible that purchases on goods other than that originally in mind can be made.

Bringing People Into the Store

Bringing people into the store, whether it is done through letters, circulars, sheet music departments, or by the bally-ho of a talking machine or radio loud speaker, is important, because once the prospective customer is in the store many sales may result. The success of the syndicate stores such as F. W. Woolworth & Co. and the large department stores and other great merchandisers, is all based upon bringing prospective purchasers into the establishment. Probably the great majority of people that enter the five and ten-cent stores have no particular object in mind. The goods, however, attract their attention. It is displayed in a manner so that the purchasers can practically wait upon themselves. The primary object, however, is getting them into the store.

A similar plan is followed by department stores. Trade is coming into the stores through advertisements and transients step in to look around, but all are met with merchandise displays in conspicuous positions and thousands of sales result. It is a well-known fact that items advertised by department stores at favorable prices are a lure. The heavy percentage of the profits, week in and week out, are based upon purchases made in departments not included in the sales campaign.

So, in considering sheet music which takes up very little space in the music store, the attraction, in addition to the profits, should be considered. Sheet music is a vital factor in giving any retail establishment the prestige of being a music store. No retailer can adopt the slogan "Everything in music" without it. It is the basic factor in all music sales; it is the foundation of the music business.

Ziegfeld Follies Open

The 1924 edition of Ziegfeld's "Follies" opened its Summer entertainment at the New Amsterdam Theatre recently. Joseph McCarthy and Harry Tierney, of "Irene" and "Kid Boots" fame, have supplied some of the outstanding songs. Other contributors are Gene Buck and Victor Herbert, the latter having finished several numbers for this season's show just before his death. The McCarthy and Tierney numbers, which are published by Leo Feist, Inc., include "Adoring You," "In a Big Glass Case" and "All Pepped Up."

Roy Bargy on Tour

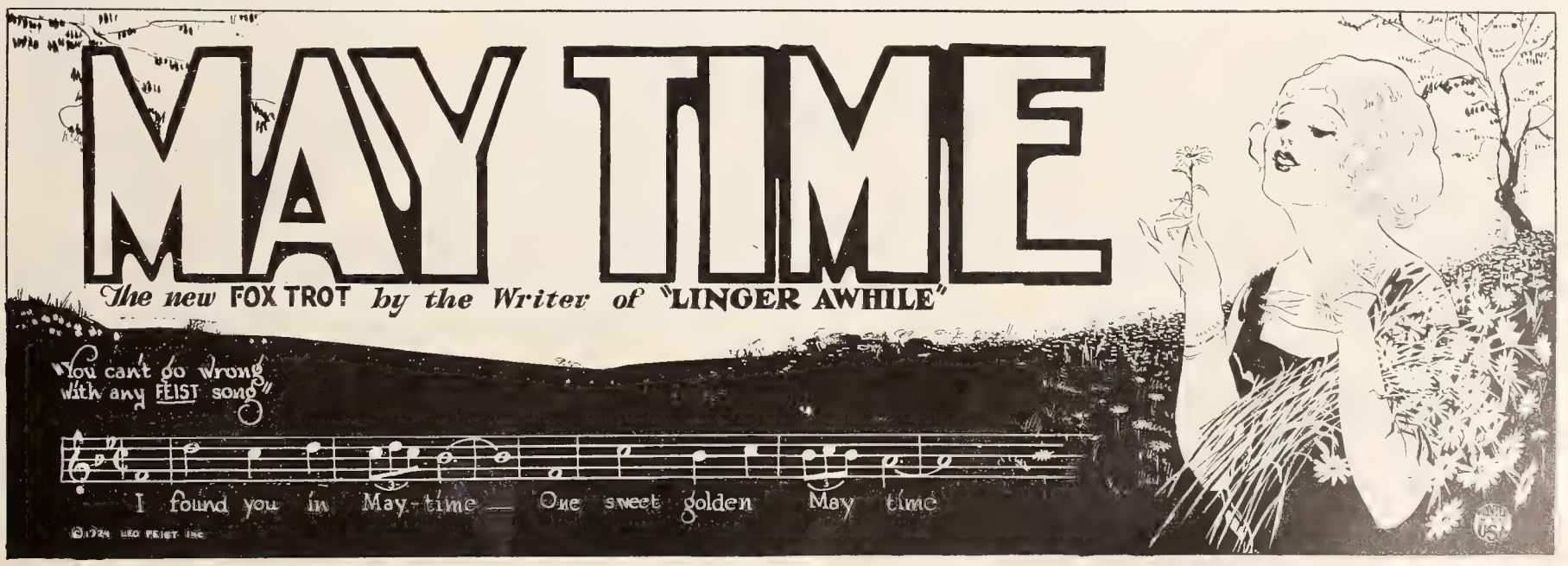
Roy Bargy, the popular pianist and composer, is now touring the Orpheum Vaudeville Circuit with the Isham Jones Orchestra. He is an important feature of the program and uses as a piano solo, with orchestra accompaniment, the Sam Fox Publishing Co.'s fox-trot, "Nola." The Isham Jones Orchestra will tour many of the larger cities west to the Coast.

Chappell-Harms Numbers

Among the songs appearing in the Chappell-Harms, Inc., catalog that are continuing in wide activity are "The World Is Waiting for the Sunrise" and "Roses of Picardy". Both of these numbers are apparently permanent fixtures. Sales which are quite heavy have, however, shown a most steady trend. Other good numbers in this catalog which, although somewhat newer, are, however, worth noting include "Love's First Kiss", "In the Garden of Tomorrow" and "My Thoughts of You".

New McCormack Records

The latest release by the Victor Talking Machine Co. of John McCormack records includes "Marcheta" and "Indiana Moon," the former published by the John Franklin Music Co. and the latter by Irving Berlin, Inc. "Indiana Moon," by the way, has proved a most successful waltz over a long period. The number has had a wide sale, and from present indications it is to be accepted as a standard seller.



FIVE RECORD RECORD BREAKERS

IN THE CANDLE LIGHT

NOBODY'S CHILD

WHERE IS THAT OLD GIRL OF MINE

SUPERSTITIOUS BLUES

THE DOODLEM BLUES

Above Songs Featured By Orchestra And Vaudeville Acts From Coast To Coast

IRVING BERLIN INC., 1607 Broadway, New York

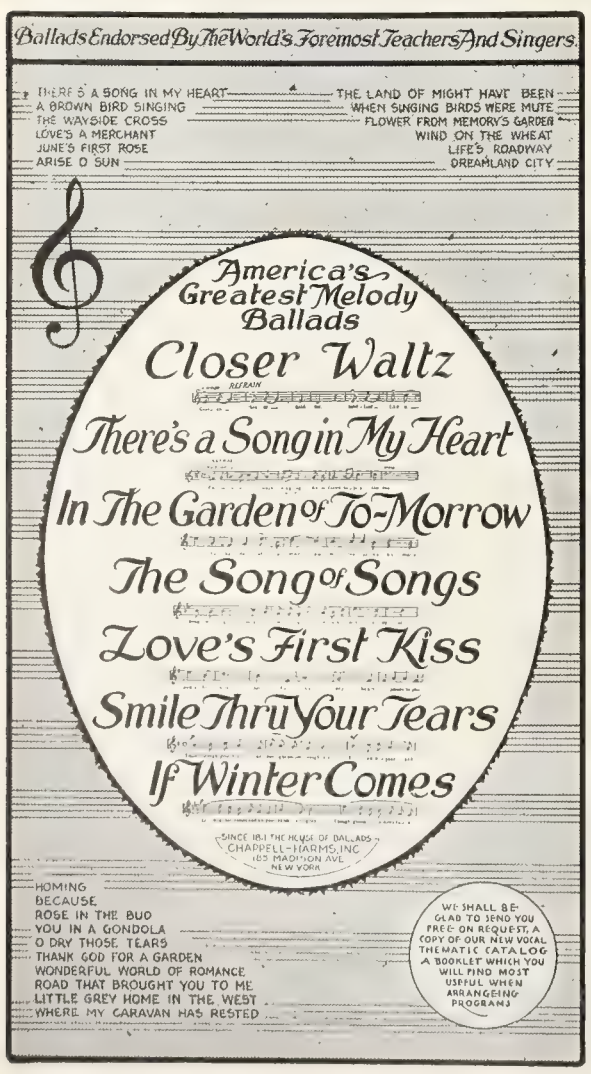
Werlein Features Chappell-Harms, Inc., Catalog

New Orleans Music House Makes Attractive Window Display of This Firm's Publications

Philip Werlein, Ltd., well-known music house and Southern institution of New Orleans, La., has long been noted for its unusually attractive window displays. Despite the fact that this organization does a large business in musical instruments of all kinds, including pianos, talking machines and small musical instruments, it gives more than a little attention to its sheet music department, feeling that this division of its business is not only profitable, but is a vital factor in building up prestige, good-will and adding to the patronage of this thriving music house.

Alice M. Corbett, manager of the sheet music department of Philip Werlein, Ltd., is well known throughout the trade and has been an active factor in seeing that a fair amount of the window showings of the Werlein company, either in whole or in part, carry sheet music displays.

O. E. Pankoph, manager of the player roll department, is responsible for most of the window showings of the Werlein Co. We herewith reproduce an attractive setting for a number of songs from the Chappell-Harms, Inc., catalog, including "Song of Songs," "Love's First Kiss," "Roses of Picardy" and "In the Garden of Tomorrow." This display attracted unusual attention and, according to Miss Corbett, added to business in a none too active season.



Woodman Has Been Fifty Years in Ditson Service

Manager of the Oliver Ditson Co., Boston, Honored by Associates in Company Upon Celebration of Fiftieth Business Birthday

C. A. Woodman, manager of the Oliver Ditson Co., Boston, was initiated into the Half-Century Club of that organization early in June, marking the fiftieth birthday of his connections with the Ditson Co.

While he was in New York attending the conventions of the National Association of Sheet Music Dealers and the Music Publishers' Association of the United States the younger element of Chas. H. Ditson & Co., who have only been in the organization from twenty-five to forty years, gave Mr. Woodman a birthday party in honor of the above event.

Maurice and Hughes Are Dancing to "Nola"

The Sam Fox Publishing Co.'s novelty "Nola," which, although a standard selection as a piano solo of some prominence for the past few seasons, jumped into further popularity as arranged in fox-trot form, and during the past season has been a feature of several productions and numerous vaudeville programs, has also been used as the subject for an original interpretation dance by Maurice and Leonora Hughes. This couple, now appearing in the Follies Bergere, Paris, has found the French public as responsive to the American fox-trot as it is at home, particularly when danced to the strains of "Nola." Maurice wrote to the Fox Co. that it was the biggest sensation of his career.

Marks in Operetta Field

The Edward B. Marks Music Co., which some years ago was one of the leading publishers of operetta scores, including such successes as "Spring Maid," "Sari," "Chu Chin Chow" and "The Lilac Domino," is again a factor as the publisher of music for the production field. Three shows for which the Marks' Co. publishes the music are now on Broadway. These include "Moonlight," now in its sixth month at the Longacre Theatre, with such songs as "On Such a Night," "Old Man in the Moon," "Forever" and "Honeymoon Blues"; Lew Fields' new piece, "The Melody Man," with the successful melody, "Moonlight Mama," and the French musical farce by Armand Robi, "Flossie," now at the Lyric Theatre.

Brunswick Records "Tell Me You'll Forgive Me"

Late Hit of Garrick Music Sales Recorded by Charles Harrison and Elliott Shaw, Brunswick Artists, and Has Just Been Released

Chicago, Ill., July 7.—The popular waltz ballad "Tell Me You'll Forgive Me," published by the Garrick Music Sales, 4040 Dickens avenue, has just been released on a Brunswick record recorded by Charles Harrison and Elliott Shaw.

This ballad, which was written by Ray Hibbeler, head of the Garrick Music Sales and writer of many other popular numbers, including the late hit, "Oklahoma Indian Jazz," has been declared an instantaneous hit, and in addition to the Brunswick recording several other records are scheduled for early release. The popular appeal of the number has also been recognized by the music roll companies. Those who have made recordings include the Q R S Music Co., the U. S. Music Co., Columbia Music Roll Co., W. W. Kimball Co., Pianostyle, International and others.

Although this number has been broadcasted by virtually every radio station in the country, its appeal is always apparent and it can be played over and over again without losing this characteristic. Many orchestras are featuring the number in connection with orchestra work and motion picture organists are doing the same in their way.

While "Tell Me You'll Forgive Me" is the outstanding success of the Garrick Music Sales this season, the catalog of this company is very popular and "Lost-My-Baby-Blues," a fox-trot "melody blues," justifies the anticipation that it will be another national hit. This selection has just been released on Okeh Record No. 40124, recorded by Lanin's Arkansas Travelers.

The publishers plan a large publicity program for "Tell Me You'll Forgive Me," and in cooperating with the trade have prepared an attractive display streamer. This is proving a valuable aid in creating a big sale for sheet music as well as stimulating sale of talking machine records.

"Don't Mind the Rain" Is Proving a Best Seller

Among the songs that continue to keep sheet music counters active is the Leo Feist, Inc., number, "Don't Mind the Rain." In recent reports this song has been among the leading sellers and from present indications it will be one of the most important offerings of music dealers for the Summer months.

The J. G. McCrory store, Brooklyn, N. Y., recently made a special campaign on "Don't Mind the Rain" and, in conjunction with this sales drive, gave the title pages of the song an exclusive as well as an attractive window showing. The window attracted more than a little attention which was reflected in the sales.

"You Can't Go Wrong With Any 'Feist' Song"

TWO BOOKS *TOO* GOOD TO MISS!

The new "Feist" Dance Folio No. 7 (just out) contains 30 of the newest popular song hits arranged as fox-trots, waltzes and blues. Sixty-four pages, full sheet music size, 9x12 inches!

"Good Old Timers" gives you the songs of yesterday. 75 oldtime songs and choruses arranged in one book, all perfectly printed in standard note size. A book-full of entertainment!

Each book 50c (In Canada 60c). Buy them for your own piano—or make them a gift to a friend.

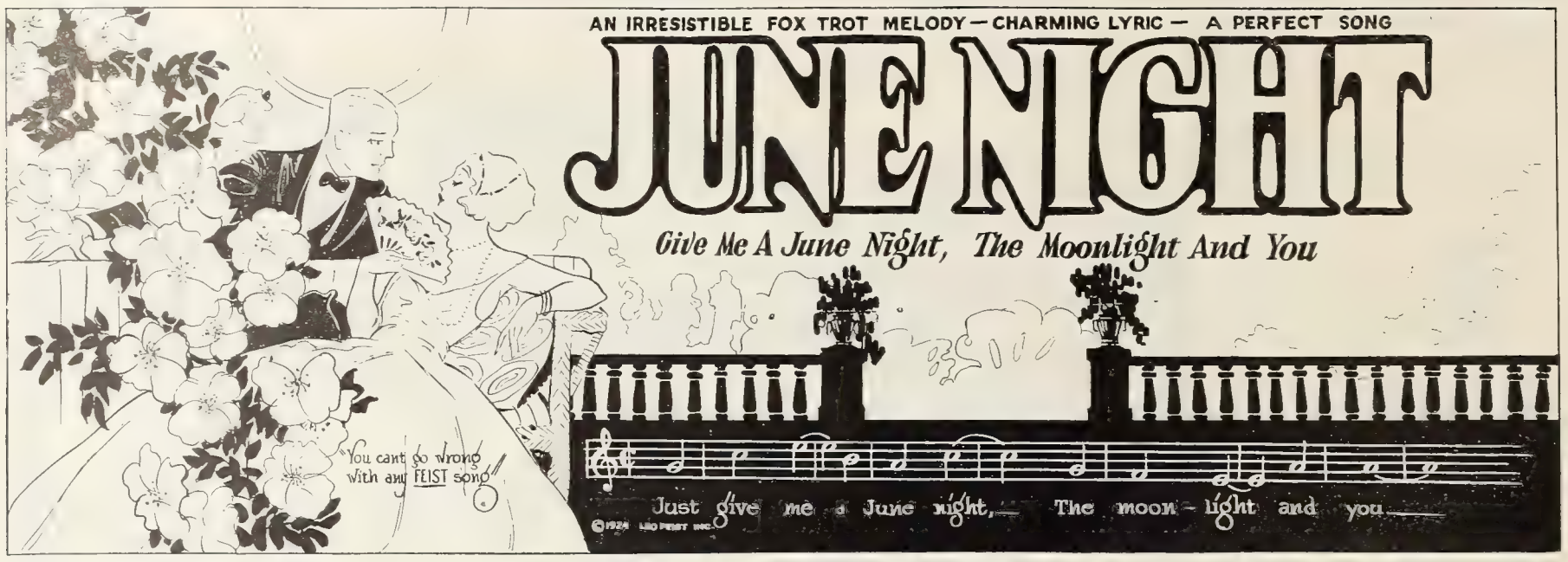
At your dealer's or order direct
Leo Feist, Inc., 231 W. 40th St., New York City

ALL HITS!

ALL FEIST!

- for Your Piano, Phonograph or Player Piano

Reproduction of a full page advertisement which appeared in the Rotogravure Section of the *New York Herald-Tribune*



Pessimism in the Sheet Music Field Declining Before Betterment in Trade

During Past Month Sales Have Shown a Steady Advance and All Indications Point to a Normal Summer Trade—Music Counters Again Showing a Fair Degree of Activity

The pessimism that permeated many manufacturing channels some weeks back and which found immediate reflection in a glorified sale in the popular sheet music field has evidently spent itself. At any rate, messages of an optimistic nature are now in the air and even the most depressed of popular publishers has a more cheerful tone. This latter is important in the music business.

During the past month sales were substantially on the incline and, undoubtedly, a normal Summer season is to follow. If those most interested in seeing music counters active will use the same amount of speed in getting aboard the movement for the return of activity that they so suddenly grasped late in March, when things apparently were on a downward trend, a full measure of Summer business will be the result.

Fortunately for the trade particularly interested in popular prints there are, at present, several outstanding hits. This, together with the fact that as far as the retailer is concerned his business has continued normal without any unusual activity, should go far toward speeding up sales.

Leo Feist, Inc., among others, is to be congratulated for the continuance of its exploitation campaigns during the dull period. Of course, the Feist catalog was never in a more healthy condition. It has, probably, the largest popular catalog in its history, comprising many show numbers as well as a series of leading hits. The Feist organization believes that numbers that are meritorious and have wide appeal will sell in any season and its Summer plans are just as large as those of the late Fall.

The music business undoubtedly had a little too much talk of the effect of radio on sales when, as a matter of fact, the reaction from the high point of sales of January and February was based upon numerous other conditions and possibly radio. The sweeping charge that radio has ruined the music business made a dull period worse and, undoubtedly, brought on a psychological condition that was a distinct detriment to popular music. Radio is not such an important factor in the Summer months, or, at least, it has not been in the past. The ever-ready pessimist will therefore have to look elsewhere for an excuse for depressing "small talk."

The music counters are now fairly active—they will be more so in weeks to come—and those who are actively exploiting their products and going out after business, instead of bemoaning the fates, will undoubtedly do a normal Summer business.

"Wendell Hall's 'Uke' Songs"

Jack Mills, Inc., music publisher, announces the release of "Wendell Hall's 'Uke-Songs," a collection of fifteen complete ditties with words and music. The contents include the most popular radio songs of this popular radio artist and Victor record star and arranged for ukulele, piano, tiple, taropatch and the banjo-ukulele. Included in the folio are "Cotton Moon," "It Don't Belong to You," "My Home's in Georgia," "I'd Run Right In," "Sunshine Ev'ry Night" and ten others. The contents are edited by F. Henri Klickman and there is a preface by May Singhi Breen, radio and record ukulelist, as well as an intimate biography of the "red-headed music maker."

New Sherman-Clay Numbers

Among the new successful songs appearing in the catalog of Sherman, Clay & Co. are "Oriental Love Dreams," a melody fox-trot, and "The Hoodoo Man," a novelty fox-trot, written by Nacio Herb Brown, writer of "The Sneak." Both songs are featured in vaudeville and by dance orchestras. In addition to the above songs Sherman, Clay & Co. have two successful numbers which have recently been featured by way of radio, "Patsy," by Earl Burtnett, writer of "Do You Ever Think of Me?" and "My Old Home Town," described as an old-fashioned melody ballad.

Petersen's Ukulele Method

Irving Berlin, Inc., reports a steady sale of Petersen's Ukulele Method. This book has been particularly active during the warm weeks and promises to move in substantial quantities throughout the Summer period. Lundin's Tenor-Banjo Method is also showing renewed activity. This is a thorough and complete instructor for the tenor-banjo, which has proved quite popular with banjo enthusiasts.

Piano Novelty Popular

Zez Confrey's newest modern piano novelty, "Dizzy Fingers," appears to be catching on with pianists with about the same rapidity that his immortal "Kitten on the Keys" swept the nation. The newest opus is characterized by the composer as a "nuance in intermezzos" and is full of the intricate tricks and delightful strains in which his many compositions abound. "Dizzy Fingers" is published by Jack Mills, Inc.

Court Again Holds That Theatres Pay Royalties

Federal Judge in Missouri Decides Against Eleven Theatres in Suit Brought by American Society of Composers, etc.

Recently in a sweeping decision Judge Arba S. Van Valkenburgh, sitting in the Federal District Court for the Western district of Missouri, decided against eleven picture exhibitors in as many suits by music publishers for copyright infringements.

In each case $250 minimum damages, court costs and counsel fees were awarded the plaintiffs and in the aggregate, according to the American Society of Composers, Authors and Publishers, would have paid for the music license fees for these eleven exhibitors for a period of ten years.

Jerome H. Remick sued John G. Hiatt and the Gilham Theatre Co. in two separate actions; Leo Feist, Inc., named Joseph Stockdale, A. K. Broussard and J. T. Wilson defendants in three suits; Broadway Music Corp. sued Stockdale, as did Stark & Cowan; Jack Mills, Inc., sued Broussard and Irving Berlin, Inc., had claims against H. H. Barrett and A. M. Eisner.

Music Publisher Incorporated

The Edgar Dowell Music Publishing Co., New York, was recently incorporated at Albany, N. Y., with a capital stock of $5,000. The incorporators were E. Dowell, C. Williams and W. Webber.

Hearst, Ltd., Designated

The Hearst Music Publishers of Canada, Ltd., Canada, were recently empowered to conduct business in New York State. The capital stock of the corporation is $1,000,000.

The CAMERAPHONE

The PORTABLE of PORTABLES

The Smallest **REAL** Gramophone in the World!

Full Volume Without Loss of Definition

THE PORTABLE WITHOUT A 'SCRATCH' OR 'BLUR'

No loose parts, no adjustments necessary, but always ready for immediate action.

SPECIFICATION:—

MOTOR—Genuine Swiss.
TONE ARM—Highly Plated Gooseneck.
CASE—In selected Oak, Mahogany or De Luxe Leather.

Fully Patented in all Countries

The Cameraphone Ready for Play

Note the special shell amplifier—the round chamber with the round tone.

Dimensions over all 7x6x4¾

PRICES
In Oak
$20
In Mahogany
$25
In De Luxe Leather
$35
BUT WORTH DOUBLE
Liberal Trade Discount

BRITISH MADE THROUGHOUT

This Is the Biggest Dealer Line

for Spring and Summer, 1924, in the Trade

SAMPLES SENT ON RECEIPT OF CASH

OUR SLOGAN

"Up to Quality, Not Down to Price"

IT'S QUALITY THAT SELLS BRITISH GOODS

Important Announcement to the American Trade

Lee & Pollak have pleasure in advising that they will open an office this month, most probably in Cleveland, Ohio. This will permit of the famous "Cameraphone" and all spare parts being supplied direct from stock.

First Announcement of New Model

It is proposed to market a new portable comprising all the latest achievements in the gramophone industry. This model will cater for the best class trade, as we are convinced that a good travelling article best made in England to the standard of workmanship for which British goods are world renowned will specially appeal to the American public.

The highest class portable in the world as used by Royalty and the nobility!

LEE & POLLAK, 11-12, FINSBURY SQ., LONDON, E. C. 2
Phone Clerkenwell 7654

Retail Sales Volume in the Atlanta Territory Continues Very Satisfactory

Recordings by Popular Southern Artists for Leading Companies Instrumental in Creating Strong Demand for Records—Leading Dealers and Wholesalers Report Demand for All Lines

ATLANTA, GA., July 8.—The talking machine trade is going along nicely in a manner that is entirely satisfactory to both the wholesale and retail houses. While it is not booming along at its Fall and Winter pace, the leading dealers all report that for the Summer season the volume of business being accomplished is good, and is ahead of a similar period of last year. Records have been selling in satisfactory fashion, due in large part to the foresightedness of the dealers in effecting tie-ups with visiting artists who record for the different records and also to the fact that several local artists, who are favorites throughout this territory from personal appearances and from their radio performances, have recently recorded for the different companies and these records have sold exceedingly well. Especially is this true of the records made by Gid Tanner and Riley Puckett, both favorites here, in Atlanta, whose first recordings were released by the Columbia Co. in June. Columbia dealers are reaping a harvest from the sale of these records.

The Duffée-Freeman Furniture Co. opened a new music department recently which occupies the entire first floor of the establishment. Victrolas and Victor records are carried exclusively. Sound-proof record demonstration booths have been installed and the department is complete in every detail. Joseph W. Crews, manager of the new department, has been identified with the trade in this city for the past ten years, conducting a store for many years at 55-59 Whitehall street and more recently being connected with the Atlanta Phonograph Co.

James K. Polk, Inc., Okeh distributor, reports business brisk in all the lines carried by the concern. The territory which this concern covers was recently enlarged to a great extent when it suceeeded the Southern Sonora Co., distributing to dealers situated in a half dozen States in the extreme South. Both Sonora products and Okeh and Odeon records are selling in brisk fashion, keeping well ahead of this time a year ago.

The Elyea Talking Machine Co., Victor distributor, vacated its quarters at 11 North Pryor street on July 1 and will carry on its business at 15-17 North Pryor street until January 1, 1925, when it will move into a new home which will be properly equipped to take care of the greatly increased business and will enable the company to take care of the development of its dealer service work. It is interesting to note in this connection that C. L. Elyea, owner of the Elyea Talking Machine Co., and also owner of the Elyea Co. which handles auto accessories, etc., will discontinue this latter business and will throw his entire resources into the talking machine organization, the activities of which will be greatly broadened.

The regular monthly concert of the Music Club, organized by A. B. Willis, manager of the talking machine department of M. Rich & Bros., was held recently. This idea has taken firm root and has become more and more popular. It was announced that 600 members were recently admitted to the club, bringing the total membership to more than 3,000. A delightful program of dance, vocal and instrumental music was rendered.

Among prominent concerns recently adding the Strand product M. E. Lyle, representative of the Manufacturers' Phonograph Co., reports the Rhodes-Futch-Collins Co., of Jacksonville, Fla.

The Strand-Timmons loud-speaking radio attachment for phonographs has proven so successful in giving "head-phone quality through the horn of a phonograph," as used in the Strand radio-phonograph, that it is now being released for use on any phonograph. M. E. Lyle finds that there is a splendid field for this product and considerable Summer business is being done.

The West Furniture Co., Marshall, N. C., has taken on the Victor agency, it was recently announced. The initial stock was purchased from the Elyea Talking Machine Co.

H. R. Brown, formerly in charge of the talking machine department of the Cable Piano Co., has moved to South Carolina, where he is in charge of the La Salle Extension Institute's salesmanship course for that State.

OKeh and Odeon Records

WHEN prompt, positive deliveries of complete orders on the famous Okeh "hill-country music," the new blues by America's foremost race artists, the new song and dance "hits," or the inimitable, imported Odeon recordings are wanted, write or wire

Wholesale Phonograph Division

JAMES K. POLK, Incorporated

Offices and Show Rooms:

294 Decatur Street ATLANTA, GA.

Buy OKeh Needles—They Keep Record Sales Alive!

Talking Machine and Radio Men's Association Meets

Monthly Session Proves Interesting From a Number of Angles—Annual Outing to Be Held at Roton Point Park on August 6

The monthly meeting of the Talking Machine and Radio Men's Association was held at the Café Boulevard during the latter part of June in connection with the regular association luncheon which drew a capacity attendance despite the hot weather.

The various committees appointed in connection with the Association activities made their reports, among them being the Outing Committee, which announced that the annual outing of the Association would be held at Roton Point Park on the Sound on August 6. The party will travel to the park in automobiles, and will be furnished with luncheon and dinner at the resort. There will be the usual outdoors sports and dancing to the music of a good orchestra, a fee of $6 per head covering all.

The Association passed a resolution to contribute $50 to the Soldiers' Radio Fund, which is being sponsored by S. A. Rothafel, of the Capitol Theatre, and which has already produced more than $75,000 for the purpose of buying radio outfits for wounded soldiers in hospitals.

There was the usual radio feature at the meeting. This time it was demonstration of the Royal Neutrodyne set by the Adler Mfg. Co. The meeting was addressed by Frank A. Hinners, designer of the set, and by Lambert Friedl, of the Adler Co. The former delivered a more or less technical talk, but Mr. Friedl offered some interesting comment on business conditions and prospects, both in radio and talking machine fields.

Wilson Lane, tenor, and Henry Tobias, pianist, of the Tobias Music Publishing Co., demonstrated several of the company's songs, including "In the Old Arm Chair" and a new number, "Keep Happy."

It was reported during the course of the meeting that the Association had realized a profit of $1,087.98 from the annual banquet held in April with some money still to be realized from outstanding ticket sales.

There were nearly a dozen new members elected to association membership, several of them being representatives of radio concerns, either manufacturers or distributors.

In the absence of Irwin Kurtz, the president, Joseph A. Mayers, vice-president, presided over the meeting. The next meeting of the Association will be held at the Café Boulevard on July 16.

Sonora Retail Sales Increase

The Sonora warerooms at Fifth avenue and Fifty-third street, New York, the display rooms and retail warerooms of the Sonora Phonograph Co., report that business for the month of June more than equaled the total sales of June a year ago, although June showed a falling off in business from the preceding month of May, when the sales volume more than doubled that of May, 1923. Mrs. Brewster, manager of the store, expressed herself as being very well satisfied with conditions. Both the talking machine sales and the radio sales are keeping up, each department making up about 50 per cent of the month's business.

Jordan Heads Morse Plant

Edward B. Jordan, Jr., of the old Jordan Cabinet Works, and son of the founder, one of the best-known managers of woodworking plants in the country, is now head of the Morse Mfg. Co., Brooklyn, N. Y. This concern, financed by the Morse Dry Dock and Repair Co., has over 70,000 feet of floor space for the purpose of woodwork manufacturing, particularly of the cabinet variety. The company has both rail and water shipping facilities and is ideally equipped for cabinet manufacturing on a huge scale.

The ORSENIGO RADIO and PHONOGRAPH

The Orsenigo Radio and Phonograph combination is now on exhibition at our galleries.

The radio which is a five tube straight radio frequency set is built in the same high grade manner as the phonograph.

All batteries, loud speaker, etc., are concealed within the cabinets.

Also on exhibition twenty other models embodying the French, English and Italian schools.

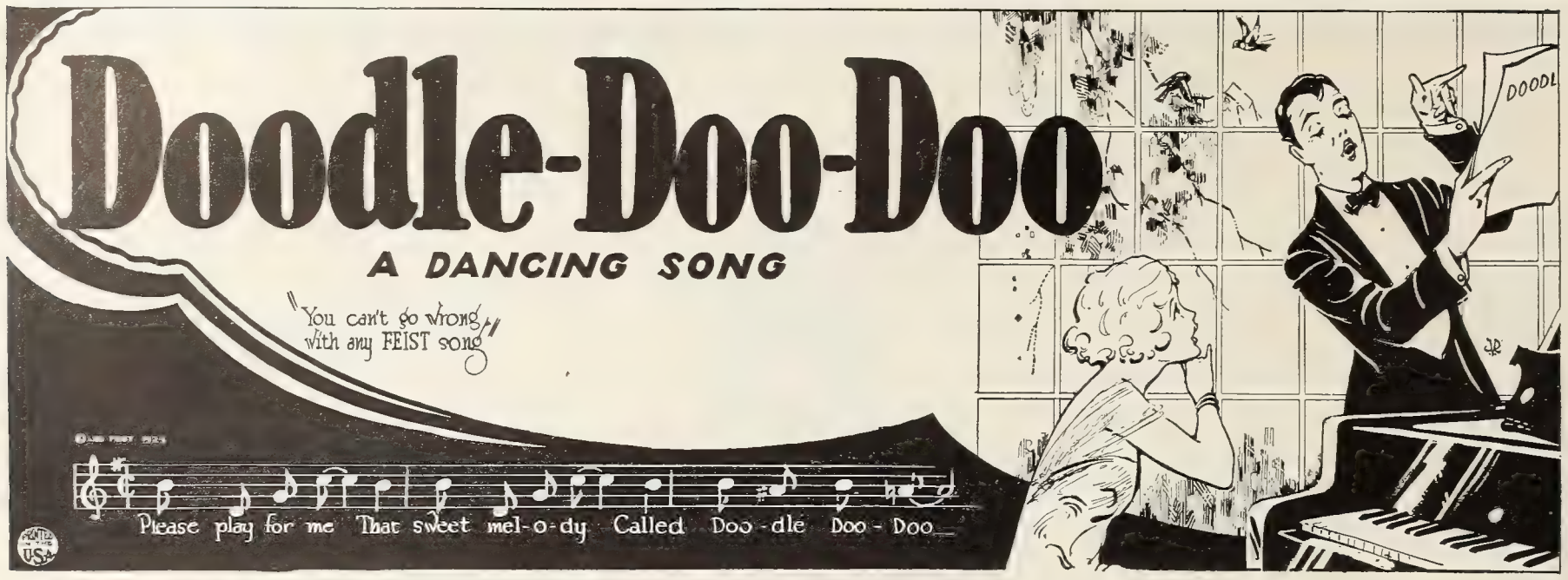
The Orsenigo Company, Inc.

383 Madison Avenue

at 46th Street

New York City, N. Y.

Factory: Long Island City, N. Y.



Selectron Arouses Wide Interest in the Trade

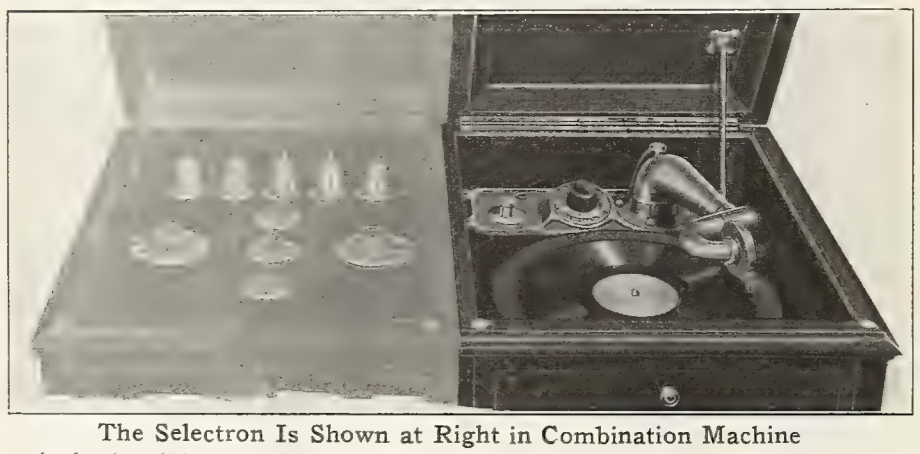
Arrangements Completed by Maximilian Weil, Inventor of Device, for Production and Marketing Through the Audak Co.

The Selectron exhibited at the recent music conventions in New York, the invention of Maximilian Weil, the well-known electrical and mechanical engineer and acoustical expert, is to be manufactured and marketed by The Audak Co., 565 Fifth avenue, New York City, through arrangements recently closed.

The Selectron has created widespread interest in both talking machine and radio manufacturing circles and among those dealers who have had the privilege of seeing it in operation. It is a highly attractive instrument requiring no alterations of any kind in the talking machine cabinet. In describing the instrument Mr. Weil said: "Neither the sound box nor the loud speaking unit has to be removed to operate the instrument for either phonograph or radio reception. The Selectron does not replace or attach to any of the original operating mechanisms of the talking machine. There is no cutting up or tapping of the sound chamber or anything like it necessary, and the acoustic circuit of the phonograph remains absolutely intact.

"After experience of several years with various kinds of loud speakers, no better amplifying chamber has been developed than that used in good phonographs. There lies the reason for many speaking units being designed and adapted to go on the phonograph tone arm in place of the phonograph reproducer.

"Through the use of the Selectron the sound box is not removed in order to make use of the amplifying horn nor is the tone arm itself made use of. Thus, the talking machine mechanism remains intact, which is a boon to the manufacturer of records; to the dealer's record department, and to the consumer who has the opportunity of making use of either radio reception or the talking machine at will. This, too, without the annoyance of changes in mechanism. The radio enthusiasm rises and falls at various periods, and a combination machine using the Selectron instrument makes the talking machine at all times available and particularly when the interest in radio wanes. This is not assured once the sound box is removed; in fact, it is doubtful whether a very large percentage of talking machines where the sound box is eliminated will ever be returned to use. Certainly the owners of such will be out of the record-purchasing market for many, many months, if not for good.



The Selectron Is Shown at Right in Combination Machine

"The Selectron makes possible the use of the phonograph amplifying horn in an efficient manner for either a phonograph or radio without, however, putting out of commission either one or the other."

A number of talking machine manufacturers who have shown a big interest in the Selectron look upon it as the missing link. To quote one of the foremost manufacturers, after the Selectron was shown and demonstrated to him: "You have made a great contribution to the radio industry—you have also preserved the fidelity and integrity of the talking machine."

The Selectron is not a speaking unit and any speaking unit can be used with it. Briefly, through the medium of the Selectron both the phonograph and radio make use of the same acoustic circuit, but without in the least disturbing the established acoustic circuit of the phonograph.

The Selectron will not only be available to manufacturers of talking machines, but a model has been designed and will shortly be marketed, which will make available its use in the 9,000,000 estimated machines now in the homes of the country. This latter will require no installation, but, by the mere placing upon the talking machine, it immediately converts it into a duplex instrument.

The Logan Music Co., Twin Falls, Idaho, has been incorporated with a stock of $10,000.

CLARAVOX
CLEAR VOICE
REPRODUCERS
Reflect Credit on Edison Products
Standard Diamond Point
Special Jewel Point
No. 1 Edison Attachment
All Claravox Reproducers employ new Claravox diaphragm—a scientific achievement.
Write for prices and discounts
THE CLARAVOX COMPANY
YOUNGSTOWN, OHIO

H. S. Maraniss in New Post With the Spartan Co.

Popular Executive Heads Phonograph Dealers' Department of Company

The Spartan Electric Co., 99 Chambers street, New York, manufacturer of the Spartan Speaker and distributor of a number of standard radio products, announced recently the appointment of H. S. Maraniss as head of the phonograph dealers' department of the company. Mr. Maraniss was formerly connected with the Musical Instrument Sales Co., Victor jobber, and is well known in the trade.

The company has for several years been engaged in the sale of radio and is necessarily well versed in the requirements and problems of the dealer who is handling radio. "We have felt for some time that the phonograph dealer is the logical merchant to handle radio and to this end we have organized our talking machine dealers' department and engaged Mr. Maraniss to work towards building up a permanent clientele in the talking machine industry," commented Maurice Despres, sales manager. "Our company enjoys an excellent reputation among the radio and electrical dealers, but up to the present time we have not had any dealings with the phonograph trade. Our policy has always been that the function of a distributor does not end by the mere sale of his product but goes further than that and consists of 100 per cent co-operation with the dealer, backed by our service and knowledge of the radio industry. We plan to carry out the same policy in the talking machine trade, believing that he appreciates our sincere desire to see him successfully carry on the sale of radio on a profitable basis."

Among the products which the company distributes are Cunningham tubes, Eveready batteries, Federal Tel. & Tel. sets, Murdock neutrodyne, Stromberg-Carlson and Kodel portable radio sets, Exide and Philco storage batteries, and in addition it manufactures the Spartan Speaker.

Vincent Lopez, New York, was recently incorporated at Albany to act as a musical booking agent. The capital stock is $500,000.

The
Toledo Talking Machine Co.
Toledo, Ohio
Wholesale Victor
Exclusively

IN THE MUSICAL MERCHANDISE FIELD

Growing Interest in Music in Schools Opens Big Musical Merchandise Field

Retailers Handling Musical Merchandise Have an Unparalleled Opportunity to Cash in on the Promotion of Interest in the Development of Bands and Orchestras in Schools

One of the most important developments in the musical merchandise field is the growing interest among boards of education and music supervisors of schools in cities, towns and country districts throughout the country. In many schools bands have already been formed and in others they are in process of formation, but this potential business and unprecedented interest, to a large extent, remains in a nebulous state in many schools, awaiting the necessary impetus which a live dealer who handles musical merchandise can give it by the institution of a campaign in his community, to the profit of himself in musical merchandise sales and the benefit of the community in the formation of bands and orchestras.

Broad Scope of the Movement

This interest in the development of bands and orchestras is by no means confined to the higher grades in the primary schools and the high schools, but ranges all the way from the kindergarten up through the various grades through the high school. Indeed, it is not uncommon to hear of kindergarten bands and kiddie orchestras. The younger children, of course, confining their musical efforts mainly to the simpler musical instruments. In some cities there are a number of bands and orchestras in the schools and annually band contests are held, prizes being awarded to the bands considered by selected judges as being the most proficient in the use of their instruments. This in itself is an interesting development and one which music dealers in such cities should encourage to the greatest possible extent, for civic reasons and, of most importance to the merchant who is selling musical instruments, because of the wide interest generated among the people of the city in small musical instruments.

Big Business vs. Small Business

It is just as easy, at least insofar as the sale of musical merchandise is concerned, to go after quantity sales, as in the case of the formation of school, factory and store bands, as it is to go after individual sales. In the first instance the dealer is practicing the methods of big business and in the latter he is not. Of course, in the case of the former the retailer must lay his plans more carefully, there are more difficulties to overcome and the consummation of the sale of an orchestra or band outfit may take longer, but the bulk sale brings with it rewards in profits which make the extra effort eminently worth while.

Securing School Business

The best field for the dealer is to go after school business. This is so for a variety of sound reasons. First, is the fact that once the board of education of the local schools has been sold on the idea of the formation of school bands and orchestras and the support of the local music supervisors has been gained the rest is easy, because these officials will use their influence and do their utmost to put the proposition across with the pupils and their parents. Second, there are few normal children who are not eager to engage in this form of study, which promises so much in fun and entertainment, to say nothing of eventual profits. Third, parents, if the proposition is put to them in the proper light, will be just as eager as their children to support the formation of a school band or orchestra and to purchase instruments for their kiddies so that they will have the opportunity of "trying" for the school band. There is another method of selling the instruments and that is direct to the schools, although this has the disadvantage to the dealer who by his energy has aroused the necessary interest in the project and secured the support of the educators in that when the instruments are purchased by the board of education for use in schools it is customary to ask for bids, and often the competition to secure the business is so keen that in order to get the business a dealer would find it necessary to sell at a loss. Even this might be profitable in the end, in view of the fact that the initial sale might lead to considerably more business among the pupils themselves.

Initiative Needed

However, as in most projects where the rewards are large, a proportionate amount of energy and ability is needed. The merchant operating a musical merchandise department or the manager of such a department will not get very far unless a definite campaign is planned and then consistently and determinedly carried out. That it is not impossible to put a proposition such as this across is evident from the reports of the many dealers who have already done so and who have not only profited by the original sale but from many others resulting from the publicity derived and interest aroused.

Summer Is the Time to Get Busy

And most important of all, the dealer who desires to make a try along these lines had better get busy right now. The vacation season is the best time to approach the board of education and to make the definite plans which are necessary for the success of the drive. The boards of education are now busy ordering supplies for the next school year and getting the schools in order. Also they are busy men and women and unless the dealer can offer sound arguments in behalf of his project his plan is bound to fail. It is better to sell members of the board of education separately, and this also applies to music supervisors, before the matter is taken officially before the board. This increases the chances of putting the proposition across.

H. P. Weymann Secures Important New Position

Son of H. W. Weymann Now in Charge of Wholesale Musical Merchandise Department

PHILADELPHIA, PA., July 8.—H. Power Weymann, who has been associated with his father, H. W. Weymann, in the conduct of the large musical merchandise business of H. A. Weymann & Son, Inc., this city, was recently appointed to take complete charge of the wholesale musical merchandise department of that company. H. Power Weymann will also have charge of the musical merchandise factory production, consisting of the Weymann orchestra banjos and other string instruments. In addition to the manufacturing end the Weymann organization is also distributor of the Buescher saxophone and band instruments, Barry drum outfits, Hohner harmonicas and accordions and other lines.

Fred Gretsch in Europe

Fred. Gretsch, president of the Fred. Gretsch Mfg. Co., importers and wholesalers of musical instruments, Brooklyn, N. Y., sailed recently on the S. S. "France" for a short trip to Europe. Mr. Gretsch was accompanied by Mrs. Gretsch and his eldest son, Fred, Jr., who attends Cornell. He plans to visit the most important musical merchandise trade centers on the Continent to secure merchandise in anticipation of a big Fall season in this line.

PAUL WHITEMAN
Victor Records
[New York]

CLYDE DOERR
Solo Victor Records
[On Tour--Far West]

BUESCHER

Buescher Prestige and Distribution Are Both Nation-Wide

TOM BROWN
Six Brown Brothers
Victor Records
[On Tour—East]

WM. FINZEL
Okeh Records
[Detroit, Mich.]

FROM Coast to Coast the market for Buescher Band Instruments and Saxophones is supplied by leading Music Merchants. New York and California are both large distributing points, and Buescher dealers in these two states, as in all other states, have the prestige of fine local musical organizations as well as the best nationally known organizations.

Buescher advertisements in the national magazines bring inquiries from prospective purchasers in all parts of the country. These are promptly turned over to exclusive Buescher dealers in the territory they emanate from. The dealer is given every aid in closing the sale. Buescher "closing" literature is noted for its effectiveness and its excellence.

The radio broadcasting stations that dot the nation, and the record shops everywhere, carry Buescher Tone into practically every home.

Music Merchants are invited to write for Trade Terms and Territorial Assignments

Buescher Band Instrument Company, G-93 Buescher Block, Elkhart, Indiana

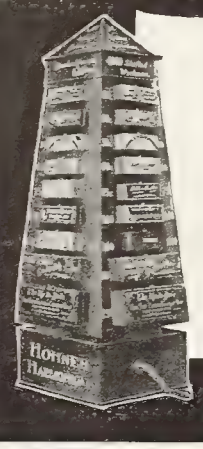
A FEW OF THE BUESCHER DISTRIBUTORS IN THE WEST

Tom Brown Music Co., 17 W. Lake St., Chicago, Ill.
Carberry-Parker, 125 Grand Ave., Milwaukee, Wis.
Crawford-Rutan Co., 1013 Grand Ave., Kansas City, Mo.
Daynes-Beebe Music Co., 61 Main St., Salt Lake City, Utah.
Fillmore Music House, 528 Elm St., Cincinnati, O.
G. A. Hausner, 23½ S. 8th St., Minneapolis, Minn.
H. C. Hanson Music Co., 137 Powell St., San Francisco, Cal.
Honolulu Music Co., 1107 Fort St., Honolulu, T. H.
Hook Bros. Piano Co., Madison, Wis.
A. Hospe Co., Omaha, Neb.
Knight-Campbell Music Co., 1625 California St., Denver, Col.
Pacific Music Co., 1615 Third Ave., Seattle, Wash.
Seiberling & Lucas Music Co., 151 4th St., Portland, Ore.
Southern California Music Co., 806 So. Broadway, Los Angeles, Cal.
Vancouver Music Co., 526 Seymour St., Vancouver, B. C., Canada.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 141)

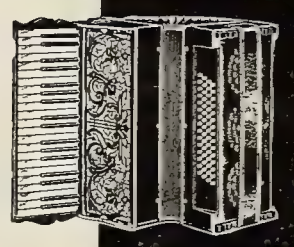
HOHNER Harmonicas and Accordions

THE WORLD'S BEST



Harmonica Orchestras are being formed in schools, civic organizations and community centres all over the country. The popularity of Hohner Harmonicas is giving a tremendous impetus to dealers' sales everywhere.

Ask Your Jobber



M. HOHNER

114-116 East 16th Street
New York City

HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

Radio Broadcasting Station Leased by C. G. Conn, Ltd.

Secures Exclusive Control of Station WTAS, Chicago, From Which Conn-equipped Orchestras Will Broadcast Programs

CHICAGO, ILL., July 7.—C. G. Conn, Ltd., has leased for its exclusive use radio broadcasting station WTAS, according to an announcement made recently by J. D. Henderson, general manager of the Chicago Conn Co., the local Conn branch. This move by the Conn organization is one of the most discussed topics in local musical merchandise circles as the station is one of the most powerful stations in existence today, giving C. G. Conn, Ltd., the opportunity of broadcasting the music of Conn instruments throughout the United States, with the resultant publicity and opportunities for Conn dealers to tie up through advertisements and other media with the programs.

According to present plans, arrangements will be made with every Conn-equipped orchestra in Chicago to broadcast its dance music by wire to the station and thence to all sections of the country. WTAS will be in a position to call upon more than twenty well-known orchestras at all times.

N. Y. Musical Instrument Dealers Hold Meeting

Association Votes to Join National Organization—Donates Cup as Prize for Boys' Band Contest—Next Meeting in September

The last meeting of the Associated Musical Instrument Dealers of New York of the present season was held on Monday, June 23, at the Arena Restaurant. A dinner preceded the business sessions and the attendants included many of the prominent men in the industry. One of the most important items of the meeting was the action taken by the Association, which voted in a body to join the National Musical Merchandise Association and through this organization be affiliated with the Musical Industries Chamber of Commerce. In this way the Association will be enabled to keep in close touch with the work of the Chamber and will be assured of the co-operation and support of the Bureau for the Advancement of Music, whose aims for the advancement of music are along the same lines as many projects fostered by Associated Musical Instrument Dealers.

One of the steps taken by this Association to advance the cause of music is the awarding of a large silver loving cup to the winner of the grand band contest for boys' bands, which is to be held under the auspices of the Golden Band Concerts on August 1 at the Mall in Central Park, New York.

This cup is to be a perpetual trophy descending to the winner at each annual contest. The fact that Edwin Franko Goldman, the well-known musician, is sponsoring the contest assures it of being successful and from the interest already shown competition promises to be very keen. The judges will be five prominent musicians of New York, who will make their decisions and pass judgments on a system of marking which is to be announced later.

The next meeting of the Association, it was announced, would be held in September and a clambake will mark the opening of Fall activities.

When You Buy Drums

Ludwig TRADE MARK

Does the line sell? That's your question when you buy Drums for resale purposes.

A liberal margin, the right selling price, greatest consumer demand and strict dealer co-operation have made Ludwig Drums the best selling line of Drums and Accessories in the World.

Get full particulars about our direct-from-factory service. Send for complete catalogs, prices and discounts. We'll help you.

Ludwig & Ludwig

World's Largest Drum Manufacturers

1611 No. Lincoln Street Chicago, Ill.

Hohner Drive to Continue Throughout the Summer

The closing of the present school year has witnessed a radical development in the advancement of music in the number of harmonica bands that have been established during the school year. M. Hohner, Inc., New York City, manufacturer of the Hohner harmonica, has in its possession photographs of school harmonica bands that have been established all over the country and equipped with Hohner harmonicas, showing that this popular idea is not confined to any one locality, but is nation-wide in its scope. This has greatly popularized the harmonica as is attested to by the sales of the talking machine dealer. It is not expected, in any sense of the word, that the closing of schools will diminish this popularity one bit as the value of the harmonica as an entertainer on the Summer vacation is well known. Through the use of window strips and interesting literature M. Hohner, Inc., is continuing to co-operate with its dealers.

Fred Gretsch Adds Sanora Strings to Wholesale Line

The exclusive wholesale sales agency for the Sanora strings for violin, viola and 'cello was recently granted to the Fred. Gretsch Mfg. Co., manufacturer and jobber of musical instruments and small goods, 60 Broadway, Brooklyn, N. Y., according to an announcement made by Emerson E. Strong, advertising manager of the company. These strings will be distributed to the trade and Mr. Strong has prepared an attractive folder in which their merits are set forth.

The folder is a twelve-page booklet printed in two colors and contains many illustrations. In addition to descriptions of the products it contains endorsements of Sanora strings from well-known authorities.

Big Time at the Annual Outing of C. Bruno & Son

Shore Dinner and Field Sports Feature a Day of Enjoyment—Interesting Talks by William J. Haussler and Other Executives

The second annual outing of the officials and employes of C. Bruno & Son, Inc., one of the leading Victor distributing and musical instrument jobbing houses of New York, early in June, at Karatsonyi's, Glenwood Landing, Long Island, was one of the most enjoyable events ever held by the Bruno organization. Approximately eighty persons journeyed from Bruno headquarters at 353 Fourth avenue in motor buses and were present to enjoy the shore dinner and field sports, a feature of the latter being a ball game between the married men and the single men, with William G. Haussler, vice-president and general manager of the firm, and G. Koch as the battery for the benedicts and James Slane and J. Robkin on the mounds for the single men, the latter being victorious after a hot contest. The winning players were each rewarded for their strenuous efforts with a silver pencil. Following this event field sports claimed the attention of the company's athletes, suitable prizes being awarded the winners.

During the dinner Mr. Haussler was called upon for an address and he briefly, but forcefully, emphasized the important part which the spirit of co-operation and service have played in the steady development of the business during the ninety years of its existence. Interesting talks were also made by Jerome Harris, secretary of the company and manager of the wholesale Victor department, as well as Frederick W. Kling, chairman of the committee in charge

The day was concluded with a dance for which the music was furnished by the Bruno Royal Artists Orchestra, and despite the fact that the day had been long and strenuous the syncopation of these artists proved irresistible and the dance floor was crowded most of the time.

Among those present were W. J. Haussler, Sr., William J. Haussler, Jr., Miss Ruth Haussler, Miss H. Brown, manager of the Bruno-Victor sales promotion department; Edward G. Evans, E. J. Totten, Philip Silverman, William Wielage, J. Schick, Miss French and Miss Frankel, F. W. Kling and all members of the sales and office forces. In fact the only one missing was Charles Sonfield, buyer for the musical instrument department, who is in Europe on business and pleasure.

Officials and Employes of C. Bruno & Son, Inc., Present at Glenwood Landing, N. Y., at Second Annual Outing of the Firm

Miss Dorcas G. Whaley, secretary of the Bacon Banjo Co., Inc., Groton, Conn., was recently married to Harry C. Brogan.

Buech Saxophone Shop Opens Second Store

MILWAUKEE, WIS., July 8.—The new store of the Buech Saxophone Shop was recently opened here with appropriate ceremonies, musical programs being given every night of the opening week. The Buech Saxophone Shop was organized about a year and a half ago and the success of the venture warranted the opening of a second store at 503 Wells street. The stockholders in the enterprise are Robert Buech and his sons, William F. and Robert L. Buech. King band instruments are featured at the store, which is Milwaukee agent for the line. Holton instruments, Bacon and Vega banjos, Ludwig drums and a number of makes of imported and domestic violins are also carried. A music school is run in conjunction with the store.

F. J. Bacon Regains Health

GROTON, CONN., July 8.—Fred J. Bacon, president of the Bacon Banjo Co., Inc., who was confined to his bed for more than ten days with a bad case of pneumonia, is well on the road to recovery. His many friends in the trade will be glad to hear of his convalescence, as for a time his condition was so serious that doubts were entertained for his recovery.

The Most Valuable Band Instrument Franchise *In the World*

It is agreed among music merchants that the agency for Conn instruments is the most valuable in the band and orchestra field, because of

the *Quality* of the instruments
—supreme achievements of master builders, the largest in the world, and only makers of every instrument used in the band.

the Prestige
—Conns are used and endorsed by Sousa and the other world-famous band, symphony and popular orchestra directors.

the Advertising
—Conn's advertising campaign, including double spreads in color in the Saturday Evening Post, is continuously bringing business to Conn dealers.

Write now for information about available territory.

C. G. CONN, Ltd.

734 Conn Building Elkhart, Ind.

CONN
WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE BAND AND ORCHESTRA INSTRUMENTS

CULTIVATE YOUR MUSICAL BUMP

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 143)

Musical Merchandise Manufacturers of Chicago Discuss Technical Body

Last Meeting of the Spring Months Largely Devoted to That Subject and to Affiliating With National Organization—A. L. Smith and William Braid White Principal Speakers

Chicago, Ill., July 7.—At the last meeting of the Association of Musical Merchandise Manufacturers, of the Chicago zone, held on Wednesday, June 18, at the Morrison Hotel, two progressive steps were discussed, namely, to develop the musical merchandise organization by having members join the new association known as the National Association of Musical Instrument and Accessories Manufacturers and also to develop a technical body to work along scientific methods of standardization and production in the small instrument field.

President J. R. Stewart presided at the meetang, and after a few remarks introduced Alfred L. Smith, general manager of the Music Industries Chamber of Commerce, who gave an interesting talk on the national associations and the relation of the individual association to the national body. As most of the members present had joined the new association formed in New York and others were contemplating this move, the talk by Mr. Smith was very instructive. He told the members, among other things, the purpose of the Association and the benefits to be derived from the individual associations joining the Music Industries Chamber of Commerce.

Mr. Smith gave several good reasons why associations were formed, saying that the most important steps taken along these lines in the music industry were during the war, when the individual concern was unable to cope with the Priorities Board in getting materials, etc. Another reason why there is a need for associations is on account of the constant flood of laws and administration rulings, which the association can handle as no individual can, and, third, because all business is interdependent, each business being dependent upon its competitor. Illustrations of the work that the automobile association and other organizations are doing were given.

Mr. Smith also gave a resumé of the formation of the National Music Industries Chamber of Commerce, the purpose of this organization and what it has to offer to the various branches of the music industry. As the manufacturers of small goods and accessories were a missing link in this organization, Mr. Smith expressed his pleasure in the formation of this body and said that it has just as great a future, just as many privileges in calling upon the Chamber as other organizations, stating that the agency was there to serve these members.

F. E. Larson, one of the members of the local Association and secretary-treasurer of the new national Association, then outlined briefly what had been accomplished in New York in forming the National Association of Musical Instrument and Accessories Manufacturers, and stated that it was the aim of the present organization to have all the members join the national body so that it would have 100 per cent representation.

Mr. Stewart then introduced William Braid White, associate editor of the Talking Machine World, who delivered an address on standardization of design of the small musical instrument and its relation to production and the market. He pointed out the need in the musical merchandise field of collecting material relative to a standard design of each instrument, not accepting any one pattern, and of working along these lines, from the known to the unknown, trying to perfect every instrument, until in design at least we should equal the Stradivari designs in the violin field. He also dwelt on the great amount of work to be done in developing tone coloring.

"As you gentlemen are all manufacturers of musical instruments," said Mr. White, "I might take any instrument and ask you to describe what it is. For instance, what is a banjo? What should be tensions on the strings, what the length, the size, etc.? In my investigations I have found an amazing variety of size, tone, etc. But what is the standard?

"Every article from a parchment to a violin can be standardized by ascertaining the scientific facts in each factory and then producing the correct design according to the production method. This does not mean taking any one pattern, but discovering the correct design and working from known points to the unknown, such as the old violin masters did from the fifteenth to the eighteenth century, when they perfected a violin that we have never been able to duplicate, much less improve,

"I would suggest, if you will permit me, a technical committee consisting of a small group of factory superintendents and experts who would devote time to collecting information relative to this work so that when you men need such information they can give it to you.

"If you will stop to consider you will find that the typewriter, a standardized article, is found all over the world. It is turned out by the production method, and you can use this method just as well in producing a piano action or a ukulele. That is, you must get the correct design which can then be reproduced by the machine method, and probably the results will be more satisfactory musically than they would be according to the old hand method.

"Now a few facts in relation to the market of musical merchandise. There are 110,000,000 people in this country. Twenty years ago we had only two symphony orchestras. We now have twenty. Not so many years ago we had no music in the schools. We now have music taught in every school, and in many of them find large orchestras. The modern orchestra requires new instruments. Especially important is the new tone coloring that composers are now working out. In order to get new tone colors these musicians must have a wider selection of instruments. For instance, there was recently a symphonic performance where seven tympani were used. Where we can get good piano or violin players, how often can we get good oboe players, bassoonists or viola players? The public is ignorant of these recent developments, but we should take an interest in these things, and develop the use of these instruments as well as develop their perfection in design?"

The evening closed with several popular numbers sung by the Artion Trio, furnished by F. W. Miller, of Ludwig & Ludwig. This is the last meeting until early Fall.

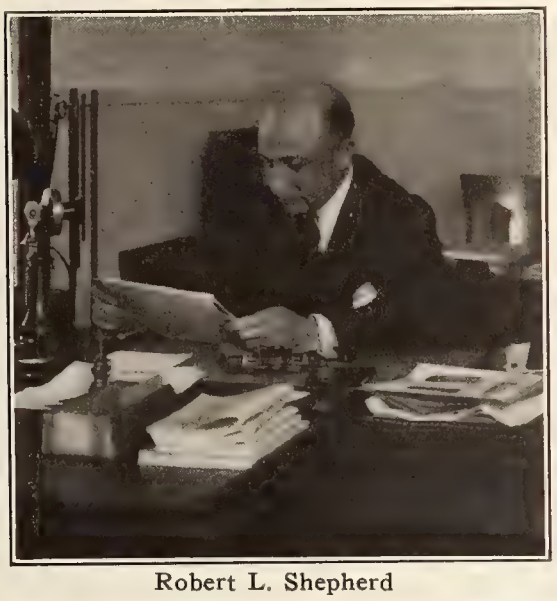
An interesting photograph in a recent issue of Popular Mechanics shows a workman measuring mandolin taps on a scale which records thousandths of an inch.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 144)

Robert L. Shepherd Heads Buescher Co. Advertising

F. A. Buescher Announces Appointment of Advertising Manager—Change in Policy of Company's National Advertising

F. A. Buescher, president of the Buescher Band Instrument Co., Elkhart, Ind., announced recently the appointment of Robert L. Shepherd as advertising manager of the company. Mr. Shepherd has served previously in the copy and production department of one of the largest advertising agencies in the Middle West and is qualified in every way to carry Buescher advertising to even greater successes than it has scored in the past. He will co-operate with the advertising agencies handling the Buescher appropriation and will supervise all direct mail advertising.



Robert L. Shepherd

One of Mr. Shepherd's first steps following his appointment was to inaugurate a system whereby each type of magazine in the future will have copy with definite appeal to its subscribers. College papers will not get the same sort of copy as women's magazines, and boys' magazines will not get the same type of advertising as fiction magazines and so on down the line. All printed matter will be prepared and produced under Mr. Shepherd's direction and his intimate familiarity with all phases of advertising will undoubtedly be reflected in future Buescher publicity.

Vega Executives Are on Canadian Vacation Trip

BOSTON, MASS., July 7.—Carl Nelson, together with his son, William Nelson, who is associated with him in the conduct of the business of the Vega Co., Inc., this city, will leave shortly for a vacation trip by motor to Canada. This is somewhat in the nature of a return engagement as they have taken this trip before and enjoyed it greatly. They both expect to return in fine condition for the strenuous time anticipated ahead for heavy Fall business. Vegaphone banjos are reported to be selling well.

Do You Get Your Share of the Profit in Band Instruments?

OR are you buying various lines only on demand and on a low margin? If you want a small goods department that pays well investigate our proposition to dealers. We offer full dealer protection and satisfactory margin on the finest line of Brass Instruments in America, nationally advertised and featured by extensive direct-mail campaigns. Ample territory given to dealers who are willing to sell. Write for our proposition.

KING BAND INSTRUMENTS

THE H. N. WHITE CO.
5215-53 Superior Ave., Cleveland, O.

Death of J. C. Deagan, Jr., Shock to Chicago Trade

Vice-President and General Manager of J. C. Deagan, Inc., Many Years Connected With Business Founded by His Father

CHICAGO, ILL., July 8.—The musical instrument trade of this city was greatly shocked to hear of the death in June at Riverside, Cal., of Jefferson Claude Deagan, vice-president and general manager of J. C. Deagan, Inc., and son of J. C. Deagan, founder and president of the company.

Since Mr. Deagan was in his teens he has been associated with the business and showed ability to grasp technical as well as the executive matters, which secured him steady advance to the position of responsibility, which he occupied before his death. He was thirty-eight years of age and besides his widow and parents two young children survive him.

Ludwig & Ludwig to Make Another Addition to Plant

CHICAGO, ILL., July 8.—Ludwig & Ludwig, makers of drums and accessories, recently commenced work on an addition to their plant at 1611-1623 North Lincoln street. The proposed addition will add approximately 10,000 square feet to the plant. This addition was found necessary despite the fact that it is but a few months since additional floor space was added. The very rapid development of the company is responsible for the expansion which is taking place and the dealers throughout the country are all reporting good business, particularly in small traps and instruments giving trick effects.

C. G. Conn, Ltd., Offers New Trombone Balancer

ELKHART, IND., July 7.—A new band instrument device recently put on the market by C. G. Conn, Ltd., promises to become extremely popular with all trombonists. This device is a new trombone balancer which is readily affixed to the instrument. Dealers who have carried the article in stock report that it sells on sight.

It is a balancing device that is invisibly fastened to the instrument and is artistically engraved with a beautiful design bearing the owner's name. By lifting the trombone on one finger the player can bring the instrument to a perfect horizontal balance and it will float to a natural playing position.

To Market New Instrument

CLEVELAND, O., July 7.—R. M. White, secretary of the H. N. White Co., of this city, manufacturer of King band instruments, stated recently that his company would announce very shortly a new type of brass instrument that will have many distinctive features. While attending the music convention in New York a few weeks ago Mr. White intimated to some of the trade in attendance that this new instrument would have unusual tone qualities in addition to being unique in appearance, and the trade expressed keen enthusiasm over the sales possibilities of the product. Mr. White, in addition to other duties, is developing an intensive sales publicity campaign in behalf of the new instrument that will represent maximum co-operation for the dealers who will feature the new product.

Landay Returns Home

A. W. Landay, general manager of the Progressive Musical Instrument Corp., wholesaler of musical merchandise, 319 Sixth avenue, New York, returned from Europe the early part of this month. Mr. Landay visited all the musical instrument-producing countries of Europe.

BACON BANJOS

Played by Leading Musicians and Orchestras

Sold by Representative Music Merchants

BACON BANJO CO., Inc.
GROTON, CONN.

Broadway Shows Equipped With Buescher Instruments

Buescher band instruments are doing their share to make the theatregoers of New York forget the oppressive heat of Summer, for four Buescher-equipped orchestras are now featured in Broadway Summer shows. George Olsen and His Orchestra appears nightly with "Kid Boots" and with the "1924 Ziegfeld Follies." Harry Yerkes' Jazzarimba Orchestra is in the pit for the musical comedy "Keep Kool" and Paul Specht's Lido-Venice Orchestra is a feature number of "Flossie," and, last but far from least, Tom Brown and His Six Brothers, together with a saxophone band of thirty pieces, recently was heard at the Strand Theatre.

J. J. Schratweiser Joins Staff of Progressive Corp.

J. J. Schratweiser, formerly sales manager of the Long Island Phonograph Co., Brooklyn, N. Y., has joined the outside sales force of the Progressive Musical Instrument Corp., New York. Mr. Schratweiser will visit the musical instrument and radio dealers in the Brooklyn and Long Island territory, where he is well known and also has a large following among talking machine dealers.

Matt. Hohner Abroad

Matt. Hohner, member of the firm of M. Hohner, Inc., makers of the celebrated Hohner harmonicas and accordions, 114 East Sixteenth street, New York, sailed on the S.S. "Columbus" for Europe last week. Mr. Hohner will visit the big Hohner factories in Trossingen and will return in the Fall.

FRED C. BUCK
Banjoist and Arranger

"Waring's Pennsylvanians"
and His
Weymann Orchestra Banjo

The Most Prominent Banjoists Are Playing Weymann Instruments

Write for Agency

H. A. WEYMANN & SON, Inc.
1108 Chestnut Street Philadelphia, Pa.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 145)

School Harmonica Bands Growing in Popularity

Nation-wide Drive of M. Hohner, Inc., to Encourage Formation of Harmonica Bands in Schools Continuing With Good Effect

M. Hohner, Inc., manufacturer of the Hohner harmonicas and accordions, is continuing its campaign to introduce harmonica bands in the public schools of the country. Chas. Hohmann, Western sales representative of the Hohner firm,

Mark Twain School, St. Louis

has been particularly active in the movement and has organized a number of these bands. He has had the co-operation of Fred Sonnen, the famous harmonica soloist, who has appeared in the various schools and given demonstrations of the Hohner harmonica, which have done much to introduce the art to the youngsters.

Reproduced herewith are photographs of three school harmonica bands organized through the co-operation of M. Hohner, Inc., in Middle Western schools. One of these, the Mark

Boy Scout Troup 87, St. Louis

Twain School, St. Louis, Mo., is unique in that it has an extremely liberal representation of girls. According to Mr. Hohmann, hundreds of girls throughout the Middle West are becoming interested in harmonica music.

The Bristol School, another St. Louis school, has a harmonica band with a membership of seventy-two pupils. Over one-third the membership of this band is comprised of girls. It has appeared in public a number of times and has met with enthusiastic favor everywhere.

The third harmonica band shown is an organization composed of members of Boy Scout Troop No. 87, St. Louis. This troop band has thirty-five members, all of whom can give good account of themselves with a Hohner. This troop, along with hundreds of other boy scout troops throughout the country, has adopted the harmonica as part of the official equipment.

William J. Haussler, general manager of M. Hohner, Inc., is in receipt of a great many letters from school principals and other educators in St. Louis and many other cities, attesting to the value of the harmonica as a factor in the education of youth. According to Mr. Haussler many of these educators find that the harmonica seems to be the entering wedge toward the

Bristol School, St. Louis

development of a healthy interest in music in general. The youngsters begin with a harmonica and soon graduate to other musical instruments.

Mr. Haussler points out that the growing interest in the harmonica is very important to music merchants. A big demand is being created for harmonicas in all parts of the country and it is up to the music dealer to supply this demand. The young people of the nation are being sold on the idea of harmonica music and it is up to the dealers to do their "bit."

New Ludwig House Organ Features Firm's Activities

The second issue of The Ludwig Drummer, the new house organ published by Ludwig & Ludwig, drum manufacturers, North Lincoln street, Chicago, has just come off the press and carries the latest news and developments at the Ludwig plant and other Ludwig activities.

Since the first issue of this little booklet the company has received letters full of comment, suggestions and approval from dealers throughout the country which affirm its enthusiastic reception and the popularity it has attained.

The Ludwig Drummer has been published with an aim to bring the distributors of Ludwig instruments and the manufacturers closer together to co-operate with each other. Plans are being made, for instance, to combine with the Ludwig Drummer many notes of interest to professional drummers, along with photographs, which dealers can use to circularize their mailing lists and use subsequent issues to build up their trade. Several other novel features will also be introduced in future issues.

Wanamaker Buescher Dealer

The John Wanamaker New York store was recently appointed a Buescher dealer by the New York Band Instrument Co. The initial order for instruments was placed by Hugh Ernst, manager of the Wanamaker music department, at the recent Music Industries' Convention at the Waldorf.

VEGAPHONE BANJOS

A Source of Profit

Vega Banjos are ever increasing in popularity. They are in demand and quickly sold, with good profits as a result. Nationally advertised and endorsed by professionals, Vega Banjos are quickly sold to the musical public.

WRITE FOR DEALER INFORMATION

THE VEGA CO.
155 COLUMBUS AVENUE
BOSTON, MASS.

BRUNO

THE OLDEST AND LARGEST MUSICAL MERCHANDISE HOUSE IN AMERICA

Exclusively Wholesale

ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

PHONOGRAPHS FOR SALE

500 high-class mahogany varnish finish, 50-inch upright phonographs, all complete. Sacrificed prices in car loads or entire lot. Ship any time. The Houghton Mfg. Co., Marion, O.

Gotham Trade Profits by Radio Convention Tie-up

Many Inquiries Regarding Radio Received by Retailers Who Tied Up With Democratic Convention—Stores Crowded with "Listeners"

Talking machine dealers with radio departments found that the period of two and a half weeks during which the Democratic Convention was in session in New York was an excellent time to demonstrate radio receiving sets to hundreds of interested people. Aside from the subject broadcast being one which interested practically everyone, radio reception was never better, for the majority of stations were either broadcasting the convention or else were not in operation, which allowed the air to be practically free of interference.

The manner in which dozens of people clustered outside the radio shops listening to the programs at all hours during the day and night was indisputable evidence that there is a wide field yet to be cultivated by the radio dealer, for there can be no doubt that if sales arguments show that the radio set can be operated by anyone and that the price range is such that it fits all classes the great majority of these listeners would be converted into purchasers of sets. That those dealers who invited the public into their stores to listen to the program benefited cannot be doubted, for in every instance dozens of inquiries were made regarding the radio lines handled. Events of this kind which have a wide appeal can be made to attract more prospects into a store than an advertisement in the daily papers and the result is gained at no other cost to the dealer than a little trouble.

Memphis Retail Trade Enjoys Busy Season

MEMPHIS, TENN., July 9.—Business is holding its own in this territory, according to reports of retailers and wholesalers.

The twelfth annual convention of the Tennessee Furniture Dealers was held in Chattanooga recently and leading furniture dealers of this city, many of whom feature talking machines and records, were represented.

The wholesale department of the O. K. Houck Piano Co., which features the Victor line in its three big stores in this city, Nashville and Little Rock, is now under one roof. It is reported by executives of this concern that radio has helped the music business considerably.

The Armstrong Furniture Co. is staging an intensive sales drive, preparatory to moving into its own building at North Main and Jefferson streets later in the Summer.

Suggests Special Name for Good Music Merchants

Robert N. Watkin, past president of the National Association of Music Merchants, is of the opinion that there should be coined by the Association and exclusively for the use of its members a special term to designate those engaged in selling musical instruments. In making his proposal Mr. Watkin says:

"There is something I should like to see adopted by the National Association of Music Merchants, i. e., a name for the seller of musical instruments that could be used to protect him and which could only be used by a member of the National Association of Music Merchants subscribing to the ethics and policies of this Association."

Musical Instrument Sales Co. Federal Radio Jobber

The Musical Instrument Sales Co., New York, Victor wholesaler, announced this week that it had completed arrangements with the Federal Tel. & Tel. Co., manufacturer of Federal radio receiving sets and radio panels, whereby the company becomes exclusive jobber in the metropolitan district to distribute the new Federal radio Victor panel for Victrola models numbers 215, 400, 405 and 410. This jobber will be the only source of supply in Greater New York for this panel and in addition will also be able to supply the trade with the other Federal models, including numbers 59, 61, 102, 110, 135, 140 and DX 58. The Musical Instrument Sales Co. has arranged for a Federal exhibit at its offices, 673 Eighth avenue, and an invitation has been sent out to the dealers to visit the exhibit at their convenience.

Victor Educator Talks to Department of Education

WASHINGTON, D. C., July 8.—Mrs. Francis Clark, of the Educational Department of the Victor Talking Machine Co., recently spoke before the department of music education at the Central High School Organization on the subject of music appreciation, which she stated has become the most fascinating phase of school music.

National Phono. Co. Busy

The National Phonograph Mfg. Co., New York City, has experienced exceptionally good business thus far during the month of July. N. Halperin reports that orders in hand for July delivery will keep the factory at Canton, Pa., working at capacity for the balance of the month. Several new models are ready for the Fall season which are expected to prove exceptionally big sales numbers.

Kuehner With Bolway, Inc.

G. R. Kuehner, of Buffalo, N. Y., became associated on July 1 with Frank E. Bolway & Son, Inc., Edison distributor, Syracuse, N. Y. He will cover Buffalo and Rochester principally and the western part of the territory. Mr. Kuehner has had wide experience and is well equipped for his new duties.

Plan State Association for West Virginia Dealers

Members of Charleston and Huntington Trade Form New State Organization

HUNTINGTON, W. VA., July 7.—At a recent meeting of the Retail Music Merchants' Association of Huntington and Charleston plans were drawn up for forming a State organization, designed to advance and widen the influence of music in schools, churches, civic movements and the home. As a result of the meeting, efforts got under way to organize in each city of the State a local association, all of which are to be welded into a statewide organization, which, in turn, will become affiliated with the national organization.

The object of the State organization will be primarily to bring better music into the homes.

At the same time the proposed organization will try to help itself by correcting various misleading and harmful business activities which members say exist.

The visitors from Charleston included R. A. McKee, president of the Kanawha Association; Joe McKee, Jr., Simon Galperin, J. H. Lopin, S. B. Holmes and W. A. Burke.

Huntington was represented by C. V. Miller, the president; J. M. Kenney, secretary and treasurer; J. W. Pool, R. W. Taylor, O. O. Myers, T. B. Newhouse and L. M. Holton.

E. E. Hall, Abilene Music Merchant, Passes Away

ABILENE, TEX., July 8.—A native of Texas and pioneer in the music business, E. E. Hall died at his home in this city after an illness of three weeks caused by an attack of acute indigestion and heart trouble, at the early age of forty-six years. Funeral services were conducted at his late home on Sunday, June 29, at four o'clock, with Masonic service at the Cedar Hill Cemetery, Abilene.

Active in the music business for twenty-five years or more, at the time of his death he owned and operated a music store at Abilene, with branch stores at various points in Texas. Abilene was his home for the past eighteen years.

Mr. Hall was an active member of the Texas Music Merchants' Association. He attended its convention at Galveston just a few weeks before his death.

"Something More"

A good distributor has "Something More" to offer his dealer than the mere filling of orders. That "Something More" may be service or advance market information or sincere advice—at any rate it is a mighty valuable, "Something More."

The Spartan Electric Corporation announce the opening of a Musical Trade Department under the supervision of

Mr. HERMAN S. MARANISS.

Thru this department we offer you this "Something More." Let us help you to develop your Radio Department—to eradicate the petty annoyances that may come up from time to time—to keep you supplied with standard radio material that can be successfully merchandised—to be helpful to you twelve months a year—every year.

SPARTAN ELECTRIC CORPORATION

Manufacturers and Distributors

Electrical Supplies and Radio Parts

Wireless Apparatus

Brass Specialties

Telephone Worth 2773-2774

99 Chambers Street New York, U.S.A.

Retail Music Houses Suffer Severe Damage in the Lorain, Ohio, Disaster

Wickens Co., George A. Clark Co., the Witt Music Co., and Max Mayer, Firms That Were Worst Hit by Storm—Ted Wickens Saves Lives of Fifty Customers

CLEVELAND, O., July 2.—A number of retail music houses was badly damaged in Lorain, O., on Saturday, June 28, when a tornado wrecked half that city. Those concerns which suffered the biggest damage were the Wickens Co., Geo. A. Clark Co., the Witt Music Co. and Max Mayer. The Richlein-Reidy-Scanlon Co. escaped all damage, being out of the danger zone. So far as is known at this time none of the proprietors or executives of these houses was seriously injured. As the tornado struck the city at 5.30 in the afternoon, a time when most of these were at supper, the loss of life was smaller than it would have been had the tornado came at a busier portion of the day.

According to the latest advices received in this city the death list in Lorain amounts to 100 and is mounting, with the estimated number of injured being placed at 1,500, 900 of whom suffered seriously. A conservative estimate of the damage to property is placed at $25,000,000, with the possibility of it reaching $50,000,000.

The biggest loss suffered by any music house in the city was that of the Wickens Co., the entire top half and rear of the building, said to be the strongest structurally there, being blown away. Ted Wickens, head of this firm, saved the lives of fifty customers, herding them into the building's cellar at the first approach of the storm. Only a few of these were scratched. Little merchandise was salvaged, part of the stock being found at distances as far as four miles away from the building.

Every effort is being made in the Cleveland music trade to aid its fellow-tradesmen in the stricken city. Already a move is under way to raise a fund for their relief. H. J. Shartle, of the Cleveland Talking Machine Co., immediately upon receipt of information of the disaster, started from Cleveland via auto, carrying military officials and with his car loaded with food.

The disaster is the worst that has taken place in this State since the Dayton flood of 1913. A section of the country thirty miles wide and thirty miles south of Lake Erie has been laid entirely waste. The full death and property losses, it is said, will not be known for weeks as all means of communication were entirely destroyed and they have been slow to recover. The stricken district is now in complete control of military officials and relief work is progressing rapidly.

Polymet Mfg. Co. Marketing New Radio Connection Plug

The Polymet Mfg. Co., New York City, manufacturer of phonograph sound boxes and radio parts, has recently placed on the market a new product which will be merchandised under the name of "Polyplug." This plug is for use in connection with radio receiving sets where both head phones and the loud speaker are employed at different times. The "Polyplug" allows the detaching of the phone tips which can instantly be inserted in the holes provided for them in the "Polyplug" and thus convert the head phone attachment into one for a loud speaker. This article does away with countless inconveniences attached to the unsatisfactory screw type connection. The positive hole is plainly marked on the sleeve contact and no mistake can be made in changing from head phones to the loud speaker. The "Polyplug" is equipped with a tension slot which enables the phone cords to be pulled and jarred without the slightest disturbance to the actual contact.

"We have established very satisfactory jobber connections throughout the country and look forward to an excellent volume of business during the coming season. The 'Polyplug' particularly is an article which the radio and phonograph industries can use to the utmost advantage, and we feel that in offering such an attachment to the trade we have gone far towards doing away with unnecessary inconveniences and unsatisfactory results in the changing from head phones to the loud speaker," said Otto Paschkes, president of the company, in a recent chat with The World.

W. S. Rice, formerly of Indianapolis, has opened a new retail store at 172 North Church street, Spartanburg, S. C., carrying talking machines and pianos. The establishment is fitted throughout with modern fixtures.

The "Baby Cabinet"

Now Plays 10 inch Records

The Baby Cabinet phonograph shown at the left has been reconstructed so as to play all kinds of records. It has a surprisingly life-like tone, and it is beautifully finished in Ivory with colored decalcomania. It is 17¼" high, and the high-grade sound box gives a wonderfully clear reproduction.

Push Toy Phonographs
They Make Money For You

Hundreds of dealers are selling phonographs for children because the price and salability are good. We manufacture three models, small in size and price but large in volume of sound. They are all quick sellers. Write for full information.

General Phonograph Mfg. Co.
Elyria, Ohio

Many New Inventions to Be Shown at Radio Fair

James F. Kerr, general manager of the First Radio World's Fair to be held in Madison Square Garden and the 69th Regiment Armory, New York, September 22 to 28, states that it has been found necessary to enlarge the "New Inventions Section" to a size which will allow the exhibition of 100 devices. Among the noteworthy American discoveries to be shown will be at least three different instruments designed for the purpose of radiocasting photographs in motion. Europe also will be well represented in this department and several well-known European inventors will display new devices of a most unusual character.

More than sixty nationally known manufacturers of the United States will have attractive exhibits at the Fair and England, France, Belgium, Italy, Switzerland and Austria will be represented in the foreign section. A number of prominent radio trade organizations are planning to hold their 1924 conventions in New York during the week of the Fair and two hours each day will be set aside for the transaction of business between wholesale buyers and the exhibitors.

D. J. Pieri in Important New Brunswick Position

CHICAGO, ILL., July 8.—The Brunswick-Balke-Collender Co. announced this week that D. J. Pieri, formerly connected with the Radio Corp. of America, had been placed in charge of the Brunswick technical division with relation to the production of Brunswick Radiolas. During the past few months Mr. Pieri has been spending his time at the Eastern offices of the Brunswick Co., getting acquainted with the various manufacturing and selling problems of the Brunswick organization. He is recognized generally as one of the leading members of the technical division of the radio industry and his previous experience well qualifies him for his new work.

Australians Visit New York

George Sotherland and Ivan Tait, of Allen & Co., Melbourne, Australia, are among recent visitors to New York. Allen & Co. are the representatives for some of the leading American popular publishers, operating a number of retail establishments handling musical goods of all kinds. Their plans for exploiting popular prints are along American lines and result in huge sales totals for these products.

New Home for Music Concern

ALLIANCE, O., July 7.—Announcement is made that the J. H. Johnson Sons Co., well-known piano and talking machine house here, will soon start the erection of a modern home in the downtown business district. The present site of the Johnson Co. store has been sold to the Kresge Co., New York, for one of its chain stores.

Maine Co. Opens Branch

PORTLAND, ME., July 5.—A branch of the Maine Music Co. has been opened here at 17 Forest avenue, with Harry Seaford as manager. Mr. Seaford was for many years identified with M. Steinert & Sons, as salesman and manager. The Maine Music Co. will carry a complete line of Victrolas and Victor records, as well as a full line of pianos and radio.

N. H. Edwards in New Post

N. H. Edwards has taken charge of the Victrola department of the Arnold-Edwards Piano Co., Jacksonville, Fla.

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

OUTING SENIOR
Finished in
Red Mahogany
Brown Mahogany
Oak

Eastern retail price

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

Senior
$37.50

OUTING JUNIOR
Finished in
Brown Mahogany
Brown Leatherette
Oak

Eastern retail price

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

Junior
$25.00

We expect 1924 to be a banner year for the industry

JOBBERS

A. C. ERISMAN CO.....174 Tremont St., Boston, Mass.
BRISTOL & BARBER CO., INC.....3 East 14th St., New York, N. Y.
NYRAD DISTRIBUTING CO., INC..250 West 108th St., New York, N. Y.
GENERAL PHONOGRAPH CORP.....15 West 18th St., New York, N. Y.
E. B. SHIDDELL CO.....1011 Chestnut St., Philadelphia, Pa.
BENNETT PIANO CO.....52 W. Market St., Wilkes-Barre, Pa.
JAMES COWAN CO.....18 West Broad St., Richmond, Va.
STARR PHONOGRAPH CO.....634 Grant St., Pittsburgh, Pa.
BELKNAP HARDWARE CO.....Louisville, Ky.
J. K. POLK, INC.....294 Decatur St., Atlanta, Ga.
INDEPENDENT JOBBING CO.,
112 East Center St. North, Goldsboro, N. C.
IROQUOIS SALES CORP.....210 Franklin St., Buffalo, N. Y.
OHIO MUSICAL SALES CO.....1747 Chester Ave., Cleveland, O.
STERLING ROLL & RECORD CO... 137 West 4th St., Cincinnati, O.
C. L. MARSHALL CO.....514 Griswold St., Detroit, Mich.
CONSOLIDATED TALKING MACHINE CO.,
227 Washington St., Chicago, Ill.
CONSOLIDATED TALKING MACHINE CO.,
1121 Nicollet Ave., Minneapolis, Minn.
MAJESTIC MUSIC SHOP.....16 South 7th St., Minneapolis, Minn.
STUART SALES CO.....502 Occidental Bldg., Indianapolis, Ind.
THE DUNNING CO.....303 Second St., Des Moines, Iowa
RENIER MUSIC HOUSE.....545 Main St., Dubuque, Iowa
JUNIUS HART PIANO HOUSE.....123 Carondelet St., New Orleans, La.
TEXAS RADIO SALES CO., INC.....2005 Main St., Dallas, Texas
CARL FLORINE ..... 131 East 4th Ave., Denver, Colo.
WALTER S. GRAY & CO.,
1054 Mission St., San Francisco Cal.; Los Angeles, Portland, Seattle

Export Department
2 Rector Street, New York, N. Y.
Cable Address: Jamescali, New York

Pick out your jobber and write him today

OUTING TALKING MACHINE CO., Inc., Mount Kisco, N. Y.

Retail Music Merchants Endorse Goods That Are Backed by National Advertising

Leo Landau, of Hazleton, Pa., and Clarence Campbell, of the Knight-Campbell Music Co., Denver, Colo., Both Declare Themselves in Support of This Policy

A number of the successful concerns in the retail music fields are strongly of the opinion that it pays the average store to handle nationally advertised goods—at least it so appears in the replies sent in by several music merchants, among other retailers, in reply to a questionnaire issued by the Retail Ledger of Philadelphia inquiring "Does It Pay the Average Store to Handle Nationally Advertised Goods?"

Certain types of retailers, among them clothing merchants and department stores, took a negative stand in the matter, but music dealers appeared to believe that the nationally advertised goods really aided them in conducting their business.

Reduces Sales Resistance

Among those who answered the questionnaire was Leo Landau, of the Landau Music & Jewelry Store, Hazleton, Pa., one of the best-known retail music establishments in the East, who said:

"In my opinion, nationally advertised merchandise is well worth carrying, and I feel so well convinced on the subject that I believe it is the only class of goods that is worth while stocking a store with if one looks for a successful year.

"My reasons are that when a customer comes into my store and he notices an article which he has already read about or has heard discussed the commodity in question is already half sold, and we know also that if the goods have been nationally advertised the chances are good that it is the best in its line that can be secured.

"We have cases where we have taken in exchange talking machines in trade for pianos or Victrolas, the goods accepted not having been of the nationally advertised type. We have found it ten times as hard to sell that particular article that had not been given national publicity as it is to dispose of a Victrola, concerning which every child in the land has been informed.

"We carry the C. G. Conn musical instruments, and we have sold outfits for complete organizations, such as bands and orchestras, as high as $2000 being involved in a single sale. The entire band or orchestra has been equipped with the Conn instruments, because the players demanded them. They came in all informed on the Conn line through national advertising, and I claim that it is 100 per cent easier to sell an instrument of a make nationally advertised than one of the types we carry that is not so well known.

"In our jewelry departments we feature nationally advertised lines and find it pays. It is easier to sell such goods, and our clerks save time and labor. It is safer to buy because it depreciates so seldom in value that it never becomes shelfworn and always moves out rapidly.

Pianos and Bicycles

"The same condition of affairs exists in our piano department. We carry only nationally advertised instruments, such as the Lester, Kranich & Bach, Kohler & Campbell, and we find there is little trouble in selling pianos which have been featured and are still played up in comprehensive national advertising campaigns.

"A remarkable condition exists in this connection in our bicycle department. Old men bring in their grandchildren to buy them wheels. They recognize the brands and the trade-marks of the bicycles they rode twenty and thirty years ago, and the sale is made from that moment, through national advertising, and it is here we find the goods sell themselves most readily.

"Take sheet music, for instance. We have learned that the publishing houses which advertise their songs usually carry the biggest hits. We don't think this is due to the superior quality of their ballads and their jazz; we think it is because they create the demand for the 'best sellers' that we encounter, and we credit the best sellers to the houses which advertise their compositions the most heavily in the national publications.

"We feature nationally advertised merchandise, yet I will concede that there is not so much value to national advertising if it is not followed up by local publicity. Experience has taught us that the people of our community must be told where to get what they see featured in the national magazines of the country, and we feel if we were to abandon our local publicity that the national advertising would lose much of its force, since prospects would not know where to be supplied with the goods in which their interest has been aroused before coming to the store!"

Sales and Service Cost Less

Another music merchant to reply was Clarence Campbell, of the Knight-Campbell Music Co., Denver, Colo., who expressed his preference for nationally advertised goods as follows:

"Ninety-five per cent of the merchandise we sell in Denver and at our branch stores in other cities is nationally advertised.

"We believe that nationally advertised merchandise is far more profitable for us to handle than unadvertised merchandise would be. There are several reasons for this condition.

"Turnover is better on nationally advertised merchandise. The advertising creates a demand for it. It sells faster and in greater volume.

"Cost of selling is less. There isn't the same sales resistance that is met with on unadvertised lines.

"The customer has confidence in the nationally advertised name.

"We sell more quickly to the individual customer than we would otherwise.

"Service on instruments is less. A line which, once in the customer's hands, requires a lot of service from the store can quickly reduce, if not eliminate, the margin of profit. In our field we find that our nationally advertised lines have the advantage that in use they require little or no service.

"Advertised articles in our trade are better values for the customer. Usually articles which are not nationally advertised are overpriced by the dealers who stock them."

Knox's Music Store, Nashua, N. H., has leased a new location at 4 Temple street.

LOUIS JAY GERSON *Manufacturer and Jobber*

GERSON RADIO-PHONOGRAPHS AND PANELS
GERSON COMBINED LOUD SPEAKER-BATTERY CABINET
23 Union Square (Broadway at Fifteenth Street)
NEW YORK, N. Y.

DISTRIBUTOR:
"FEDERAL" Radio Products
"EXIDE" Storage Batteries
"KIRTON" B Batteries
"HARTMAN" Radio Cabinets

CABLE CODE
"Gersondale," New York

Telephone
Stuyvesant 1987

NEW JOBBING LOTS OF COLUMBIA RECORDS IN FOREIGN LANGUAGES AT 25c EACH

FOR SALE:—COLUMBIA TONE-ARMS—SOUND BOXES—COLUMBIA MOTORS

Grunewald Co. Celebrates Seventy-second Birthday

Prominent Music House of New Orleans Was Established in 1852 and Has Enjoyed Steady Growth Ever Since That Time

NEW ORLEANS, LA., July 5.—The Louis Grunewald Co., Inc., the prominent and old-established music house of this city, recently celebrated quietly its seventy-second business anniversary. No special program was arranged for the anniversary, business being carried on in a normal manner, but the local newspapers took cognizance of the event and gave it due prominence.

The Louis Grunewald Co. was founded by Louis Grunewald, Sr., when he first came to this country in 1852, beginning its contact with the public from a tiny store on Magazine street, just large enough for five pianos and organs.

During the Civil War Chartres street claimed it, and there in the little shop began the manufacture of drums that sent off line after line of marching men. Grunewald Hall, on Baronne street, later destroyed by fire, and 127 Canal street, housed its increasing business, next, until the final move brought it to the spacious quarters in the midst of the retail shopping district, in its present location on Canal street.

Louis Grunewald, Sr., remained president of the company until he died at the age of eighty-seven, in 1915, when his eldest son, William N. Grunewald, who had taken active charge for some time, and under whose guidance the firm made big strides of progress, took that place until his untimely death, three months after his father's, when he was but fifty-seven years old.

The management then fell on the shoulders of his son, Benedict Moret Grunewald, then only thirty years old, now president and manager of the company, and who has swung the firm into the well-deserved reputation of being "one of the largest and most complete music houses south of the Dixie line."

Among the large force of the L. Grunewald Co. there are many to whom this anniversary has more than a touch of loyal satisfaction. These are the half dozen men who have been with the firm since its beginning, whose positions have grown with their years of service. Among these is Henry Kronlege, of the music department; L. V. Eckert, of the musical instrument department; G. T. Simon and L. W. Kurten, in executive positions of the office, whose untiring efforts and unusual foresightedness have contributed in no small way to the big development.

In the present management of the store the large sheet music department is operated by the G. Schirmer Music Stores, Inc., of New York; this, with the large talking machine department, handling the Victor and the Brunswick, occupies the entire ground floor. The mezzanine is taken up with the offices and the second and third floors have been made over into piano parlors where the Steinway, which has been handled by this firm for over seventy years (the oldest company on our books, the Steinway people write in connection with this anniversary), the Sohmer, the Mehlin, Milton, Shoninger, Apollo, Gulbransen and others are displayed.

One other branch of the company is in existence in addition to the New Orleans store, in Jackson, Miss. This branch also has developed a substantial business.

Studwell Piano Co. to Move

SOUTH NORWALK, CONN., July 8.—Plans were set in motion recently by the Studwell Piano Co., 56 North Main street, for moving to its new home in the Vogel Building at 68 North Main street. Frederick J. Kane, manager of the concern, has announced that the full line of pianos, players and phonographs will be handled in more appropriate quarters at the new address.

The Stranburg Music Co., Hornell, N. Y., has taken larger quarters at 33 Broadway.

Sales Policies That Won for Euclid Music Stores

William Murstein, General Sales Manager, Euclid Music Stores, Cleveland, Tells of Successful Merchandising Policy

Too many phonograph dealers go into this business with the idea that mere knowledge, love and appreciation of music will make them successful. As a matter of fact, these qualities have very little to do with success or the lack of it in the music business.

These dealers overlook the fact that selling musical merchandise is a plain business proposition, just the same as selling shoes, neckties or automobiles, and that their businesses must be conducted along the regularly established lines of successful merchandising. I, myself, have no talent for music, although I have a deep love and appreciation of it.

My success here in Cleveland has been based on the axiom of obtaining the greatest amount of sales with the minimum of expenditure rather than to splurge expense hither and thither in a vain attempt to dominate the market absolutely And the fact that I have increased business with the Superior avenue store 75 per cent while decreasing expenses 25 per cent speaks well for this method.

Service with no question; continued, careful watch of all machines sold by us, has built and solidified a confidence among our patrons which has created a chain of word-of-mouth advertising for Euclid that I believe to be unparalleled in Cleveland.

It is true that most phonograph dealers call on their new customers at least once to see how their recent purchases are performing. But we go farther than this. Every customer who has ever purchased a phonograph from us is called on at least twice a year. The profitable results from this activity are manifold. One of the most direct of these is the sale of records resulting. Then, too, it keeps us informed of the condition of all instruments sold, and gives us an opportunity to talk period models to the owners of uprights, resulting in many sales. And the goodwill maintained by these calls is no small item.

Besides these direct results we also find that these periodical calls save a lot of service expense, by catching the start of a motor or other fault before it has the opportunity of developing to serious proportions.

I thoroughly believe that my mailing list is

William Murstein

the greatest asset of my business. This list contains over 12,000 names, which I circularize regularly four times a month. The results are truly remarkable. Nor do I depend entirely on circularizing. In addition, my men call regularly on these people, and the business obtained more than justifies this intensive work.

Our salesmen are instructed to obtain the names of all those who visit our stores. They experience little difficulty in obtaining them. Then the prospect is told that a descriptive story of the instrument will be sent him. However, instead of mailing out this catalog and trusting to luck that it will be read, or even taken from its envelope, a canvasser delivers it in person. This method proves most effective, for it serves the double purpose of gaining entrance to the prospect's home and assuring a reading of the literature.

Right here let me advise all Sonora dealers to build a mailing list, to work it hard, and, above all, to keep it cleared of old, "dead" names.

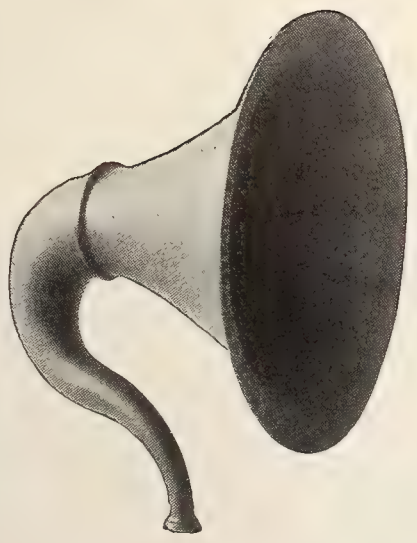
I thoroughly enjoy merchandising Sonora. There can be no question that high quality merchandise is the proper kind to sell. For high quality merchandise not only stays sold, but in addition creates additional sales through the thorough satisfaction it engenders.

Trade Veterans to Open Music Store in Sharon

SHARON, PA., July 9.—G. B. Wooster and R. A. Curran, connected with DeForeest Pioneer Music Store, one of the leading music concerns in the State, as department managers, recently resigned, announcing their intention of entering the music business for themselves in the near future. Mr. Wooster was connected with the DeForeest Store for fourteen years and Mr. Curran is also a veteran, having been connected with the firm for eighteen years.

Although no site has been selected for the business, both Mr. Wooster and Mr. Curran have announced their intention of opening a complete music store within the next few weeks and they are now seeking a suitable location. Both men are popular in this city and this, combined with their knowledge of music merchandising, should insure their success in the new venture.

F. L. Grannis was recently appointed sales promotion manager of the Southern California Music Co., of Los Angeles, Cal.



MILLER HORNS

improve your Radio or Phonograph

The Miller Radio Horn is a great step forward in the amplification of sound. It amplifies any tone in the audible range faithfully and clearly, without excessive resonance or sympathetic vibration. This is because of the material from which Miller Horns are made.

Miller Radio and Phonograph Horns are made from hard, inert, cellular composition. A hard, reflecting outside surface provides an excellent sidewall for the air column, and with its pebbled finish gives a horn of unusual beauty.

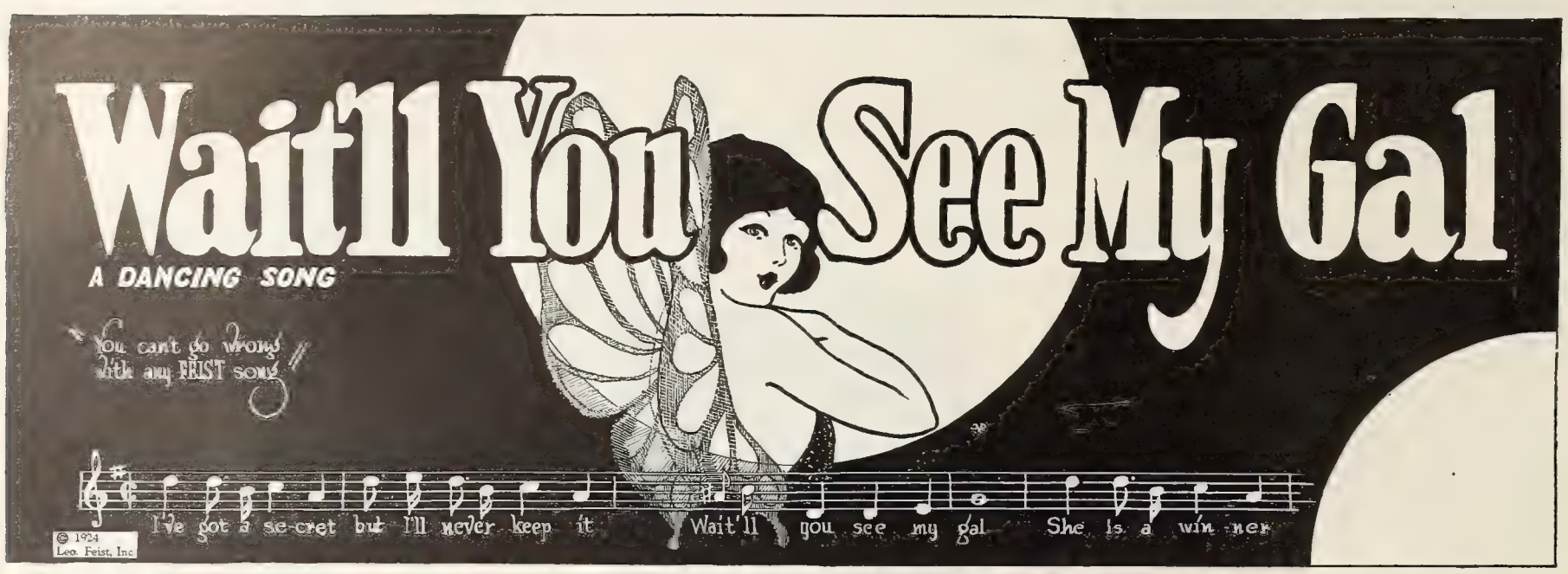
This horn is exceedingly durable. It will not chip off or peel. It will not split or warp. Eliminates the metallic ring heard in music from metal horns. Miller Horns are not affected by sudden or sustained changes in humidity or temperature.

Miller Horns are now in use as standard equipment by some of the largest manufacturers. One reason for this is that Miller production is dependable. Orders for any number, built to manufacturers' specifications, can be supplied at prices which are competitive.

Miller phonograph horns are made from the same high grade materials as the radio horns. Built to manufacturers' specifications, they can be supplied in practically any shape or size.

The Miller Rubber Co., of N. Y.

Akron, Ohio, U. S. A.



Aeolian Co. Employes Hold Their Annual Outing at Blue Point Beach

Baseball Game Between Forty-second Street Team and One Representing Factories and Branches Ends in Tie—Edna Kenieste Wins Bathing Beauty Contest

The annual outing of the Aeolian Employes' Association, held at Blue Point Beach, L. I., on Saturday, June 28, proved by long odds the most successful affair of its kind held by Aeolian Co. employes, and was attended not only by a large representation from Aeolian Hall itself, as well as the factories and branch warerooms, but drew the support of many of the executives of the company, headed by William H. Alfring, general manager.

Aeolian Co. Executives at Annual Outing of Employes' Association

Left to right: F. E. Edgar, W. H. Alfring, F. W. Hessin, W. E. Knightly, O. W. Ray, R. M. Kempton, Chas. Votey and C. H. Addams

The lively afternoon started with a delicious roast duck dinner with all the fixin's. During the dinner Frank Edgar, manager of the wholesale piano department, together with Al Rienzo and Al Perlman, of the Fordham branch, contributed greatly to the enjoyment of those present by an impromptu musical program.

W. H. Alfring as "Umps"

The outstanding event of the day was the bathing beauty contest, which brought forth a galaxy of beauty, both as to face and figure, that was very restful to the eye. In fact, it is hinted that the judges delayed their decision much longer than was necessary in order that the boys might feast their eyes. Honors were won after a close contest by Miss Edna Kenieste, of the production department. Walter Eifert, of the Vocalion recording studio, tried to ring in the contest, but his feet betrayed him.

Next in interest to the beauty contest came the baseball game, which had all the earmarks of a big league contest, proven by the fact that at the end of the fourteenth inning the score was 2-2.

General Manager Alfring and Chas. Laurino, manager of the retail piano department, officiated as umpires, and the former was kept busy preventing Mr. Laurino from making big allowances in favor of the team from Forty-second street, as opposed to a team manned by representatives from the branches and factories.

The various athletic events following the ball game were under the direction of Chas. Brady, of the shipping department. They included a fifty-yard junior dash, won by Harry Schankiner, of the Hall; a sixty-yard egg and spoon race for girls, won by Miss M. Daviss, of Fordham; a sixty-yard fat man's race, won by Al Perlman, of Fordham; a special ladies' race, fifty yards, which ended in a dead heat between Miss M. Heindel and Miss M. Steiver; 100-yard water race, won by Miss M. Daly, of Fordham, and a 100-yard men's race, won by K. Robuson, of the recording studios.

Adding greatly to the success of the day was the attendance of all the department heads and officials of the Aeolian Co., the majority taking part in a fifty-yard dash, won by Oscar Ray, manager of the wholesale record department; second place, by Frank W. Hessin, treasurer of the company. Also ran Charles H. Veoty, manager of the manufacturing department; H. B. Schaad, secretary of the Aeolian Co.; Frank Edgar, manager wholesale department; Charles Addams, manager of the metropolitan division department; R. M. Kempton, manager retail Vocalion and radio department; William Knightley, manager of the export department, and W. H. Alfring, vice-president and general manager of the company.

Folder Features the New Sonora Saginaw Model

The new Sonora Saginaw model, listing at $100, is attractively featured in a new folder in three colors just released by the Sonora advertising department in New York. This folder describes the various features of the Saginaw to excellent advantage, and Sonora dealers throughout the country are using the folder as a means of developing an interest in this model, which is meeting with an active sale everywhere it has been introduced.

Sonora Saginaw Model

Athens Co. Chartered

The Athens Music Co., Athens, Ala., was recently incorporated in that State with a capital stock of $4,000 for the purpose of conducting a general music business.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

WANTED—Salesmen now calling upon the talking machine trade to handle as a side line a small novelty nationally known in the trade. An excellent chance to add to your income. Sample will fit in your pocket. Write today for particulars. "Box 1415," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Salesmen regularly calling on phonograph dealers to sell the best Edison attachment made. Retail and dealers' prices are right. State territory covered, lines carried and experience. We have an attractive business, including dealers' accounts, to offer a few established distributors and sales organizations handling kindred lines. Address H. C. Cooley, Sales Manager, Spruce Diaphragm Co., 782 East 105th St., Cleveland, O.

WANTED—Resident salesmen with following among music trade to sell highly efficient radio set and complete line of parts. Representation desired in following cities: Buffalo, Cleveland, Pittsburgh, Philadelphia, Boston, Washington, Baltimore, Atlanta, New Orleans and other populous centers. A real future for men of the right calibre. Write Box B. D., Room 416, 38 Park Row, New York City.

WANTED—Capable credit and sales manager for New York City retail piano and phonograph chain stores. State experience and references. Address "Box 1417," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Gentleman or lady, experienced in record and small musical instrument selling. Must be able to buy and take full charge. Address Mr. Harding, Kelley & Cowles, Inc., 262 Trumbull St., Hartford, Conn.

POSITION WANTED—A competent record making expert, with a considerable knowledge of and experience in radio development, seeks connection with a concern desiring services of such a man in recording laboratory for radio. Collected and amplified recording. Address "Box 1421," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Commission salesmen, experienced, for a line of talking machines and piano benches. State age, territory covered, sales experience, lines sold, and send references with answer. Salesmen covering one state thoroughly preferred. Address "Box 1422," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED—TRAVELING SALESMEN—Old established house, in the business 19 years, has an attractive opening for a high-grade salesman. Only capable man, accustomed to producing substantial income desired. Commission basis with drawing account. Exclusive territory. Must be experienced and acquainted in the music trade and able to promote the sale of portable phonographs among retail dealers only. Indicate your qualifications fully. Address "Box 1406," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Salesmen, experienced in the phonograph industry. To call on and sell the talking machine dealers one of the foremost radio sets manufactured. Territories open all over the country. Write for information to "Box 1398," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED

Wide-awake salesmen calling on the music, piano and phonograph trade in any part of the United States. Can easily make five hundred dollars a month. Must have established trade. This is a side-line commission proposition. Will allot exclusive territory. Sales will increase rapidly. Commission paid on all repeat orders. This is no experiment. Several salesmen are now making big money. This proposition will not interfere with your present work. Write today before the best territory is taken. Address "Box 1423," care The Talking Machine World, 383 Madison Ave., New York City.

FOR SALE

Music store in Long Beach, California. Victor-Ivers & Pond-Gulbransen agencies, can be purchased at invoice. No charge for furniture and fixtures. Nice store, good location, fast growing city. Address "Box 1419," care of The Talking Machine World, 383 Madison Ave., New York City.

FOR SALE

Music store in live town near Los Angeles. Exclusive Victor agency with complete Victor catalog of records. Small goods. Good lease worth $3,000. $15,000 will handle. Best location. Thirty-five thousand people to draw from. Most desirable place in California to live. Paid $9,000 net profit last year. Address "Box 1420," care of The Talking Machine World, 383 Madison Ave., New York City.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

WANTED—Salesman, familiar with the phonograph trade in the metropolitan district to handle sales of radio among the talking machine dealers. Prefer man who has been connected with Victor wholesaler. Address "Box 1397," care of The Talking Machine World, 383 Madison Ave., New York City.

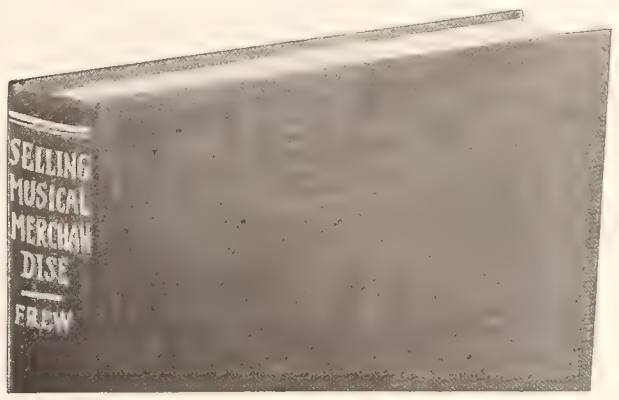
WANTED—Long-established manufacturer of portable phonographs wants a sales manager who will be a traveling representative and call upon the company's jobbers to help them promote sales and develop business. Splendid opening for a man who is well known in phonograph trade. Address with full particulars to "Box 1424," care of The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—By phonograph man with all-around repairing, assembling and polishing experience. Address "Box 1416," care of The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Married man, thirty-five years old, with fifteen years' experience as manager with one company. Would like to make a change at this time, and prefer Boston or vicinity. Address "Box 1418," care of The Talking Machine World, 383 Madison Ave., New York City.

Farny Succeeds Kimberly

E. R. Farny, manager of the Buffalo branch of the Rudolph Wurlitzer Co. for the past five years, has been appointed manager of the Chicago store at 329 South Wabash avenue, following the resignation of P. J. Kimberly, who has been manager for the past two years.



SELLING MUSICAL MERCHANDISE

By J. R. FREW

This is a practical book that describes the methods pursued by a successful music dealer in conducting his musical merchandise departments. It covers every routine problem incident to establishing and operating a department devoted to band and orchestra instruments.

This branch of the music industry has had a very prosperous year and an excellent opportunity awaits other dealers who take it up. It requires a small investment, gets quick turnover, involves no risk and, in addition to being highly profitable itself, increases the sale of talking machines, records, etc., and helps make a given store the music center of its community.

READ THE CONTENTS *of* THIS PRACTICAL BOOK

Chapter

From the Publisher.
Introduction.

PART I
THE PROBLEM OF BUYING

I. Buying in General.
II. Importance of Quality in Buying.
III. Where to Buy.
IV. Future Buying.
V. Buying for Special Sales.
VI. Some Don'ts for the Buyer.

PART II
THE PROBLEM OF PUBLICITY

VII. Advertising in General.
VIII. Space or Display Advertising.
IX. Advertising by Personal Contact.
X. Advertising Through Service.
XI. Direct and Mail Advertising.
XII. Advertising Through Musical Attractions.

PART III
THE PROBLEM OF MANAGEMENT

XIII. Management in General.
XIV. Stock Display.
XV. The Care of Stock.
XVI. Inventory and Sales Analysis.
XVII. The Question of Credit.
XVIII. The Repair Department.
XIX. The Value of Co-operation.

PART IV
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XX. Selling in General.
XXI. The Sales Organization.
XXII. Psychology of Salesmanship.
XXIII. Collective Selling.
XXIV. Organizing a Band or Orchestra.
XXV. The Used Instrument Problem.

PART V
INSTRUMENTATION

XXVI. Musical Organizations and Their Instrumentation.
XXVII. The Principal Instruments of the Band and Orchestra Described.

APPENDIX

List of Principal Musical Merchandise Products

FREE INSPECTION OFFER

Edward Lyman Bill, Inc.,
383 Madison Avenue, New York.

You may send me, on five days' free inspection, your book SELLING MUSICAL MERCHANDISE. I agree to return it to you within five days, or remit $2.00.

Name.....

Address.....City.....

FROM OUR EUROPEAN HEADQUARTERS
2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON
W LIONEL STURDY MANAGER

Gramophone Production to Keep Up Despite Abolition of Import Duties

Analysis of Situation Which Will Result When McKenna Import Duties Are Dropped Shows Many Reasons for Encouragement—Important Court Action—Fire at Columbia Offices

LONDON, ENG., July 1.—The British music merchant has now, as it were, had time to regain his composure after what at first appeared to be a staggering blow, i. e., the abolition of the McKenna import duties. Particularly does this appear to be the case in talking machine circles where apparently the larger warrant for apprehension would seem to be more justified than in other sections of the trade. In piano manufacturing circles confidence in the ability to successfully compete with foreign manufacturers is slowly but surely permeating the trade, and after cool contemplation of the economic position on the Continent and recent large increases in the cost of production as well as workers' wages, the manufacturers and dealers are awaiting the actual abolition of the duties on August 1 with something approaching equanimity. The few big talking machine concerns, who themselves mostly manufacture the bulk of their parts, are not unduly restricting their output and recent trading reports from them are decidedly optimistic. The smaller concerns, too, who, prior to the imposition of the duties, were compelled to obtain the bulk of their tone arms and sound boxes from Germany and Switzerland, now know that these parts are to be obtained in better value in this country. But while foreign competition is likely to become increasingly acute, the tremendous advances made during recent years by British manufacturing concerns and the hold acquired by them is not likely to be easily displaced. In view of the increasing costs of manufacture abroad, the prices of all gramophone parts exported to our market will surely rank progressively high; indeed, advices have already been received here from both German and Swiss manufacturers that after August 1 prices will definitely be increased. This applies to motors, tone arms, sound boxes, etc., and varies from 15 to 20 per cent.

The obvious deduction is that if British manufacturers of these components believe it necessary to amend their prices, and that is highly problematical, a reduction of 5 to 10 per cent may be regarded as the limit. It is more than likely, according to my information, that the season's demand will keep selling costs in most cases at the present level, maintaining the present stability of the industry.

A Gramophone (H. M. V.) Patent Action

On June 17 last, in the Chancery Division, the Gramophone Co. (His Master's Voice) applied for and obtained an interlocutory injunction in a patent action in respect to improvements in diaphragms for acoustical instruments. The plaintiff was represented by Mr. Whitehead, K. C.; the defendants, Messrs. Saunders and Phillips, of East Ham, not being represented. Lovell Newton Reddie, a chartered patent agent, who had charge of the patent matters of the plaintiff company, declared, on affidavit, that he examined the Lumiere patent, No. 11015, of 1909 when the company was considering buying it in 1908, and the search at that time and subsequently failed to reveal a prior publication. The letters patent obtained were for an improvement in diaphragms for acoustical instruments, and the invention consisted in the substitution for the plane diaphragm generally used in such instruments of a diaphragm consisting of one or more elements composed of a sheet of elastic material twisted out of its natural or unconstrained condition into a condition of molecular stress, resulting in an improved sound reproduction, and permitting the use of a diaphragm several times larger than the plane diaphragm, with a consequent increase in proportion of the volume of air vibrations, enabling, in the case of a gramophone or loud speaker, the use of an amplifying horn to be dispensed with. A diaphragm for loud speakers exhibited and which he, Mr. Reddie, had examined, was alleged to be a decided infringement. A piece of twisted paper was utilized.

Justice Tomlin made the order for the interlocutory injunction requested.

Two New Companies

The recent registration of two new companies calls for mention in view of special claims made in respect to methods of recording sound. The Filograph (Parent) Co., Ltd., is formed to acquire and work certain inventions in connection with sound recorders and reproducers comprised in British Patent Office specification No. 130,585, and French Patent Office specification No. 500,363. The claim for this invention is that it enables sound to be recorded and reproduced by means of structureless thread. I am promised particulars of this system later. The other concern is called the Scratchless Record Co., Ltd., a name which, if lived up to, promises something distinctly interesting. Here again it is impossible to obtain information sufficient to explain whether or not a new system is involved.

Fire at Columbia Offices

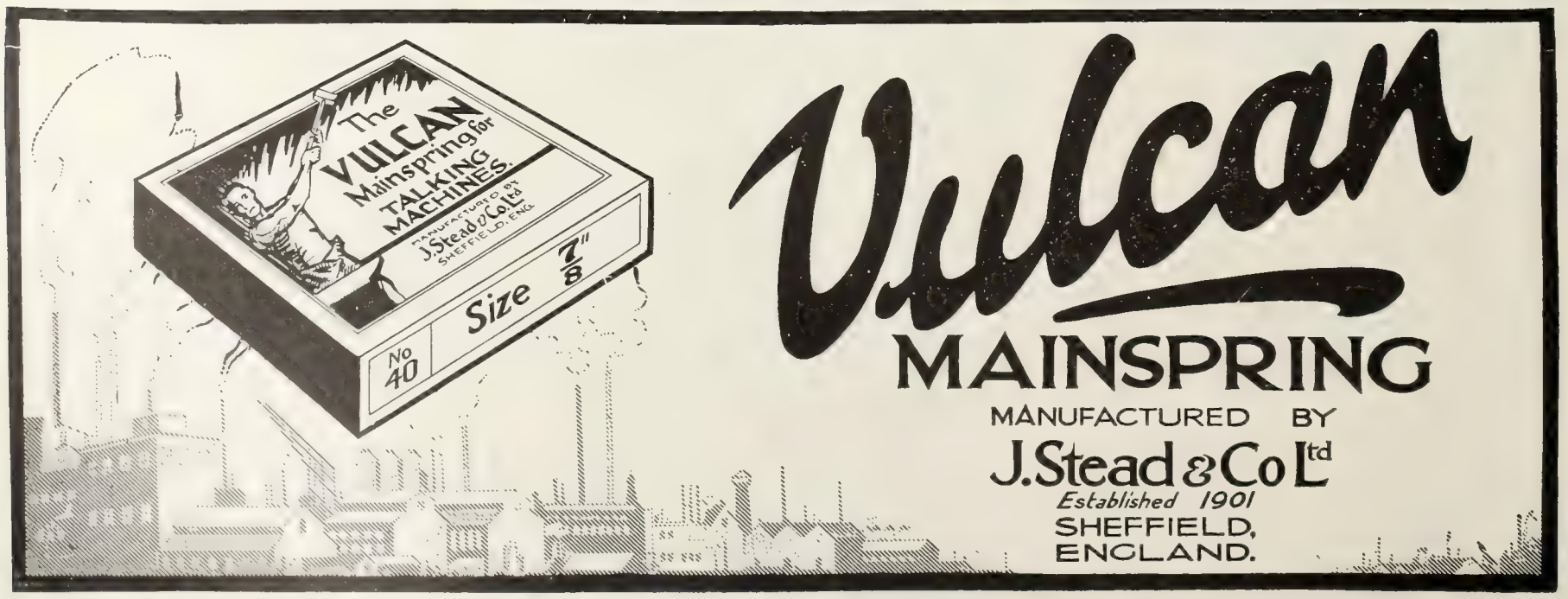
The premises of the Columbia Gramophone Co., in Clerkenwell road, this city, were in considerable danger of being destroyed by fire on the evening of June 6. The conflagration broke out in the adjacent premises of the Westclox Speedometer Co. and was only under control after some hours of keen fighting with the flames. It was thought at one time that the Columbia premises would be involved, but the only damage was by water, one of the recording rooms being slightly affected and necessitating the holding over of one or two recording sessions.

Gramophone Problems Discussed at Convention

At the British Music Industries Convention, held at Folkestone, a meeting was arranged by the Gramophone Dealers' Association at which considerable discussion took place regarding the following subjects: (1) The best method of disposing of second-hand and obsolete gramophones; (2) the necessity of audition rooms for every gramophone dealer.

In opening the meeting the president, Sydney E. Moon, referred to the comparative youth of the industry which, from its inception, had been worked on a businesslike basis. For the reason of price maintenance it had been decided there should be no official recognition of second-hand instruments. It was now necessary, said Mr. Moon, to consider the question. They had all to take gramophones in exchange, many of which could not be classed as second-hand but obsolete. The dealers could not afford to give those instruments away and the time had come to recognize the fact of second-hand machines. The introduction of the cabinet and console models had brought about an increased sale, and many more people would buy them if they were allowed a fair price for the machine they had bought a few years previously. Why should not they (the dealers) be allowed to dispose of such machines in an ordinary straightforward way? It was to guide the committee in putting up a plan to the manufacturers that the meeting had been called.

Thereafter considerable discussion followed, although a definite method of disposing of sec-



FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 154)

Hornless, Table Grand, Upright and Horizontal Cabinet Grands

Actual Manufacturers **Export a specialty**

REX GRAMOPHONE COMPANY

59 Chiswell Street, LONDON, E. C., England

Cable Address "Lyrecodisc, London"

ond-hand machines was not put forward. One suggestion was that there would be no difficulty in reselling them if, on being taken in exchange, they were promptly reconditioned. Another suggestion, which was strongly favored, was that, in view of the strong objections of the manufacturers to the advertising of second-hand machines, the dealers should be permitted to make a special feature of them for a specified period in each year. This latter suggestion obtained a concurrence of opinion and further consideration of the question was left to the committee.

Audition Rooms

The necessity for audition rooms was next discussed and in introducing the subject the president stated that no doubt all present were agreed on the matter, and it was hoped that the publicity given to the expression of their views would lead to the agreement of those dealers who did not attend the convention.

Louis Sterling, managing director of the Columbia Graphophone Co., a member of the convention and who had been invited to attend the meeting, referred to the prevalence of audition rooms in the United States, but said that on his recent visit he had been impressed by the number of audition rooms here that were being disposed of to make place for what was known as the Audak, "a sort of telephone instrument to put to your ear and you hear an excellent reproduction of the record." The Audak, said Mr. Sterling, required less room, less salesmen, and the small dealer who had not sufficient space for an audition room could easily install a couple of Audaks and still have space to spare. He, Mr. Sterling, thought so highly of the Audak that he had bought several for his own company's use and he strongly urged the dealers to consider the Audak for their showrooms.

Gramophone and Wireless

Several times in the course of the meeting the question of the relation of the trade to the handling of wireless was mentioned. A special committee had been formed to consider the necessity for the Association to form a separate branch to deal with wireless, and Ernest Marshall, a prominent member of the committee, strongly urged the music trade generally and the gramophone dealers particularly to increase their interest in the development of wireless, as undoubtedly they were the people who should handle the wireless trade.

Sir Henry Wood Eulogizes the Gramophone

In the course of a highly interesting speech on "The Influence of the Gramophone on Musical Culture," Sir Henry Wood, the famous conductor of the Queen's Hall Orchestra, at the British Music Trades Convention, eulogized the value of the gramophone in the following significant words:

"In my opinion the gramophone, as we know it to-day, is a musical instrument capable of highly artistic performance of music. It is an instrument which is already —and will increasingly be—of great influence on musical culture. Its reproduction of the tones of voices and instruments is not only a mechanical triumph; it is an artistic godsend.

"Musical culture is influenced by three things in particular: first, by the frequent performance of music, and, in consequence, the frequent hearing of music; second, by the quality of music performed and the quality of its performance, and, third, by the expansion of the musical public. The first and second of these influences tend to deepen and broaden the musical culture which already exists in a community, and the third influence naturally develops musical culture where it does not exist. The gramophone is influencing musical culture in all three ways.

"There is a vast field for the gramophone's work in the education of children. I should rejoice to see a gramophone in every school in the land. It is an invaluable aid in the teaching of music to children. It has the power not only to interest them, but to place before them with clearness, and with the repetition that is so necessary, facts and features of music they must learn if they are even to understand it. Moreover, the gramophone can play to the children untiringly, and there is no better way of persuading them to love music than to play it to them. As an influence on the musical culture of the children in our schools, I personally know of nothing which approaches the gramophone in convenience or capacity."

An interesting suggestion put forward by Sir Henry Wood in the course of his speech was that an important governing body, society or the government should found a permanent home for the making, the storage and the classification of speech records. A building should be allotted with a small staff where a large and varied quantity of records could be made and kept of twentieth century speeches.

Brief Paragraphs of Interest

Hubert C. Ridout, the well-known advertising manager of the Columbia Graphophone Co., who attended the 1923 Advertising Convention in Atlantic City, U. S. A., is again a delegate of the Thirty Club to the International Advertising Congress to be held at the British Empire Exhibition this month.

The annual general meeting of the Gramophone Manufacturers' Association is announced to be held shortly when a new president for the forthcoming (fiscal) year will be elected. In a secretarial announcement matters of particular interest are down to be discussed. More anon.

The president of the Emerson Phonograph Co., Inc., Mr. Abrams, is at the Savoy Hotel, London, where I had the pleasure of a chat with him. On this trip he combines business and pleasure; the former I may have something to say about later on if certain plans mature. After leaving London Mr. Abrams intends to visit the Continent before returning home.

Another Phase of False Advertising Under Ban

Federal Trade Commission Prohibits Use of Brand Names and Terms Designed to Mislead Public Regarding City of Origin

WASHINGTON, D. C., July 7.—A decided improvement in advertising ethics is being sought by the Federal Trade Commission, which has recently launched a campaign to eliminate the use by manufacturers and others of brand names and advertising terms which will mislead the public into thinking that the commodities advertised are made in well-known trade centers when such is not a fact.

Several instances of this have recently been taken up by the Commission, which has issued orders prohibiting the use of the word "Rochester" in connection with men's clothing not made in Rochester, N. Y., a center of the clothing industry. It has also prohibited the use of the word "Tampa" in connection with cigars made elsewhere than in the Tampa, Fla., district, and the word "Havana" in connection with cigars not actually made of tobacco grown in and imported from Cuba.

The Commission now has before it other cases where "key" words are used to give the impression that a commodity is made in a certain city or from certain ingredients when such is not a fact. It has taken up, for instance, use of the word "Sheffield" in connection with silver-plated ware not made in Sheffield, England, and will take up similar practices in other industries.

It is the attitude of the Commission that the use of these "key" words misleads the public into thinking a commodity is produced in a certain city or from certain materials, and is an unfair method of competition with manufacturers who do not resort to the same practice.

IF YOU handle or are thinking of handling other products, in addition to talking machines and records—you need THE MUSIC TRADE REVIEW, which is the most authoritative and informative business paper at your command, covering every branch of the music industry—pianos, players, reproducers, organs, automatics, band instruments, musical merchandise, small goods, sheet music, talking machines, radio, etc., etc.

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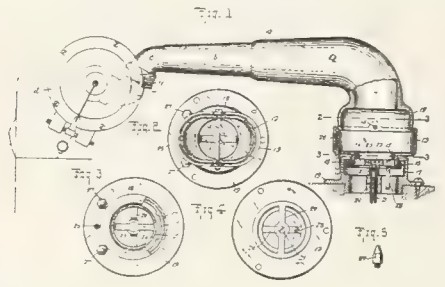
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., July 9.—**Tone Arm for Phonographs.** Ramon Rodriguez, New York. Patent No. 1,495,359.

This invention relates to phonographs and more particularly to the tone arms thereof and has for its object to provide a novel tone arm construction whereby the efficiency of the phonograph as a reproducing instrument is materially improved.

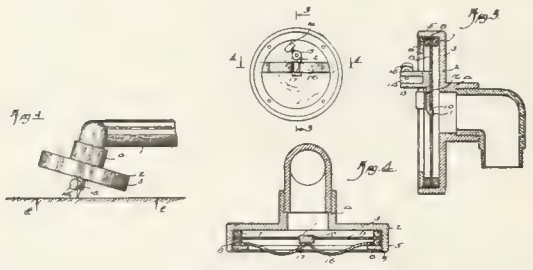


In the accompanying drawings, which show an example of the invention without defining its limits, Figure 1 is a side elevation of the tone arm; Fig. 2 is a sectional view on the line 2—2 of Fig. 1; Fig. 3 is a sectional view on the line 3—3 of Fig. 1; Fig. 4 is a fragmentary, inverted plan view; and Fig. 5 is a detail view of a stop included in the construction.

Sound-box for Talking Machines. Karakin Nalbantian, New York, Patent No. 1,491,723.

This invention relates to sound boxes for talking machines and has for an object to provide an improved construction which may be readily used with either zigzag or hill-and-dale records. The object of the invention is to provide an improved construction of sound box adapted to be used with the usual talking machine tone arm and adapt the tone arm to operate properly in association with either hill-and-dale or zigzag grooved records. Another object is to provide a sound box in which the parts are so arranged that they may be readily removed but when in use are firmly clamped together.

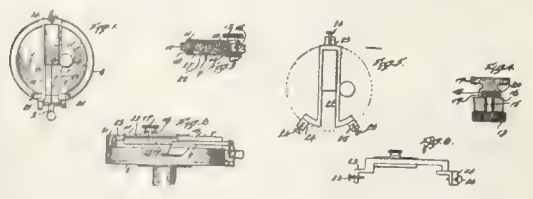
Figure 1 is a side view of a sound box embodying the invention, the same being shown in connection with part of the tone arm of a talking machine; Fig. 2 is a view of the sound



box shown in Fig. 1 approximately on line 2—2; Fig. 3 is a sectional view through Fig. 2 approximately on line 3—3, the same being on an enlarged scale; Fig. 4 is a sectional view through Figure 2 approximately on line 4—4, the same being on an enlarged scale.

Sound Box. Anthony P. Frangipane, Kingsland, N. J., assignor to Wm. J. Bauer, New York. Patent No. 1,491,745.

This invention relates to improvements in sound boxes for phonographs, one of the ob-

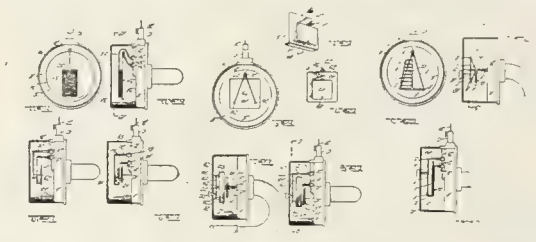


jects being to provide means to vary the tones; in other words, to soften the tones at will and to a desired degree. To carry out the invention a device or element is provided to restrain the vibrations of the stylus arm, or arm which imparts vibration to or receives same from a needle. The improved vibration restraining device is adjustable longitudinally of the stylus arm in order that it can be caused to contact with the restraining element to a desired extent. The improved device can be incorporated with a sound box or may be in the form of an attachment.

Figure 1 illustrates a top plan view of a sound box provided with the improvement; Fig. 2 is a sectional view thereof, partly in elevation, the section being taken on line 2—2 in Fig. 1; Fig. 3 is an enlarged sectional detail view, the section being taken on line 3—3 in Fig. 1; Fig. 4 is a similar view, the section being taken on line 4—4 in Fig. 1; Fig. 5 is a top plan view of a modified form of the invention, and Fig. 6 is a side view thereof.

Sound Box and Attachment. Frank B. Crosier, University, Miss., assignor of one-half to Arthur B. Crosier, same place. Patent No. 1,495,888.

This invention relates to an improved attachment for sound boxes of the type used in association with sound reproducing machines, such as phonographs and the like. The object of the patent is to obtain better tone quality from reproduction machines through use of an attachment which functions as a weight so that the inertia of the system is increased, and for the inhibition of the vibratory action of the vibrating bar of the sound box for the obtaining of

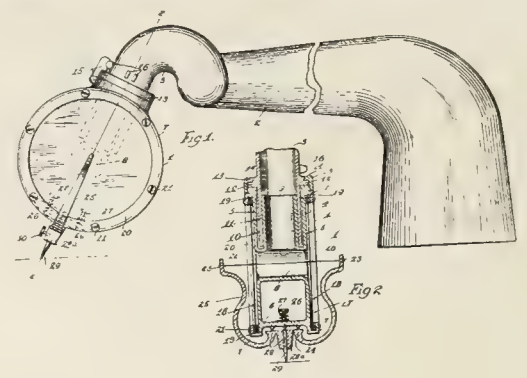


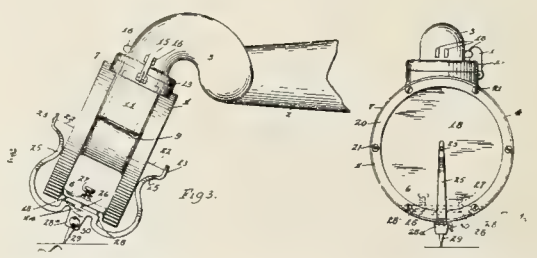
tone betterment. In the recording of records using above, the object is to secure an inhibition of the mechanical vibrations set up in the recording disc of the recording instrument, so that only the vibrations of the instruments played before the recording machine are recorded on the recording record, so that from records obtained from original recording record, better tone quality is obtained, through inhibiting the mechanical vibrations induced in sound recording instrument. The attachment also acts as a resonant body, or in the capacity of an auxiliary sound board, which being capable of high vibration rates produces better tone production. The sound box and attachment function in two capacities: First, for the obtaining of tone betterment in reproduction and recording; second, the inhibition of mechanical vibrations from a reproduction or recording machine, for obtaining better sound reproduction and recording.

In the accompanying drawings Figure 1 is a side elevational view of one embodiment of the aforesaid device constructed in accordance with this invention, showing the same attached to a sound box, the housing for the casing being shown in section. Fig. 2 is a top plan view thereof with the casing in section. Fig. 3 is a sectional view taken substantially on the plane of the line 3—3 of Fig. 2. Fig. 4 is a view similar to Fig. 1 disclosing a different embodiment of the invention. Fig. 5 is a top plan view thereof. Figs. 6 and 7 are sectional views taken substantially on the planes of the lines 6—6 and 7—7 respectively of Fig. 4. Fig. 8 is a detail perspective view of the device with the casing removed. Fig. 9 is a view similar to Fig. 4 disclosing still another modified form of the invention. Fig. 10 is a view approximating that shown in Fig. 9 disclosing a slightly different embodiment of the invention. Fig. 11 is a view simulating Figs. 9 and 10 showing a further modification of the invention. Fig. 12 is a sectional view taken substantially on the plane of the line 12—12 of Fig. 11.

Reproducer for Talking Machines. Carl Scrabic, Urbana, O. Patent No. 1,495,265.

This invention relates broadly to talking machines, and has particular reference to the re-





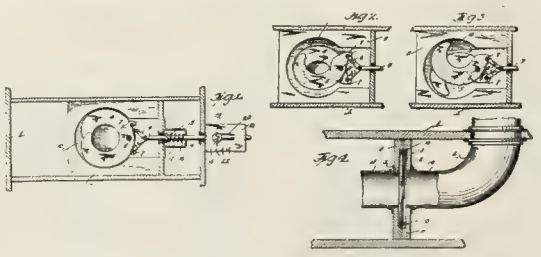
producer structure thereof, the object of the invention being to provide a reproducer of simple and yet efficient construction, capable of being employed with records of standard manufacture and to be of a highly sensitive and accurately balanced character in order that the same may efficiently reproduce all of the sound undulations of a record in a clear, positive and pleasing manner.

Figure 1 is a side elevation of a sound box constructed in accordance with the preferred principles of the invention. Fig. 2 is a transverse vertical sectional view taken through the sound box on the plan disclosed by the line 2—2 of Fig. 1. Fig. 3 is an edge elevation of the sound box and disclosing the same as employed for playing the so-called "hill and dale" type of record. Fig. 4 is a front elevation of a sound box with the parts positioned as shown in Fig. 3.

Talking Machine Modulator. Carl Scrabic, Urbana, O. Patent No. 1,495,266.

This invention has particular reference to an improved structure for regulating the intensity or volume of the sounds emitted from the amplifier structures of talking machines.

The primary object of the invention resides



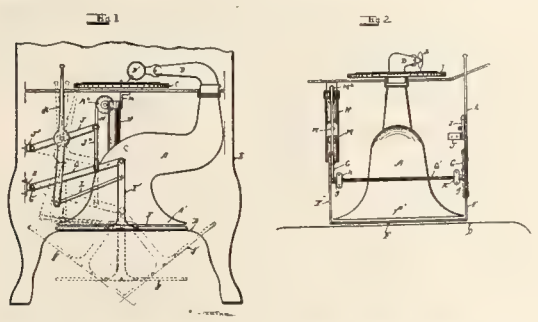
in the provision of a tone modulator of the aforesaid character wherein is embodied a pair of pivotally movable jaws which are relatively disposed in such manner that the same may be moved to increase or decrease the diameter of that portion of the amplifier structure in which the modulator is mounted, the construction being such that the modulator will simply tend, when substantially closed, to soften the tonal qualities of the sound vibrations without in any way sacrificing their real values. In other words, the modulator comprising the present invention is constructed with the view of not merely muffling sounds within an amplifier, as is common in past constructions, but with the view of merely lessening the sound intensity and at the same time preserving over-tones and partials.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 156)

Figure 1 is a transverse vertical sectional view taken through the amplifier structure of a talking machine and disclosing the location and construction of the modulator forming the subject matter of the present invention. Fig. 2 is a similar view disclosing the jaws of the modulator in a position partially obstructing the amplifier. Fig. 3 is a similar view disclosing the jaws in their fully closed position. Fig. 4 is a vertical longitudinal sectional view taken through the amplifier and the co-operative modulator.

Phonograph. Wm. T. Carnes, Kansas City, Mo., assignor to Carnes Artificial Limb Co., same place. Patent No. 1,495,951.

This invention relates to phonographs, and the object thereof is to provide a resonator or horn which projects the tones through the bottom of the machine case. Also to provide a mute or muffler and controlling mechanism

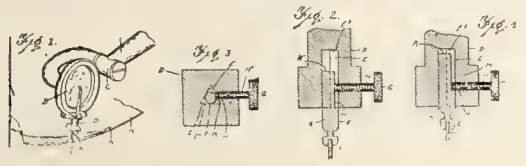


therefor which can be positioned close to or spaced away from the resonator, or which can be used as a deflector to deflect the sound laterally when desired.

Figure 1 is a side elevation of the improved resonator and mute mechanism with the casing of the machine outlined thereabout. Fig. 2 is a front view of the same.

Sound Reproducing Needle. Nelson C. Ovaitt, Detroit, Mich. Patent No. 1,495,609.

The present invention particularly contemplates an improved needle construction wherein the needle is automatically positioned in the holder and can thus be removed and reinserted numerous times without interfering with the sound reproducing qualities of the mechanism. A further very important feature of the invention is the arrangement whereby the shank of the needle is so formed that the end of the needle cannot be shoved into the seat far enough to contact with the end of the seat, thus avoiding the possibility of double vibration caused by the contact of the end of the

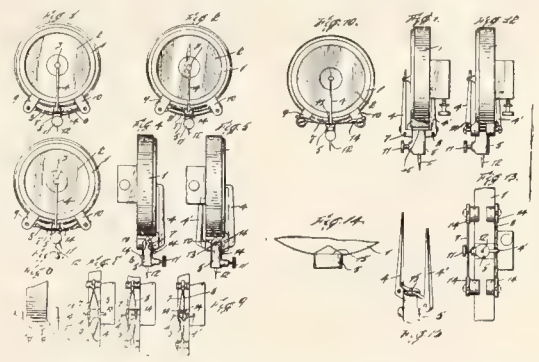


needle with the seat. Other objects of the invention are to provide a construction whereby needles of the type now on the market can be economically formed or constructed to automatically position themselves in the holders; and in general to provide a new and improved needle construction of the character above referred to. This invention is a substitute for the subject matter of applicant's prior application filed April 15, 1918. Serial No. 228,605.

In the drawings Figure 1 is a perspective view of a sound box of a phonograph, showing one of the needles in use. Fig. 2 is an enlarged detail view of the needle. Fig. 3 is a cross-section on the line 3—3 of Fig. 2. Fig. 4 is a view showing the manner in which the end of the needle is automatically kept out of contact with the end of the seat.

Phonograph Sound Box. Joseph Hoffay, New York. Patent No. 1,496,313.

This invention relates to sound boxes for phonographs and the like, and more particularly to the means for mounting the stylus lever, or carrier, on the sound box whereby the sound



reproduction is greatly improved. An important feature of the invention resides in the fact that yielding forces are applied to the diaphragm, said forces acting in opposite directions so that the diaphragm is not only quickly responsive to movement but also quickly returns to its normal state when displaced therefrom.

Another feature of the invention relates to the complete insulation of the diaphragm from any sound vibrations not communicated through the stylus by the record.

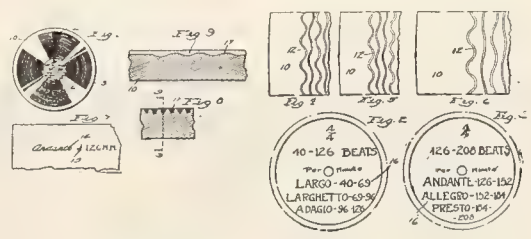
Figure 1 is a front elevation of one form of the improved stylus mounting. Fig. 2 is a front elevation of a form of mounting in which the stylus lever is forked. Fig. 3 is still another form, and differs from that shown in Fig. 2 in the manner of mounting the resilient rods or wires. Fig. 4 is a side elevation of Fig. 1. Fig. 5 is a side elevation of Fig. 2. Fig. 6 is a broken side elevation of Fig. 3. Fig. 7 is a bottom plan view of Fig. 3. Fig. 8 is a bottom plan view of Fig. 1. Fig. 9 is a bottom plan view of Fig. 2. Fig. 10 is a front elevation of still another and preferred form of the invention. Fig. 11 is a part sectional and part side elevation thereof, showing the manner of mounting the stylus carrier and showing the manner in which the rods 7 and 8 pass through said carrier. Fig. 12 is a side elevation showing more particularly the manner of securing the ends of the rods by means of screws carried in the brackets carried by the casing. Fig. 13 is a bottom plan view, showing the substantial parallel arrangement of the rods 7 and 8. Fig. 14 is a detailed view showing the manner of engagement of the flat surface 15 of the stylus carrier with the notch in the sound box casing.

Fig. 15 is a detailed view in perspective of the forked stylus carrier.

Device for Counting Time. Adelaide L. Ewing, Des Moines, Ia. Patent No. 1,496,258.

An object of the invention is to provide a simple device for counting the time for a student of music while practicing. A further object is to provide such a device which will be of such character as to attract the attention of the pupil.

Another object is to provide in such a device



means for accenting certain beats in a measure.

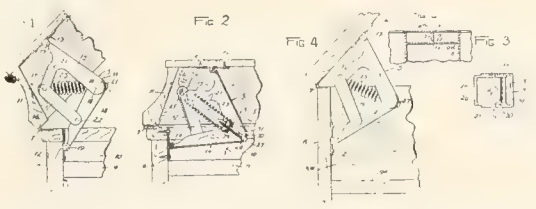
More specifically, it is the object to embody such a device in a phonograph record wherein the beats may be expressed by means of a human voice, a triangle, a combination of the two, or by means of any sound which will be individual enough in character to attract the student's attention.

In addition to the foregoing objects, it is contemplated to provide on the record means whereby the timing of the beats may be regulated and determined by the use of the speed regulator on the phonograph.

Figure 1 is a plan view of a phonograph record embodying the invention. Fig. 2 is a view of a central portion of a record, illustrating a table which may be printed on the record, whereby a tempo expressed on the music in words may be translated so as to enable a student to set the phonograph at the proper speed. Fig. 3 shows the central portion of the reverse side of the record shown in Fig. 2. Fig. 4 is an enlarged view of a portion of a record wherein every other beat is accented. Fig. 5 is an enlarged view of a portion of the record wherein every third beat is accented. Fig. 6 is an enlarged view of a portion of a record wherein one beat is accented and another beat is slightly accented. Fig. 7 shows a portion of a sheet of music upon which the tempo is expressed in two different forms. Fig. 8 is a sectional view of a record wherein the vibrations are produced vertically. Fig. 9 is a sectional view of the same taken on the line 9—9 of Fig. 8.

Phonograph Lid Support. William G. Aldeen, Rockford, Ill., assignor to National Lock Co., same place. Patent No. 1,496,965.

This invention relates to a support for phonograph lids adapted effectively to prevent the lid from dropping and also to insure the proper counterbalancing of the lid so that it may be left at will in either open, intermediate or closed position.



One of the principal objects of the invention is to provide a support of exceedingly compact form which is arranged to be mounted above the motorboard at the hinge connection between the lid and the cabinet, thereby obviating the necessity for making holes in the motorboard which, besides being unsightly, are objectionable in that dust and dirt and frequently reproducer needles fall through them and lodge in the driving mechanism suspended under the motorboard. The manner of attachment, furthermore, enables individual users to procure the support as an accessory and to apply the same to replace the ordinary prop type of supports with which phonographs have commonly been equipped in the past.

In the accompanying drawings illustrating a preferred embodiment of the invention Fig. 1 is a vertical section through the upper rear portion of a phonograph of the dome type, showing a lid support constructed in accordance with the invention operatively connected between the cabinet and the lid thereof, the lid being illustrated in open position. Fig. 2 is a similar view showing the lid support in section, the phonograph lid having been moved to closed position. Fig. 3 is a transverse sectional detail of a portion of the lid support and is taken on the line 3—3 of Fig. 2. Fig. 4 is a view similar to Fig. 1 showing the support applied to a phonograph of the console type. Fig. 5 is a sectional detail on a reduced scale of a phonograph cabinet illustrating how, in accordance with the invention, a single lid support may be attached at the middle of the lid to support the same without causing it to warp.

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Advance RECORD BULLETINS for August, 1924

Victor Talking Machine Co.

LIST FOR JUNE 27

45419 Out Fishin' and The Junk Box—Recitations, Edgar Guest 10
Bread and Gravy and Pretending Not to See—Recitations .....Edgar Guest 10
19347 June Brought the Roses.....Marcia Freer 10
Waiting for the Dawn and You....Lewis James 10

DANCE RECORDS

19345 Pale Moon—Fox-trot, Paul Whiteman and His Orch. 10
Fox-trot Classique—"From the Land of the Sky Blue Water"—"To a Wild Rose," Jean Goldkette and His Orch. 10
19344 Big Boy!—Fox-trot—Ted Weems and His Orch. 10
Savannah—Fox-trot..Ted Weems and His Orch. 10
19346 Wa-Wa-Waddle Walk—Fox-trot, Waring's Pennsylvanians 10
Nobody's Sweetheart—Fox-trot, Charles Dornberger and His Orch. 10
1012 Music of the Spheres—Molto Lento (Rubinstein), Flonzaley Quartet 10
Quartet No. 3 in E Flat Minor—Scherzo (Tschaikowsky) .....Flonzaley Quartet 10
1013 Maria, Mari! (Di Capua)—Neapolitan, Rosa Ponselle 10
Carmè (De Curtis)—Italian.....Rosa Ponselle 10

FEATURE RECORDS

704 Simple Confession (Thome)—Violoncello Solo, Kindler 10
Killarney (Balfe)—Violoncello Solo....Kindler 10
45304 Song of Love (from "Blossom Time"), Marsh-Dadmun 10
Serenade (Donnelly-Romberg, Murphy-Orpheus Quartet 10

LIST FOR JULY 3

19324 Face to Face.....Henry Burr 10
Pass Me Not, O Gentle Saviour, Charles Harrison-Clifford Cairns 10
19295 Lady Moon (2) The Village Dance, Anna Howard-Laura Littlefield 10
I Know a Bank..Anna Howard-Laura Littlefield 10
19352 Tom Boy Blues.....The Duncan Sisters 10
Bull Frog Patrol.....The Duncan Sisters 10

DANCE RECORDS

19353 Paradise Alley—Fox-trot, Paul Whiteman and His Orch. 10
Where the Rainbow Ends—Fox-trot, Paul Whiteman and His Orch. 10
19351 A Thousand Kisses—Waltz, International Novelty Orch. 10
Apache Dance.....International Novelty Orch. 10
19354 I'm On My Way Back Home—Fox-trot, Charles Dornberger and His Orch. 10
Just to be Held in Your Arms—Fox-trot, Charles Dornberger and His Orch. 10

RED SEAL RECORDS

1015 By the Waters of Minnetonka (An Indian Love Song) (Lieurance).....Renée Chemet 10
Under the Leaves (Thomé).....Renée Chemet 10
952 Napulitanata (Fair Maiden of Naples) (Di Giacomo-Costa)—Neapolitan .....Tito Schipa 10
Chi se nne scorda cchiu! (Oh, How Can I Forget!) (Marvasi-Barthélemy).....Tito Schipa 10

FEATURE RECORDS

725 Melody in A Major (Dawes)—Violin Solo, Kreisler 10
Paradise (Viennese Folk Song) (Krakauer-Kreisler) .....Kreisler 10
55093 American Fantasie—Part I ("Hail Columbia"—"Old Folks at Home").....Herbert's Orch. 12
American Fantasie—Part II ("The Girl I Left Behind Me"—"Dixie"—"Columbia, the Gem of the Ocean"—"Star Spangled Banner"), Herbert's Orch. 12

ADVANCE LIST FOR JULY 11

45420 In the Garden of To-morrow (Graff, Jr.—Deppen) .....Elsie Baker 10
My Thoughts of You (Rosamonde-Davis), Elsie Baker 10
19355 You Know Me Alabam, Georgie Price with The Troubadours 10
Nobody's Child, Georgie Price with The Troubadours 10

INSTRUMENTAL RECORD

19331 La Gazza Ladra—Overture—Part I (The Thievish Magpie) (Rossini). Victor Symphony Orch. 10
La Gazza Ladra—Overture—Part II, Victor Symphony Orch. 10

DANCE RECORDS

19356 To-night's the Night—Fox-trot, Philip Spitalny and His Orch. 10
Just Leave Me Alone—Fox-trot, Jack Chapman and His Drake Hotel Orch. 10
19357 There's No One Just Like You—Fox-trot, Coon-Sanders Original Night Hawk Orch. 10
Why Don't My Dreams Come True—Fox-trot, Coon-Sanders Original Night Hawk Orch. 10
19362 Good Night Sleep Tight—Fox-trot, Waring's Pennsylvanians 10
I'm Haunted by That Swanee River Song—Fox-trot .....Waring's Pennsylvanians 10

RED SEAL RECORDS

1022 Widmung (Dedication) (Schumann)—In German, Maria Jeritza 10
Dein blaues Auge (So Clear Thine Eyes) (Brahms)—In German.....Maria Jeritza 10
945 Brown October Ale (from "Robin Hood") (Smith-De Koven),.....Reinald Warrenrath 10
Stein Song (Hovey-Bullard), Reinald Warrenrath 10

FEATURE RECORDS

6143 Aloha Oe (Farewell to Thee) (with Orpheus Quartet) ..... Gluck 12
My Old Kentucky Home (with Male Chorus) (Foster) .....Gluck 12
16529 La Paloma (The Dove).....Sousa's Band 10
Over the Waves Waltz.....Pryor's Band 10

LIST FOR JULY 18

19335 Love's First Kiss.....Della Baker 10
Out of the Dusk to You.....Della Baker 10
19358 Just for Remembrance.....Elliott Shaw 10
Just Some Roses.....Lewis James 10
19359 Hard Times .....Eddie Hunter 10
Mamie .....Eddie Hunter

INSTRUMENTAL RECORD

19363 On the Mall—March.....The Goldman Band 10
The Pioneer—March.....The Goldman Band 10

DANCE RECORDS

19360 That's the Tune—Fox-trot, Charles Dornberger and His Orch. 10
Tropical Palms—Fox-trot, Charles Dornberger and His Orch. 10
19361 Lonely Little Wallflow'r—Fox-trot, The Benson Orch. of Chicago 10
Worryin' Blues—Fox-trot, Philip Spitalny and His Orch. 10

RED SEAL RECORDS

6457 Album Leaf—Romance (Albumblatt) (Wagner-Wilhelmj) .....Mischa Elman 12
The Gondolier's Song—Gondoliera (Ries), Mischa Elman 12
6456 Lucrezia Borgia—Vieni la mia vendetta (Haste Thee, for Vengeance) (Donizetti)—In Italian, José Mardones 12
Pipelè—Questa notte mentre a letto (At Night While Sleeping) (De Ferrari)—In Italian, José Mardones 12

FEATURE RECORDS

770 Little Grey Home in the West (Eardley-Wilmot-Löhr)—'Cello by Bourdon.....McCormack 10
Mavis (Lefevre-Craxton) .....McCormack 10
17701 Hawaiian Waltz Medley—Hawaiian Guitars, Pale K. Lua-David Kaili 10
Kilima Waltz—Hawaiian Guitars, Pale K. Lua-David Kaili 10

Columbia Phonograph Co.

COLUMBIA NEW PROCESS RECORDS

DANCE RECORDS

135-D From One Till Two (Bard-Hoover)—Fox-trot, Paul Specht and His Hotel Alamac Orch. 10
Forget Me Not (Conrad-Hanbury-Gillen)—Fox-trot, Paul Specht and His Hotel Alamac Orch. 10
142-D Doodle Doo Doo (Kassel-Stitzel)—Fox-trot, (Direction of Frank Guarente), The Georgians 10
Savannah (Fisher)—Fox-trot (Direction of Frank Guarente).....The Georgians 10
131-D Why Did I Kiss That Girl? (King-Henderson)—Fox-trot (Incidental Chorus by Billy Jones).....Columbia Novelty Orch. 10
Oh, Baby! (Donaldson)—Fox-trot (Incidental Chorus by Billy Jones), Columbia Novelty Orch. 10
134-D Spain (Jones)—Tango Fox-trot, Leo F. Reisman and His Orch. 10
Driftwood (Gold)—Fox-trot, Leo F. Reisman and His Orch. 10
143-D When Dixie Stars Are Playing Peek-a-Boo (Bernard-Henning)—Fox-trot, The Columbians 10
I Love Mizzoura (Silverman-Kippel)—Fox-trot .....The Columbians 10
139-D Adoration Waltz (Magine)...The Romancers 10
Colorado (Hirsch-Dellon)—Waltz, The Romancers 10
144-D Ground Hog Blues (Gray)—Blues Fox-trot, The Tennessee Tooters 10
Chattanooga (Down in Tennessee) (Grainger-Ricketts)—Blues Fox-trot, The Tennessee Tooters 10

POPULAR SONGS

140-D Monkey Doodle (Morse)—Columbia Novelty Orch. Accomp.....Eddie Cantor 10
Oh, Papa! (Elman)—Columbia Novelty Orch. Accomp. .....Eddie Cantor 10
136-D Bringin Home the Bacon (Bannister-Colwell-Van-Schenck) — Comedienne with "The Georgians" (Direction of Frank Guarente), Blossom Seeley 10
A New Kind of Man With a New Kind of Love for Me (Clare-Flatow)—Comedienne with "The Georgians" (Direction of Frank Guarente .....Blossom Seeley 10
132-D Hinky Dinky Parlay Voo (Dubin-McHugh-Mills-Dash)—Tenor and Baritone Duet, Billy Jones and Ernest Hare 10
I'm Gonna Bring a Watermelon (Conrad)—Tenor and Baritone Duet, Billy Jones and Ernest Hare 10
133-D Wait'll You See My Gal (Sullivan-Wilber)—Male Quartet—Orch. Accomp., Shannon Four 10
Any Old Time at All (Ringle)—Male Quartet Orch. Accomp. .....Shannon Four 10
141-D Deep In My Heart (Schenck)—Tenor Solo—Orch. Accomp.....Lewis James 10
Old Familiar Faces (Edwards)—Tenor Solo—Orch. Accomp.....Lewis James 10
138-D Memory Lane (Spier-Conrad)—Mezzo-Soprano—Tenor Solo—Orch. Accomp., May Meredith-Lewis James 10
Where the Rainbow Ends (Ayer)—Mezzo-Soprano—Tenor Solo—Orch. Accomp., May Meredith-Lewis James 10

NOVELTIES

130-D The Wreck of the Southern Old '97—Harmonica and Guitar—Vocal Chorus, Ernest Thompson 10
Are You From Dixie (Cobb)—Harmonica and Guitar—Vocal Chorus....Ernest Thompson 10
129-D Big-Eyed Rabbit—Fiddle and Banjo—Vocal Chorus....Samantha Bumgarner-Eva Davis 10
Wild Bill Jones—Banjo—Vocal Chorus, Eva Davis 10
137-D Haste to the Wedding—Accordion Novelty with Singing.....Francis Quinn 10
Miss Wallace's Reel—Fiddle Novelty, Francis Quinn 10

NEGRO SPIRITUALS

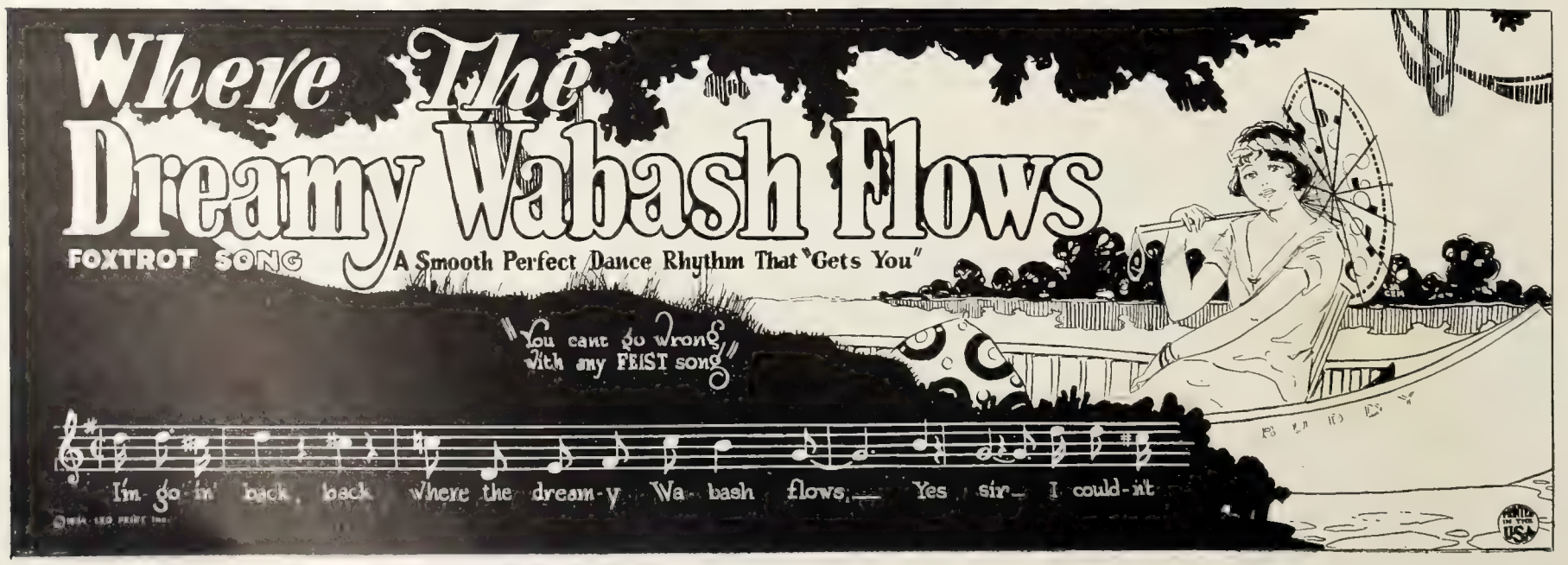
128-D Deep River (Burleigh)—Negro Spiritual—Carroll Clark with Fletcher Henderson at the Piano 10
I'm So Glad Trouble Don't Last Alway (Dett)—Negro Spiritual—Carroll Clark with Fletcher Henderson at the Piano 10
20018-D I'm Falling in Love With Some One(Herbert)—Tenor Solo—Orch. Accomp., Tandy Mackenzie 10
Flirtation (Meyer-Helmund)—Tenor Solo—Orch. Accomp. .....Tandy Mackenzie 10
30007-D A Little Coon's Prayer (Hope)—Soprano Solo with Male Quartet, Alice Nielsen-Shannon Four 10
Nebber Min', Mah Honey (Riker)—Soprano Solo with Male Quartet Alice Nielsen-Shannon Four 10
20019-D To Spring (Grieg)—Violin Solo with Samuel Chotzinoff at the Piano....Sascha Jacobsen 10
Capriccio-Valse (Wieniawski)—Violin Solo with Samuel Chotzinoff at the Piano, Sascha Jacobsen 10

NEGRO RECORDS

14022-D Mean Papa Turn in Your Key (Miller)—Guitar and Piano Accomp.....Clara Smith 10
Back Woods Blues (Brooks)—Guitar and Ukulele Accomp.....Clara Smith 10
14023-D Hateful Blues (Bradford)—Violin and Piano Accomp. .....Bessie Smith 10
Frankie Blues (Bradford)—Violin and Piano Accomp. .....Bessie Smith 10
14021-D Cold Weather Papa (Miller)—Clarinet and Piano Accomp. .....Clara Smith 10
War Horse Mama (Miller)—Clarinet and Piano Accomp. .....Clara Smith 10
144-D Ground Hog Blues (Gray)—Blues Fox-trot, The Tennessee Tooters 10
Chattanooga (Down in Tennessee) (Grainger-Ricketts)—Blues Fox-trot, The Tennessee Tooters 10

Brunswick Records

15076 Heart O' Mine (Victor Herbert)—Soprano, with Orch., Violin Obbligato by Fredric Fradkin, Florence Easton



Over the Hills (Logan)—Soprano, with Orch., Florence Easton
15077 Serenade (Drigo)—Tenor, with Orch., Mario Chamlee
The Old Refrain (Mattullath-Kreisler)—Tenor, with Orch., Violin Obbligato by Fredric Fradkin .....Mario Chamlee
15078 Noche Serena (Serene Night)—Baritone, with Orch. (Spanish-American Folk Song)—In Spanish .....Giuseppe Danise
Linda Mia (Spanish Folk Song)—Baritone, with Orch. (Arr. by Sturgis-Blake)—In Spanish, Giuseppe Danise
50050 Liebesfreund (Kreisler)—Soprano, with Orch.—In German .....Maria Ivogun
O Schoner Mai (O Lovely May) (Strauss)—Soprano, with Orch.—In German...Maria Ivogun
5198 No Night There (City Four Square) (Clements-Danks)—Contralto and Male Trio, with Orch., Elizabeth Lennox and Male Trio
The Promised Land (Moore)—Contralto, with Orch. .....Elizabeth Lennox
20023 Faust—Ballet Music (Cleopatra and Her Golden Cup) (Gounod)—Concert Orch., Capitol Grand Orch., (Capitol Theatre, New York), Erno Rapeé, Conductor
Faust—Ballet Music (Dance of the Trojan Maidens) (Cleopatra and Her Nubian Slaves) (Gounod)—Concert Orch., Capitol Grand Orch. (Capitol Theatre, New York), Erno Rapeé, Conductor
2638 Visiting the Old Home Town—Part I—Monologue .....Senator Ford
Visiting the Old Home Town—Part II—Monologue .....Senator Ford
2634 Wait'll You See My Gal (Sullivan-Wilber)—Fox-trot, for Dancing,....Bennie Krueger's Orc
Easy Goin' Man (MacBoyle-Layton)—Fox-trot, for Dancing.....Bennie Krueger's Orch.
2635 Drifting to You (Gunnell-Smith-Short)—Tenor and Male Trio, with Orch., James Sheridan and Male Trio
Tell Me You'll Forgive Me (Hibbeler-Anderson), Tenor and Baritone, with Orch., Charles Harrison-Elliott Shaw
2632 Where Is That Old Girl of Mine (Gus Kahn-Isham Jones—Fox-trot, for Dancing—With Vocal Chorus.....Ray Miller and His Orch.
Mama's Gone, Good Bye (Bocage-Piron)—Fox-trot, for Dancing.....Ray Miller and His Orch.
2633 Step, Henrietta (De Sylva-Meyer)—Fox-trot, for Dancing .....Oriole Orch.
You'll Never Get to Heaven With Those Eyes (Clarke-Leslie-Monaco)—Fox-trot, for Dancing .....Oriole Orch.
2627 Hoodoo Man (Brown)—Fox-trot, for Dancing, Herb. Wiedoeft's Cinderella Roof Orch.
Oh, Peter! (Wiedoeft-Rose-Stafford)—Fox-trot, for Dancing, Wiedoeft's Cinderella Roof Orch.
2628 My Beautiful Mexican Rose (Based on "Cielito Lindo") (Ash-Dolin-Mills)—Fox-trot, for Dancing.....Paul Ash and His Granada Orch.
Oriental Love Dreams (Burtnett-Kerr-Miller)—Fox-trot, for dancing, Paul Ash and His Granada Orch.
2631 Mandalay (Burtnett-Lyman-Arnheim)—Fox-trot, for Dancing; Vocal Chorus by Charles Kaley, Abe Lyman's California Orch.
Sweet Little You (Bibo)—Fox-trot, for Dancing; Vocal Chorus by Charles Kaley, Abe Lyman's California Orch.
2629 Driftwood (Kahn-Gold)—Fox-trot, for Dancing, Paul Ash and His Granada Orch.
Wa Wa Waddle Walk (Coburn-Zany-Rose)—Fox-trot, for Dancing, Paul Ash and His Granada Orch.
2636 Spain (Gus Kahn-Isham Jones)—Tenor, with Orch. .....Allen McQuhae
Forget-Me-Not (Conrad-Hanbury-Gillen)—Tenor, with Orch.....Allen McQuhae
2630 Helen Gone (Rose-Johnson-Owens)—Fox-trot, for Dancing.....Vic Meyers and His Orch.
Springtime Rag (Pratt)—Fox-trot, for Dancing, Vic Meyers and His Orch.
2637 I Need Some Pettin' (Kahn-Fiorito-King)—Fox-trot, for Dancing.....Oriole Orch.
Little Old Clock on the Mantel (Fiorito-Kahn)—Fox-trot, for Dancing.....Oriole Orch.

Edison Disc Records

ALREADY RELEASED SPECIALS

80789 Red Rose of Spain (Coralito Mine), Gregor Skolnik and His Orch.
Until Tomorrow (Hasta Manana), Gregor Skolnik and His Orch.
82320 Dove son?—Loreley.....Claudio Muzio
Merce, dilette amiche (To All, Dear Loyal Friends)—Vespri Siciliani.....Claudia Muzio
82321 Wiener Volkslied (Vienna Folk Song)—Violin Solo .....Carl Flesch
Lied ohne Worte (Song Without Words)—Violin Solo .....Carl Flesch
51348 Softly, Unawares.....Imperial Marimba Band
Mexican Kisses (Habanera).Imperial Marimba Band
51350 Humoreske—Piano Solo.....May A. Meyer
Melodie in F (Transcription)—Piano Solo, Ferdinand Himmelreich
80790 Ivory Palaces.....Aida Brass Quartet
Brightly Gleams the Silvery Starlight, Aida Brass Quartet
51349 Pal of My Dreams.....Charles Hart
Little Pal of Long Ago....Charles Hart-Helen Clark
80792 Eres tu—Spanish .....Jose Mojica
Golondrina Mensajera—Spanish.....Jose Mojica

FLASHES

51343 Spain—Fox-trot....Harry Raderman's Dance Orch.
Don't Blame It All on Me—Fox-trot, Tommy Monaco's Orch.
51346 Savannah (The Georgiana Blues)—Fox-trot, Georgia Melodians
You Are Too Sweet for a Dream—Fox-trot, The Merry Sparklers
51347 Teapot Dome Blues—Fox-trot....Georgia Melodians
When Dreams Come True—Fox-trot, The Merry Sparklers
51351 Paradise Alley (From "Paradise Alley")—Fox-trot, Song by Arthur Hall, Harry Raderman's Dance Orch.
Bringin' Home the Bacon—Fox-trot, Song by Vernon Dalhart.....Kaplan's Melodists
51352 Burning Kisses—Fox-trot.....Kaplan's Melodists
What's To-day Got to Do With To-morrow—Fox-trot .....Tommy Monaco's Orch.
51355 Driftwood—Fox-trot, Song by Arthur Hall, Harry Raderman's Dance Orch.
Love Is Just a Gamble (Take Another Chance)—Fox-trot, Song by Arthur Hall, Nathan Glantz and His Orch.

GENERAL GROUP

51344 Hawaiian Twilight.....MacDowell Sisters
Dear Evelina, Sweet Evelina (Intro.: "Waialae") .....MacDowell Sisters
51345 If I Can't Sing About My Mammy (I Don't Want to Sing at All), George Wilton Ballard and Chorus

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Where Have Those Old-Timers Gone? Vernon Dalhart-Ed. Smalle
51354 The Buckeye Medley Quadrille—Champion Old-Time Fiddler .....John Baltzell
Money Musk Medley (Reels) (Intro.: "Baltzell Reel")—Champion Old-Time Fiddler, John Baltzell
80791 Coriolan Overture—Part 1..American Concert Orch.
Coriolan Overture—Part 2..American Concert Orch.
51353 Any Old Time at All.....James Doherty
Immigration Rose .....James Doherty

NORWEGIAN RECORD

78018 Mit Hjerte og min Lyre.....Carsten Woll
Taaren .....Carsten Woll

SWEDISH RECORD

78019 Svarmeri .....Carsten Woll
Om dagen vid mitt arbete.....Carsten Woll

Edison Blue Amberol Records

4879 What'll I Do....Betsy Lane Shepherd-Charles Hart
4880 Wop Blues—Slow Fox-trot.....Georgia Melodians
4881 It Looks Like Rain.....Ernest Hare
4882 Wait'll You See My Gal—Fox-trot, Georgia Melodians
4883 I Popped the Question to Her Pop.....Billy Jones
4884 Lonesome (As Can Be)—Fox-trot, Harry Raderman's Dance Orch.
4885 In the Evening.....Vernon Dalhart-Ed. Smalle
4886 Life and Love Seem Sweeter After the Storm—Fox-trot.....Harry Raderman's Dance Orch.

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VOCALION RECORDS

OPERATIC

70039 Mira, di acerbe lagrime (Here at thy feet a suppliant) (From "Il Trovatore") (The Troubadour) (Verdi)—Soprano and Baritone, in Italian; Aeolian Orch. Accomp. (Conducted by Gennaro Papi, Metropolitan Opera House Conductor) .....Rosa Raisa-Giacomo-Rimini 12
Ernani! Ernani! involami (Ernani, Fly With Me) (From "Ernani") (Verdi)—Soprano, in Italian; Aeolian Orch. Accomp. (Conducted by Gennaro Papi, Metropolitan Opera House Conductor) .....Rosa Raisa 12
48003 Blick' ich umher in diesem edlen Kreise (Gazing around upon this fair Assembly) (From "Tannhauser") (Richard Wagner)—Baritone, in German; Harp and 'Cello Accomp. (Recorded in Europe).....Joseph Schwarz 12
Valentins Gebet (Valentine's Prayer) (Even the Bravest Heart) (From "Faust") (Gounod)—Baritone, in German; Orch. Accomp. (Recorded in Europe).....Joseph Schwarz 12

SACRED

60060 Abide With Me (Lyte-Monk)—Soprano; Aeolian Orch. Accomp.....May Peterson 10
Softly Now the Light of Day (Gottschalk)—Soprano; Aeolian Orch. Accomp., May Peterson 10

INSTRUMENTAL

35039 Rustle of Spring (Frühlingsrauschen) (Sinding) (Recorded in Europe), Stern's Orch. (Hotel Adlon, Berlin) 12
Autumn Airs (Herbstweisen) (Emil Waldteufel)—Waltz, in concert time (Recorded in Europe)....Stern's Orch. (Hotel Adlon, Berlin) 12
35040 Cantabile (Cesar Cui)—'Cello Solo, Piano Accomp. (Recorded in Europe), Arnold Földesy 12
Nina (Pergolese)—'Cello Solo, Piano Accomp. (Recorded in Europe).....Arnold Földesy 12
35041 Angel's Serenade (La Serenata) (G. Braga)—Violin, 'Cello, Piano (Recorded in Europe), Berlin Instrumental Trio 12
None But the Lonely Heart (Tschaikowsky)—Violin, 'Cello, Piano (Recorded in Europe), Berlin Instrumental Trio 12
14826 Estudiantina Waltz (Emil Waldteufel)—In concert time.....Aeolian Light Orch. 10
Amoureuse (Berger)—Waltz, in concert time, Aeolian Light Orch. 10
14827 Vision of Salome (Valse Orientale) (Joyce)—Accordion Solo.....A. Palet Gallarini 10
Valse Bleue (Margis)—Accordion Solo, A. Palet Gallarini 10

DANCE

14816 Shine (Ford Dabney)—Fox-trot, The Bar Harbor Society Orch. 10
It Ain't Gonna Rain No Mo' (Hall)—Novelty Fox-trot; Vocal Chorus by Irving Kaufman, The Bar Harbor Society Orch. 10
14810 Spain (Isham Jones)—Fox-trot, The Ambassadors 10
Savannah (The Georgianna Blues) (Fred Fisher)—Fox-trot .....The Ambassadors 10
14820 Oriental Love Dreams (Burtnett-Miller)—Fox-trot (Under the direction of Louis Katzman), The Ambassadors 10
The Hoodoo Man (Brown)—Fox-trot, Ben Selvin and His Moulin Rouge Orch. 10
14822 I Can't Get the One I Want (Handman)—Fox-trot.....Ben Bernie and His Orch. 10
Driftwood (Kahn-Gold)—Fox-trot, Ben Bernie and His Orch. 10
14823 (If You Don't Want Me) Stop Doggin' Me

(*Continued on page* 160)

ADVANCE RECORD BULLETINS FOR AUGUST—(Continued from page 159)

'Round (Van Arman-Hughes)—Fox-trot (Under the direction of Louis Katzman),
The Ambassadors 10
Tell Me If You Want Somebody Else (Austin-Bergere)—Fox-trot (Under the direction of Louis Katzman).....The Ambassadors 10

VOCAL

14819 Don't Mind the Rain (Miller-Cohn)—Fox-trot, Accomp. by Selvin's Orch...Irving Kaufman 10
Why Did I Kiss That Girl? (Henderson)—Fox-trot, Accomp. by Selvin's Orch.,
Irving Kaufman 10
14817 (What has become of) Hinky Dinky Parley Voo? (Dubin-Mills)—Comedy Song, Orch. Accomp. .....Billy Jones 10
It Looks Like Rain (Hall)—Comedy Song, Orch. Accomp.....Ernest Hare 10
14821 A Thousand Miles From Here (Austin-Bergere)—Comedy Duet, Accomp. by Piano Duet and Saxophone .....Austin-Bergere 10
All Day Long (Austin-Bergere)—Blues Duet, Accomp. by Piano and Trumpet,
Austin-Bergere 10

VOCAL—RACE

14818 I Don't Want Nobody That Don't Want Me (Higgins-McCoy)—Blues, Piano Accomp. by Edgar Dowell.....Viola McCoy 10
Mamma Mamma (Don't Love Her Papa No More) (Edgar Dowell)—Blues, Piano Accomp. by Edgar Dowell.....Viola McCoy 10
14825 Black Star Line (Dowell-Williams)—A West Indian Chant, Piano. Accomp. by Edgar Dowell .....Rosa Henderson 10
Barbadoes Blues (Dowell-Williams)—Piano Accomp. by Edgar Dowell.....Rosa Henderson 10

DANCE—RACE

14828 Strutter's Drag (Blues) (Coleman-Warfield)—Slow Fox-trot,
F. Henderson and His Club Alabam Orch. 10
I Don't Know and I Don't Care (Blues) (Fletcher Henderson)—Slow Fox-trot,
F. Henderson and His Club Alabam Orch. 10

SPECIAL RECORDS FOR SOUTHERN STATES

14809 The Wreck on the Southern 97—Guitar and Mouth Harp .....George Reneau 10
The Blind Musician of the Smoky Mountains
Lonesome Road Blues—Guitar and Mouth Harp,
George Reneau 10
The Blind Musician of the Smoky Mountains
14811 You Will Never Miss Your Mother Until She Is Gone (Carson-Brockman)—Ballad, Guitar and Harp .....George Reneau 10
The Blind Musician of the Smoky Mountains
Life's Railway to Heaven (Abbey-Tillman)—Hymn, Guitar and Mouth Harp,
George Reneau 10
The Blind Musician of the Smoky Mountains
14812 Turkey in the Straw—Reel, with Dance Calls; Guitar and Mouth Harp.....George Reneau 10
The Blind Musician of the Smoky Mountains
Little Brown Jug—Guitar and Mouth Harp,
George Reneau 10
The Blind Musician of the Smoky Mountains
14813 Casey Jones—Guitar and Mouth Harp,
George Reneau 10
The Blind Musician of the Smoky Mountains
Arkansaw Traveler—Reel, Guitar and Mouth Harp .....George Reneau 10
The Blind Musician of the Smoky Mountains
14814 Here, Rattler, Here (Calling the Dog)—Guitar and Mouth Harp.....George Renau 10
The Blind Musician of the Smoky Mountains
When You and I Were Young, Maggie (J. A. Butterfield)—Guitar and Mouth Harp,
George Reneau 10
The Blind Musician of the Smoky Mountains
14815 Blue Ridge Blues (Roy B. Carson)—Guitar and Mouth Harp .....George Reneau 10
The Blind Musician of the Smoky Mountains
Susie Ann (Austin-Bergere)—Guitar and Mouth Harp .....George Reneau 10
The Blind Musician of the Smoky Mountains

Odeon Records

(RECORDED IN EUROPE)

3098 Madame Butterfly—Fantasie, Part I (Puccini)—Orch. .....Michailow and His Orch. 12
Madame Butterfly—Fantasie, Part II (Puccini)—Orch. .....Michailow and His Orch. 12
3099 Kol Nidrei—Part I (Bruch)—Orch.,
Marek Weber and His Orch. 12
Kol Nidrei—Part II (Bruch)—Orch.,
Marek Weber and His Orch. 12
5041 Parsifal—Oh, Wunden-Wundervoller Heiliger Speer! (Oh, wounding, wonderful and hallowed spear!) (Wagner)—Basso, with Orch. Accomp. (Sung in German)..Michael Bohnen 12
Parsifal—Titurel, Der Fromme Held (Titurel, the pious Lord) (Wagner)—Basso, with Orch. Accomp. (Sung in German)..Michael Bohnen 12

Okeh Records

DANCE RECORDS

40101 Christine (Amy Loposer-C. E. Murphy)—Fox-trot (Recorded in New Orleans),
Original Crescent City Jazzers 10
Sensation Rag—Fox-trot (Recorded in New Orleans) .....Original Crescent City Jazzers 10
40106 From One Till Two (I Always Dream of You) (Joe Hoover)—Fox-trot,
Chubb-Steinberg Orch. of Cincinnati 10
Walking, Talking Dolly (Harold Robe)—Fox-trot .....Chubb-Steinberg Orch. of Cincinnati 10
40107 Blue Evening Blues (Art Kahn-Vic. Burton)—Fox-trot..Chubb-Steinberg Orch. of Cincinnati 10
Horsey! Keep Your Tail Up (Keep The Sun Out of My Eyes) (Walter Hirsch-Bert Kaplan)—Fox-trot, with Singing Chorus,
Chubb-Steinberg Orch. of Cincinnati 10
40111 Big Boy! (Jack Yellen-Milton Ager)—Fox-trot, Vocal Chorus by Billy Jones—The Lanin Orch. 10
Oh Baby (Don't Say No, Say Maybe) (Bud De Sylva-Walter Donaldson)—Fox-trot,
The Lanin Orch. 10
40112 Adoration Waltz (Frank Magine)—Waltz,
Green Brothers' Novelty Band 10
Oriental Love Dreams (Earl Burtnett-Henry Miller)—Fox-trot,
Green Brothers' Novelty Band 10
40113 Frankie and Johnny—Fox-trot (Recorded in New Orleans)...Fate Morables Society Syncopators 10
Pianoflage (Roy Bargy)—Fox-trot (Recorded in New Orleans),
Fate Morables Society Syncopators 10
40117 You Don't Know My Mind Blues (Clarence Williams-Virginia Liston-Sam Gray)—Fox-trot,
Jamaica Jazzers 10
West Indies Blues (Edgar Dowell-Spencer Williams-Clarence Williams)—Fox-trot,
Jamaica Jazzers 10
40123 After the Storm (Jack Nelson)—Fox-trot,
Vincent Lopez and His Hotel Penn. Orch. 10
For-Get-Me-Not (Means Remember Me) (Art Conrad-Harry Hanbury-Frank Gillen)—Fox-trot,
Vincent Lopez and His Hotel Penn. Orch. 10
40124 Georgia Blues (Billy Higgins-W. Benton Overstreet)—Fox-trot..Lanin's Arkansaw Travelers 10
Lost-My-Baby Blues (Ray Hibbeler)—Fox-trot,
Lanin's Arkansaw Travelers 10
40125 The Hoodoo Man (Nacio Herb Brown)—Fox-trot.....Eddie Elkins and His Orch. 10
Jealous (Jack Little)—Fox-trot,
Eddie Elkins and His Orch. 10

VOCAL RECORDS

40114 Back in Hackensack, New Jersey (Art L. Beiner-Dan A. Russo)—Tenor Duet, with Ukulele Accomp. by Harry Reser,
Vernon Dalhart-Ed. Smalle 10
Red Nose (Where Did You Get That Nose) (Lew Brown-Morris Davidson-Leo Scott)—Tenor Solo Accomp. by Frank Ferera Trio,
Billy Jones 10
40115 Love Has a Way (Victor L. Schertzinger)—Tenor Solo Accomp. by Justin King Trio,
Juan Harrison 10
Just for Remembrance (Bring Me a Red, Red Rose) (Mitchell Parish-Eleanor Young-Harry D. Squires)—Tenor Solo Accomp. by Justin King Trio .....Vernon Dalhart 10
40116 What's To-day Got to Do With To-morrow? (Walter Donaldson)—Baritone Solo Accomp. by Justin King Trio.....Bernard Ferguson 10
Waiting for the Dawn and You (Irving Caesar-Leo Edwards)—Baritone Solo Accomp. by Justin King Trio.....Bernard Ferguson 10
40122 The Unky Unky Sextette Band (King-Hager)—Male Quartet Accomp. by Banjo and Drums,
National Male Quartet 10
Street Corner Quartet (National Male Quartet—Male Quartet.....National Male Quartet 10
40126 Any Old Time at All (Dave Kingle)—Male Quartet, with Ukulele Accomp. by Harry Reser,
Shannon Four 10
Swanee River Rose (Frank Davis-Sam Braverman)—Male Quartet, with Ukulele Accomp. by Harry Reser.....Shannon Four 10
40127 A Man Never Knows When a Woman's Gonna Change Her Mind (Cliff Friend)—Baritone Solo, with Ukulele Accomp. by Harry Reser,
Ernest Hare 10
Somebody Stole My Gal (Leo Wood)—Baritone-Tenor Duet, with Ukulele Accomp. by Harry Reser.....Jack Kaufman-Johnny Ryan 10
40128 What Has Become of Hinky Dinky Parlay Voo? (Al Dubin-Jimmy McHugh-Irving Mills-Irwin Dash)—Tenor-Baritone Duet, with Orch. Accomp.....Billy Jones-Ernest Hare 10
Old Familiar Faces (Billy Rose-Gus Edwards)—Tenor Duet, with Orch. Accomp.,
Vernon Dalhart-Ed. Smalle 10
40129 Hula Lou (Milton Charles-Wayne King)—Contralto, with Orch.....Sophie Tucker 10
Red Hot Mama (Gilbert Wells-Bud Cooper-Fred Rose)—Contralto Solo, Piano Accomp. by Ted Shapiro .....Sophie Tucker 10

INSTRUMENTAL RECORDS

40110 Bonaparte's Retreat—Fiddling Solo..A. A. Gray 10
Merry Widow Waltz (Franz Lehar)—Fiddling Solo .....A. A. Gray 10
40119 The Cat Came Back—Fiddling Solo, Vocal Chorus .....Fiddlin' John Carson 10
I Got Mine—Fiddling Solo, Vocal Chorus,
Fiddlin' John Carson 10
40120 Double Headed Train—Harmonica Solo,
Henry Whitter 10
The Weepin' Blues—Harmonica Solo,
Henry Whitter 10
40121 Dansopation (Martin K. Mortensen)—Piano Solo,
Willie Eckstein 10
Putting on the Dog (Ted Shapiro)—Piano Solo,
Willie Eckstein 10

COMIC DIALOGUE RECORD

40118 The Raid (Miller-Lyles)—Dialogue..Miller-Lyles 10
Travelling (Miller-Lyles)—Dialogue..Miller-Lyles 10

RACE RECORDS

8142 Everybody's Blues (Irene Scruggs-Clarence Williams)—Contralto Solo, Piano Accomp. by Clarence Williams.....Irene Scruggs 10
Why He Left Me I Don't Know (Richard A. Bunch, Jr.)—Contralto Solo, Piano Accomp. by Clarence Williams.....Irene Scruggs 10
8143 Dark Alley Blues (George McClennon)—Fox-trot.....George McClennon's Jazz Devils 10
Box of Blues (George McClennon)—Fox-trot,
George McClennon's Jazz Devils 10
8144 Underworld Blues (Sippie Wallace-George W. Thomas)—Contralto Solo, Piano Accomp. by Clarence Williams.....Sippie Wallace 10
Caldonia Blues (Sippie Wallace-George W. Thomas)—Contralto Solo, Piano Accomp. by Clarence Williams.....Sippie Wallace 10
8145 Ghost of the Blues (Tim Brymn-Sidney Bechet)—Contralto Solo, Accomp. by Clarence Williams' Harmonizers.....Eva Taylor 10
When You're Tired of Me (Just Let Me Know) (Thomas Waller-Andrea Razaf)—Contralto Solo, Accomp. by Clarence Williams' Harmonizers .....Eva Taylor 10

Gennett Lateral Records

5443 When I'm With You (Robison)—Tenor,
Ambrose Wyrick
My Old Home of Days Gone By (Walter Melrose)—Tenor .....Ambrose Wyrick
5465 Mother (Wyrick)—Tenor.....Ambrose Wyrick
Battle Hymn of the Republic (Howe),
Criterion Quartet
S-5450 La Casita—Baritone.....Luis Zanindio
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Foolin' Me.....Maureen Englin
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Nathan Glantz and His Orch.
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036107 Innocent Eyes—Fox-trot.....Lanin's Arcadians
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036108 Red Nose Pete—Fox-trot; (Vocal Chorus—Vernon Dalhart....Nathan Glantz and His Orch.
Parting—Fox-trot .....Casino Dance Orch.
036109 You Know Me Alabam—Fox-trot,
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The Clocks Story of Love—Fox-trot,
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036111 Mexicali Rose—Waltz.....Lenox Soviety Orch.
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036112 Goodnight Moonlight—Waltz,
Harry Barth's Novelty Orch.
When You're Many Miles From Home—Waltz,
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036113 Where Is That Old Girl of Mine?—Fox-trot,
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The Girl I Adore—Fox-trot,
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The Humors of Ennistymon—Irish Jigs,
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Love Sends a Little Gift of Roses—Waltz,
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Banner Records

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You Know Me, Alabam—Fox-trot,
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1373 Wait'll You See My Gal—Fox-trot,
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1375 Oh, Eva, Ain't You Coming Out To-night?—
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A Man Never Knows When a Woman's Gonna
Change Her Mind—Fox-trot,
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1379 Hide Me Away in the Hills of Va.—Tenor Solo,
Orch. Accomp.....Vernon Dalhart
1380 June Night—Tenor Solo, Orch. Accomp.,
Billy Burton
Old Familiar Faces—Duet, Orch. Accomp.,
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You Know Me, Alabam'—Fox-trot,
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Never Again—Fox-trot.....Hollywood Dance Orch.
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362 How Come You Do Me Like You Do?—Piano
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Wherever seen, wherever heard, the New Edison wins public approval—which is but another way of saying that the Edison Franchise is a valuable asset for dealers.

There's a message for you on pages 36 and 37, inside.

THOMAS A. EDISON, Inc.
Orange, New Jersey

You don't need a fortune to become an Edison Dealer—ask nearest Edison Jobber

Jobbers of the New Edison, Edison Records, the Edison Diamond Amberola and Blue Amberol Records

CALIFORNIA
Los Angeles—Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Edison Phonograph Distributing Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—Edison Phonograph Distributing Co.
Wm. H. Lyons (Amberola only).

INDIANA
Indianapolis—Phonograph Corporation of Indiana.

IOWA
Des Moines—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Iver Johnson Sporting Goods Co. (Amberola only).

MICHIGAN
Detroit—Phonograph Co. of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW JERSEY
Orange—The Phonograph Corp. of Manhattan.

NEW YORK
Albany—American Phonograph Co.
Syracuse—Frank E. Bolway & Son, Inc.
W. D. Andrews Co. (Amberola only).

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers

RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd
Winnipeg—R. S. Williams & Sons Co., Ltd.
Babson Bros. (Amberola only).

VOL. XX NO. 8

SINGLE COPIES, 25 CENTS
PER YEAR, TWO DOLLARS

The TALKING MACHINE WORLD

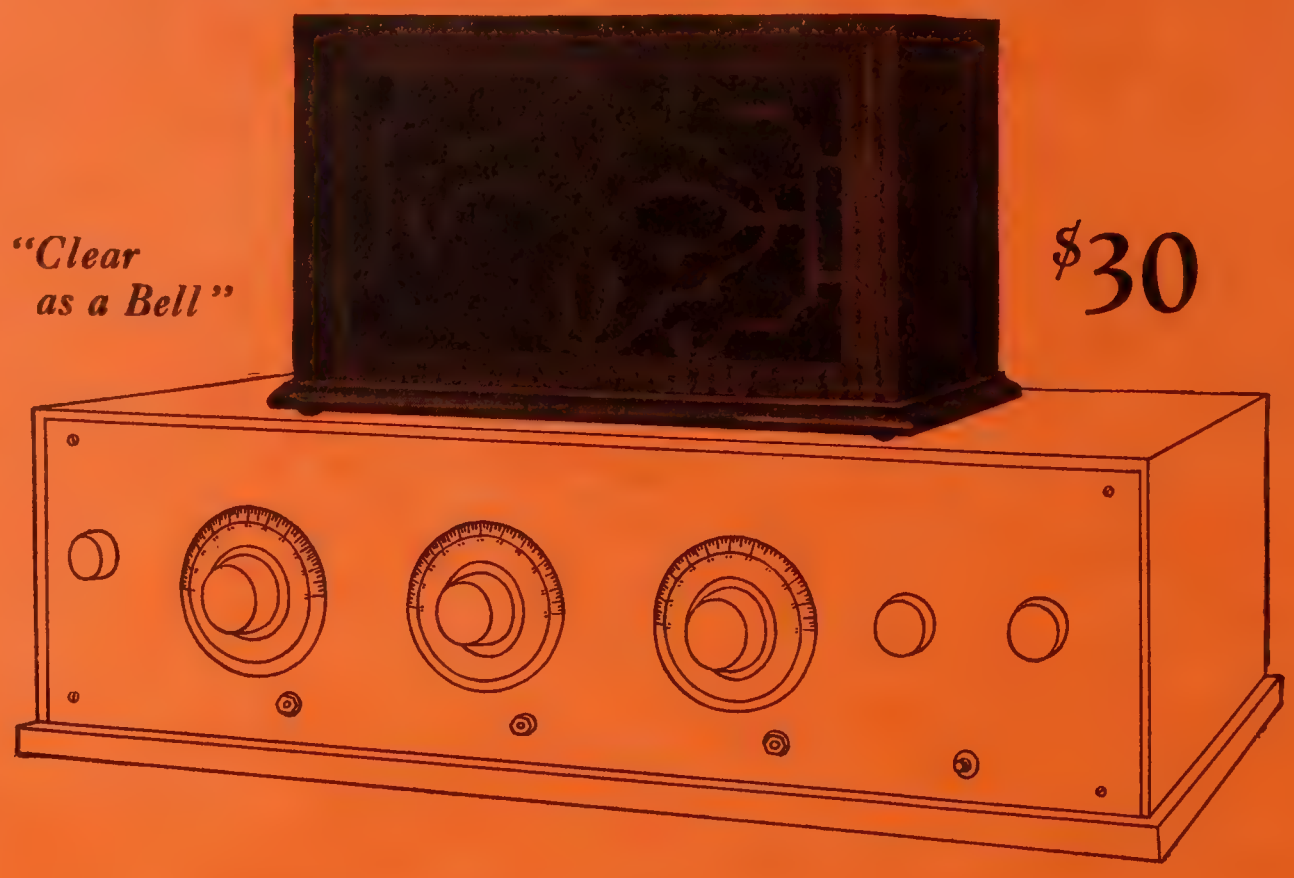
For the makers & sellers of talking machines

Published Each Month by Edward Lyman Bill, Inc., at 383 Madison Ave., New York, August 15, 1924

The best-known trademark in the world
designating the products of the Victor Talking Machine Co.

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

"Clear as a Bell"



$30

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

RADIO SPEAKER

With Concealed All-Wood Horn

Sonora's Past Record Assures Perfect Speaker Performance

THE Sonora Radio Speaker, merely because it is a Sonora sound reproducing product, is going to incite immediate widespread curiosity and interest. Thousands know of Sonora's beautiful tone. They realize that a leading phonograph company, with years of experience in tone production, would develop a wonderful radio speaker when it once entered the radio field. And when they come to your store for a demonstration, their ears will quickly convince them of Sonora's overwhelming superiority!

It will require very little selling or advertising effort to put over this superior speaker in your territory. This means low selling expense, which in turn, coupled with our remarkably liberal discount, makes the Sonora Radio Speaker a most profitable speaker to handle.

Try out the merchandising possibilities of this Speaker for yourself! Send your order for one Speaker today. Invoice for $30, less our regular discount, will come along later.

Sonora Phonograph Co., Inc., 279 Broadway, New York City

Makers of Sonora Phonographs, Sonora Radio Speakers and Sonoradios

Canadian and Export Distributer: C. A. Richards, Inc., 279 Broadway, New York

The Talking Machine World

Vol. 20. No. 8 | New York, August 15, 1924 | Price Twenty-five Cents

A. J. Heath New Manager Philadelphia Columbia Co.

Succeeds H. E. Gardiner, Resigned—Connected With Columbia Co. for Many Years—Has Wide Merchandising Experience

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., announced on August 1 the appointment of Albert J. Heath as manager of the Philadelphia branch of the company, succeeding H. E. Gardiner, who has resigned from the company's service. In announcing Mr. Heath's appointment to this important post Mr. Fuhri stated that he is ideally qualified for the position because of his wide acquaintance throughout the Philadelphia territory and the high esteem in which he is held by the trade everywhere.

A. J. Heath

Mr. Heath, although a young man in point of years, is one of the "veterans" of the talking machine trade, having joined the Philadelphia branch of the Columbia Co. fourteen years ago. He was appointed to the traveling staff and was a material factor in opening many important accounts during the year that he visited the trade in this territory. About a year later he was transferred to the Columbia executive offices in New York as a traveling representative for the general sales department, assisting salesmen in the various branches in the establishment of new accounts and dealer good will.

In 1912 Mr. Heath became interested in the retail end of the business, operating two large retail establishments in Brooklyn, N. Y., where the Columbia product was handled exclusively. After three years of successful retail activities, Mr. Heath rejoined the Columbia organization, accepting the position of manager of the Baltimore branch, remaining there until October, 1917. At that time Mr. Fuhri, occupying the post of district manager, appointed Mr. Heath manager of the Philadelphia office, and his intimate knowledge of merchandising conditions and the problems confronting the dealers enabled him to produce exceptional results in this post.

In 1919 Mr. Heath resigned from the Columbia organization to organize a wholesale concern known as A. J. Heath & Co., with offices in Philadelphia and Baltimore and built up a substantial and growing business. Mr. Heath, however, had kept in close touch with Columbia activities, and was delighted to accept the opportunity to rejoin his "alma mater" in the phonograph industry, particularly in view of the fact that he numbers among his friends dealers throughout the Philadelphia territory. Mr. Heath is recognized generally as a keen student of wholesale and retail merchandising, and since assuming his new duties on August 1 he has received letters and telegrams of congratulation from dealers everywhere who are giving him a cordial and hearty welcome upon his return to the Columbia organization and wishing him success in his new post.

Attended Ad Convention

Raymond Bill, vice-president of Edward Lyman Bill, Inc., publisher of The Talking Machine World, The Music Trade Review and other business papers, returned from Europe the first of this month. While abroad he attended the convention of the Associated Advertising Clubs of the World, which was held in London.

H. C. Cooley Made Sales Manager of the Outing Co.

Popular Talking Machine Man Will Do Much to Advance Interests of This Company

A. J. Coté, president and general manager of the Outing Talking Machine Co., Mt. Kisco, N. Y., manufacturer of Outing portables, announced this week the appointment of H. C. Cooley as sales manager of the company. Mr. Cooley has already assumed his new duties and is making his headquarters at the company's factory and executive offices in Mt. Kisco.

The appointment of H. C. Cooley as Outing sales manager will be welcome news to the company's jobbers and dealers throughout the country, as he is ideally qualified for his new work. For many years Mr. Cooley was a member of the Columbia sales organization, occupying the post of assistant manager at the New Haven and Philadelphia branches. More recently he was sales manager of the Spruce Diaphragm Co., Cleveland, O., and in this capacity established important jobbing connections in the leading trade centers. He is familiar with all phases of the talking machine industry, and numbers among his acquaintances dealers and jobbers throughout the country.

H. C. Cooley

The Outing portable has been a signal success since it was introduced to the trade several years ago, and at the present time it is being merchandised by representative wholesalers everywhere, and is also being distributed through Columbia branches. Under Mr. Cooley's direction it is expected that Outing jobbers and dealers will receive increased service and co-operation, and Mr. Cooley is planning to spend the greater part of his time visiting the trade and assisting in the development of Outing sales.

Arthur Walsh's Clever Article

In connection with the National Art and Industry Exposition, now being held at Atlantic City, a book is being published by the National Art and Industry Association and will be issued in the near future. In this important volume an article appears entitled "The Home Where Artists Dwell." It is written by Arthur Walsh, musical director and advertising manager of Thos. A. Edison, Inc., and constitutes a very impressive description of the influence of music in the home, and of the musical possibilities of the phonograph.

Lyon & Healy to Represent Cheney Line at Retail

Prominent Chicago Music House to Become Cheney Retail Representative September 1

CHICAGO, ILL., August 11.—The Cheney Talking Machine Co. announces that on September 1 the eminent house of Lyon & Healy will become a retail representative for the entire line of Cheney phonographs.

Commenting upon this very important move in the local retail field, A. C. Harper, president of the Cheney Talking Machine Co., spoke as follows to the representative of The Talking Machine World:

"Naturally, the Cheney Talking Machine Co. is proud to be able to say that the great house of Lyon & Healy has decided to take on the retail representation of the entire Cheney line of phonographs in Chicago. To be represented by this great institution is in itself no mean honor and we need hardly say that we look forward to a most dignified retail position for the Cheney as a result of the new connection.

"The Cheney Talking Machine Co. during the last year or so has been steadily adding to the number of its unusually fine accounts, which may be denominated, and the name of Lyon & Healy comes as a fitting capstone to the pyramid of great retail names associated with our product.

"The new double resonator models, we are assured, will have specially fine representation in the Lyon & Healy store and at the hands of the competent sales staff of that eminent house. In these models we feel that the last word to date has been said in respect of phonograph construction and it is fitting that the principal local activity in connection with their retail selling should be centered in the big institution at the corner of Jackson and Wabash."

W. F. Roche, manager of the retail talking machine department of Lyon & Healy, confirmed Mr. Harper's statement. "Yes," he said to The World representative, "we are taking on the entire Cheney line and will begin retail operations with it on September 1. Adequate preliminary announcements will be made in the newspapers and equally adequate arrangements within the store to give to this line a complete and satisfactory showing.

"A special Cheney room will be prepared in which the regular line will be shown and in the Art Room, along with art models of the Victor and Brunswick, will be placed the special art models of the Cheney.

"We reached the decision to incorporate the Cheney with our line upon various considerations. We were partly actuated by considering the great popularity the Cheney has acquired locally. Its very great acoustical merits, now so fully acknowledged everywhere, likewise weighed with us, while we were not unmindful of the extremely fine workmanship and design which are shown in the Cheney casework and general construction. Lastly, we gave due weight to the very great prestige which the Cheney has acquired owing to the vastness of the financial interests which stand behind it. We fully expect our association with the Cheney Talking Machine Co. to be both pleasant and mutually profitable."

New Gotham Zenith Jobber

Benj. Gross, president of the Radio Stores Corp., of New York, well-known radio jobber, announced this week that his company had closed arrangements with the Zenith Radio Corp., of Chicago, whereby Zenith radio sets would be distributed by his company. This important deal was closed at the New York office of the Zenith Radio Corp.

See second last page for Index of Articles of Interest in this issue of The World

Sales and Prospects Through Fair Exhibits

County and State Fairs Give Retailers Opportunity of Bringing Their Lines Before Many Live Prospects at the Right Time

Just about this time each year we begin to see an unfailing sign of the approaching Fall in the announcements of the county and State fairs held annually in practically every section of the country and to which particular attention is given in the country and semi-rural districts where farmers welcome such affairs as a medium for entertainment after the monotonous grind of planting and harvesting the year's crop In fact, the farmer in most cases welcomes the county fair as affording him an opportunity of spending some of the money realized from his Summer's effort, and with cash available he is likely to make important decisions as to what he is going to buy during the Fall and Winter.

Talking machine dealers, and for that matter dealers in musical instruments generally, have found that county fairs afford them an unusually favorable opportunity for getting in touch with the prospects in their localities under conditions that are most desirable. Music invariably has an appeal and the talking machine dealer, through the frequent playing of records with due regard, of course, for his neighboring exhibitors, can usually keep the space in front of his booth as well as the booth itself well crowded with interested listeners.

Holding the Interest of the Visitors

There are numerous ways of holding the interest of visitors, not alone by the playing of records but by the placing of comfortable chairs about the booths so that the foot-weary visitor can rest himself or herself while enjoying a demonstration of the records. The idea is to make the visitor comfortable and in a receptive mood and experience has shown that a surprising number of those who take the opportunity of resting in the booth can be developed into immediate buyers while the majority of the remainder make the best sort of prospects. It is not always possible to get sufficient booth space to provide room for any great number of chairs, but at the majority of the county fairs such space is easily available and should be secured wherever possible, for the reason that those who are compelled to stand any length of time in a crowd lose interest and if the attendance is large are liable to be pushed along the aisle and away from the display before the dealer or his salesman can make contact with them.

An instance in point occurred some time ago in New York, where at one of the exhibitions in Madison Square Garden a concern had a particularly interesting and appealing display of women's wear. The attendance at the show was of the record-breaking variety and as a result of the thousands of women who stopped at the booth to examine the articles and enthuse over them with every desire to purchase, only a very small percentage were able to make that purchase before being forced along the aisle and away from the booth by the crowd. Had the space been large enough to accommodate a few chairs the result would have been different.

The Value of the Fair Exhibit

The fair exhibit is regarded by many dealers who have had successful experiences with it as a very excellent means of securing prospects, any number of schemes being used to persuade the visitors to register. A simple method which is also very effective is that of offering an attractive souvenir free to all those who will register on cards provided for the purpose. Even should the souvenir, which naturally will bear the dealer's imprint, cost in quantities as much as ten or fifteen cents, it is a worth-while investment if a card is turned in for each souvenir and undesirables, such as small children, kept politely but firmly away from the registration desk.

Even though the exhibit is regarded simply as a means of getting prospects for future development and although some sort of guessing contest is used to arouse interest and encourage registration, that does not excuse the dealer for not seeing to it that the exhibit is properly manned with sales people who are competent to talk shop, for, properly handled, there are scores of prospects to be closed on the spot during the course of the show and who, once outside the building, might possibly get into the hands of a competitor.

Discouraging the Non-buying Element

It is all very well to have members of family and friends congregate in the booth to admire its arrangement and listen to the music, but the dealer should no more encourage the practice than he would encourage the same non-buying element making a lounging place of his store and blocking the doorway. If the exhibit is worth while it is likely to cost enough to make earnest effort essential as a dividend getter.

The various accessories to closing of the sale should be on hand at the booth, such as contracts, sales slips, order blanks, etc., and, in the event that the prospect has been brought to the buying point but does not see a model that appeals to him, it will be found worth while to keep a car parked nearby in which to whisk him to the main store for the purpose of closing the deal.

At every fair there are three classes to be interested, the men, the women and the children. The first, as a rule, offers the best material on which to concentrate sales effort, for they generally produce the money with which to buy. The women are the ones who help fill prospect cards, for they are generally very willing to sign up and give necessary information in exchange for a souvenir. For the children there should be provided some suitable top or puzzle, hundreds of which are available at small cost and many of them supplied by talking machine manufacturers and designed to carry the name of the product and dealer's imprint as a permanent advertisement into the home.

Results From County Fairs Are Fivefold

In any event the county fair should not be overlooked by the talking machine dealer, for its value has been amply demonstrated by experience. The results are fivefold. First, an opportunity of displaying and demonstrating the dealer's products under favorable conditions; second, an opportunity to provide for the comfort of fair visitors and gain their good will; thirdly, a genuine opportunity for making sales; fourth, an excellent chance for compiling a live mailing list and, fifth, an opportunity for demonstrating to the masses that the talking machine can provide worth-while entertainment.

Building Nears Completion

OCEANSIDE, CAL., August 7.—Construction has been under way for the past month or so on the building which is being erected at Second street near Freeman street and which when completed will be occupied by a music store conducted by Ellis Redel and a radio shop to be conducted by Ronald Johnson.

TWO HEADQUARTERS

Famous NYACCO Albums

Established 1907

The NYACCO Line is Complete

No matter what your requirements in record albums are, we have just what you want.

Save Time and Freight Charges

Our two factories not only make our leadership in the album field unquestionable, but save the dealer time and freight charges if he sends his order to the nearest factory.

New York Album & Card Co., Inc.

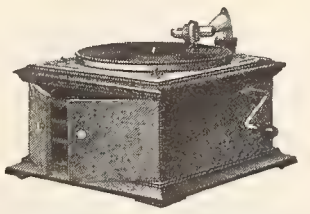
NEW YORK
23-25 Lispenard St.

CHICAGO
415-417 S. Jefferson St.

Pacific Coast Representative: Munson-Rayner Corporation { 643 South Olive Street, Los Angeles, Calif. / 86 Third Street, San Francisco, Calif.

Victor supremacy is the supremacy of performance

Victrola IX, $75
Mahogany or oak



Victrola VI, $35
Mahogany or oak

And with its sphere of influence constantly expanding, the Victor offers ever-increasing opportunities to every dealer in Victor products.

Victrola No. 111
$225
Electric, $265
Mahogany, oak or walnut

Victrola No. 125
Mahogany, **$275**; electric, **$315**
Walnut, **$325**; electric, **$365**

Victrola No. 210
$110
Mahogany, oak or walnut

Victrola No. 240
$125
Mahogany, oak or walnut

Victrola No. 405
$250
Electric, $290
Walnut

There is but one Victrola and that is made by the Victor Company—look for these Victor trade marks

TRADE MARK

Victrola

REG U S PAT OFF

Victor Talking Machine Company, Camden, N.J.

Victor Talking Machine Co. of Canada, Ltd., Montreal

Air Mail Brings World to Coast in Record Time

Jobbers and Dealers in San Francisco Read Talking Machine World Two Days After Publication Date Through Progressiveness of the Th. Goldschmidt Corp., New York

San Francisco, Cal., August 7.—Talking machine jobbers and dealers in this city had an opportunity of reading the July 15 issue of The Talking Machine World two days after its publication date, thanks to the speed of the U. S. air mail service and the progressiveness of the Th. Goldschmidt Corp., New York. The complete issue of the July World, containing a

One of the Air Mail Planes

double-page spread in colors featuring N. & K. imported loud speakers, head phones and phonograph units, was forwarded by air mail from New York by the Th. Goldschmidt Corp. to its representatives on the Pacific Coast, H. J. Gute & Co. Mr. Gute was so enthusiastic regarding the paper and the advertising that he personally took his copy around for the inspection of the leading phonograph jobbers and dealers in San Francisco. Among the members of the trade he called upon were R. E. Wolfinger, manager of the phonograph department of the Wiley B. Allen Co.; John E. Bray, manager of the phonograph department of Kohler & Chase; J. T. Carey, manager of the talking machine department of the Rudolph Wurlitzer Co. and Sherman, Clay & Co.

Mr. Gute reported by air mail the cordial and hearty welcome which greeted the showing of the July issue of The Talking Machine World and the N. & K. advertising to the trade in a letter which he mailed from San Francisco Saturday, July 19. This letter arrived in New York on the 21st and was delivered to the Th. Goldschmidt Corp., 15 William street, next day.

Aeolian Building Sold to Schulte Cigar Stores Co.

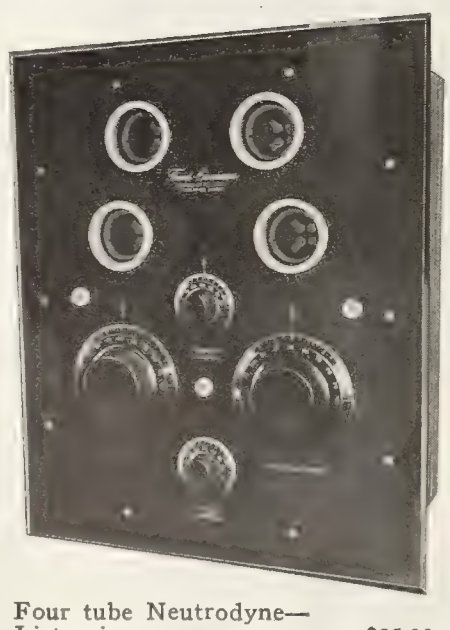
Seventeen-story Structure Housing the Aeolian Co. and a New York Musical Landmark Sold —Company Continues to Retain Quarters

A real estate deal of particular importance and interest both to realtors and the music trade was consummated last week in the purchase of the Aeolian Building, 29-33 West Forty-second street, by the Schulte Cigar Stores Co. for investment purposes. The amount involved in the deal is believed to be close to $6,000,000.

The sale of the Aeolian Building is taken to reflect a notable forward step in Aeolian Co. affairs which have developed decade after decade so rapidly as to force many changes of location for the purpose of securing additional facilities. Under the terms of the present sale the Aeolian Co. may continue to occupy the building, in which are located its international headquarters, until May 1, 1929, and possibly for a longer period. It was stated by officials of the company that an announcement of future plans would be made at a later date.

The Aeolian Building, seventeen stories high, has been since the time of its erection one of the notable structures in the Times Square district, with a frontage of seventy-eight feet on Forty-second street facing the open reaches of Bryant Park, and the same frontage on Forty-third street, on which thoroughfare is the entrance to Aeolian Hall. This auditorium, which seats about 1,100 persons, has been a center for musical affairs from the time of its opening. The Aeolian Building was erected in 1912 from the design of Warren & Wetmore, architects, to meet the special requirements of the owners and a section given over to the Aeolian Co.'s building included the spacious and imposing ground floor warerooms.

The Aeolian Co. is well known in the talking machine trade as the manufacturer of Vocalion phonographs and Vocalion Red records to which division of the business a substantial section of the company's quarters in the Forty-second street building is devoted. The Aeolian Hall on Forty-third street has witnessed the appearance of many artists whose voices and pianistic interpretations have been recorded on Vocalion Red records or Duo-Art piano records.



Announcing

FREED-EISEMANN

RADIO PANELS *for*

VICTROLAS

Four tube Neutrodyne—
List price $95.00
Less regular discount

Phonograph Dealers will be quick to realize the great sales advantages of being able to offer a radio and phonograph in which are combined the names of two leading manufacturers in their respective fields.

Freed-Eisemann, as usual, is not only first to announce special panels for Victrolas but, what is just as important, *they are available for immediate delivery.*

ORDER DIRECT FROM

GREATER CITY PHONOGRAPH CO.

234 West 39th Street New York City

Distributors for FREED-EISEMANN *Radio Products*

R. C. A. Distributors' Service Class Formed

First Session of What Promises to Be Most Successful Sales and Service Plans Organized

The Radio Corp. of America has just organized a distributors' service class which promises to be one of the most successful sales and service plans that have been introduced in the radio industry. The first session of the class was held at 98 Worth street, New York, in the technical classroom of the Radio Institute, under the supervision of L. L. Manley.

Six sessions were held at this informal convention, which were attended by more than forty representatives of R. C. A. distributors in the Eastern district. The various Radiola products were discussed at these sessions, including the Super Heterodyne, Regenoflex and other standard Radiolas. Interesting and informative addresses were made by well-known engineers associated with the Westinghouse Electric Mfg. Co., General Electric Co. and the Radio Corp. of America.

A delegation from the class visited the WJZ and WJY broadcasting stations and another class of service men inspected the R. C. A. service station. Groups of service men attending the class also inspected the General Electric Works in Schenectady, N. Y., and the Westinghouse plant at Springfield, Mass. An inspection was also made of the Harrison Lamp Works, at which a practical demonstration was made of three of the most important tests to which vacuum tubes are subjected before packing. It is expected that future meetings of the distributors' service class will be held in the near future, and there is no doubt but that these classes will promote a better understanding between manufacturers and distributors in regard to both apparatus and business policy.

H. E. Gardiner's Important New Pacific Coast Post

Becomes Assistant to Sonora Sales Manager Covering Pacific Coast Territory—To Work With Jobbers—Headquarters in West

Frank J. Coupe, vice-president in charge of sales of the Sonora Phonograph Co., Inc., announced this week the appointment of H. E. Gardiner as an assistant to the sales manager covering Pacific Coast territory. Mr. Gardiner will make his headquarters on the Coast and will work in close co-operation with the Sonora jobbers in Los Angeles, Cal., and San Francisco, Cal. He is ideally qualified for his new post, as he has been identified with the talking machine industry for a number of years, having recently resigned as manager of the Philadelphia branch of the Columbia Phonograph Co. The Sonora Phonograph Co., Inc., appointed new jobbers in San Francisco and Los Angeles only a few weeks ago, and Mr. Gardiner will, therefore, have unlimited opportunities to cooperate with the Sonora trade in this territory.

Columbia Co. Announces "The Little Ramblers"

Announcement is made by the Columbia Phonograph Co., Inc., of the discovery of a new dance music combination called "The Little Ramblers," gathered together especially for the production of an original type of blue-jazz dance music. Their first appearance on phonograph records will be marked by the special release of "Arkansas Blues" and "Them Ramblin' Blues," Columbia Record No. 175-D. The Little Ramblers have something unusual to offer the trade and public, and Columbia dealers who have heard their first records are keenly enthusiastic regarding their sales possibilities. The orchestra gets an entirely novel effect in its music, emphasizing the melody and accentuating the rhythm.

Victor supremacy is the supremacy of performance

Victrola VI, $35
Mahogany or oak

Victrola No. 50 (Portable)
$50
Mahogany or oak

The commercial triumphs of the Victor naturally follow its musical superiority. This inevitable result is a consideration of vital importance to every dealer in Victor products.

Victrola No. 80
$100
Mahogany, oak or walnut

Victrola No. No. 100
$150
Mahogany, oak or walnut

Victrola No. 220
$200
Electric, $240
Mahogany, oak or walnut

Victrola No. 260
$150
Mahogany or walnut

Victrola No. 410
$300
Electric, $340
Mahogany

There is but one Victrola and that is made by the Victor Company—look for these Victor trade marks

TRADE MARK
Victrola
REG U S PAT OFF

Victor Talking Machine Company, Camden, N. J.
Victor Talking Machine Co. of Canada, Ltd., Montreal

Profiting by Quick Turnover of Trade-ins

How the Pearson Co. Disposed of Forty Used Instruments in Ten Days Through a Window Display—Uses Truck in Canvassing Drive

Handling trade-ins so that the transaction proves profitable for the talking machine dealer presents many problems upon whose solution depends not only the intelligent merchandising of the instruments on which an allowance has been made, but also the consummation of a profitable transaction in the sale of the new instrument on which the dealer made an allowance by taking an old talking machine off the hands of the customer. In this connection a new factor has entered the business which further complicates the trade-in problem. The growing popularity of combination radio and talking machines is throwing back into dealers' hands many talking machines the owners of which desire the combination, although this is not as bad as it might be, in view of the fact that many retailers are installing radio in the instruments already in the homes of customers.

Loss Through Trade-ins

There is a mighty good chance of the dealer losing through making too liberal allowances on old talking machines in his anxiety to dispose of a new instrument in the face of the stiff competition which is encountered at the present time. It is the dealer who considers every phase of the situation and makes an allowance fair to himself and his prospect and who is firm who wins out. Before setting an allowance on an old instrument many things must be considered. For example, there are the resale possibilities of the trade-in; expense sometimes involved in putting the old machine in salable condition; overhead in connection with stocking, selling, delivery, etc., and it must be borne in mind that these latter charges are as large as in the case of selling a new machine. Furthermore, if the retailer simply relegates these trade-ins to the stockroom and makes no attempt to sell them they pile up and soon become a serious problem.

The writer knows of one dealer who made no attempt to dispose of trade-ins for several years, simply placing them in a large stockroom which adjoined the store. The only sales of these instruments made during this period occurred when a second-hand instrument was specifically asked for. The result was that the retailer finally realized that he had approximately fifty old instruments on his hands, some of them in fairly good shape and others little more than junk. He did a little figuring and was astounded to discover the large amount of money which this "dead" merchandise represented and, accordingly, he decided to get rid of them at any cost. So he gave each of his outside men instructions to concentrate on these instruments at every opportunity, he advertised, and he arranged a window display, but before he could dispose of these instruments he was compelled to price them ridiculously low and he lost considerable money, due to the growth of the overhead during the long period in which the instruments had occupied space which could have been put to more profitable uses and also because he had made too large allowances on them. That dealer learned his lesson and now when a trade-in deal is made he immediately takes steps to dispose of it. He has compiled a fair list of prospects who might be in the market for a very cheap instrument and no time is lost in reaching them with news of the bargain.

How the Pearson Co. Handles Trade-ins

The Pearson Piano Co., of Indianapolis, Ind., which operates a profitable talking machine department under the managership of F. X. Donovan, finds that vigorous action in disposing of trade-ins pays.

"First of all, in taking back an instrument in exchange for a larger instrument or some other type of talking machine," states Mr. Donovan, "we make the figure on the trade-in so low that the used instrument can be placed in our window and a large sign placed thereon with the selling price at such a ridiculously low figure that it simply sells itself without much delay. On all trade-in instruments we make such a small allowance that we can follow this plan through all the time. On regular repossessed instruments where the selling price has to be almost as high as the original price we sell these instruments out through the smaller towns surrounding Indianapolis. Our average disposal, using this method, is the sale of one talking machine a day.

Window Display and Canvassing Best

"We have found that newspaper advertising does not move this class of merchandise very quickly. We get much better results through the two methods mentioned. We crowd our window with used upright machines, place on them large flashy cards bearing the name of the instrument, the original list price, the fact that we have taken it in in trade, and in large figures the new selling price, using figures such as $29.50, $39.50 and $49.50. Probably in cities where there is a strong undercurrent of price-cutting such a display would attract no particular attention, but we get very fine results in Indianapolis. During a period of ten days here recently we sold close to forty machines from our window alone. From our truck through the country districts our sales usually average one sale a day."

Many Sales Opportunities

The field for the disposal of trade-in instruments is a large one and there should be no real difficulty in making sales. In every city there are any number of people who, unfortunately, cannot afford to purchase the expensive new machines and who would be glad to secure a second-hand instrument at a low price. Also it is poor policy to lose sight of the prospects of creating record customers through the sale of these trade-ins and also the fact that many of the purchasers of the old machines may some day be in the market for new ones.

OKeh and Odeon Records

ALWAYS at the convenience of all Okeh dealers throughout the Metropolitan district—thoroughly complete stocks of the popular, fast-selling Okeh and Odeon Records, and our smoothly running organization adequately equipped to fill every order speedily, accurately and completely!

GENERAL PHONOGRAPH CORPORATION
New York Distributing Division
15 West 18th Street New York City
BUY OKEH NEEDLES—They Keep Record Sales Alive!

Plan to Promote Latin American Broadcasting

The adoption of an entirely new and extensive program for the promotion of radio broadcasting in Latin America by American interests following the abrogation of an agreement under which the American companies had jointly participated in South American radio business for the past three years with interests in England, France and Germany, was announced to-day by General J. G. Harbord, president of the Radio Corp. of America, who said the new plans gave the United States its first unrestricted opportunity to utilize fully its resources in developing radio in South America. Five of the principal countries of the continent, Argentina, Uruguay, Chile, Venezuela and Brazil, will benefit by the new plan, according to General Harbord.

The program not only includes a change in the system of distributing merchandise, which enables the American company to direct its radio activities with far greater efficiency than the previously existing arrangements had permitted, but it involves in addition the introduction of a practical method for the support of broadcasting which will be first applied as a trial to the broadcast station at Buenos Aires.

Guisinger Co. to Move

Fayetteville, Ark., August 5.—The new building of the I. W. Guisinger Music House is rapidly nearing completion and, according to the present plans of the company, formal occupancy will be taken some time next week. A clearance and removal sale of all types of instruments was held recently and was most successful and the stock is now in excellent shape for removal. The new location will give the company three working floors.

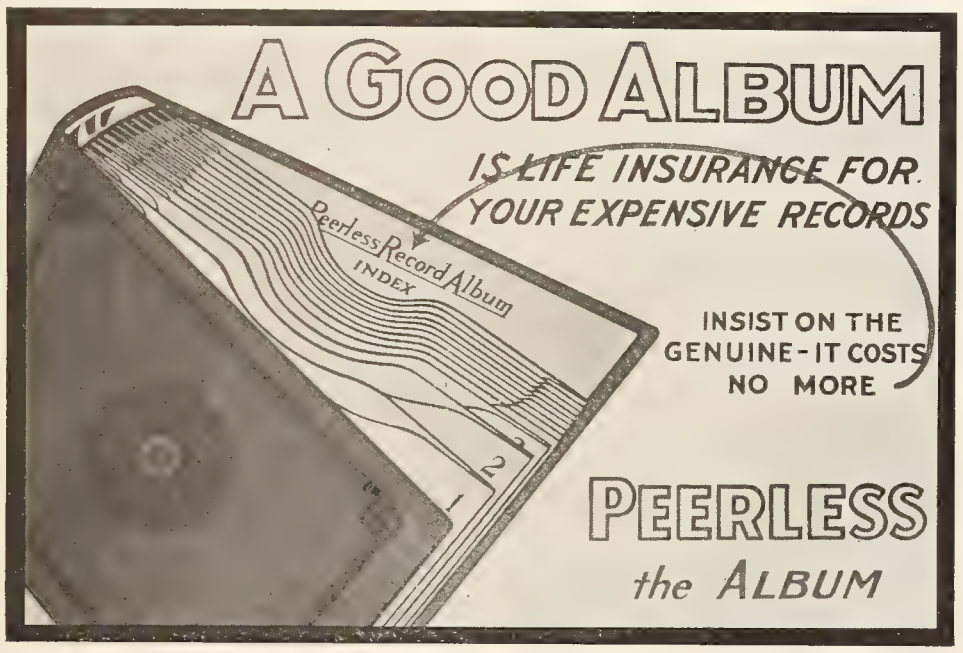
All honest dealing is based on sincerity. All solid success is founded on it. And never for a single month could friendship last without it.

A Sign of the Times

However attractive in appearance the PEERLESS ALBUM may be, we know that its selling appeal is increased by a good sign, so we have had one made. Here it is, ready to be mailed to you upon request.

This sign, in *your* show window, bespeaks of quality that is uncommon. It is an indication to the public that you not only have record albums to sell but that your albums are best, because they bear the trade-mark of PEERLESS.

Write To-day For This Brilliant Show Card For Your Window— It's GRATIS



Absolutely Free—As A Mark Of Service To All Music and Talking Machine Dealers

Such a well known and popular utility, among phonograph owners, as the PEERLESS RECORD ALBUM, certainly deserves front rank prominence in your show window.

NOTE: Watch for the announcement next month of Peerless Loose Leaf combination album—with eight 10″ and four 12″ interchangeable leaves. This album is particularly adapted to the full score of the Victor records of Cavalleria Rusticana. Write for advance information and details.

Peerless Radiolog. Every one of the several million owners of Radio sets wants a Radiolog—Dealers are merely supplying demand. Supply your trade and reap the profits.

Samples Sent on Request

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

636-638 BROADWAY
NEW YORK

WALTER S. GRAY CO.
Pacific Coast Representative
San Francisco and Los Angeles

L. W. HOUGH
146 Mass. Avenue
Boston, Mass.

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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Long Distance Telephones—Numbers 2642-3-4-5-6-7-8 Vanderbilt
Cable Address: "Elbill," New York

NEW YORK, AUGUST 15, 1924

Business Outlook Materially Improved

AFTER some months of subnormal business, with the demand so slight in some quarters that many retailers declared it did not exist, there has come a ray of sunshine through the business clouds in the form of announcements of rapidly increasing prices for wheat, corn and other farm products and for hogs.

To the retail talking machine dealer in a congested section of a large city these jumping prices may not have appeared significant, but to the dealer in the wheat and corn belts the news is accepted as marking the approach of a new era of prosperity such as has not been enjoyed by the merchants of the country for the past four or five years.

It is an accepted fact that upon the prosperity of the farmer depends in a large measure the success of the business of the country as a whole, for he represents a buying power that has a distinct effect upon market conditions. When the farmer is getting less for his crops than they cost him to plant and cultivate, when he continues to borrow and does not repay, when he has available only sufficient cash to meet the necessities of existence, then he is holding from circulation, unintentionally, millions upon millions of dollars that ordinarily would go for the purchase of the things that make life worth living, among them talking machines and other musical instruments.

This reaction to the higher prices is particularly noticeable in the Northwest where things have looked pretty blue for business men in all lines for a long time past. Instead of seeing banks crash one after another, because attempts made to recall farmers' loans were unsuccessful, these business men of the Northwest find that the farmer is paying off his debts and is in a frame of mind to enjoy some of the luxuries he has denied himself the past few years. It is the belief throughout the grain-growing sections that this new prosperity is going to be long and enduring, and the stimulus that has been given to business is most tangible.

It has been computed roughly that since July first the wealth of the country has increased something over $1,000,000,000 as a result of the jump in prices of farm products, and a billion dollars turned loose into the channels of trade are bound to set things humming. Then, as a noted writer puts it, we have in America 60 per cent of the world's purchasing power resulting from the continued importation of gold, and further we have not fully estimated the beneficial effect ensuing from the adjustment of European political affairs based on the Dawes plan.

For those who have been marking time, and who have been in doubt regarding what the immediate future holds forth from a business standpoint, this new improved condition should bring particular satisfaction. It means that the business for the future months is assured, whether the merchant be located on the Seaboard or in the Mississippi Valley—it means a natural healthy prosperity, without inflation and with plenty of competition, but, with it all, welcome profits.

Elucidating the Problem of Trade-ins

UNLESS certain talking machine dealers are a little more cautious in the matter of accepting used machines as part payment for the latest models with or without radio equipment, this trade is going to face the same problem that has served to milk millions of dollars of potential profit out of the piano trade in the last two or three decades.

Successful handling of the trade-in—and unquestionably the trade-in is going to become an increasingly important factor of the talking machine trade as time goes on and the replacement business becomes more pronounced—lies in a thorough understanding of the fact that the value of a used instrument is solely in its salability, If $50 is allowed on a ten-year-old machine that when repaired and freshened up can be sold only for that amount, if at all, and then after considerable delay, the dealer has lost between $25 and $30 of his profits on the deal, after he has charged off cartage, storage, repair costs, and a selling expense that is often higher on a used instrument than on a new one.

There are at the present time dealers who already have accumulated stocks of used machines taken in exchange that not only waste valuable space in the storage rooms, but represent just so many hundreds of dollars' worth of lost profit, and of capital tied up, that otherwise might be turned over for the bringing in of more profit. Too many dealers are prone to regard the sale as a unit, and neglect to analyze the results of the sale. If it is necessary to make an unprofitable exchange in order to dispose of a new instrument, then the deal might have been better left unmade, for a new machine on the floor is still a source of potential profit, but a used machine exchanged at a valuation far beyond its actual worth is nothing more or less than a liability.

Why Dealers Should Not Delay Placing Orders

THE retail talking machine dealer who expects to remain in business this Fall and Winter, but who has not yet laid definite plans for suitable stock or has neglected placing definite orders for machines calculated to meet every normal requirement of his business up to the first of the year at least, is treading on highly dangerous ground, for the reason that if even a normal business develops within the next few months he is going to have difficulty in getting through last-minute shipments from manufacturers, who, as a matter of business efficiency, base their production on definite orders on hand rather than prophecies of large orders. Should the awakening prosperity of the country continue to develop between now and the first of the year the position of the dallying dealer is going to be even more dangerous, for he will be called upon to handle an abnormal volume of trade with a subnormal stock.

The leaders of the industry have for some time past prophesied a Fall and Winter season full of opportunities for the retailer, and although they may not have been taken seriously at times, recent developments have served well to substantiate their claims that business was distinctly on the mend and held great promise of activity. If the wholesaler can be held to be the guide to the situation then a wave of good business may be had, for there are reports from all sections of the country of very substantial increases in orders from dealers, particularly for records, which is significant, because in the frame of mind in which he has been for some months past the average dealer comes close to selling first and ordering afterward.

This matter of preparing for the Fall has to do not only with the regular standard models of machines which manufacturers have offered for the past few seasons, for it is to be regarded as a matter of only ordinary business with them to see that these standard

models are in stock, simply as a matter of routine. The problem comes in getting sufficient stocks of the newer models of machines—those complete in themselves as well as the various types equipped with radio receivers or built for the installation of such receivers.

In connection with instruments of these newer types the retailer must depend upon his own good judgment and upon his own analysis of his territory and its requirements to guide him in building up a stock that will meet the demand that has been and is being created both as a result of the national advertising of the manufacturers and the natural interest that the new combinations particularly arouse.

One concern alone has found an actual demand this year of sufficient volume to warrant the manufacturing schedule calling for the production of instruments forty-eight per cent in excess of the output of the same plant last year. This demand is actual and not theoretical and is taken to indicate that some dealers have made up their minds to be prepared. It is to be admitted, of course, that over-buying is just as unpardonable as under-buying, but the experienced merchant is much more liable to suffer from the latter than from the former trouble.

With a knowledge of his normal requirements, of the situation in his territory and of the national conditions calculated to affect local business, the average retailer is in a position to order freely with little or no danger of any serious overstock. And he must remember that the instrument left on the floor after the peak of the buying is over can still be sold with proper effort, but the instrument that is not available when the sale is ready means a lost profit that is not recoverable. There is no need for frantic preparation in anticipation of an instrument shortage, but there is need for advance preparations for a normal season's business—preparations that will leave the months to come free for the work of selling.

Upholding Honorable Merchandising Methods

THE retail music industry, and particularly the talking machine trade, has been educated, practically one hundred per cent, on the idea of one-price selling and the success of this training is evidenced in the caution shown by many dealers in entering the radio field, not because they do not believe in radio and its future, but because they felt some doubt as to the question of price permanence.

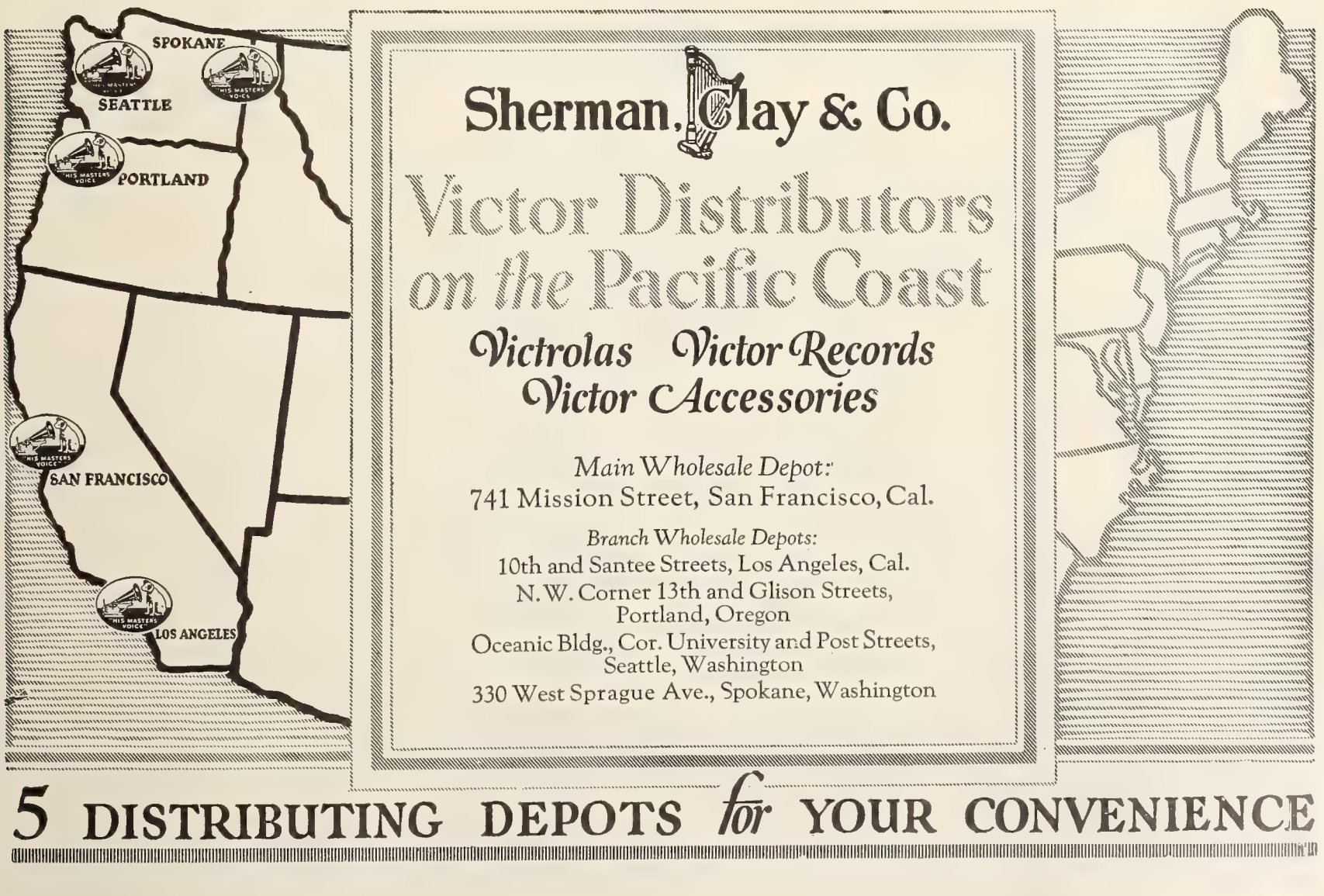
The developement of the "gyp" dealer in the radio field is due primarily to the chaotic merchandising situation growing out of a boom demand for radio products beyond the ability of manufacturers to satisfy. The question for many months was not that of sound merchandising but rather of filling automatically and as far as possible a flood of orders which came in to the manufacturers from every Tom, Dick and Harry.

That the condition developed was not the result of intention on the part of the manufacturers, or at least that proportion of them ranking as sensible business men, but its continuation can certainly be laid at the doors of those manufacturers of radio apparatus who are still living for the present and who work for the simple filling of orders rather than for the building up of a permanent channel of distribution and a merchandising policy that is sound.

The radio industry, or at least the production end, has developed to a point where there is need for merchandising and distributing policies that are constructive and have in view the future of the industry as well as the present. If radio is a passing fad, then any selling system may do, but if it is to be, as is believed, a permanent factor, then right methods are essential.

A number of leading manufacturers in radio receiving sets and equipment have sensed this need of better merchandising, and have adopted various ways and means from the selection of their own dealers to the elimination of jobbers, in an effort to keep their products in the stores of legitimate price-maintaining dealers and out of the hands of the "gyps" who, as is the case with all price cutters, have been using trade-marked and patented goods of recognized quality as bait for the sale of products of the inferior type.

The maintenance of resale prices under the law as it now stands is difficult but the earnest manufacturer can still do a great deal, and legally, to keep the business clean. As the merchandising of radio apparatus becomes more stable, the interest of the music industry in the marketing of radio products will increase in direct proportion. That manufacturers are realizing this condition of affairs and are acting accordingly holds much promise for the future of the industry.



Who Says There Is No Summer Business?

Proof That the Calamity Howlers Are Wrong in Their Assertion That Business Flies When Summer Comes—Work Always Wins

The Summer is with us and the pessimists are in their glory. Business is conspicuous by its absence and there are only breakers ahead. Everybody is away and there is no one left at home to buy, and so the sad story goes. But—there is always a but, you know—now and then a bright ray of optimism penetrates this sea of gloom, driving through the murk like a sharp sword, pointing a moral and exposing to the light of day a great truth, which the pessimists too often apparently ignore.

Who Says There Is No Summer Business?

That bright ray is the refutation of the weary wail of the pessimists by dealers who are actually enjoying a fair volume of business and show their books to prove it. Articles in The World during the past month or so have described how a few of these dealers are overcoming the undeniable lethargy induced by vacation plans, and the drowsy Summer days. Rave on, pessimists, but first read the following:

The talking machine department of the Batterman store in Brooklyn is canvassing the countryside for business and getting it. Public demonstrations followed by a clean-up canvassing campaign are bringing home the bacon for this live concern.

Who says there is no Summer business?

The talking machine department of Hahne & Co., Newark, N. J., reports a 33⅓ per cent increase in business the first six months of this year over the same period of last year. The comparative sales records of the concern vouch for the truth of the story. Keeping on the job and letting slide not a single opportunity for closing a sale in spite of the heat is how it is done.

Who says there is no Summer business?

Up in Stamford, Conn., there is a dealer a considerable distance removed from the main shopping district of the city who is finding that the canvassing route is the best road to continuous good business. He goes after the foreign-born people of the city and adjacent towns, a class of trade too often neglected, and his sales are large enough to prove the soundness of his judgment and the mistake other dealers are making in overlooking their opportunities. These people do not go away during the Summer and they like music. That's an unbeatable combination in favor of the dealer who really wants business in the Summer badly enough to go after it. Are you overlooking a similar opportunity for a few extra sales during the "dog" days?

Who says there is no Summer business?

Another live retailer in the Middle West finds the Summer a good time to push sales of used instruments which have accumulated as trade-ins, repossessions, etc. An advertising campaign tied up with a window display of these instruments resulted in the sale of close to forty instruments. Furthermore, he has automobile trucks canvassing the country districts, and these salesmen dispose of an average of one machine a day, also a considerable number of records.

Who says there is no Summer business?

The Victor Co. is removing one of its old buildings in Camden to make room for a new ten-story skyscraper to be used for manufacturing—increasing Victor production even more. The company also has announced that its plans include a 48 per cent increase in production of instruments this year over 1923. There is a reason in back of this and that reason is that many retailers handling the Victor line are doing a good business the year around, whether it be Winter, Spring, Summer or Fall.

Work Never Fails to Win

The foregoing simply proves again that the chair warmer and inactive dreamer is the one who has the greatest cause to complain. The chap who is energetic enough to go out with the grim determination to dig up business and prospects during the Summer months has no time to complain and does not do so if he has the time for the very simple reason that there is no reason for complaining. Everybody does not go away during the Summer. Look about you and see the swarms of people who are forced to secure their pleasure in the old home town and who are lucky to even get away for the usual two weeks' rest. People are still buying talking machines and records, despite all reports to the contrary, and then, too, there is radio. The fact is that the talking machine retailer today is in a better position than ever before to secure business during the Summer months. He has a greater variety of instruments and better and more appealing products to merchandise than he has ever had in the past. There is still a market for the beautiful console and upright instruments, from the cheapest to the most expensive. And for those who are restricted by limited purses there are always portable talking machines and used instruments, and for the fortunate persons who intend to go on auto trips, camping expeditions, or to the seashore or mountain cottage the portable talking machine or radio is now almost a necessity to the complete enjoyment of the vacation.

Merchandising vs. Storekeeping

The great difference between the dealers who complain of slack business and those who do not is that the former rest on their oars and drift along waiting for the automatic improvement in demand which he fondly hopes will come soon, and the latter works harder than ever before to bring up sales volume. In short, the former is a storekeeper and the latter is a merchandiser.

Who says there is no Summer business?

Display Cards Feature the Victrola Radio Models

The Musical Instrument Sales Co. has just prepared a set of four display cards, featuring the four Victrola specials—radio models, 215, 400, 405 and 410. These cards measure 16 inches high by 11 inches wide, are painted in five colors and easeled for standing. The company has received quite a number of requests from its dealers for this series of cards which are being used to feature these Victrola specials.

New "Talker" Tax in Japan

Washington, D. C., August 6.—A duty of 100 per cent ad valorem is to be imposed upon all phonographs, graphophones and other talking machines imported into Japan under a bill which is now before the Japanese Diet, it has been reported to the Department of Commerce through the Japanese Embassy.

A large number of commodities are to be subjected to this heavy duty with a view towards curtailing the importation of luxuries, encouraging thrift and balancing foreign trade.

Open Music Departments

Kansas City, Mo., August 5.—M. C. Schoenly, talking machine wholesaler, reports a number of new accounts, the most prominent of which are a new music department at the Christman Department Store, Joplin, Mo., the talking machine department opened at the Home Furniture Co., Sand Springs, Okla., and a similar department opened at the Tussendorf Furniture Co., Onaga, Kan.

Telletone Co. Chartered

The Telletone Co. of America, New York, was incorporated to manufacture radio apparatus, at Albany recently, with a capital stock of $25,000. The incorporators include R. R. and A. Spira and L. Ellison.

HONEST QUAKER

REG. U.S. PATENT OFFICE & CANADA

Main Springs and Repair Materials

Never Claiming Perfection but forever seeking it we offer a Service to the Phonograph Industry that is used by successful merchants in every part of the world.

OUR CREED:

Never shall any item be illustrated in our catalogue unless we are in a position to fill your orders promptly. Never shall any of our merchandise be other than exactly as illustrated, and never shall anyone in our organization be authorized to make any statement that is not authentic, consistent with proper and good business dealings and such as we would expect from you.

REPLACEMENT PARTS FOR EVERY MOTOR, TONE ARM and REPRODUCER

Business-Killing Radio Fallacies Refuted

No Revolutionary Developments in Radio in Sight, Says Charles C. Henry, Radio Engineer for the Sonora Phonograph Co., Inc.

We hear so many say that radio is still undeveloped. That there are to be new instruments available, which will revolutionize the industry. That some new static eliminator will filter out all Nature's needle noise. That Marconi will yet produce radio which we will carry around on our hats or some such thing. That smoother operation will result when balloon-tired antennas are perfected. That the house telephone line will again become a potent source of entertainment. That loud speakers will become a part of the refrigerator, the hat-rack and the medicine-chest. Good vacuum tubes will be sold regularly for 50 cents with bargain sales at 39 cents each, and that the $25 receiving set of the future will be able to provide soothing entertainment for a mammoth country home with enough air energy left over to amuse the neighbors for miles around.

Radio Transmission Over Twenty Years Old

Let us indulge in reminiscence and observe how sensibly and gradually communication devices really develop. Some of you are old enough to remember years ago when writers prophesied that every telegraph instrument in the country would be silenced in the course of a few months by the new infant, the telephone. Yes, we were going to carry a telephone instrument in our pocket, so that when our bicycle threw a tire from too much "scorching" we would telephone the nearest service station for a spare. And every railroad car and locomotive was to be equipped with an intercommunication telephone. Even hungry but industrious farmers in the field would attach their pocket phones to the nearest fence to ask friend wife if the meals were ready.

Do you remember what a scare holders of cable company stocks underwent when the early transatlantic radio telegraph tests were under way? The publicity agents for the "wireless" ("radio" is preferable, being more "ritzy") companies predicted dire ruin for the cables. The radio telegraphic transmission of the letter "S" from Newfoundland to England in 1900 prefaced a long-drawn-out period of uneasiness for sellers of cable stocks. There was a flutter in the market in the Spring of 1903 when President Roosevelt sent a radiogram to King Edward via Cape Cod. Doctor DeForest little realized what a host of prophets he would inspire when he received his patent for the vacuum tube in 1906. When Prof. Fessenden radio broadcasted from Brant Rock, Mass., to Washington, D. C. (600 miles), in 1908 it is unlikely that he was able to foresee the time sixteen years later when people would consider radio a prodigy.

Those radio fans who listened to the navy radio telephones installed on warships in 1914 have been prolific to say the least. I wonder if Major Armstrong ever, even in his wildest dreams, foresaw the time when, ten years after his regenerative patent was granted, a million people would speak fluently in terms of "heterodyning" and "feed-back" and "regeneration." While the vacuum tube was a fully grown and powerful instrument in 1914 it did not really get into the "gyp" market until about 1916 when price slashing was a thing to be reckoned with.

When the Arlington, Va., radiophone station broadcasted to Paris, Panama and Honolulu in 1915, and when that operator with the regenerative receiver in Honolulu 5,000 miles away cabled in "Program coming in fine," it is said that he recognized the voice of his friend speaking at Washington.

By 1916 every amateur who pretended to be "anybody" had a 175 to 16,000-meter regenerative receiver. OUI at Berlin was the favorite radio telegraph broadcasting station. No one cared much for his war "hokum," but always "hung" onto his wave long enough to get his call letters. The "radio bug" changes little. He wanted distance in spite of static and the two or three dozen controls. Then, as now, the sets all started out simple enough, but by the time all the advertised accessories were added the owners didn't know whether they were operating some undiscovered circuit or not. The second-hand Ford spark coil market reported a scarcity with prices variable in those same years when fans were building audio amplifying equipment. Attics were even then being searched for petal type talking machine horns.

Phonograph Records Broadcast for Seven Years

When the radio fans joined the colors in 1917 it was the thrill of a lifetime to be able to tune a real engraved panel, regenerative receiver with engraved dials and to have all the A and B batteries and vacuum tubes one could use furnished by Uncle Sam. And were not the more plutocratic crews and companies itching for a chance to broadcast the latest records over the Army and Navy radiophones to their less fortunate comrades from the much-prized portable phonograph? If your ship was in the vicinity of Boston in 1919 the radio operator could almost blow the captain off the bridge with "jazz" from WGI after putting the stuff through his wartime five-tube audio amplifier in the radio cabin.

Do you New York fans remember the impromptu phonograph concerts broadcast from warships in the Victory Fleet which lay in the Hudson in May, 1919? After the Armistice it was a common thing for one ship to phone to another and request that a certain record be played. It wasn't until KDKA at Pittsburgh got under way in 1920 that the radio conflagration really got out of control. While Boston fans tried to tune out WGI and get KDKA, the Pittsburgh fans were trying to get WGI through KDKA. About that time the local station axioms were coined. They are "it is the height of stupidity to admit enjoying local stations" and "a broadcasting station must be closer to some people than others."

No Danger of Obsolescence in Radio

Is it any wonder that veteran radio men show signs of uneasiness when after all these years they hear such expressions as "they are going to sell radio sets for one-third the present price in a few months." "I believe that radio is only in its infancy and at any time we are likely to find on the market a set that will make all present equipment obsolete." He has heard such statements for so many years that they grate. A good radio set sold for only a little more in 1916 than it does now. There is no evidence that the price scale of radio sets will be precipitously lowered. That there is and has been a slow and continuous reduction of production costs is realized, but not so rapid as to warrant any one's missing the present joys of radio. This same thing is true of the automobile. Each year we get detail refinements in all cars, but in general motors depreciate from use and not obsolescence.

The press tries to print the kind of news that the public likes to read, but the public will soon get their fill of headlines to the effect "new invention to revolutionize radio"—"Nemogil Conimar discovers revolutionary radio beams." This is one of the most effective ways to entice money to the curb for stock in Conimar's companies. Accordingly the "news value" of such articles varies inversely with the radio intelligence of the reader.

In brief, the publicity departments of radio corporations should attempt to forestall ambitious copywriters and reporters and to present their plans and disclosures in their true light. Much of the present propaganda aimed at certain ambitious objects requiring the good will of the public is needlessly scaring away certain prospects who without real reason fear for an early obsolescence of any set purchased.

The truth of the matter is that any of the many thousands of radio telegraph receiving sets in use on ships, at shore stations and in the "amateurs" homes as early as 1913 might be used very effectively to-day for broadcast radiophone reception. In fact, some of them are in daily use for this purpose. Most of the radio sets purchased three or four years ago are in active use to-day. Sets sold this year will be in use five and even ten years hence, particularly the better receiving sets.

There will be perfections in detail. Cabinets will be improved in design and finish. Good tone quality will be better appreciated. The transmitting stations will use more power and become more reliable for Summer and daylight reception. Vacuum tubes will use less power and have a longer life. Batteries will constantly get better. Battery substitute devices taking their power from the lighting circuit will be built for the present sets. Some of the new sets will have these battery substitutes built in.

All these changes will be merely detail developments aimed largely at better appearance, easier maintenance and simpler operation. The prospect who puts off his purchase of a radio set for fear of obsolescence is no more logical than the man who is postponing the purchase of an automobile for the same reason.

STARR PIANOS STARR PHONOGRAPHS
GENNETT RECORDS
Represent the Highest Attainment in Musical Worth
The STARR PIANO COMPANY
Established 1872 Richmond. Indiana

MODEL XV

An ultra-selective receiver. See our announcement next month or write for advance information

Kennedy advertising is for the benefit of Kennedy dealers

Attention of Victor Dealers

Complete Kennedy three and four-tube radio units can now be supplied without cabinets, but fitted with panels to insert in Victor models 215, 400, 405 and 410. These radio units can be placed in the Victor models named without cabinet work. Also adaptable for other makes. Write for full information.

NATIONAL magazines used in the Kennedy advertising campaign will have a real story to tell.

They will assure the public that dealers who display the Kennedy are trustworthy radio merchants.

And that the Kennedy is a musical instrument—not merely a mechanical novelty.

Kennedy models are standardized — when new models are added to the line to meet a particular desire of the public, the new model does not suddenly supersede the old.

Kennedy laboratories originate — we do not imitate. Kennedy created the sloping panel for easy tuning — now widely copied. Every Kennedy circuit and method of construction is so advanced that the Kennedy is always a few steps ahead of the field — *and the field never catches up.*

Merchants in good local standing are invited to become Kennedy dealers

THE COLIN B. KENNEDY COMPANY

Saint Louis

K E N N E D Y

The Royalty of *Radio*

0520-3

Stock Control and Its Relation to Profits

How, What and When to Order to Avoid Tying Up Money in Slow-Moving Stock—Daily Record Inventory—Methods of Two Dealers

"Have I a great deal of money tied up in slow-moving stock which could be used to better advantage and which is slowing turnover and cutting into the profits I should make, or have I brought my investment down to the minimum commensurate with good business practice, permitting me to meet the demands of my customers?" That is the question every talking machine retailer should ask himself and if analysis discloses inefficiency in buying steps must immediately be taken to clear the shelves of the "dead" or slow-moving stock. In the case of records particularly the dealer must watch the trend of demand closely and order accordingly. It is foolish and dangerous for the merchant to order quantities of all popular numbers on the records in the hope that the demand will be sufficiently large to absorb the stock. It is better to order sparingly and frequently so that if the demand for a particular number suddenly drops off, as is often the case in popular music, the dealer will not have a quantity of practically unsalable merchandise on his shelves which he is compelled to dispose of in some way—either by taking advantage of the record exchange plans inaugurated by the various companies or by other means which may entail a loss.

How Gotham Dealer Controls Record Stock

One of the largest stores in Greater New York, which normally carries a record stock in the neighborhood of 20,000 numbers, has a system of stock control in its record department which is both efficient and economical and has an important bearing on the success which the firm enjoys. In the first place this concern, while it boasts that it handles practically every popular record and all of the standard and classical numbers released by one of the leading record manufacturers, has reduced the chances of becoming loaded up with records which will not sell to a minimum simply by ordering never more than five of the various standard and classical numbers and of keeping in close touch with the popular song hits and ordering accordingly. Each morning the three record clerks of this department make a hasty inventory of that portion of the record stock which has been allotted to them and in cases where certain numbers were sold the day before a memorandum is made of this fact and an equal number is ordered immediately. This applies to all records but in the case of popular numbers of the "hit" type a three-day supply is kept on hand at all times.

The manager of this concern pointed out that the dealer must be especially careful in gauging the demand for popular numbers in view of the fact that often selections which show every indication of becoming headliners from the standpoint of sales fail to achieve the widespread popularity expected. This experienced talking machine merchandiser also declared that one of the most dependable ways of determining whether a popular selection will become a big seller is to watch how it is received at the various theatres, stating that show music is in continuous demand. The reason for this is that the retailer gets the advantage of the widespread publicity accorded the numbers in this manner. This applies with equal force to retailers outside the large cities because vaudeville road troupes and other road shows are bringing this music to all parts of the country. Even rural dwellers are reached by these shows for the reason that it is now a simple matter to jump into the family automobile and take a pleasant ride to the nearest city where there is a vaudeville show or other good theatre.

Reduces Investment During Slow Season

Several months ago in The World there appeared an article describing the methods which have built a large and successful business for Earl Poling, leading talking machine dealer of Akron, O. Brief mention was made of the fact that Mr. Poling reduces his record stock from 20,000 at the peak of the business season to a minimum of 8,000 records when business is normally at the bottom. During the Winter months, and especially around the holidays, the stock is at its highest point, but during mid-Summer when there is a natural decline in the demand for certain kinds of records the stock is gradually brought down to a minimum. Each week Mr. Poling receives from the manager of the record department a statement of the sales of each number during that period and through comparison with sales of each week previous and with the same period the year before he is able to determine with a fair degree of accuracy what type of records will be in greatest and least demand and re-orders of old numbers and orders for new releases are placed only after careful analysis of these reports.

Pitfalls to Avoid

There is danger that the retailer may bring his stock down too low and may lose sales by it. If a record is not entirely obsolete it is better to have one in stock so that if there happens to be a call for that number the customer can be supplied. If, as often happens, the dealer is out of a record he has only one course to pursue and that is to secure the desired record for the customer with the least possible delay. Earl Poling sends as far as Cleveland for a single record for a customer and although he may lose money on that particular sale the good-will thus built up and the repeat sales to the same customer make this form of good-will building a paying proposition in the long run.

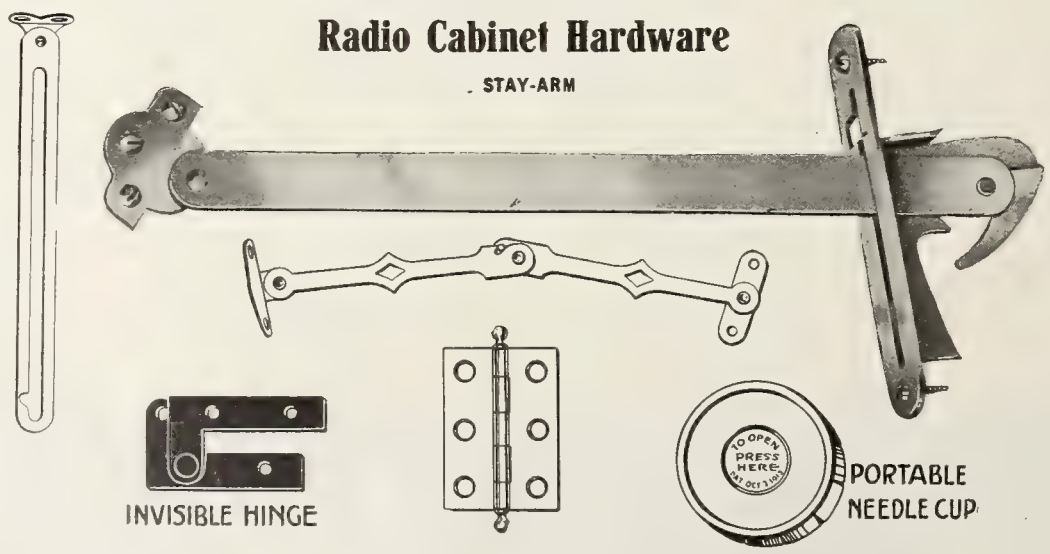
Turnover

It is an elemental business principle that the more times a business man can turn his stock in a given period at a fair profit the greater will be his profits. But the problem is how to accomplish this highly desirable result. One of the greatest obstacles in the way of maximum turnover with minimum investment is the lack of stock control. Certainly it is easy to understand how, say, a thousand almost non-movable records, with the money investment involved, and the valuable space they occupy can seriously affect profits. This same number of quick selling records would boost the margin of profit in an astonishing manner.

FULL LINE of HARDWARE

FOR UPRIGHT, CONSOLE AND PORTABLE PHONOGRAPHS. IN NICKEL, GOLD AND SPECIAL FINISHES.

Radio Cabinet Hardware



We have been catering to the hardware needs of the talking machine and radio industries for a number of years. Consequently we are in a position to give attention and service of the highest calibre.

H. A. GUDEN CO., Inc.

227 CANAL STREET NEW YORK, N. Y.

Landau Sponsors Wilkes-Barre Victor Concerts

WILKES-BARRE, PA., August 5.—Through the generosity of Hyman Landau and Harry Michlosky, of Landau's Music and Jewelry Store, in this city, well-known Victor dealer, concerts during the Summer at the Irem Temple will be continued. When Leo Long resigned as concert manager of this popular course, fear was expressed that the course would necessarily be abandoned, because of the lack of management, but Mr. Landau and Mr. Michlosky stepped into the breach in order that the musical programs might be continued, and under their management excellent programs have already been arranged. Among the artists who have been engaged are the following: Paul Whiteman's Band, with Paul Whiteman appearing personally; Jascha Heifetz, violinist; Reinald Werrenrath, baritone; Margaret Matzenauer, contralto; Cecelia Hansen, violinist, and Sergei Rachmaninoff, pianist. All of these famous artists record exclusively for the Victor library, and it is expected that John McCormack, celebrated Irish tenor, will be signed for an appearance in October. The Eight Popular Victor artists will probably appear on the program during early Spring.

Masterola Co. Chartered

The Masterola Mfg. Co., of New York City, was recently granted a charter of incorporation under the laws of New York State to manufacture radio products. The concern, which is capitalized at $50,000, was chartered by R. Coen, B. Goldman and H. Sandler.

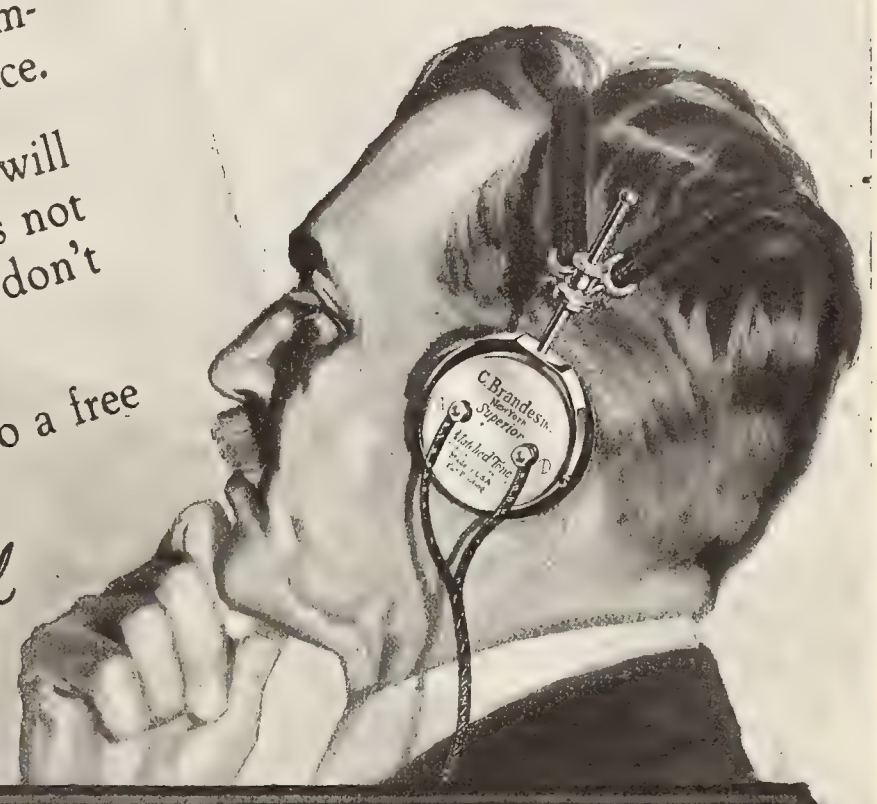
Guarantee"

Every Brandes Product is sold subject to the approval of the purchaser. If for any reason you are not fully satisfied, if you think it does not fully come up to our guarantee that it is better than any other at the price, return it to your dealer within ten days, and he will immediately refund the full purchase price.

He will not ask any questions. He will take your word, if the product does not meet with your approval. You don't have to prove anything to him.

This guarantee really amounts to a free trial.

Fredmist Siebuck
President



A 16-year-old pledge

More than a million and a half Brandes Headsets and *Table-Talkers* are today doing valiant service! With each sale this time-tried guarantee assumes new strength and meaning. It is an old pledge that bespeaks the unlimited confidence of the manufacturer in his products—a confidence based on the continued acceptance of Brandes products by an alert public.

Brandes

The name to know in Radio

Superior *Matched Tone* Headset $6
$7 in Canada

Table-Talker $10.
50¢ extra west of the Rockies
In Canada $14

Navy Type *Matched Tone* Headset $8
$11 in Canada

© C. Brandes, Inc., 1924

David Grimes, Inc., Formed to Manufacture Radio Sets

Firm Headed by David Grimes, Inventor of Super Reflex—Sales Manager, E. P. H. Allen—Factory in Jersey City—Plan National Drive

David Grimes, the well-known radio technical expert and inventor of the Famous Grimes System (The Super Reflex), is one of the organizers

David Grimes

of David Grimes, Inc., occupying executive offices at 1571 Broadway, Strand Theatre Building, New York City, with a plant and laboratory

E. P. H. Allen

at 141 Morgan street, Jersey City, N. J., an eight-story modern building equipped with the most efficient labor-saving devices obtainable.

The new company will produce a line of radio instruments, using the Grimes system, promising new and distinctive advantages in radio reception and will be known as the David Grimes. The object of the company, which has as its officers prominent members of the music and radio industry, is to produce the Grimes system, embodying modern features at a popular price. District sales offices will be maintained in Chicago, New Orleans and San Francisco, and officials of the company state that deliveries will be effected on their new line within thirty days.

The general sales manager, E. P. H. Allen, formerly with The Radio Corp. of America and for many years a prominent figure in the music trades, states that very substantial orders have been received for the new product, and extensive plans of merchandising are well under way. The company is planning a national advertising campaign and dealers' sales service bureau.

Mr. Allen and Mr. Grimes have made an exhaustive study of the requirements of the radio merchant and the David Grimes instruments are receiving marked attention from many in the trade who have seen the first set. The company will manufacture a general line of radio instruments and parts.

W. C. Fuhri on Visit to Columbia Pacific Branches

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., left New York August 7 for a five weeks' trip to the Pacific Coast. Mr. Fuhri will visit all Columbia branches en route to the Pacific Coast, and on this trip will discuss sales and marketing plans for the coming Fall. Before leaving on this trip he commented optimistically upon the business outlook, stating that Columbia branch managers as a whole and Columbia dealers who have visited the executive offices in New York are unanimous in stating that the coming Fall season will be a prosperous one.

Norman H. Cook in New Post With S. E. Lind, Inc.

Detroit, Mich., August 7.—S. E. Lind, president of S. E. Lind, Inc., of this city, factory representative for Royal phonographs and Royal neutrodyne products in Detroit and Cleveland territory, announced this week the appointment of Norman H. Cook as general manager of the company's Cleveland office, with headquarters at 1535 West Twenty-fifth street. Mr. Cook is popular throughout the Cleveland territory, as he is a competent and capable sales executive who during his experience in the talking machine trade has been associated with such well-known houses as the W. F. Frederick Piano Co., Pittsburgh, Pa.; Boggs & Buhl, Pittsburgh, Pa.; Eclipse Musical Co., Cleveland, O., and Halle Bros., Cleveland, O.

New Royal Phonograph Models Shown in Boston

Simultaneous Displays in Shepard, White and Henderson Stores Attract Much Attention

Boston, Mass., August 5.—The Royal phonograph, manufactured by the Adler Mfg. Co., made its initial appearance in the Boston retail market this week when it was shown simultaneously on the floors of the Shepard Stores, R. H. White Co. and Henderson's, 22 Boylston street. While the instruments were featured by each store management as a distinctly new phonograph in design and were demonstrated for their tonal values and distinctive cabinet designs, capital was made of the fact that each machine is equipped for radio installation. That the public is still greatly interested in phonographs was demonstrated by the attention the new models attracted. Sales results were more than satisfactory.

The Royal line is also scheduled to appear in the phonograph department of R. H. Hovey and in Henderson's Park Square Store, thus giving the line representation in three of Boston's great department stores and two nationally known music shops. The Royal Line Sales Corp., which is under the direction of P. A. Ware, is receiving many visitors from the New England trade at its showrooms, at 218 Tremont street, as a result of the showing made by the line in the Boston stores.

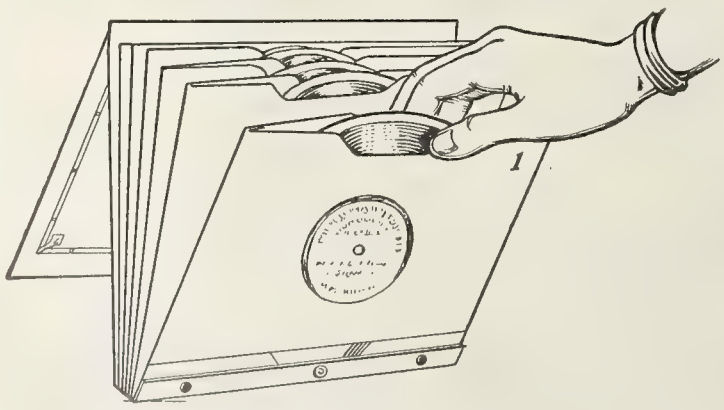
Radio Service Laboratories and Gilfillan Bros. to Merge

Los Angeles, Cal., August 6.—Arrangements recently completed provide for the merging of the Radio Service Laboratories, Asbury Park, N. J., a license under the Hazeltine Neutrodyne patents and a member of the Independent Radio Manufacturers, Inc., with Gilfillan Bros., Inc., of this city. The Gilfillan interests enter the radio field as an authorized manufacturer of Neutrodyne products, and H. M. Lewis and M. S. Moore, well-known radio engineers, have developed a new type of radio set which will be known as the Gilfillan Neutrodyne set. Gilfillan Bros., Inc., are well known throughout the commercial world on the Coast, and have three points of manufacture, Los Angeles, Kansas City and Asbury Park, N. J. A comprehensive sales plan involving the use of jobbers and dealers has been completed for the sale of the new set.

Renew Vocalion Contracts

The Aeolian Co. announces that contracts have been renewed with both the Ambassadors Orchestra and Ben Bernie's Orchestra, whereby these popular dance organizations will continue to record exclusively for Vocalion Red records.

National Record Albums are Good Albums

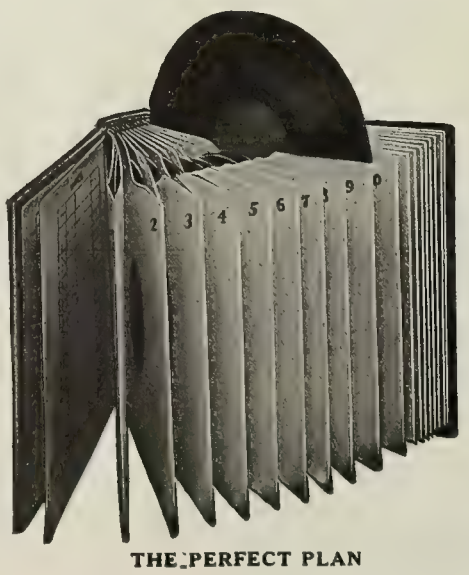


NEW PORTABLE ALBUM

Nationally known because they give real satisfaction.

They require less selling effort. Made to contain all makes of disc records including Edison.

Write for our list of 1924 styles and prices



THE PERFECT PLAN

NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.

Sleeper
MONOTROL
·THE MOST·
PERFECT
RADIO SET
in AMERICA

A Universal Set—meets all conditions both in sales and installation

Sleeper MONOTROL

REG. U.S. PAT. OFF.

Meets Every Sales Requirement

Many sets which *operate* successfully are built without consideration for the ease with which they may be demonstrated in a showroom or the appeal they make to passing customers.

In appearance, for example, they may fail to attract the eye—the first step in creating interest. The SLEEPER MONOTROL is built to "sell on sight."

Or perhaps a set is the type which needs an aerial. In this case you can only demonstrate one set at a time, while the SLEEPER MONOTROL is built to operate on aerial, or loop, or ground alone. You can demonstrate any number of these sets in different booths at one and the same time.

That means *more* sales in *less* time.

It's a set which any customer can try *himself*. With a single revolution of the single tuning dial he gets immediate results upon *all* stations broadcasting within range.

He receives these stations with an ease in selectivity, a purity of tone and a control of volume which he has never before experienced.

You can offer to let your customer compare this set in every way with any other set he knows. You can offer to install it in his home on trial. For metropolitan use or local reception anywhere, ground wire only often suffices for good reception, or use a loop or short aerial. Installation is simple and inexpensive, and once in the home, the Monotrol will *stay* there.

Answers Every Question Your Customers May Ask

You do not have to give evasive answers to any question about aerials, or batteries, or tubes, distance, selectivity, tone quality, volume, portability, beauty, workmanship, quality of material, maker's guarantee, horn or ear phone reception or any other point which makes a set worth purchasing.

A customer may ask if he can use a loop, for instance. You can tell him "Yes."

He may question you about the batteries. You can tell him to use *either* storage batteries or dry cell tubes of any standard make.

You can tell him that his set will give results *wherever* he employs it.

You can guarantee him absolute purity of tone quality and the absence of tube noises and microphonic sounds. You can guarantee distance—selectivity—a set improved in so many ways—so universal and so completely rounded out—that it literally answers every question any customer can ask.

Twenty-four Improvements help you sell the

Sleeper MONOTROL
REG. U.S. PAT. OFF.

1—3 stages of tuned radio frequency combined with the advantages of the Inverse Duplex System.

2—All the selectivity of the best tuned circuits, yet with only *one* tuning dial.

* 3—The Sleeper Synchronized Dual Condenser, operating tuning condensers on a single shaft.

4—Universal operation using any kind of loop, or aerial, or ground wire alone, depending on location.

5—Operates from either wet or dry cell batteries with either type of tube.

6—Tremendous power with fewer tubes—rectification, 3 stages of tuned radio frequency and 3 stages of audio amplification from only *4* tubes.

7—Use of efficient Sleeper Rectiformer in place of the usual noisy detector tube.

8—Exceptionally pure tone due to new principle of audio amplification with Sleeper Audoflex Transformers.

** 9—Socket block floating on aeroplane rubber, eliminating microphonic noises.

10—Recessed coil springs under each leaf contact.

11—A novel system of stabilizing radio frequency.

12—A novel in-put circuit, using same binding posts for aerial or loop.

13—Local-to-Distance Switch, controlling volume without affecting tuning.

14—New intensity control, saving current from all batteries.

15—Metal panel and framework, eliminating body capacity effects.

16—Improved type of filament switch.

17—Beautiful cabinet of solid inlaid African Mahogany—Sheraton Period.

18—Natural or 30° eye-to-hand slope, increasing visibility of dial readings and making operation more convenient.

19—Satin finish panel, etched in oxidized bronze.

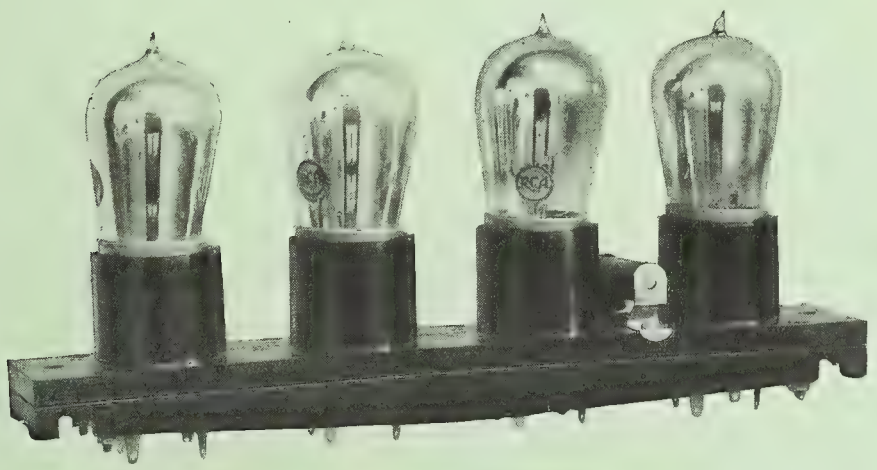
20—Self-containing compartments for "B" batteries and dry cells.

21—Tuning dial calibrated in wave lengths as well as numbers.

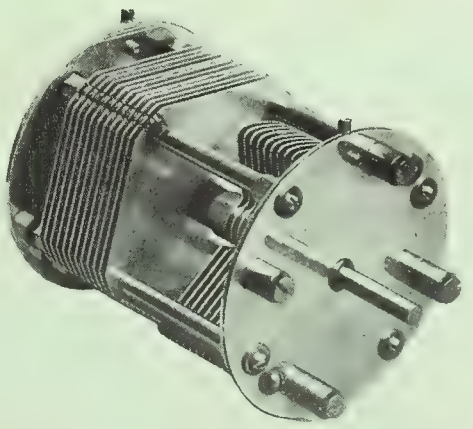
22—Utilization of common ground, eliminating unnecessary wiring connections.

23—Improved construction, using the famous Doehler Die Castings throughout.

24—All battery connection wire coded in color.



** The Sleeper Floating Socket Block



* Sleeper Synchronized Dual Condenser

The factory and men behind the

Sleeper MONOTROL

REG. U.S. PAT. OFF.

Gordon C. Sleeper

President and General Sales Manager.

H. C. Doyle

Treasurer and Production Manager. Designer Type 54 Monotrol. Formerly Production Manager Thomas-Morse Aircraft Corporation, Ithaca, N. Y.

David Grimes

Consulting Engineer. Inventor of the Inverse Duplex System.

Edw. McCambridge

Superintendent. Formerly of Western Electric Company and Dictograph Products Corporation.

J. L. McWeeny

Manager of Chicago Branch. Formerly of the Radio Corporation of America.

Sleeper MONOTROL

·THE MOST· PERFECT RADIO SET *in* AMERICA

A PERSONAL SERVICE

is available to Community Dealers direct from the Executives and associates of the SLEEPER Radio Corporation. These men, each an expert in his field, co-operate and counsel in any dealer's problem confidentially submitted by the dealer to the SLEEPER Personal Service Department. All departments contribute to this service: Research, Engineering, Production, Advertising, Demonstration, Sales, Service and Finance.

A. S. Lindstrom

Manager of San Francisco Branch.

F. A. Klingenschmitt

Vice-President in Charge of Service. Formerly of Independent Wireless Tel. Co. and American Marconi Company and Radio Corporation of America.

Boyd Phelps

Research Engineer. Formerly Research Engineer of the C. D. Tuska Company.

G. D. Peters

Purchasing Agent.

Clifford Norberg

Chief Tester. Formerly of Robbins & Myers, Inc.

Philip Kobbé

Advertising Counsellor. President Philip Kobbé Company, Inc.

Our Plan to Help You Sell the

Sleeper MONOTROL

REG. U.S. PAT. OFF.

YOU ARE FIRST APPOINTED AS AN AUTHORIZED COMMUNITY DEALER

When our Zone Distributor finds that your standing and reputation in the community assures adherence to ethical sales and advertising methods, and that you are willing to cooperate and able to feature the SLEEPER MONOTROL in a truly effective way, on his recommendation you are appointed as an Authorized Community Dealer.

WHICH ENTITLES YOU TO A SPECIAL DISCOUNT AND TO PARTICIPATION IN A SALES PLAN THAT INCLUDES:

SLEEPER TIME PAYMENT PLAN—enabling you to sell the Monotrol and accessories on lenient terms through financing.

AUTHORITY TO GUARANTEE every Monotrol you sell under our one-year service guarantee.

MANUAL ON "HOW TO BUY A RADIO RECEIVER"—a most interesting booklet, supplied in quantity for distribution to your customers.

DIRECT RETURNS FROM SLEEPER ADVERTISING—which will be run on an extensive scale in national publications as well as in local newspapers. The inquiries that we receive are forwarded to you.

NEWSPAPER ELECTROTYPES AND COPY SUGGESTIONS—to cooperate with Sleeper advertising when advertising in your own behalf.

A FULLY PREPARED MAIL CAMPAIGN—including personalized letters and suggestions for printed follow-up material with which to circularize your mailing list.

STRIKING WINDOW AND STORE DISPLAY MATERIAL—fresh displays supplied at least once in every two months.

EXHIBITIONS, DEMONSTRATIONS AND RADIO LECTURES—staged for your benefit by Monotrol District Travelers.

A PERSONAL SERVICE by the executives of the Sleeper Radio Corporation whenever you require such service from the Research, Engineering, Production, Advertising, Demonstration, Sales, Service or Finance Departments.

1. For a more detailed description of the new Sleeper Monotrol and of the plan by which we help you sell it (including proofs of Sleeper advertising) write for our Campaign Plan Book.
2. For a demonstration of the set itself, get in touch with your regular jobber or write for a list of the Sleeper Zone Distributors.
3. For much interesting information on the basic principles of radio salesmanship and for reasons why the Sleeper Monotrol, Type 54, is the most universally salable set yet developed, write for the manual—"How to Sell a Radio Receiver."

Write for a Complimentary Copy of our Campaign Plan Book and for the Manual—"How to Sell a Radio Receiver"

SLEEPER RADIO CORPORATION

Established 1919

436 Washington Ave. Long Island City, N. Y.

CHICAGO
110 South La Salle St.

SAN FRANCISCO
111 New Montgomery St.

The New Sleeper *TYPE 54*

MONOTROL
REG. U. S. PAT. OFF.

Embodies twenty-four improvements in the Grimes Inverse Duplex Circuit

Attractive cabinet of inlaid African mahogany with a panel of etched bronze.

Operates on loop, aerial or ground alone, depending on local conditions.

Retains the advantages of single dial control.

Write to us for information and plan your Fall radio campaign in the Summer. You will find our service an invaluable aid.

TIMES APPLIANCE CO.

(Wholesale Only)

33 West 60th Street **New York**

Telephone Columbus 7912

The New Sleeper MONOTROL REG. U.S. PAT. OFF. *TYPE 54*

WHAT WE AS DISTRIBUTORS FOR THE SLEEPER RADIO CORPORATION HAVE TO OFFER THE DEALER

The Set

Operates on any type of aerial, loop or will work on ground wire only. Employs only four tubes, gives three stages of Tuned Radio Frequency, and three stages of Audio Frequency. Retains the advantage of the single dial control, which is a feature of the Sleeper Monotrol.

The Service

The Community Dealer plan which the Sleeper Radio Corporation has to offer through D. W. May, Inc., as a distributor will aid the dealers' sales materially.

The service D. W. May, Inc., offers to dealers leaves nothing to be desired. Place your orders for Fall requirements now.

D. W. MAY, Incorporated

WHOLESALE DISTRIBUTORS

Thompson Neutrodyne, Thompson Speaker, Crosley Radio Products, Herald Loud Speaker, Philco Storage A and B Batteries, Ray-O-Vac B Batteries and Dry Cells, Brach Lightning Arrestors, Electron Battery Chargers, Murdock Phones and Plugs, All American and Jefferson Star Transformers and all other well-known radio products

325 Central Avenue **Newark, N. J.**

Wholesale Only

You Now Need a Distributor

For

The New Sleeper MONOTROL REG. U.S. PAT. OFF. *TYPE 54*

And Your Logical Jobber is

Call, Write or Wire for Details to

NYRAD DISTRIBUTING COMPANY, INC.

Wholesale Exclusively

Specialists for 24 Years in Phonograph Merchandising

250 West 108th Street **Phone Academy 5251** **New York City**

ALSO MUSIC MASTER PRODUCTS, EVEREADY BATTERIES, ETC., ETC.

Portable Drives Prove Sales Stimulators

How Progressive Dealers Are Adding Materially to Their Sales Volume by Going After Portable Business—Quick and Easy Sales

The talking machine dealer who is neglecting to push his sale of portables to the fullest possible extent is undoubtedly losing a big source of revenue. It might be that a dealer best knows his own territory and feels that the people to whom he caters are not logical prospects for this type of machine, but with business rather slack, as it is at the present time, there is no reason why the dealer or his salesmen should not invade the nearby bungalow colonies or Summer resorts in an effort to sell the Summer residents a portable, or, failing in this, to increase his record sales. An interesting example of cashing in on this type of selling is the experience of the F. F. Hermann Talking Machine Corp., of Port Richmond, Staten Island, N. Y. There are scattered about Staten Island a number of Summer resorts and bungalow colonies and during the Summer this enterprising dealer sent a clerk with a number of portable machines and a stock of the latest records to visit these sections. With a Victrola No. 6 in a light delivery truck the salesman would make his rounds and, stopping in the center of a busy street, would play several of the latest releases. Aside from the number of portables sold through this method, the record sales were in themselves amazing, Fred Hermann stating that on Saturdays it was not an unusual occurrence to dispose of eighty to a hundred dollars' worth of records. When it is taken into account that this business was strictly on a cash basis, it can be seen that the Summer was a profitable one.

Door-bell Ringing Sells Portables

That the sale of portables can be made equally profitable for the dealer in the city is shown by a conversation which the writer had with an outside man connected with the talking machine department of a large department store. On the preceding day this salesman had made a house-to-house canvass in certain districts of Astoria, Long Island, with the result that he disposed of six portable talking machines and, while the writer was speaking to him, a lady with whom he had discussed the purchase of a machine on the previous day called at the store and purchased a regular Victrola. Asked as to whether he encountered difficulty in being admitted to demonstrate the instrument, this salesman stated that, with the exception of large apartment houses and tenement houses in the city, the average housewife does not object to admitting the canvasser, thus giving him an opportunity of selling her on the proposition of buying a machine.

Every Family a Prospect

"Few dealers realize that the reception granted the canvasser is in nine cases out of ten a pleasant one," stated this salesman. "If at the beginning the housewife declares that she owns a talking machine and is not interested in owning a portable, it is easy to gain admittance by stating that you wish to demonstrate a new style of needle or to play several new releases. The owner of a talking machine is always ready to lisen to any proposition that will enable her to gain better entertainment from the machine and it is to people who already own Victrolas or other styles of machines that I make most of my sales. A family which has an expensive machine and contemplates going to the seashore for a month or two does not wish to be deprived of the pleasure which it is accustomed to from listening to the machine and do not wish to go to the trouble of shipping their instrument to the country or seashore home. Thus, when a portable at a reasonable price is offered the chances are greatly in favor of a sale. Out of the six sales which I made yesterday in Astoria, four of them were to people who already owned machines. It is surprising also to see the number of people one meets in going about who, although not interested in purchasing a portable, express themselves as being interested in purchasing a large instrument. I have secured a number of good leads which I will follow up and which I feel sure will result in sales. While a number of people state that they are interested and will call at the store to close the deal I make every possible effort to close the sale when the prospect is enthused over the demonstration."

It is entirely within the province of every dealer to try this means of adding to his Summer business and should he be in a position where he be hesitant about tackling the project in a big way, let him go himself and on foot and see if his immediate vicinity will not yield results. A selected list of names taken from the store's mailing list could be called upon in odd moments and even though the portable sales would not be of such a volume that would cause astonishment, it is certain that the canvasser could secure orders for records that would be demonstrated that would more than repay for the time and trouble taken.

The name of the Boyer-Smith Music Shop, of Lancaster, O., has been changed to the Burk-Smith Music Co. John A. Burk has purchased a half interest in the establishment.

Firm _____
Address _____
City and State _____

Enclose this in an envelope and mail it immediately

Radio Stores Corporation
218-222 West 34th Street
New York, N. Y.

Put us on your mailing list for Special Bulletins and Perpetual Catalog

This Coupon will help build your RADIO DEPARTMENT

RADIO receiving sets are, like talking machines, musical instruments. That's why more and more people are going to talking machine stores to buy radio apparatus. Such standard sets as Zenith, the Fada Neutrodyne and the Colin B. Kennedy displayed in your window in conjunction with high-grade accessories, as Music Master loud speakers and Brandes Table Talkers and Headsets will bring new customers into your store. Cunningham tubes, Eveready "A" and "B" batteries, Electrad antenna equipment and Harkness Reflex Kits are other "best sellers" in radio. We are prepared to make quick deliveries on all the supplies mentioned as well as on adapters, plugs and other standard makes of sets, parts and accessories.

We Specialize in Establishing Complete Radio Departments

RADIO STORES CORPORATION

Dept. T.M.W. 824. 218-222 West 34th Street, New York, N. Y.

Store Door Playing Menace to Radio Sales

Unthinking Dealers Who Arrange "Public" Demonstrations in the Windows and Doors Create Nuisance and Deliberately Kill Sales

The practice of many retailers of hooking up a radio in the window or near the door of the store to which is attached a loud speaker, ostensibly to attract the attention of passing pedestrians to the fact that radio is handled, is becoming a menace to radio sales, according to leading members of the trade, who declare that the uncontrolled and raucous noises issuing from unregulated and unattended radio sets are giving the public a false impression of what really excellent results can be obtained from a radio set. Furthermore, it has been pointed out that this practice is creating a nuisance in that the annoyance caused is resulting in considerable indignation on the part of other business men in the neighborhood and persons residing within hearing distance of the continual noise.

No Way to Demonstrate

The radio receiving set is an extremely sensitive instrument and to get the best results careful adjustment is necessary. Loudness is often achieved at the expense of clarity and pleasing tone. And that is the great trouble with most retailers who are trying to attract public attention to their wares in this way. A talking machine man who also handles radio told the writer that recently he visited a little town in the State of New Jersey and when he alighted from the train he heard a puzzling noise coming apparently from the business district. Having some time to spare he decided to trace the sound to its source and after walking four or five blocks was astonished to discover that it emanated from a music store in the entrance of which was placed one of the largest amplifiers he had ever seen. A few doors away on the same block was a radio store and this dealer for his own information decided to make some inquiries regarding the amplifier. He evidently touched the radio dealer on a sore spot for in response to his inquiry this chap declared: "No, we haven't any and we don't want to handle any of the d—— things. Isn't that noise enough?" That is the general attitude of most people who have something of this character inflicted upon them day after day.

Live Merchants Against Practice

All intelligent retailers interested in the progress of radio are firm in their opinions that this practice of setting a loud speaker in the window or door of the store so that everyone within a block or two can hear is extremely harmful to business. This attitude of the progressive type of dealer was exemplified at the last meeting of the Talking Machine and Radio Men, Inc., at the Café Boulevard, New York City, when Irwin Kurtz, president of the Association, came out in strong and unmistakable terms against the practice. Mr. Kurtz did not mince words and he stated that already some action was contemplated by city officials to prohibit all playing of talking machines, radio, etc., in front of stores so that the sound reaches to the street in such a manner that it becomes offensive. One thing is sure, the warning against this short-sighted practice cannot be sounded too strongly.

Murdering Business

The dealers who create a nuisance in this manner, whether it be in connection with talking machines or radio, are simply murdering their own business, to put the matter bluntly. The neighborhood dealer who depends upon the people residing near the store for the bulk of his business certainly cannot afford to antagonize his customers and prospects against the store and the product he is so noisily and ineffectively trying to attract attention to. Neither the radio nor the talking machine business is a circus proposition and the ballyhoo methods of the circus will not get any results, but on the contrary the animosity aroused by too loud store door playing is premeditated murder of sales opportunities and the development of the radio and talking machine business on a sound, stable business.

Alternative in Demonstration of Radio

There is a better way of demonstrating radio. Briefly, by staging public demonstrations in the store with an attendant in charge of the outfit at all times, a man who has the ability and knowledge of radio which are so necessary in the successful merchandising of this product. The dealer can use his mailing list to good advantage in this respect and thus secure the attendance and attention of the people who are most likely to be prospects for this merchandise. One dealer sends out a letter setting forth the most interesting parts of the program on the night of the store demonstration and winding up with an invitation to come in and hear this entertainment. There is no suggestion of commercialism in the letter and the people come, for his store is always crowded with eager listeners on these evenings. Mention of other dealers who have found this manner of demonstrating exceedingly successful has been made from time to time in The World.

At any rate, this is the dealer's best bet if he wants to place his radio business on the dignified and profitable plane it deserves. It is the one really effective way in which the true merits of the radio as a medium for entertainment can be brought home in a forceful manner to the public. Instead of retarding it promotes sales and not only does the dealer profit but the business as a whole progresses. On the other hand, the store door method has an exactly opposite effect. In short it kills sales and drives away prospects and customers for both radio and talking machines. When a practice such as this results in complaints on the part of the public and officials begin thinking of taking direct action to prohibit this form of "advertising" the moral should be so clear and simple that it should be realized by even the dullest and most short-sighted dealers in the business.

Ray Miller Scores With Atlantic City Visitors

Ray Miller and His Brunswick Orchestra are achieving signal success in the Café Beaux Arts at Atlantic City, where this popular orchestra leader and exclusive Brunswick artist is fulfilling a Summer engagement. A feature of the impromptu entertainment provided by Ray Miller is "Brunswick Night," when every lady present is presented with a Brunswick record, which is a recording by Ray Miller and His Orchestra. Every Thursday night is "Clown Night" and many well-known vaudeville and moving picture stars are usually present. In addition to Ray Miller and His Orchestra, the Café Beaux Arts presents the Mound City Blue Blowers, a unique organization discovered by Ray Miller, which also makes Brunswick records exclusively.

Real Portable Phonograph
"Money Maker" For Alert Dealers

This machine is in every way an instrument extraordinary — in purity of tone, musical quality and volume of sound. Light and takes up very little room. The demand for this model will be big, because it is ideal for picnics, outings, camps and cottages, yet with its clear, distinct, mellow tones and pleasing appearance it is equally suitable for the home.

A medium priced machine that will make you money. Order at once.

Manufactured by

MODERNOLA CO.

Johnstown, Pa.

Write for our Special Catalog

MODERNOLETTE

Case, except panels, is made from solid black walnut, rubbed and highly polished wax finish. Twelve-inch felt-covered turntable. Heineman double-spring motor. Weighs twenty-two pounds. $21.00 to dealers. Retail price, $35.00.

A Recipe!

BRIGGS

An August Bracer

Prepare your punch before the company comes.

Ask any Pearsall dealer he'll tell you.

"Desire to serve, plus ability."

Wholesale Only

10 EAST 39th ST. NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

THOS. F. GREEN

Now Is the Time to Clean House for Fall

Spare Time Now Can Be Utilized to Make Preparations for the Fall Business Campaign—Check-up on Mailing List Important

With the Summer months at hand, when to a certain extent the talking machine trade has slackened up, the dealer should use the spare moments which are accorded him to "put his house in order." This is not to be taken as meaning that the Summer season is a time for the dealer to lessen his sales efforts. Quite the contrary. But there can be no doubt that with the average dealer trade is more quiet during July and August than at any other time of the year. With this condition existing these months are appropriate for the dealer to prepare for a good Fall business and to so have his stock in order that a brisk demand in September will find him prepared. There are a number of things which the dealer can do to clean house. His stock of machines and records should be overhauled and dead stock should be pushed to clear the store of this accumulation. The collection accounts should be gone over and the past due reduced to the minimum. An intensive selling campaign should be inaugurated and the end of the Summer should see the prospects on the dealers' list catalogued either as satisfied customers or thrown into the discard as being worthless. There is no reason why any prospect should be considered "live" for more than six months at the outside. Another feature of the business which should be given attention during the Summer is the mailing list. A careful check-up of this list will cut out an amount of deadwood which is costing the dealer money and time. With the weekly releases of records the postage costs of mailing record bulletins to a large mailing list amounts to a considerable sum and in many cases such money is absolutely wasted.

Checking Up the Mailing List

There are several methods of making an effective check-up of the mailing list, the one most commonly used consisting of the sending out of a form letter accompanied by a return card requesting the customer to state whether or not he desires to receive the bulletins, and to indicate whether the address to which the letter was sent was correct. The dealer can state that the reason for the letter was the complaints of several customers that they had not received bulletins and, as the sending of such lists was a part of the service which the store rendered, he wished to remedy this fault. In this way the dealer not only receives the information which he is seeking, but he also builds up his prestige by impressing his customers with a desire to serve them.

Live Dealer Gets Complete Data

A method utilized by Albert Bersin, a Brooklyn dealer, recently proved most effective and satisfactory in that it not only provided for a successful check-up of his mailing list but it also gave the store desirable prospects for machines, radio sets and pianos. A reproduction of the card sent out is shown herewith. This card was sent out together with a letter announcing the discontinuance of a branch store and soliciting the continuance of the customer's trade at the main store which is situated in the same neighborhood.

Do you desire to receive the Victor and Brunswick Record supplements?	yes ☐ no ☐
Do you desire to receive the monthly booklet on radio?	yes ☐ no ☐
Have you a radio set?	yes ☐ no ☐
Do you desire to purchase a radio set?	yes ☐ no ☐
Do you desire to purchase a piano?	yes ☐ no ☐
Do you desire to install a radio set into your own phonograph cabinet?	yes ☐ no ☐
Do you desire to exchange your phonograph for a radio set?	yes ☐ no ☐
Do you desire to exchange your phonograph for a new one?	yes ☐ no ☐

Name .....

Address .....

Invites Patrons to Visit Store

As can readily be seen the postcard covered the entire field and supplied the dealer with all the facts which he wished to know concerning the customer's needs and preferences. The accompanying letter was most informative, giving the full line of talking machines and phonographs carried by the store, as well as those radio receiving sets which are carried in stock. It also stressed the store's facilities for converting the customer's talking machine into a combination talking machine and radio and concluded with a cordial invitation to visit the store and listen to the radio concerts and to the weekly releases every Friday of Victor and Brunswick records.

Results of the Check-up

The result of this letter was that the mailing list which formerly consisted of more than 1,600 names was cut down by some hundreds, which means the saving of at least a hundred dollars a year in postage. It must be taken into consideration that there are a number of people who are desirous of receiving announcements, but who through carelessness or some other reason failed to return the postcard. The entire list of names which have been compiled is being saved by the store and any special announcements will be sent them, but the regular bulletins such as record releases will be sent only to those who expressed a desire to receive them. A large number of live leads for radio sales and combination units was also a result of this letter.

NATHANIEL
BALDWIN
RADIO
PHONO-SPEAKER
Uses the Phonograph Horn
for Radio Amplification

The instrument that delivers all the radio set will get, with full volume and without distortion.

NATHANIEL BALDWIN INC.
Radio-Speakers, Headphones, Units, Phone-Speakers
SALT LAKE CITY, UTAH
Eastern Branch Office, 227 Fulton Street, New York City, N. Y.

Handsome Starr Catalog Is Introduced to Trade

This Volume Describes and Illustrates Starr-Made Phonographs in Most Interesting Way

Richmond, Ind., August 6.—The Starr Piano Co. of this city, manufacturer of Starr phonographs and Gennett records, has just issued a very attractive catalog, featuring Starr-made phonographs. This catalog has been mailed to the company's dealers throughout the country, all of whom are keenly enthusiastic regarding its appearance and its value as a sales stimulant.

The opening pages of this new publication, giving a brief résumé of the distinctive qualities of Starr-made phonographs, call attention to the use of Silver Grain Spruce as the singing throat and sounding board horn of the Starr phonograph, which it is stated is responsible for the splendid tone quality of these instruments. Under the heading of "Starr Mechanical Perfection" there are briefly illustrated and described the following features of Starr-made phonographs: Starr singing throat, reproducing diaphragm and tone arm, filing system, tone modifier and motor. Following these several pages there are shown the various models included in the Starr line, one page being devoted to each instrument with considerable description. Among the phonographs presented in this way are the following: Style ½, XI, XIV, XVII, XVI, XXIV, XIX, XIX-A, XXI, XVIII, XXII, XXIII and XV. This line comprises one table model, four uprights, seven consoles and one instrument, the XIX-A, which is the same as the style XIX console except that it has in addition a loud speaker unit and may be radio-equipped.

This very interesting and attractive catalog was prepared under the direction of R. C. Ball, advertising manager of the Starr Piano Co., and its completeness and typographical arrangement are in accord with the standing and prestige of Starr-made products in the music trade.

Courtesy recalls the customer and invites a new one; discourtesy drives away those you have and keeps away others.

Why Advertise a Registering Piano in a Phonograph Journal?

For just this reason: we are able to present a product with an active, profitable market, merchandised on much the same lines as are talking machines.

Your merchandise, generally speaking, is nationally advertised. So is the Gulbransen.

Your merchandise, generally speaking, is nationally priced. So is the Gulbransen.

Your merchandise, generally speaking, is at a point where the service expense is so small as to be practically negligible. The same is true of the Gulbransen.

Your merchandise opens a way to continued profit from the original transaction through the sale of records. So does the Gulbransen.

Your manufacturers, generally speaking, concentrate on few styles, requiring minimum investment in stock of machines, by the dealer. So do we, making four models only.

M-O-T-I-O-N *in your window*

Here is the type of up-to-date *moving* window display device that phonograph merchants are accustomed to. A moving Baby. The Gulbransen trade-mark in action.

GULBRANSEN COMPANY
3236 W. Chicago Avenue, Chicago

Gentlemen—Tell us how the Gulbransen "fits in" with a talking machine business.

Name _____

Address _____

City _____

In the phonograph field are some of the world's greatest "human interest" trade marks. The Gulbransen also has such a trade mark — the famous Baby that means "Easy-to-Play".

These are a few reasons why the Gulbransen "fits in" with the average retail talking machine business, and why it is now handled in so many stores of this type. Many merchants heretofore handling talking machines exclusively have changed their policy on account of the Gulbransen opportunity.

You may find that there are many points of similarity in your own case—enabling you to sell Gulbransens at a very slight increase in overhead.

Why not find out? We'll gladly send the full details to any dealer in communities where representation is available. Just fill in the handy coupon.

GULBRANSEN COMPANY
3236 W. Chicago Ave., Chicago

(Pronounced Gul-BRAN-sen)

GULBRANSEN
The *Registering* Piano

How Hahne & Co. Profit by Direct Mail

Post Card Featuring Record by a Leading Artist Brings 18 Per Cent Return—One-Third Gain in Summer Sales Tells the Story

Simple and inexpensive little stunts often have an important bearing on sales. A case in point is a plan tried by the talking machine department of Hahne & Co., Newark, N. J., department store, which mailed to a thousand customers a return post card on which was featured one of Reinald Werrenrath's Victor records. Now the important point in all this is that in spite of the fact that this period is the so-called dull season an 18 per cent return of the post cards resulted from the mailing. The message on the card was as follows:

REINALD WERRENRATH
America's Great Baritone, sings
When You Were Sweet Sixteen
Can't You Hear Me Calling, Caroline
on one Victor $1.50 *Record*

Here is one of the most beautiful records ever made. It is accompanied by a male quartet of unusual merit.

If you cannot call to hear this number by all means mail this card to us to-day!

HAHNE & CO.
Send me Mr. Werrenrath's Record No. 991, price $1.50, also the following Victor Records:

....
Charge..... Name.....
C. O. D..... Address.....

On the reverse side was the printed address of the Victrola department of Hahne & Co., so that all the customer had to do was to drop the card into the nearest mail box and the desired records would be delivered without loss of time.

Stuffers Prove Their Worth

Another stunt of a somewhat similar nature which also brought satisfactory returns in sales consisted of stuffers which were inserted with statements to patrons, included in literature sent to prospects and also mailed with the weekly record supplements. This stuffer featured a record by Henry Burr on one side and Wendell Hall on the other. A sufficient number of sales resulted to make this form of record promotion very much worth while.

Thirty-three and One-third Sales Gain

The methods of increasing business described above assume growing importance when the recent statement of A. R. Filante, manager of the department, that business thus far this year represents an increase over the same period of last year of 33⅓ per cent is considered. Another important point is that this increase has been the result of a steady gain in sales month after month and not the result of large business during the last weeks of Winter and Spring offsetting dull Summer months.

There is a reason why some dealers can point to good business every month throughout the year, and the germ of that reason is indicated in the brief account of how Mr. Filante is boosting record business. Another angle of his methods which point a moral is that every live prospect is followed up by personal visits of a member of the sales organization until there is no hope of closing a deal. This is done, no matter how warm it is outdoors and no matter how strong the inclination is to ease up on work. That the heat may affect the prospect in such a manner that interest in a talking machine for the time being is suspended is not even considered.

A Two Cent Stamp and the Sales Message

Sending a definite sales message via the two cent stamp route is one of the cheapest methods of stirring up business, as Mr. Filante and other progressive dealers have found, but, strange as it may seem, there are many retailers who seldom send out anything more than the record supplements and some of them even think this an unnecessary expense. One dealer complained to the writer recently that his returns in actual sales of records resulting from the sending out of record supplements were so small that the mailing represented an unwarranted expense. Questioning disclosed the fact that he had not checked over his prospect list in several years. The reason for the lack of returns is obvious. To call a mere list of names a prospect list is a misnomer when those names consist largely of people who are not interested in records and who will not buy. Many dealers hesitate to take names off the so-called prospect list, but it is better to have a hundred names on a prospect list, all of which represent sales possibilities, than a thousand names with no chance of selling the nine hundred. If you have such a list take out the "dead" names and save money. That is one way of making direct mail pay dividends in sales.

Waste of Good Literature

Those dealers who are making good use of the great quantities of expensive and really effective publicity matter which is constantly being supplied by manufacturers are on the right road to better business. This material is prepared by experts and for a definite reason, but many dealers apparently do not realize the importance of this sort of advertising, and instead of taking advantage of this wealth of sales-producing literature they cast it aside and it is forgotten. There are the windows, walls of the store and booths where much of this publicity material could be used to advantage, and even if only one sale resulted from the use of a piece of this free advertising the dealer would be well repaid for his effort in placing it in some conspicuous place in the store. A wise man once said that that which is free is not appreciated, and unfortunately this seems to hold true with many retailers. At any rate, Hahne & Co. have found the use of this publicity good business, and it cannot be emphasized too strongly that other dealers who make use of it will also find that it pays.

Paul Specht to Supply Orchestras for Cunard Line

Popular Columbia Artist Sails for England to Close Deal to Supply American Orchestras for the Palatial Cunard Ships

Paul Specht, popular dance orchestra leader and exclusive Columbia artist, sailed recently on the "Berengaria" for London, England, at the invitation of Cunard officials, with whom he is to sign a contract to supply American orchestras for the fleet of fifty steamships belonging to the Cunard line. Sailing with Mr. Specht was the Carolina Club Orchestra, a band of young college students who are the first unit to play for the English steamship line under the Specht management. This orchestra supplied the music for the representatives of the American Law Association aboard the "Berengaria" who sailed for the Exposition at Wembly.

The employment of Paul Specht American Orchestras aboard the Cunard boats breaks an eighty-five year old precedent established by British boat owners who have heretofore employed only English musicians. While abroad Mr. Specht will also supply orchestras for Stoll & Moss, Empire Music Hall Circuits in England, at the Claridge Hotel in Paris and at the Winter Garden in Berlin. Mr. Specht at the present time has some two score orchestras, supplying the music at the Alamac Hotel, New York, and other hostelries.

Helpful Merchandising Plans

The Kor-Rad Co., Inc., New York City, sole distributor of the Lafayette Neutrodyne radio set and the Lafayette reproducer, although in existence five months, has already attained a wide distribution for these products and is achieving pleasing success in the development of its sales activities. The company adopted some time ago a very liberal sales policy, a co-operative dealer service and a practical merchandising plan that has met with the hearty approval of the trade. The company has established its line with well-known phonograph dealers in the leading trade centers, and Lafayette radio products are being featured to excellent advantage by these dealers.

"CAN'T BE BEAT"

Like our illustrious Yale crew we are Best by Every Test and "can't be beat."—

Always insist on

DE LUXE NEEDLES

(BEST BY EVERY TEST)

Perfect Reproduction of Tone *No Scratching Surface Noise*

Plays 100-200 Records

May We Send You Sample?

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

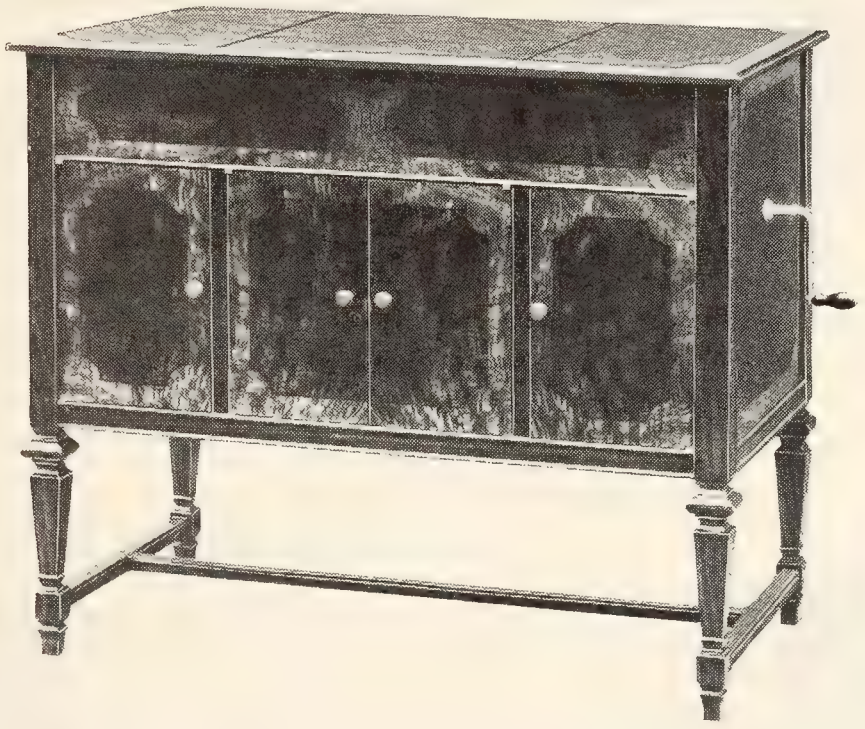
ANSONIA, CONN.

Price 3 for 30 Cents Liberal Trade Discounts

Duo-Vox

BUSH AND LANE

"Better than a Phonograph"



Style 40, Mahogany or Walnut

The marvelously natural and beautiful quality of tone reproduced by the Duo-Vox Bush & Lane universally enthralls and enraptures.

The esteem and enthusiasm of the many Duo-Vox Bush & Lane representatives for the Duo-Vox Bush & Lane line of sound reproducing instruments bespeak with eloquence, authoritative and sincere, the overwhelming individuality and perfection of tone reproduction constituent in the Duo-Vox Bush & Lane.

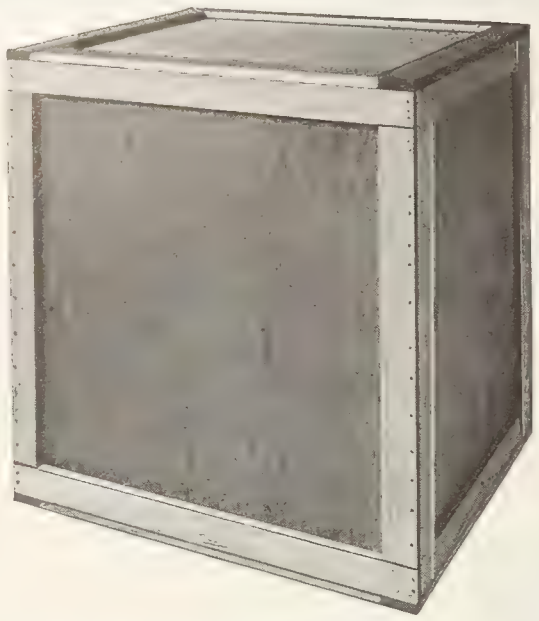
The Duo-Vox Bush & Lane, with its separate and patented reproducers, one for lateral and one for hill and dale, has a range of performance, serviceability and appeal that is unequalled.

Full line of console, upright and radio models.

Write for Agency Data

BUSH & LANE PIANO COMPANY

HOLLAND **MICHIGAN**



Better Packing—Lower Cost

The use of Atlas Plywood Packing Cases will show a material saving in your freight charges.

They weigh only about one-half as much as the ordinary wooden box, but their carrying capacity is greater and they give greater protection due to scientific construction. Their resiliency enables them to withstand rough usage which would ruin the ordinary lumber case.

Atlas Cases save freight, carry heavier loads, give greater protection, make a better appearance and cost less. Thorough investigation will undoubtedly show you the advisability of adopting this up-to-date packing case for your shipments.

Ask for quotations on your requirements.

Atlas Plywood Corp.

PARK SQ. BUILDING **BOSTON, MASS.**

Largest Manufacturers of Box Shook in New England

A. A. Fair Now With the Colin B. Kennedy Corp.

Widely Known Talking Machine Man Appointed Assistant Sales Manager of Manufacturer of Popular Radio Receiving Sets

St. Louis, Mo., August 6.—B. R. Hassler, sales manager of the Colin B. Kennedy Corp., of this city, manufacturer of the Kennedy radio receiving sets, announced this week the appointment of A. A. Fair as assistant sales manager of the company. Mr. Fair will make his head-

A. A. Fair

quarters in St. Louis and will do a limited amount of traveling throughout the territory in order to work in close contact with Kennedy distributors.

This announcement will be welcome news to Kennedy dealers everywhere, as A. A. Fair is one of the most popular members of the wholesale talking machine industry. His experience dates back many years when he started as a traveling representative for Grinnell Bros., of Detroit, Victor wholesalers. He was later appointed a member of the traveling staff of the Columbia Phonograph Co.'s Detroit branch, from which he was transferred to the Columbia headquarters in New York. He was subsequently associated with the Aeolian Co., of Chicago, as right-hand man to the general manager. When the Jewett Phonograph Co. was organized Mr. Fair was appointed sales manager, and while occupying this important post spent practically all of his time visiting the dealers and jobbers throughout the country. He brings to his new work an exceptional knowledge of merchandising conditions and a thorough familiarity with dealer problems that should enable him to achieve signal success with the Colin B. Kennedy organization.

Sonora Officials Have Very Narrow Escape

Three Sonora officials, S. O. Martin, president; Joseph Wolff, first vice-president, and L. C. Lincoln, advertising manager, had a very narrow escape from possible death when the Broadway Limited, the Pennsylvania crack twenty-hour train, was very nearly wrecked twenty miles south of Chicago on Monday afternoon of last week. The train was speeding at about sixty miles an hour when it struck a heavy commercial truck, loaded with bags of cement. The driver of the truck was killed instantly. The cowcatcher of the engine was badly bent and twisted, and dragged along the roadbed over a distance of two train-lengths, ripping the ties. Mr. Lincoln, when commenting on the accident, stated that he does not understand what ever kept the train on the rails.

The fine powder of cement from the bags was scattered around in a veritable cloud, entering the coaches and covering everything with a thick coating of dust. However, Mr. Lincoln states he and his companions cheerfully dusted off the cement from their persons and belongings, grateful indeed that they escaped with nothing worse than a cement shower.

Bird's Shop in New Home

Beverly Hills, Cal., August 4.—Bird's Brunswick Music Shop, which was located on Beverly Drive for about a year, recently moved to 8919 Santa Monica Boulevard, Sherman. The new quarters are more centrally located in view of the fact that Mr. Bird has many customers in West Hollywood and Crescent.

Art Kahn and Orchestra Signed by Columbia Co.

One of the Most Popular Musical Combinations in Middle West to Make Records Exclusively for the Columbia Co.

The Columbia Phonograph Co., Inc., announced recently that Art Kahn and His Orchestra, of Chicago, had signed a contract to make records for the Columbia library exclusively. Mr. Kahn is well known throughout the Middle West as one of the most successful

Art Kahn

orchestra directors in that part of the country, and he has a host of followers among dance devotees, who will be delighted to know of his Columbia contract.

Some nine or ten years ago when the world war started Art Kahn had already attained great success among dance orchestra leaders, and during the war he put in his time entertaining the boys, both in American and French cantonments. Upon his return he joined the Lubliner and Trinz Orchestra in Chicago, controlling twenty-two moving picture theatres in that city and vicinity. Mr. Kahn was appointed a director in one of the theatres and his success was so impressive that he made rapid progress until to-day he personally conducts the orchestra in the largest Lubliner and Trinz theatre and supervises the music in each of the other twenty-one theatres. In addition to these activities Mr. Kahn has composed several selections which have been quite successful, and he is personally recognized as one of the most capable pianists in the popular music field.

If we devote our time disparaging the products of our business rivals, we hurt business, reduce confidence and increase discontent.

National Metals Depositing Corporation

Factory:

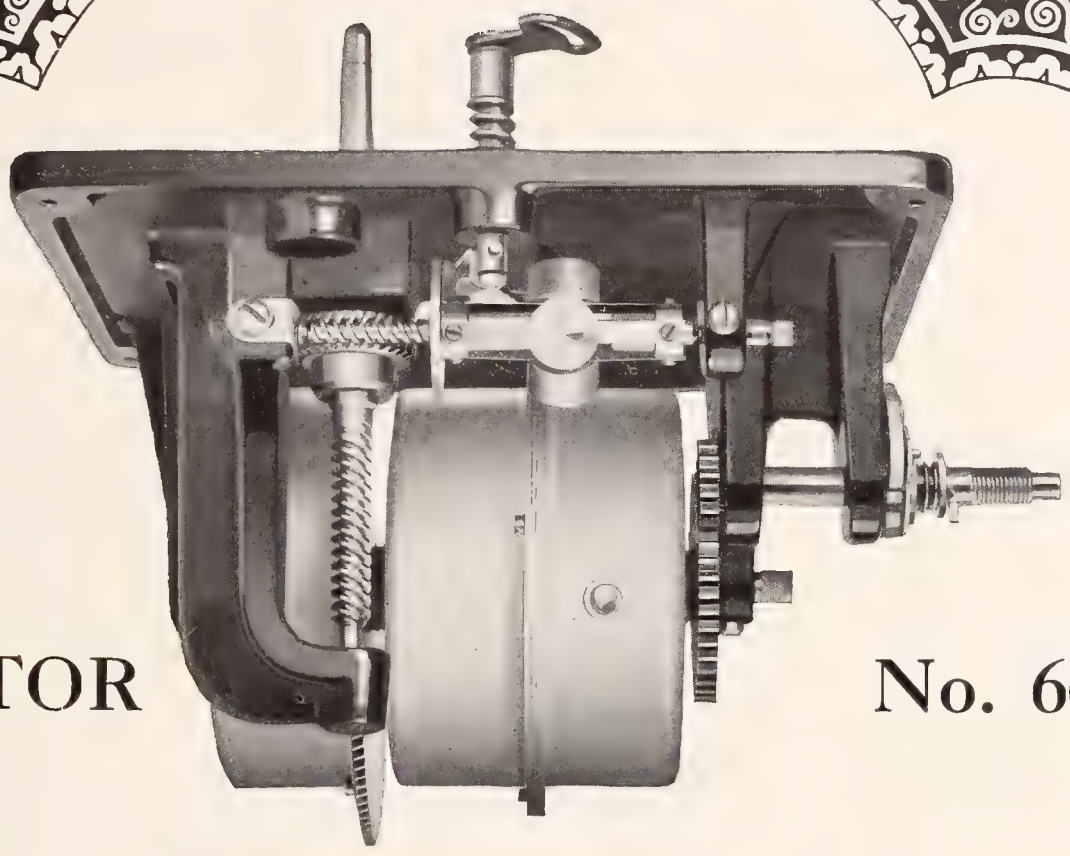
34 East Sidney Avenue, Mt. Vernon, N. Y.

MASTERS MOTHERS STAMPERS

For Phonograph Records

We deposit the FINEST COPPER in the World

Our IMPROVEMENT: all stampers have HIGHLY POLISHED MACHINE BACKS



MOTOR No. 66

Examine the Motor!

That's the important thing

If you were purchasing an automobile, what would be the controlling factor? The motor of course! And it should be the deciding factor when you purchase phonographs. You should insist on reliable equipment—that means Heineman Motors—

And here are some reasons why

Each and every Heineman Motor is given the same painstaking, detailed care that has made Heineman Motor Equipment a byword in the Industry. For the Heineman standard has always been "ACCURACY" first, last and all the time.

Every motor part, from the iron casting to the winding gears; from the smallest screw to the solid steel driving shaft, must be as mechanically perfect as engineering skill can make it. And these are only some of the many "reasons why" it will pay you to insist on—

HEINEMAN QUALITY MOTORS

General Phonograph Corporation, N. Y.

OTTO HEINEMAN, Pres.

Magnavox Co. Announces New Vacuum Tube to Trade

New Product to Be Known as Magnavox Radio Vaccum Tube Type A—National Advertising Campaign to Be Started at an Early Date

The Magnavox Co., of Oakland, Cal., manufacturer of Magnavox radio reproducers and amplifiers, is announcing to the trade the development of a new storage battery vacuum tube to be known as the Magnavox radio vacuum tube Type A. This tube has been designed by Magnavox engineers and in its development follows

The Magnavox Vacuum Tube and Container

an entirely new principle of construction which, the company states, represents a distinct advance in tube design with corresponding increase in efficiency.

The announcement of the company to the trade says: "The Magnavox tube departs radically in every respect from the construction of previous tubes, especially in that it does not make use of a grid or any other kind of electrode interposed between the filament and plate. The effect of this new principle of construction permits the electrons to take an unobstructed passage between filament and plate. By means of a new and better method of electron control the Magnavox tube gives not only higher amplification with greater sensitiveness, but also purest reproduction. Exacting tests imposed upon the Magnavox vacuum tube in all standard circuits have yielded results of great interest to the radio user.

"The elimination of the grid allows the spacing between electrodes to be much greater than in ordinary tubes and still maintain the same resistance, with the result that Magnavox tubes have less than one-half the internal capacity of other tubes of similar type. The Magnavox tube is not critical of adjustment either as to plate or filament. The filament consumption is only one-quarter of an ampere. When used as a detector the Magnavox tube gives sharper tuning with extreme sensitiveness. A grid leak is unnecessary, but its use does not affect results. This is a six-volt tube with standard base and requires no circuit changes.

"The Magnavox tube, with the sole exception of the glass blowing, is manufactured complete in the Oakland plant, recently enlarged to permit the installation of a separate tube department. There are only four stamped metal parts in the Magnavox tube in addition to the quarter-ampere filament. The control electrode, unlike the highly intricate weave of fine wire common to previous tubes, consists of a single stamping of metal which is exceedingly solid and firmly fixed in position. The two plates are so firmly bound together that only a shock strong enough to break the tube itself would dislodge them. The entire inner assembly of the Magnavox tube represents a degree of rugged strength never before attained in a vacuum tube.

"The base of the Magnavox tube has no porcelain to crack or absorb water, nor molded material to stick in the sockets. The base is made with insulation of the highest quality of cloth-inserted bakelite, especially resistant to losses. A special method used in pumping the Magnavox tube gives a stable vacuum which can be uniformly reproduced in quantity production. The undesirable gases are removed by a most efficient vacuum process.

"To insure delivery in perfect condition to the ultimate consumer Magnavox tubes are packed in individual wooden boxes with double seal. Each tube is tested by the dealer at the time of sale and the box re-sealed in the presence of the customer. As shown in the above photograph the Magnavox tube has a distinctive appearance, its shape having been carefully worked out with a view to resisting as much as possible accidental breakage while it is in use."

Announcement of the new Magnavox tube type A will be made to the radio public in an extensive list of national magazines published September 1 and details of Magnavox tube advertising and selling helps will be supplied by either the New York or San Francisco Magnavox offices.

Columbia Co. Delivers Records to Coast by Plane

Aeroplane Carries Shipment of Special Records From New York to Los Angeles

Los Angeles, Cal., August 4.—Calderon Bros., successful Columbia dealers, of this city, specialize in serving the Mexican trade in their locality. The other day their attention was called to the growing popularity of a certain selection among the Mexicans and the sales opportunities this selection afforded, provided it could be secured on Columbia records promptly.

These enterprising dealers wired the Columbia Phonograph Co.'s recording laboratories in New York regarding the matter and after receiving the wire it was only a matter of hours for the Columbia Co. to make its best recordings of the selection and these tests were rushed through the factory, proceeding to Los Angeles by aeroplane. The mail plane running on schedule time enabled the post office to place the test records in the hands of Calderon Bros. within two days from the time the records left New York City. Calderon Bros. immediately approved the test record, wired a rush order for a substantial shipment and the records arrived on the Coast in time to take care of the demand.

Quality Alone

That's what sells

PAL Portables

Now $25.00 retail!

DEALERS' PRICE

$15.00

F. O. B. N. Y. City

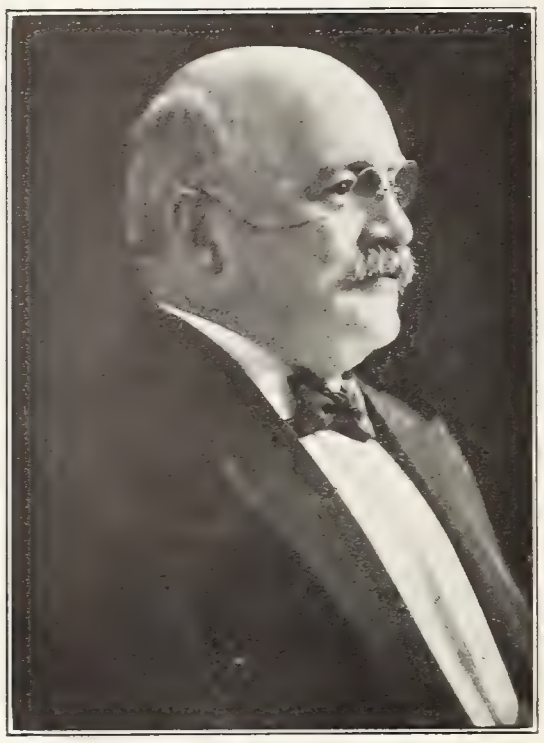
The all-year-'round phonograph

PLAZA MUSIC CO., 18 W. 20th St., N. Y.

J. W. Scott, Old-time Phonograph Man, Dies

Field Supervisor of Jewel Phonoparts Co. Passes Away After Short Illness—Widely Known and Popular Throughout the Trade.

The many friends in the trade of J. W. Scott, familiarly known to thousands of dealers as "Scotty," will learn with regret of the death of



J. W. Scott

this popular talking machine man. Mr. Scott, who was ill only for a few days, died at his home in East Orange, N. J., on July 17 of pneumonia, and the funeral services were held on July 19.

For nearly two years prior to the time of his death, Mr. Scott was field supervisor for the Jewel Phonoparts Co., Chicago, manufacturer of Jewel tone arms and attachments. He had achieved phenomenal success in this important work, and under the direction of A. B. Cornell, treasurer of the company, had steadily increased the scope of his activities.

"Scotty," as he was known to dealers and jobbers everywhere, was one of the pioneers of the talking machine trade. For more than a quarter of a century he was identified with Thos. A. Edison, Inc., and during this long period of years, visited Edison jobbers from one end of the country to the other. Possessed of a most pleasing personality and thoroughly familiar with every phase of phonograph merchandising, Mr. Scott won and retained the good-will and esteem of dealers and jobbers everywhere. Over a period of eighteen months as field supervisor for the Jewel interests he had further enhanced his prestige and standing as one of the industry's most popular executives, and his death will be keenly regretted by the members of the phonograph trade from Coast to Coast. He is survived by a widow, son and daughter, who received hundreds of telegrams and letters of condolence from his friends everywhere.

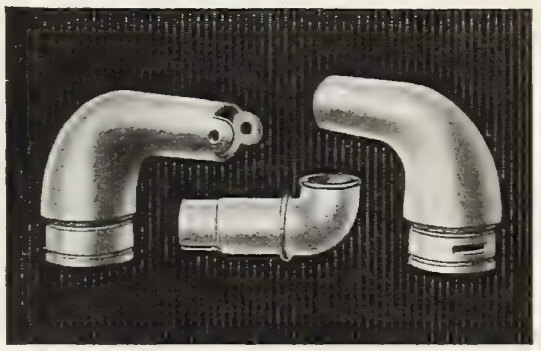
Sells Edison Business

Pueblo, Colo., August 4.—O. P. Jones, manager of the Pueblo Phonograph Co., Edison dealer, has sold the agency for the Edison phonographs to the Crews-Beggs Dry Goods Co., which on August 1 opened a modern phonograph department. This department of the store is located on the third floor.

Mr. Jones has disposed of his business in order to take over the management of the phonograph department of the Denver Dry Goods Co., Denver.

A temporary music store, carrying talking machines and pianos, has been opened at Fort Bragg, Cal., by J. H. Thomas, representing Kohler & Chase of San Francisco.

DOEHLER
The World's Largest Producer of
DIE-CASTINGS



The purchase of a die-casting is an investment in service-ability—the returns upon which will appear in the manner in which that part performs its functions.

Its ability to perform properly—to render the service expected under the conditions encountered—is determined by the fore-knowledge of these conditions which its designer and producer has or can secure by cooperation with its users.

Each Doehler-Die-Casting has—incorporated within it—that comprehensive knowledge of how best to use, as well as how best to make, die-castings which can be expected from the world's largest producer of die-castings.

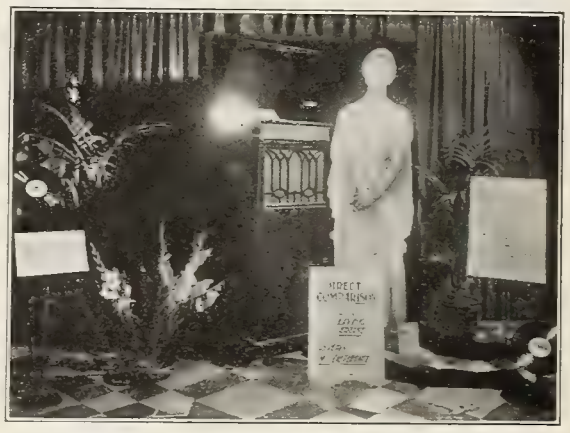
DOEHLER DIE-CASTING CO.

BROOKLYN. N.Y. TOLEDO. OHIO.
POTTSTOWN. PA BATAVIA. N.Y.

Edison Tone Test Held by Live Melbourne Dealer

Wills & Paton, Pty., Ltd., The Edison Shop, Melbourne, Australia, Boosts Sales by Tone Test and Window Tie-up

Melbourne, Australia, July 25.—Wills & Paton, Pty., Ltd., the Edison Shop, one of the most progressive phonograph houses here, which has been featuring the Edison line of phonographs and records in various ways with excellent results, has been conducting tone test recitals at the Masonic Hall, featuring Stella



Edison Tone Test Window Tie-Up

Power and Violet McGregor in direct comparison with their records played on an Edison phonograph. The Edison Shop gave the event widespread publicity. Handsomely printed programs were distributed to those present, and the company followed this up with an equally attractive small booklet in which were reprinted the favorable comments of leading critics. Later a window was also arranged (reproduced herewith) featuring the Edison and Miss Anna Case, famous Edison artist. The figure of Miss Case was painted in oils on beaver board, the whole display being lit at night by a flood light, all other window lights being out, so that the display stood out with cameolike clearness.

The tone test resulted in widespread interest in the Edison, and the window display some time later revived this interest, all of which brought in considerable business, according to C. M. Phillips, of Wills & Paton, Pty., Ltd.

Steen Heads Radio Week Window Display Committee

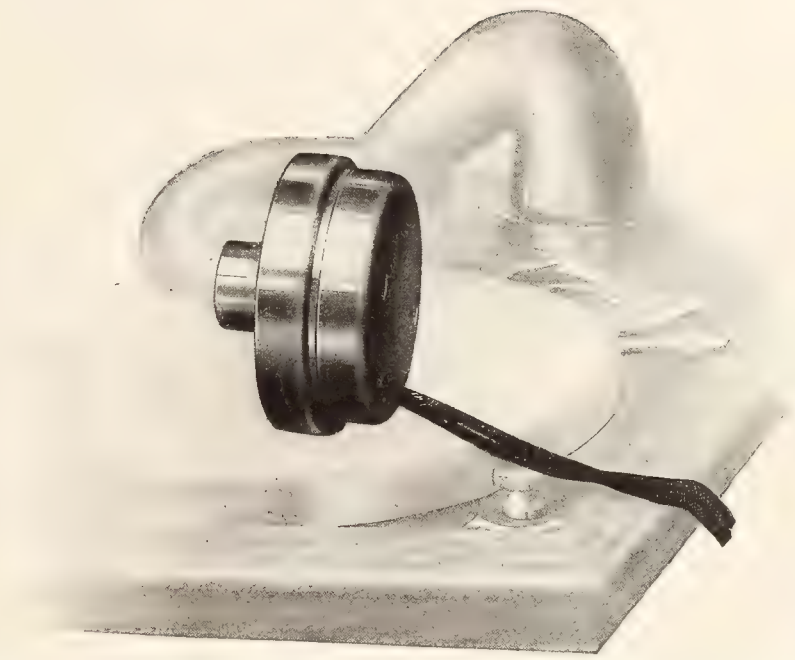
Clyde P. Steen, secretary of the Window Display Advertisers' Association, a national organization of window display men, has accepted the post of chairman of the window display committee for International Radio Week which will be held November 24 to 30, 1924, according to announcement from headquarters for Radio Week, at 1133 Broadway, New York City.

"Window displays for Radio Week will be certain to bring larger sales to retailers," Mr. Steen's statement said. "A number of radio men are already members of our Association and we believe that through the co-operation of our organization many radio windows will appear this year in cities where our members are able to co-operate, or where the Radio Week committees are active.

Local chairmen for the window display committee will be appointed in a short time. International Radio Week is being conducted by an executive committee headed by Powel Crosley, Jr., of the Crosley Radio Corp., working under the auspices of the National Radio Trade Association and affiliated bodies.

Sells Used Instruments

Casper, Wyo., August 6.—The Music Shoppe has been utilizing the Summer months to dispose of slow-moving stock and has been successful in moving a large number of used talking machines and pianos. Catalogs containing the prices of new and used talking machines and pianos have been sent out and this brought many customers into the store.



The above Loud Speaker Unit was developed especially for 5 tube Neutrodyne sets

To Talking Machine Makers Installing Radio Units

Before you decide on any radio sound-producing unit, consult America's leading organization of sound-engineers. This consultation is free; and incurs no obligation.

EVERY talking machine manufacturer, installing radio units in his product this Fall should bear this vital fact in mind:

The sound-producing device is the crux of satisfactory radio-performance. It makes no difference how efficient the receiving set; it is a dumb and helpless thing until the "sound-producer" is hooked onto it.

It isn't safe business to buy sound-producing devices, like granulated sugar, as a staple commodity, without regard to individual and varying requirements.

A two-tube set needs different consideration from the standpoint of a sound-reproducer, than a six- or eight-tube set.

Before you settle definitely on any sound-producer unit, put your requirements up to men who have been studying sound-producing problems for 20 years; men who know your sound-producing needs better than any other organization.

The Dictograph Products Corporation, makers of the famous Acousticon for the deaf; the Detective Dictograph for the law; and the Loud Speaking Interior Telephone for big business, are better equipped to provide you with the right Phono Radio sound-units—both as to price and quality—than any other concern in America. Get the proof. It's waiting for you.

The practical advice of practical men—men who are seasoned and successful veterans in this highly specialized field of sound instrument manufacturing—is yours for the asking.

Isn't the problem big enough, important enough to warrant talking it over with the premier scientists in the field—when there is no obligation whatever! Write us.

Jobbers and Dealers Carry in Stock

THE STANDARD DICTOGRAPH PHONO-UNITS

With Adjustable Air Gap and Made to Fit All Phonographs
Operate on any set using 3 to 8 tubes. No extra Batteries

DICTOGRAPH PRODUCTS CORPORATION

220 West 42nd Street **New York City**

Profiting by Unusual Merchandising Ideas

W. Bliss Stoddard Describes Clever Summer Window—Secures Aid of Public in Writing Ads—New Instalment Plan—Kiddie Tie-up

The majority of up-to-date talking machine dealers are now stocking radio as well, realizing that they complement each other very effectively. Radio is like a newspaper—it gives the up-to-the-minute news of the world, the speeches, songs and utterances of the day; but the phonograph is like a standard book, it gives the best of the world's songs and stories—music and utterances that improve with time and hearing. People need both books and newspapers; they also need both phonograph and radio. This idea was very effectively brought out by the Southern California Music Co., Los Angeles, Cal., in a recent display. This is the season when everybody is taking a vacation, and the firm's window showed a modern camp in the woods. Eucalyptus branches were banked in the rear, and in one corner was an umbrella tent, beneath which was a cot, on which was a book and a portable talking machine. Close beside it was a camp table, with aluminum dishes on one end and a De Forest wireless outfit on the other. On the ground was a camp stove and beside it a portable Brunswick. A card suggested "Enjoy the music and the news of the day in the bustling cities amid the cooling breezes of the mountains or seashore—You can do it with a portable Brunswick and a De Forest wireless."

Public Writes Phonographic Ads

Eatons, the big store of Toronto, Canada, found a means of stimulating interest in phonographs during the hot, supposedly dull season, by inviting the public to write ads for this department. One of the conditions of the contest was that the ad writers must come into the store and examine the machines and records before attempting to advertise them. This personal inspection created a desire for the articles and increased the sale of these lines. Such a contest also built up good will for the firm. The rules for the contest were simple, but effective:

The ads must be written about the phonographs in Eatons' store.

Those entering the contest must see the articles, so as to know how to describe them accurately. Any one in the department will be glad to tell any of the writers anything he wishes to know about the machine or records.

The ad must not be longer than 150 words. It can be as brief as the contestant desires.

Ads must be written to occupy a space 4 inches wide and 5 inches deep.

Illustration may be suggested if contestant desires.

All ads must be written in ink on one side of the paper only, with the contestant's full name and address written distinctly on a separate piece of paper attached to the copy.

The advertisements were judged on the following points: Absolute adherence to truth about the advertised goods; effective statements as to the good value of the merchandise, originality, headings, correct English, layout and neatness. The fact that "truthfulness of ads" counted the highest impressed the public with the fact that the store ads are prepared with this fact in mind. In its News Weekly the store published the names and photos of the winners of the first and second prizes in the contest.

Abraham & Straus' Easy Payment Plan

"The convenient payment plan," a new type of deferred payment, has been introduced by Abraham & Straus, Brooklyn. It is applicable only to electrical appliances, radio sets and phonographs. The customer makes a cash payment of 20 per cent and is allowed eight months in which to pay the balance. A carrying charge amounting to about 5 per cent is added to the price. It was announced to a specially selected list, which the credit department had compiled for the purpose of solicitation of charge accounts, by mailing out a booklet describing the merchandise which could be purchased under the new plan. B. A. Farrell, credit manager, said the response had been highly gratifying, and the store was particularly pleased with the type of women who had responded. They were mostly shrewd housewives, with a definite amount allowed them for household expenses each week, and thus were able to include the regular payments in their household budget; whereas the typical instalment house customer, who buys everything on the dollar-down-dollar-a-week plan, whom they had no desire to annex, was deterred from taking advantage of this new convenient payment plan by the unusually large initial payment required before delivery of the instrument is made.

Interesting Youngsters in Victrolas

There is one group of patrons which is seldom given sufficient consideration, and that is the juniors—the school children and even the youngsters in the nursery. J. W. Jenkins' Sons, Topeka, Kans., is one firm that has remedied that. In the latter days of Summer, when school loomed in the not far distance, they came out with an ad showing a group of kiddies dancing to Victrola music, the announcement being captioned:

IS THERE A VICTROLA IN YOUR NURSERY?

In the modern home a Victrola is as necessary as toys, books or dolls. Modern education teaches a child by means of play. Get your boy or girl a phonograph to aid in studying languages, learning to dance, learning to sing, as well as playing the music for nursery games.

They had a space fitted up as a nursery in their phonograph department, and on a certain Saturday afternoon they sent out invitations to several hundred patrons to enjoy a nursery concert. The pupils of a private kindergarten were the performers and aroused much enthusiasm by the manner in which they sang and danced to the music of a Victrola. Then several French and Spanish records were placed on the machine, and a half dozen older children showed how proper pronunciation was learned from these records. But all work and no play makes Jack a dull boy, and as a good example of the purely amusement feature of the phonograph several stories from the Bubble Books were inserted on the machine and the various characters of Mother Goose sang charming little songs, which were greeted with much applause by the kiddies. The people who heard the concert were much impressed with the possibilities of the machines from an educational standpoint, and the way in which they talked it up among their friends was the most valuable advertising that could have been secured.

Kenneth C. Mills in Europe

Kenneth C. Mills, manager of the wholesale department of the Columbia Phonograph Co., New York, sailed for Europe on Saturday, July 19, on the S.S. "Majestic." Mr. Mills sailed in the interests of the company and will proceed immediately to London for a series of conferences with Louis Sterling, of the Columbia Co., of London. His further itinerary is undecided, as is the length of his stay abroad.

Keys Music Co. Opens Branch

Weston, W. Va., August 6.—The Ira B. Keys Music Co. is establishing a branch store at Clarksburg, where a complete line of musical instruments will be carried. The company also operates a branch store at Middlebourne.

Bankruptcy Petition

The Melody Shop, Inc., 1440 Broadway, New York, recently filed a petition in bankruptcy, with liabilities of $7,580 and assets of $8,000, consisting of stock and fixtures.

6
things that make a perfect radio set

The Matchless Lafayette Neutrodyne.
Price of 5-tube set alone, $125.
Lafayette Reproducer, $28.00.
Solid Mahogany Cabinet, $35.00.

These are the 6 essentials to a perfect radio set: (1) The ability to get the desired station each time with the same dial position. (2) Absence of all squeals and noises. (3) Great range. (4) Volume without distortion. (5) No interference from other stations when "listening in." (6) The Lafayette Reproducer.

DEALERS—Write for proposition

THE KOR-RAD CO., Inc.
Sole Distributors
151 East 58th St., New York

THE Lafayette NEUTRODYNE

Licensed under Hazeltine Pat. No. 1450080
Made by R. E. Thompson Mfg. Co.
Jersey City, N. J.

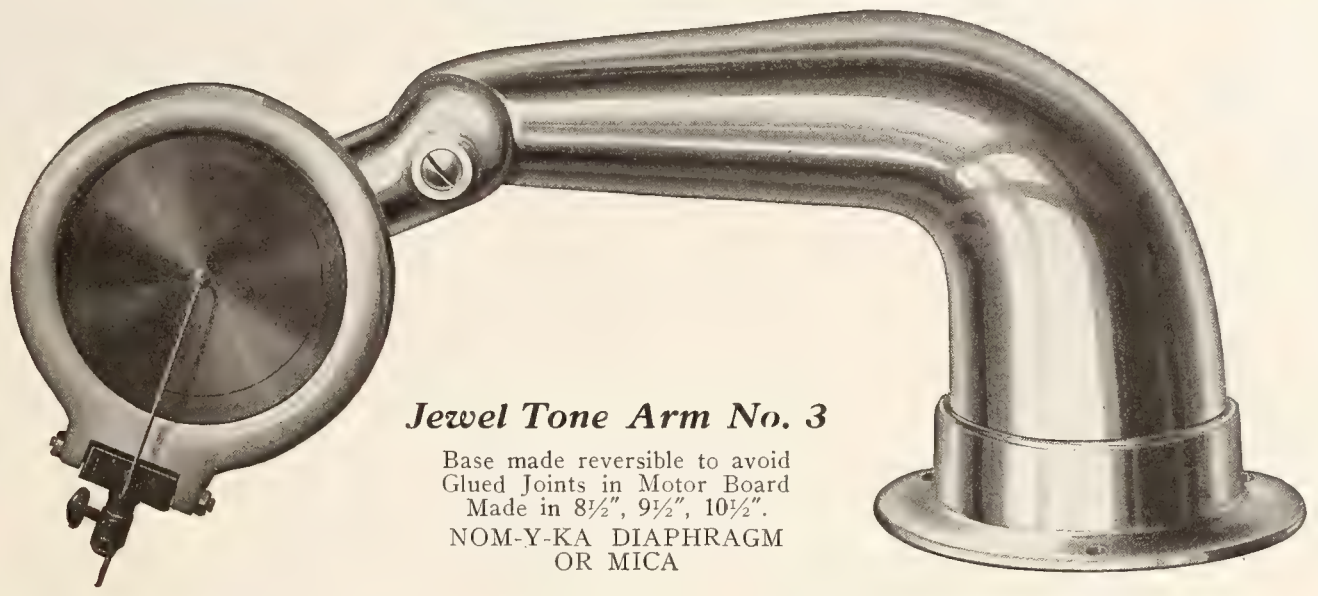
Recording — Plating — Pressing

Finest Work. Reasonable Prices
Commercial Recording Professional and Amateur Recording

Estimates and Samples furnished on request

Emerson Recording Laboratories Inc
206 FIFTH AVENUE NEW YORK

The Jewel-Tone Reproducer *and* Tone Arm



Jewel Tone Arm No. 3

Base made reversible to avoid Glued Joints in Motor Board
Made in 8½", 9½", 10½".
NOM-Y-KA DIAPHRAGM OR MICA

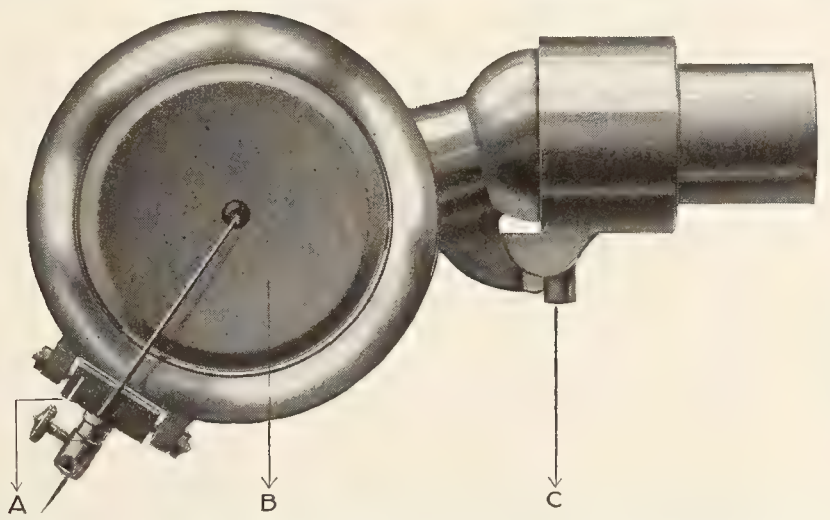
Jewel Reproducers and Tone Arms are a quality product designed to give the manufacturer a dependable and highest grade equipment that it is possible to make and the dealer a powerful and invaluable sales argument.

Is the throw-back type. Plays all records and the original equipment designed to play Edison and Pathe records with a fibre needle in actual Edison position with Reproducer facing the record.

JEWEL COMBINATION RADIO AND PHONOGRAPH TONE ARM

Send for a sample equipped with or without phonograph loud speaker unit. Tone arm and Reproducer have the same natural reproducing qualities and great volume that all Jewel products have. Its only difference being equipped to take a loud speaker unit. Your phonograph tone arm and chamber makes the logical and best loud speaker.

JEWEL NEEDLE EQUIPMENT FOR THE NEW EDISON



[A] Our patented slotted Stylus bar takes the place of all imitation spring adjustments, making it permanently and positively non-rattle and non-vibrating.

[B] Our patented indestructible NOM-Y-KA diaphragm has proven through years of use to have given the truest tone and greatest volume of any diaphragm yet produced—which, like an old violin, improves with age.

[C] Our patented positive automatic adjustment always holds reproducer in proper position, thus doing away with all unnecessary screws that can be tampered with and easily gotten out of order.

The Jewel Needle Equipment for the New Edison Phonograph has been used so many years as their standard by Edison Dealers, that it requires no description, except for those who have recently started to handle the Edison Phonograph.

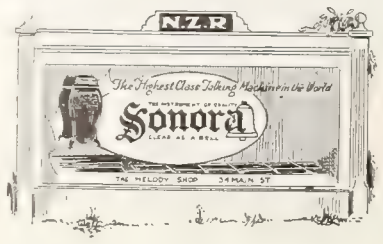
To those we would state it reproduces lateral-cut records with that full, rich, round tone that only our patented NOM-Y-KA Diaphragm and other patented and exclusive features can give—its heavy center and very light and flexible edges render both heavy and light tones with their true musical values, bringing out all of the beautiful overtones.

It plays all records, and we originated the idea of playing Edison records with a fibre needle with the reproducer facing the record in the only proper Edison position.

It is simple, inexpensive, automatic and fool-proof. Compare it with all others and you will see the difference, and use it as your standard and the best selling aid you can get.—Fully and unqualifiedly guaranteed in every way.—Don't take a chance on any attachment that has not passed the test of long usage and time.

JEWEL PHONOPARTS CO.

150—160 Whiting St., Chicago, Ill., U. S. A.



New SONORA 24-sheet poster now being distributed

Selling Helps
for the
Sonora
Dealer

SONORA Dealer Service for increasing 1924 Summer Business is unusually effective. Two new Selling Aids are described here. Let us tell you about this service in detail.

Sonora Poster

Summer prompts most people to seek the out-of-doors and, whether motoring or walking, this colorful poster will attract and sell them SONORA for the home or SONORA Portable for the camp.

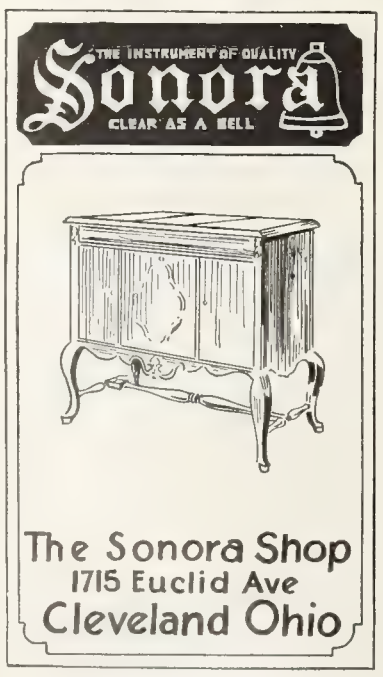
Sonora Road Sign

The convenient size of this attractive sign multiplies its uses. Splendid for sides of auto trucks, sidewalks in front of stores, walls of buildings, barns and fences in the country. We cooperate with dealers in placing this sign.

Write for information about the complete SONORA service.

Sonora Phonograph Co., Inc
New York

Canadian and Export Distributor:
C. A. Richards, Inc., 279 Broadway, N. Y.



New SONORA outdoor sign of heavy metal, enameled in four colors. Size 28x48 inches.

Practical Methods of Digging Up Live Prospects and Keeping List Up to Date

Development of the Talking Machine Dealer's Business Depends Largely on His Prospects and His Success in Selling Them—Sources of Prospects—Things to Avoid in Compiling List

The question as to the best means of building up the mailing list of the talking machine dealer is always a live one, for the reason that much of the present and a far larger percentage of future business depends upon such a list—it is the key to the development of a list of actual prospects.

Things to Avoid

Dealers have had at various times costly experiences in this direction. It has been found that to send out canvassers "cold," as it were, with a view to digging for prospects alone is a long, expensive process; to wait for customers to bring in names of a sufficient number of friends to make up a working list is slow and unsatisfactory, although the aid of the customer is not to be despised. The average city directory is practically useless, for there is no guide as to the standing of the individual, and, although the telephone directory can be made to yield some good names for the prospect list, the separating of the sheep from the goats among telephone subscribers also is an extremely costly proposition.

Sources of Live Prospects

The main thought is to put on the mailing list the names of those who are most likely to be in a position to buy talking machines or records or who for one reason or another should be in a buying mood. Perhaps one of the best sources for digging up a live list is found in checking up the marriage licenses. In many cases the granting of licenses, together with the names of the contracting parties, are published in the newspapers daily. The great proportion of licenses mean that new homes are to be established and that there should be a place in those new homes for the talking machine and its accompanying records.

The real estate records form another treasury from which many valuable names may be taken. Like the marriage records, they are open to public inspection, and one has only to copy the names and addresses wanted. The records of purchasers of new houses are especially valuable to dealers, as here again the purchaser is very likely to be in the market for additions to his home accessories. Most people who are building a new house postpone the buying of a new sofa, a new table or a new talking machine until they are ready to occupy the house—so you will find these people in a convenient frame of mind for your approach. It has been pointed out that many dealers have found it pays them to make arrangements with real estate men in the vicinity to compile for them lists of new tenants and lessees moving into the neighborhood. Still others, through the good will of apartment hotel managers, are supplied with a list of new tenants at regular intervals.

Prospects for Art Models

The dealer who devotes special attention to pushing the elaborate and expensive art models and machines built to special order will do well to get in touch with leading architects and interior decorators in his territory, show them what he has to offer in the matter of special period models that will fit into particular decorative schemes and then enlist their support in his work of placing the instrument in the homes.

Next to compiling the list, the important matter is to keep it alive, to have the addresses correct and to cut off the names of those who have moved to other sections or who otherwise become unavailable as prospects, thus avoiding waste sales effort.

J. D. R. Freed Serenaded by Radio on Honeymoon

Joseph D. R. Freed, president and chief engineer of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., sailed recently on the S. S. "Majestic" for a honeymoon in Europe. As a mark of special attention "Roxy" Rothafel, famous broadcaster and managing director of the Capitol Theatre, New York, serenaded the couple from Station WEAF. Mr. Freed carried with him a five-tube Freed-Eisemann receiver, specially designed so that no exterior wires were necessary to pick up the programs through which he was serenaded.

The programs were easily received on the S. S. "Majestic" when it was about 800 miles out at sea, and it is said that this was the first time in history that a honeymoon couple on a transatlantic liner was serenaded from a radio broadcasting station. It is an interesting fact that the serenading itself might have been heard by nearly half the civilized world.

In addition to this unique plan the engineering department of the Freed-Eisemann Radio Corp. arranged a special microphone and public address loud speaker which was installed on a launch which conveyed the steamer down the bay. With Mr. and Mrs. Freed standing on deck, they clearly heard the amplified greetings of friends in the launching party.

Ad Drive on "Steel Deluxe"

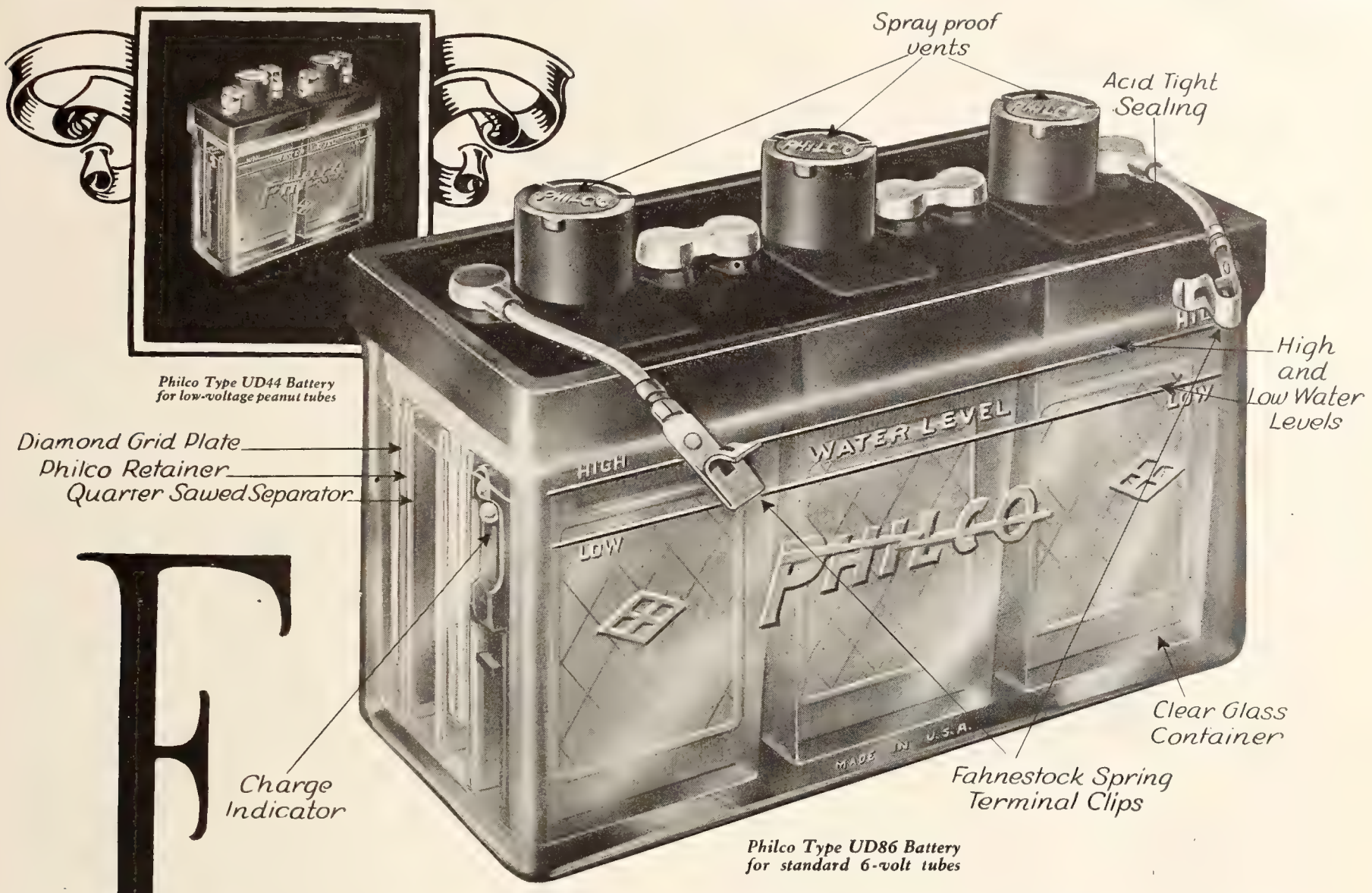
The Edgar T. Ward's Sons Co., pioneer importer and distributor of "steel deluxe," is arousing considerable interest in the talking machine and electrical trades with a newly inaugurated promotional campaign for its products. Advertisements placed in a number of leading national magazines lay special emphasis upon high carbon Swedish steels imported by the company and produced by the Munkfors Works Uddleholm Co., Ltd. This steel, because of its constituent qualities and the care with which it is produced, has a large market among the manufacturers of delicate apparatus, including the talking machine, electrical and jewelry lines.

The Edgar T. Ward's Sons Co. has been identified with this type of product for nearly half a century and has six large warehouses located at Boston, Newark, N. J., Philadelphia, Cleveland, Detroit and Chicago. It also stocks and distributes a great variety of other steel specialties that are required for high-class manufacturing, such as strip steel, spring steel, music wire, spring wire, fine drill rod, cold drawn seamless steel tubing, and cold finished steel bars. The company also conceived and created the line of cold rolled and cold drawn strips and bars made of Armco ingot iron which is especially adapted to electrical work. The general offices of the company are located at the new warehouse plant at 400 Frelinghuysen avenue, Newark, N. J.

AND

ITALIANSTYLE
MUSIC ROLLS

Distributed by
ITALIAN BOOK CO.
145 Mulberry St. New York, N. Y.
MONTHLY RELEASES
Out-of-Town Agents Wanted



Philco Type UD44 Battery for low-voltage peanut tubes

Philco Type UD86 Battery for standard 6-volt tubes

Forget all you ever knew about radio batteries

No more need for big, cumbersome batteries in the cellar. The new Philco Rechargeable Radio Batteries—in small, compact, acid-tight GLASS cases—are the only batteries safe for use inside the finest cabinet.

Equally important—you carry them on your shelves and sell them as easily as victrola records. They are shipped charged but absolutely DRY. Their life starts when the electrolyte is poured in. No charging equipment is needed.

The new Philco Radio Batteries have other big advantages. They have a visible Charge Indicator — an exclusive Philco feature — that eliminates guess-work charging or fussing with the old-fashioned, sloppy hydrometer.

With the new Philco Chargers, recharging is done at a throw of a switch — so simple and safe a child can do it. No odor — no noise — no danger of overcharging.

Philco Sales Engineers will gladly cooperate with you in designing storage battery equipment for any type of cabinet, or for any radio purpose. Order at once through your wholesaler, or fill out the coupon below and mail to us.

The Philadelphia Storage Battery Company

Philadelphia

CONSUMER PRICES

Philco Type UD86 Battery for standard 6-volt tubes. Guaranteed 2 years.. $16.00*

Philco Type UD44 Battery for low-voltage peanut tubes. Guaranteed 2 years.... $8.00*

**East of the Mississippi River*

PHILCO DRYNAMIC RADIO BATTERIES

Philadelphia Storage Battery Co.
Ontario & C Sts., Philadelphia

SIRS:—I am interested in learning more about the new Philco Rechargeable Storage Batteries for radio.

Name ----------

Business ----------

City ---------- State ----------

Annual Sales Conference of C. Brandes, Inc., Marked by Optimism Over Outlook

Representatives of the Company From Leading Points in United States, Toronto, Canada, and London, England, Gather in New York—Visit New Plant in Newark, N. J.—Entertained.

The annual sales conference of the Brandes companies was held at the Advertising Club, New York, recently and was marked by a feeling of optimism over the coming year's business. Representatives were present from C. Brandes, Inc.; Canadian Brandes, Ltd., Toronto, and Brandes, Ltd., London, England, and district men from the Brandes offices in San Francisco, Chicago, New York, Washington and Boston, including David S. Spector, manager at San Francisco; Harold F. Tideman, Chicago; William A. Eaton, Washington; Frank R. Van Sant, New York. The meetings were in charge of M. C. Rypinski, vice-president and sales manager.

Representatives of C. Brandes, Inc., Present at Sales Conference

It was reported by those present that the prospects for business this Fall and Winter are excellent, and in general the consensus of opinion was that there would be an increase in business of at least 50 per cent over the year just passed. Manager Byers, of Canadian Brandes, Ltd., and Wallace A. Bartlett, managing director of the Brandes interests in England, announced that the Brandes outlook in the Dominion and in Europe is most encouraging.

The opinion was expressed that the Summer radio campaign carried on by the Brandes Co. had greatly increased the company's prestige with the trade generally and had aided materially in depleting the stocks being carried by the dealers and jobbers to the point where it is anticipated that the Fall season will start a month earlier than last year. A gold watch was presented to Manager Eaton, of the Washington office, for having made the best sales showing of all the offices.

The representatives on the first day of the conference made a tour of inspection of the new Brandes plant in Newark, N. J., and on the following evening attended the performance of the Brandes Minstrels and the "Matched Tone" Orchestra, which featured the reception given by President Dietrich to celebrate the completion of the new factory.

Window Displays Boost Sales in Hagerstown, Md.

The Talking Machine Shop Finds Unusual Displays and Advertising Tie-up Most Effective Manner of Stimulating Record Sales

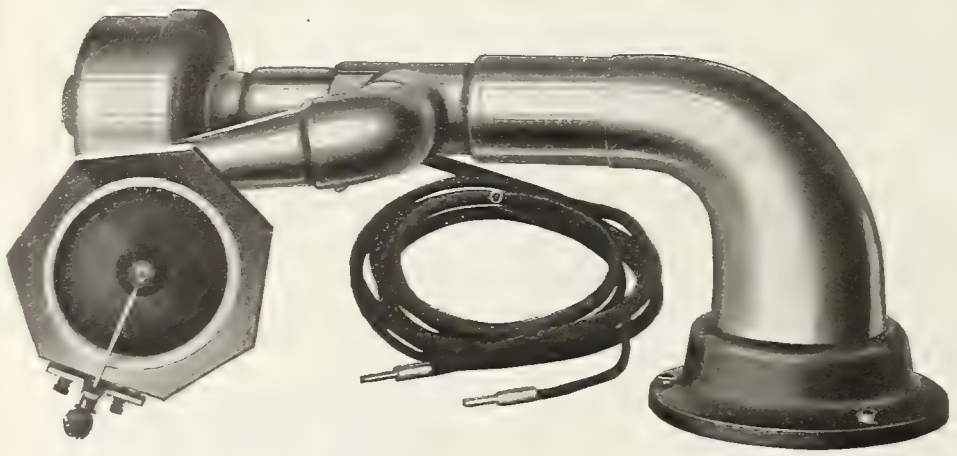
Hagerstown, Md., August 8.—Unusual window displays and advertising tie-ups are proving effective sales stimulators for the Talking Machine Shop, of this city, which is under the able management of Norman B. Kurzenknabe. The window displays by this live talking machine man in which the Victor line is featured have attracted widespread attention, and the public here and in the surrounding communities is always on the lookout to see what the next display is like.

A recent display featured a Paul Whiteman record on one side of which was the number "Discovered" and on the other "Last Night on the Back Porch" and during the brief period this display occupied the window more than 600 of these records were sold. Of course, it is impossible to trace many of the sales direct to the window display, but the fact that the demand jumped so tremendously as soon as the window had been arranged is significant. Another window display by this firm made the record "Sleep" the central theme and sales of this number reached about the same figure.

These windows are tied up with newspaper advertising and that doubles their effectiveness, according to Mr. Kurzenknabe. While "Last Night on the Back Porch" was being featured the Talking Machine Shop inserted cleverly worded little readers in the local papers and on each Victor record delivery envelope stickers advertising this record were placed.

The Hill Piano Co., of Huntington, W. Va., recently moved to its new quarters at 921-923 Furth avenue. An increased line of pianos and phonographs is made possible by the change.

NEW EMPIRE COMBINATION



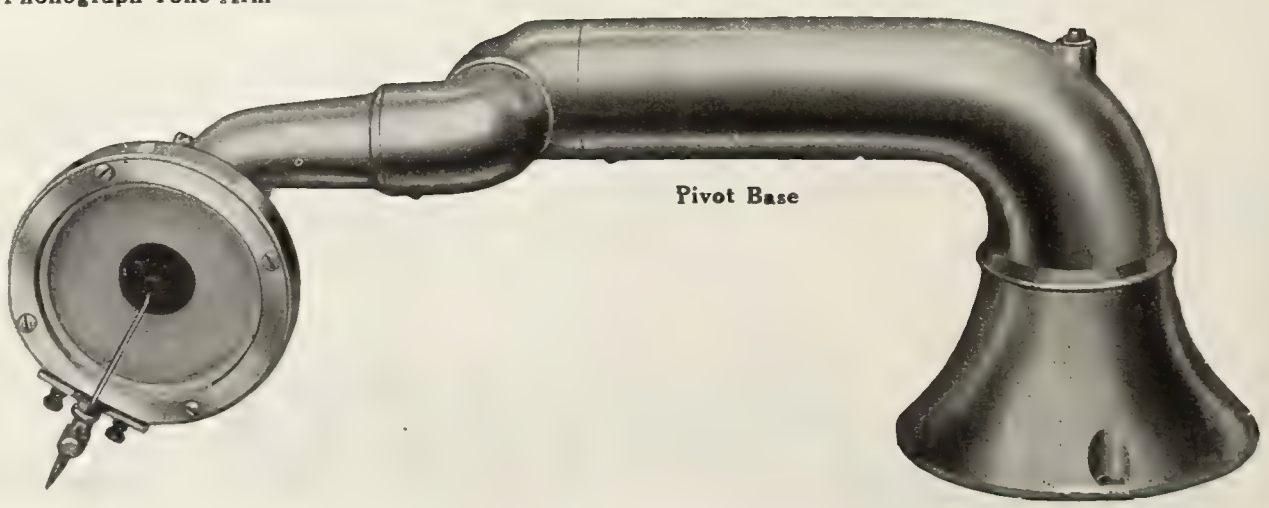
Combination Radio and Phonograph Tone Arm

Tone Arm (Ball Bearing)
Reproducer
Loud Speaker
for
Radio and Phonograph

We invite a personal test. There is nothing more convincing. Order a sample arm and test it out. It will win you on merit only. Our prices are low and the quality second to none.

Write or wire us for samples and quotations and give us an outline of your requirements.

Send for sample of our new Tone Arm for Portable Machines and Edison Attachments.



Pivot Base

EMPIRE PHONO PARTS COMPANY

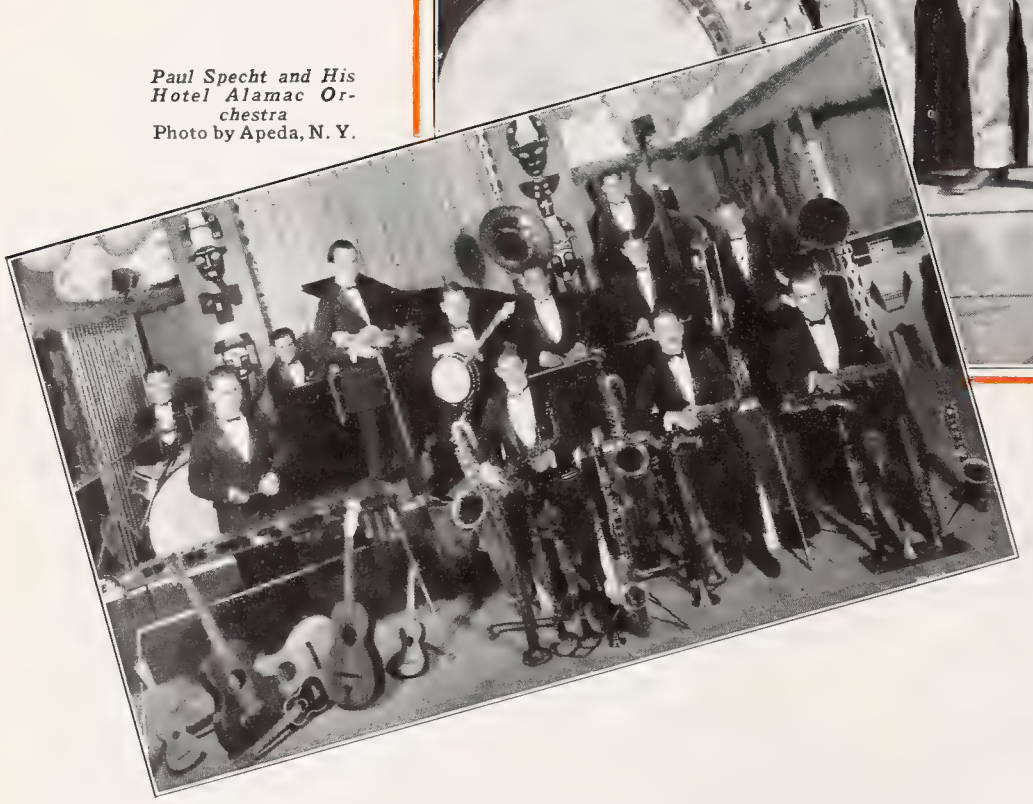
Established in 1914

2261 East 14th St. Cleveland, O.

W. J. McNAMARA, President

Columbia has the

Ted Lewis and His Band



Paul Specht and His Hotel Alamac Orchestra
Photo by Apeda, N. Y.

Ted Lewis and His Band

Paul Specht and His Hotel Alamac Orchestra

California Ramblers

Leo F. Reisman and His Orchestra

Art Kahn and His Orchestra

Model 550
$200

The New Columbia Phonograph is a worthy product of the organization which made it. It is a new and better medium for the music of the world. It is better musically. It is better mechanically. It is better artistically. To the true lover of music the New Columbia is a delight to hear. To the progressive dealer the New Columbia is a pleasure to sell. A complete range of phonographs is offered at prices from $50 to $600.

HERE is a remarkable quintet of dance orchestras combining in their individual style of playing, all types of dance music. And every one of them plays exclusively for Columbia.

Columbia has Ted Lewis and His Band. These masters of syncopated music have thrilled thousands throughout the country with their irresistible style of playing.

Columbia has Paul Specht and His Hotel Alamac Orchestra, who combine the symphonic with the popular music in a way to win the favor of the patrons of this fashionable Broadway hotel.

Columbia has the California Ramblers, whose lively and melodious dance music has made their inn the mecca of New York motorists.

Columbia has Leo F. Reisman and His Orchestra, Boston's biggest contribution to the dance. Reisman's style is a sweet, lilting one, sure to entrance the most sophisticated dancer.

Columbia has Art Kahn and His Orchestra —noted in Chicago for their novelty effects, wonderfully blended with harmony.

A representative group, to be sure! And with these orchestras playing exclusively for Columbia, it means that Columbia Dealers everywhere can have dance records to offer that are always in demand.

You will also get a big call for Columbia Records by The Georgians, a little jazz organization assembled from Paul Specht and His Orchestra. Then, as a new feature, the "Little Ramblers," from the California Ramblers, offer sparkling records this month for the first time.

Stock the records of all of this brilliant Columbia family. Feature them and you'll sell them fast enough. The dealer who takes on the Columbia line is aware of a whole-hearted and aggressive support constantly.

COLUMBIA PHONOGRAPH CO., INC.
1819 Broadway, New York

Columbia

Dance Orchestras!

California Ramblers
Photo by Apeda, N. Y.

Leo F. Reisman and His Orchestra

Art Kahn and His Orchestra
Photo by Bloom Chicago

New records by these brilliant orchestras

Ted Lewis and His Band.

June Night.
I Wonder What's Become of Sally. 157 D
San.
She Is Everybody's Sweetheart. 122 D

California Ramblers.

Where the Dreamy Wabash Flows.
You Know Me, Alabam'. 153 D
It Had to Be You.
Shine. 127 D

Paul Specht and His Hotel Alamac Orchestra.

I Can't Get the One I Want.
Mandalay. 160 D
From One till Two.
Forget-Me-Not. 135 D

Leo F. Reisman and His Orchestra.

Before You Go.
Tell Me, Radio. 152 D
Driftwood.
Spain. 134 D

Art Kahn and His Orchestra.

Glad.
There's Nobody Else but You. 111 D

Write to the Columbia branch or distributor nearest you

Atlanta, Ga., 561 Whitehall Street
Boston, Mass., 1000 Washington Street
Chicago, Ill., 430-440 South Wabash Ave.
Cleveland, Ohio, 1812 East Thirtieth St.
Dallas, Texas, 2000 North Lamar Street
Kansas City, Mo., 2006 Wyandotte Street
Los Angeles, Cal., 809 S. Los Angeles St.
New York City, 121 West Twentieth St.
Philadelphia, Pa., 40 North Sixth Street
Pittsburgh, Pa., 632 Duquesne Way
San Francisco, Cal., 345 Bryant Street
Toronto, Ont., Canada, 1244 Dufferin St.
Buffalo, N. Y., 700 Main Street
Detroit, Mich., 439 East Fort Street
Minneapolis, Minn., 18 North Third Street
Montreal, Canada, 246 Craig Street, West
Seattle, Wash., 911 Western Avenue

* * * * *

COLUMBIA WHOLESALERS, Inc.
205 West Camden Street, Baltimore, Md.

COLUMBIA STORES CO.
1608 Glenarm Avenue, Denver, Colo.

COLUMBIA STORES CO.
221 South West Temple, Salt Lake City, Utah

TAMPA HARDWARE CO.
Tampa, Fla.

W. W. KIMBALL CO.
Wabash Avenue and East Jackson Boulevard, Chicago, Ill.

COLUMBIA DISTRIBUTORS, Inc.
1327 Pine Street, St. Louis, Mo.
224 West Fourth Street, Cincinnati, Ohio
517 Canal Street, New Orleans, La.

Columbia

New Process RECORDS

"Columbia has all the hits and usually first"

New Music Master Radio Reproducer in Cabinet

Production Started on Radio Reproducer—Walter L. Eckhardt, President of Company, Describes New Product

The Music Master Corp., Philadelphia, Pa., which is well known throughout radio and talking machine circles as the manufacturer of the Music Master horn, has added a new product to its line consisting of the Music Master reproducer in a cabinet design rather than the familiar horn type.

Walter L. Eckhardt, president of the company, as is well known, is a talking machine man of many years' experience. In introducing the Music Master reproducer in an attractive cabinet form Mr. Eckhardt has had the talking machine dealer well in mind, as it is an article which will undoubtedly be a big seller in talking machine warerooms.

In commenting on the new Music Master model Mr. Eckhardt stated: "We have not said much about what has been going on in our laboratories, but for many months we have been busy developing and perfecting an instrument that we are now ready to claim and prove is a wonderful radio reproducer. Those to whom we have shown the new Music Master were very enthusiastic over it. We believe the trade will eagerly receive this new model and will find it an excellent sales proposition. The new Music Master reproduces the most delicate inflections of the human voice. Every modulation, however slight, every shade of tone, whether human or instrumental, is registered with a purity that is really amazing. The Music Master in cabinet form had to come. The trade has asked us for it repeatedly. We have given particular attention to its construction. Instead of fixing the horn rigidly to the cabinet we avoided distortion by suspending the horn, making it full floating, and as finely balanced as an apothecary's scales. The improvement is decidedly marked. We consider this a feature of the greatest importance. We have retained all the essential elements of the horn type Music Master. The tone chamber is still made of cast aluminum, for no other material is so free from distorting influences, nor so capable of developing and purifying the signal. The horn is of violin wood. All models of the Music Master have been perfected by a man who has devoted over a quarter of a century to the art of sound reproduction and who was responsible for the concealed-horn phonograph.

"In addition to its tonal qualities no effort has been spared to make the Music Master cabinet a handsome piece of furniture. It is made of solid mahogany and is a masterpiece of craftsmanship. Like its well-known namesake and companion, the new Music Master cabinet reproducer is attached to the receiving set like headphones. No batteries are required and no adjustments are necessary.

"We are in production now. The factory was ready before we made the announcement. We expect the new horn will use up our entire facilities, in spite of the large amount of space we have turned over to the production of this new product."

Victor Foreign Records

Victor foreign record releases for August include records in the following languages, Hebrew and Yiddish, Arabian, Bohemian, Croatian, Finnish, German, Lithuanian, Mexican, including Spanish selections recorded for Mexico, Norwegian, Polish, Slovenian, Swedish and Italian.

Sincerity is the backbone of clean business. The man who believes in himself will believe in what he is doing. That belief will be contagious. Other people will believe in him too. And because they believe in him he will get their custom and make his way.

Three Prominent Orchestras to Record for the Victor

Orchestras Under the Direction of Vincent Rose, Art Hickman and George Olsen Now Making Records for the Victor Co.

Several dance orchestras of the Pacific Coast will now have an opportunity to exhibit their artistic talents before the talking machine owners of the country at large owing to the fact that they have been placed under contract to record for the Victor Co. The first of these is the Montmartre Orchestra at Brandstatter's famous café at Hollywood, Cal., which is under the direction of Vincent Rose, a musician of recognized ability. The first recording of this organization is "String Beans," on record No. 19379.

The second orchestra is the famous Art Hickman's Orchestra of the Biltmore Hotel, Los Angeles, an organization that has had considerable experience in recording and is well known throughout the country due to the fact that it furnished the music at the Panama-Pacific Exposition and has made tours through the East. The first number by the Hickman Orchestra, under the direction of Earl Burtnett, is "Mandalay," a composition by Mr. Burtnett himself.

The third Pacific Coast orchestra recording for the Victor is that under the direction of George Olsen, a native of Portland, Ore., who formed an orchestra while a student at the University of Michigan and has since built up a most competent organization which has played at many of the best hotels on the Pacific Coast. At the present time Olsen and His Orchestra are a feature of the new "Follies" in New York City. The first release by the orchestra is a record of "A New Kind of Man" and "The Hottest Man in Town."

Hundreds Visit New Store

Several hundred visitors inspected the new music store of L. B. Smith, 68 Fayette street Conshohocken, Pa., at the formal opening.

The AUDAK SYSTEM

The Modern Method of

Demonstrating and Selling Records

Without the Use of Booths

RECORD SERVICE WITH AUDAK XT UNIT

This unit supplied complete as shown ready for use on removal from crate

The AUDAK SYSTEM has placed the record sales of thousands of progressive dealers on a more profitable and business-like basis.

IT WILL DO THE SAME FOR YOU

Now is the time to improve your record sales facilities and realize a better profit.

"There Is an Audak Installation Near You"

Write for detailed information. Representatives in Principal Cities.

AUDAK COMPANY

565 Fifth Avenue - - - - New York, N. Y.

In Canada, Manufactured and Distributed by
McLAGAN PHONOGRAPH CORP., Ltd., STRATFORD, ONT

— — but they'll believe

You don't need a fortune to become an Edison Dealer—ask nearest Edison Jobber

The NEW PHONO

their own ears!

SO wonderful are the achievements of the New Edison; so faithfully does it Re-Create music and speech—that people sometimes think it "too good to be true."

. . . but they'll believe their own ears! And that makes it easy to sell the New Edison.

Let them hear a favorite selection: reproduced by any ordinary phonograph—then Re-Created by the New Edison. Side-by-side comparison is the best "sales talk" you can use.

It's just as well to send the New Edison to the customer's house for this test—for it's practically certain to stay there.

THOMAS A. EDISON, Inc.
Orange, New Jersey

EDISON
G R A P H

Intelligent Selling Is Key to Distribution

Braid White Analyzes Principles of Scientific Salesmanship—The Fallacy of Price Competition—Necessity of Educational Effort

Salesmanship ought never to be either a fight or a fraud; it ought to be a transaction paying a profit to both parties and its practice ought to be equivalent to the practice of an honorable profession.

Much more does this seem true when we remember how to-day the whole world has been so mechanized that each man is quite hopelessly dependent upon the labor of thousands of others whom he never meets and of whose existence in fact he tends to be entirely oblivious. The constant production and distribution of goods of every imaginable kind are essential to the continuance of our civilization, and if business were to stop civilization, barring the immediate application of an at least equally efficient system, would stop too, and at once.

It is for this reason mainly that those who look forward to an ever-more scientific organization of world affairs are so anxious to see the business world recognizing that its motive power, salesmanship, is by nature a scientific occupation, which ought to have nothing to do with the doubtful arts of chicane or with that distressing "smartness" which characterizes the conduct and methods of some who call themselves "high-pressure salesmen." The fact is that, although the mere possession of a good article is not enough to secure its distribution, that is to say, not enough to assure that those who ought to have it will come in and buy it, still all the processes of selling, including advertising propaganda and actual salesmanship on the floor by personal contact, do in the long run take on the aspect of orderly scientific processes, which can only slightly be either hurried or retarded by any special personal methods.

The First Principle of Selling

In a word, if the thing we have to sell is a good thing, a thing actually useful to the world, then our job is to tell the world our story, broadcast our message concerning the thing and be prepared to demonstrate our statements about it when the buyers come to us; for come they certainly will.

It is not and never was true to say, as was once said by a famous ethical writer, that if a man can invent even a better mouse-trap than any other man the world will beat a path to his door, though he live in the depths of a forest. The process is not quite so simple. Yet, if only a little encouragement is given, the world will certainly come. The needed encouragement may be given by advertising; that is to say, by telling the world what we have and what good it is. If the thing is a good thing and able to do what we say it will do, we need but to say this often enough and the world will come to us.

Salesmanship Is Honesty

That is the better part of salesmanship, to persuade by judicious advertising the attention of the world in the direction of the thing one has to sell. We may be reasonably certain that if the statements made are exaggerated and misleading sooner or later they will be exposed and operations will lead to a disastrous end.

Truth in advertising and in personal salesmanship offers by far the very best avenue to commercial success; and the history of every house which has earned the respect of the world of business proves the truth of this assertion. What, however, constitutes truth in advertising and in selling talk?

When we come to consider our own, the talking machine, business we see that the principles here laid down are singularly applicable. We have to deal with what is, in fact, one of the most useful and beneficial inventions and developments that the world has ever known. Not only has it the qualities of utility and of beneficence, but it has them to an extent far greater than any of its competitors. It not only reproduces music of some kind, but of all kinds. It not only gives us interpretations of music by great players on some one instrument, but of great players on all instruments, of great solo singers, of choruses, of orchestras and of every imaginable combination of performers; not transiently or as the by-product of a set performance going on elsewhere, but whenever wanted. It preserves forever in its records these fugitive interpretations, and is ready to reproduce them at any moment of the day or night. It is therefore in its own inimitable way the greatest of domestic music means, bringing before its owners all music, and giving them a library of great performances always instantly available. No such wealth is at all otherwise obtainable. This is truth in talking machine salesmanship.

Why Price?

Is it not, then, most strange to find some members of the talking machine trade thinking that the only important question is of how cheaply a machine may be produced and at how low a price it can be sold? It must be plain that the only foundation for such an opinion is laid in the grotesque supposition that the people know all about the talking machine, have appraised it truly and have decided that it is not worth much and that the cheapest specimen is acoustically, musically, mechanically and in appearance as fine or at least as desirable as the most expensive. If this be not the case, then what is the reason for the price-salesmanship which we hear so much of lately, which turns all selling into a sort of dog-fight and which by its practice wholly negatives the fine phrases about the talking machine's value and capacity which we write into our printed advertising?

What Education Will Do

Both our advertising and our salesmanship, in fact, are at fault when we deliberately allow ourselves to fall into the price-competition class and fight for business on the principle of who can cut the price the most? For it is not true that the people as a mass understand and have exhausted the talking machine; much more is it true to say that there was never more ignorance of its powers and possibilities than there is to-day. Much more is it true to say that there never was a time when public response to high-class truth-telling advertising and selling would be greater. Never was there a time when the people as a whole were spending so much money on music in all its forms, a state of affairs which can be discovered by any one who cares to look for the evidence. The salesmanship that wins to-day, then, is the salesmanship that recognizes these facts and goes out after the people who are showing this activity.

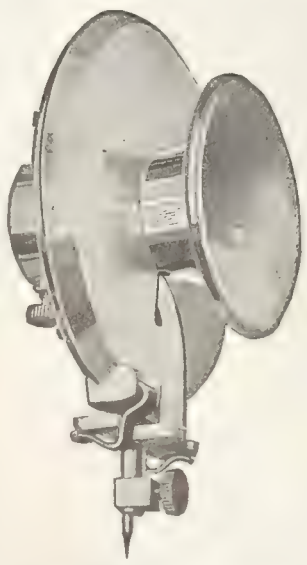
Salesmanship in the talking machine business for the next five years might well and profitably concern itself mainly with educational work, that is to say, with telling the world the story of the talking machine and of what it will do. If manufacturers will devote some of their efforts to acquainting the community, by specific and not by general advertising, just what the talking machine will do there will be adequate public response, as sure as the rising of to-morrow's sun. But it will not be from that section of the public which wanted the talking machine only for dance music and which now is equally ready to run after a still more novel and in some ways more exciting means for getting its music.

We need less talk about competition from outside and more about hard work inside. Let us have educated advertising and educated sales talk, appealing to those who need the talking machine for what it so incomparably does.

THE PHONOGRAPH IS NO BETTER THAN ITS SOUND BOX

THE ADD-A-TONE is the last word in sound boxes. It amplifies yet there is no distortion.

The ADD-A-TONE JUNIOR is especially adaptable for the portable machine.



The ADD-A-TONE JUNIOR *is used exclusively on the CARRYOLA MASTER, America's finest Portable, manufactured by CARRYOLA CO. OF AMERICA, Milwaukee, Wis.*

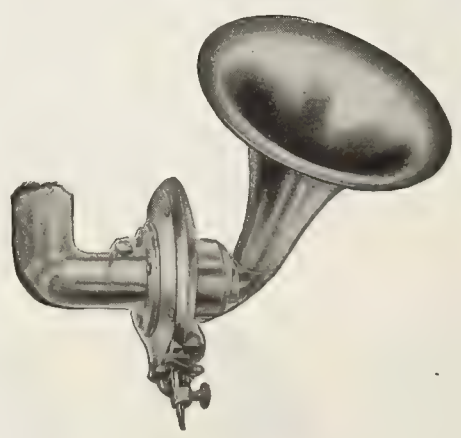
Both Sound Boxes are built on scientific lines, perfectly adjusted and easily attached.

Produce pure natural tones free from all blast or vibration.

INCOMPARABLE FOR DANCING

Not a loud speaker, just the best sound box made.

Dealers write for the ADD-A-TONE Junior to our sole Distributer, Samuel Eshborn, 65 Fifth Ave., New York City.



UNIQUE REPRODUCTION CO., Inc. 32 Union Square NEW YORK

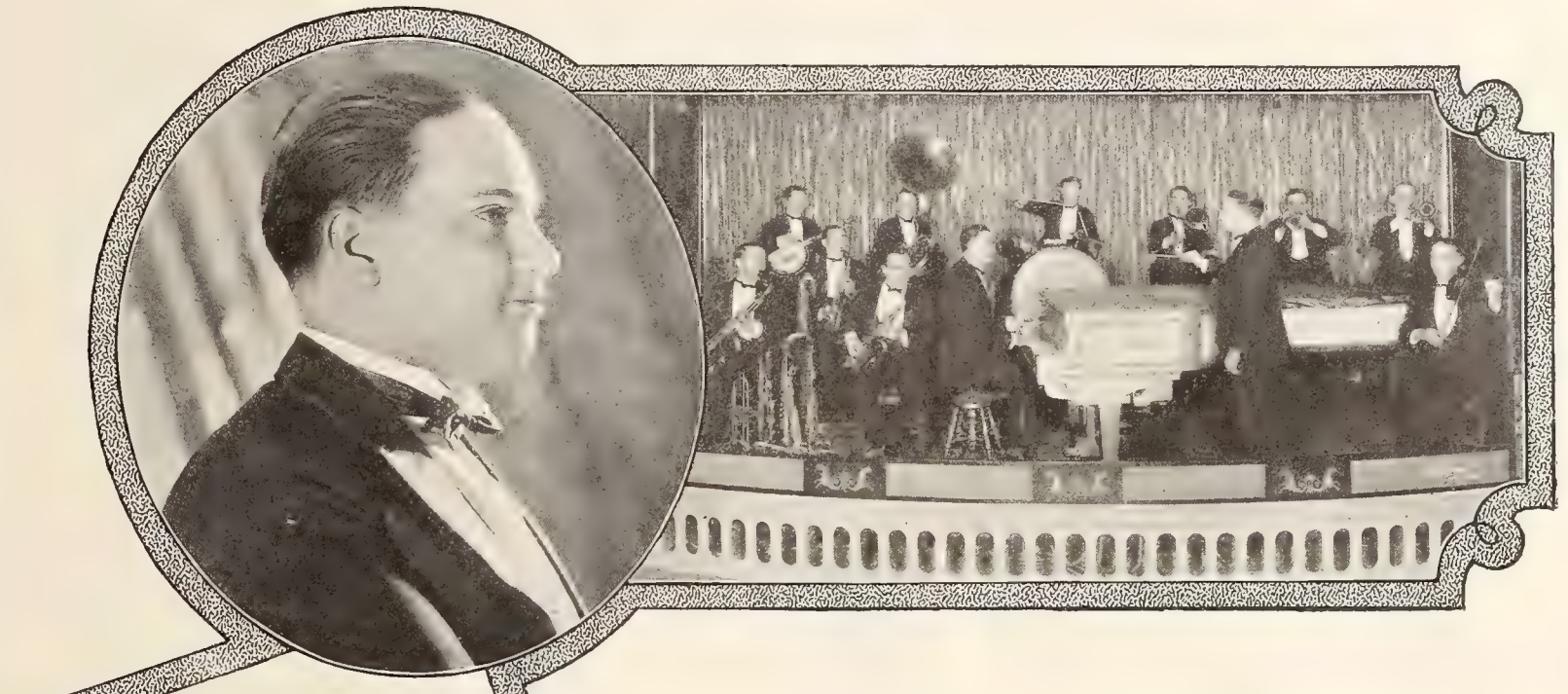
Cable Address: Addatone, N. Y.

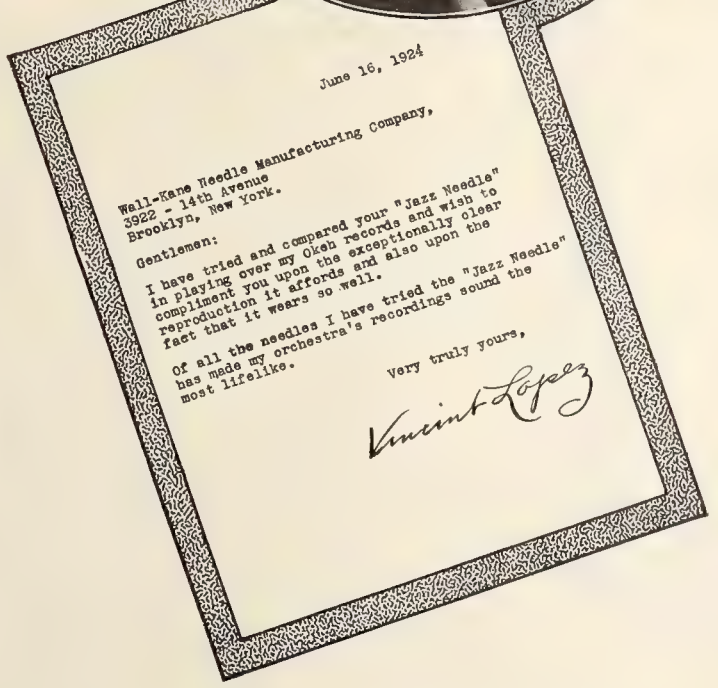
New Store in Lompoc, Cal.

Lompoc, Cal., August 8.—Miss Margaret Garrett has just opened a new music store in the Black Building here and will operate the business under the name of the Lompoc Music Shop. Phonographs, small goods and other musical accessories will be carried. The store is equipped with all facilities.

VINCENT LOPEZ

Exclusive Okeh Artist




June 16, 1924

Wall-Kane Needle Manufacturing Company,
3922 - 14th Avenue
Brooklyn, New York.

Gentlemen:

I have tried and compared your "Jazz Needle" in playing over my Okeh records and wish to compliment you upon the exceptionally clear reproduction it affords and also upon the fact that it wears so well.

Of all the needles I have tried the "Jazz Needle" has made my orchestra's recordings sound the most lifelike.

Very truly yours,

Vincent Lopez

Recommends

Wall-Kane Jazz Needles

Here is a miniature reproduction of a letter received by the Wall-Kane Needle Mfg. Co., Inc., from Mr. Vincent Lopez. He says "Of all the needles I have tried, the 'Jazz' Needle has made my orchestra's recordings sound the most lifelike."

Nothing more need be added to such a recommendation from America's Dance Wizard.

FACTORY REPRESENTATIVES
for

General Phonograph Corp., N. Y. C.
Consolidated Talking Machine Co., Inc., Chicago, Ill.
Everybody's Talking Machine Co., Inc., Philadelphia, Pa.

WALL-KANE NEEDLES

Wall-Kane Needle Mfg. Co., Inc.

Originators of the TEN TIME NEEDLE

3922 14th Ave., Brooklyn, N. Y.

Motion Picture Tie-up to Stimulate Record Sales

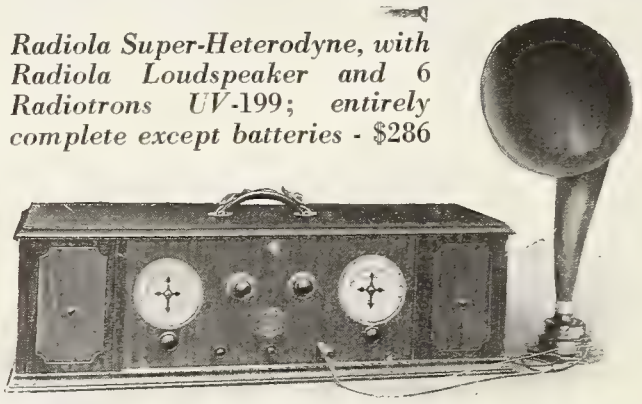
Victor Co. Lists Records Which Are Played With Feature Motion Pictures—Featuring These Records Will Increase Sales

With music taking a more and more important part in the presentation of every feature motion picture and with special orchestral scores being prepared so that the musical accompaniment will synchronize with the action of the picture a new method of stimulating record sales is available to talking machine dealers. This is, briefly, tie-ups by window displays and advertising, with the local showing of feature pictures through stressing the record or records of the music which is played with the motion pictures. The Victor Talking Machine Co., alive to the opportunities offered its dealers through work of this kind, is listing on the back cover of "The Voice of the Victor" those records which are especially linked with several recent feature motion pictures. As an instance, the July issue carried the following listings: "Dorothy Vernon of Haddon Hall," record No. 19309B, "Love Has a Way," by Paul Whiteman and His Orchestra; "Miami," record No. 18632A, "On Miami Shore," by Smith's Orchestra, and record No. 707, "On Miami Shore," by Fritz Kreisler; "The Shooting of Dan McGrew," record No. 55218B, "The Shooting of Dan McGrew," by Taylor Holmes; "Boy of Mine," record No. 45161B, "Dear Little Boy of Mine," by Elsie Baker, and "Maytime," record No. 18432A, "Maytime" waltz, "Will You Remember?" by the Waldorf-Astoria Dance Orchestra.

There have been given in The World several instances where dealers effected successful tie-ups of this nature. One quite recently told how Gibbons & Owens, Victor dealers, of Brooklyn, N. Y., sold four hundred and fifty records of "Covered Wagon Days" mainly through the medium of an attractive window display while the picture "The Covered Wagon" was being shown at a local theatre. It should be unnecessary to dwell on the benefits of such tie-ups, as practically every dealer has benefited from stimulated sales resulting from the visits of recording artists and the same principle can be applied in making the motion pictures sell records.

SERVICE
AND
SATISFACTION

Radiola Super-Heterodyne, with Radiola Loudspeaker and 6 Radiotrons UV-199; entirely complete except batteries - $286



Without SERVICE there is very rarely complete SATISFACTION. The type of SERVICE that is extended to the talking machine dealer by E. B. Latham & Co. is such that SATISFACTION is bound to follow. Our special phonograph dealers' department is equipped to serve the trade because of its knowledge of the requirements of the dealer and its ability to interpret these requirements in terms of Radio equipment.

If you have not already enjoyed **Latham Service** write at once for information concerning our stock and what we have to offer the talking machine dealer.

RCA

E. B. LATHAM & CO.
Wholesale Distributors
New York City
550 Pearl Street

Vocalion Record National Campaign in Newspapers

To Begin August 1 and Include Insertions in Practically Every Large City in Country—Tie-up With Dealers—Planning Sales Drive

A most extensive national advertising campaign for Vocalion Red records will be launched August 1 by the Vocalion Red record department of the Aeolian Co., New York, according to an announcement made this week by O. W. Ray, general manager of the division. The campaign will be extended over a period of months and will include newspaper insertions in practically all of the larger cities in the United States.

Vocalion dealers in all parts of the country will be furnished with copy and electros of a character similar to the national insertions for use as tie-ups in their local papers. The campaign involves one of the largest advertising appropriations on record on the part of the Aeolian Co. and will be waged independently of the advertisements appearing in the national magazines.

In order to map out a Fall sales program to keep pace with the campaign, Mr. Ray is leaving this week for Boston, where he will consult with A. C. Erisman, head of the A. C. Erisman Co., jobber of Vocalion records in New England.

Many New Radialamp Distributors Appointed

The Radialamp, the combination library lamp and loud speaker recently placed on the market by the Radiolamp Co., New York City, has proved very attractive to talking machine dealers and distributors. The number of reorders received proves beyond a doubt the large market that exists for a loud speaker of this type.

The Radiolamp Co. has planned energetically for the Fall season, which is generally expected to be an exceptionally big one in radio. In order to perfect distribution channels the company has given attention to the appointment of high-class distributors located in strategic points throughout the country. Among recent jobbing appointments made are Cohen & Hughes, Inc., Baltimore, Md.; A. C. Erisman Co., Boston, Mass.; Iroquois Sales Co., Buffalo, N. Y.; Roth & Zillig, Inc., Buffalo, N. Y.; Consolidated Talking Machine Co., Chicago, Ill.; Vocalion Co. of Chicago, Chicago, Ill.; Republic Elec. Co., Cleveland, O.; Consolidated Talking Machine Co., Detroit, Mich.; Munson-Rayner Corp., Los Angeles, Cal.; Consolidated Talking Machine Co., Minneapolis, Minn.; the Aeolian Co., New York, N. Y.; Musical Products Distributing Co., New York, N. Y.; the A. Mecky Co., Philadelphia, Pa.; Iron City Electric Co., Pittsburgh, Pa.; Munson-Rayner Corp., San Francisco, Cal.; the Benwood Co., Inc., St. Louis, Mo.; Cohen & Hughes, Inc., Washington, D. C.

J. C. Duncan Honored

Massillon, O., August 6.—J. C. Duncan, well-known local jeweler and Victor dealer here, was re-elected president of the Ohio Retail Jewelers' Association at the annual convention held recently at Cedar Point, O.

Mr. Duncan, one of the oldest Victor dealers in eastern Ohio, has one of the most attractive talking machine shops in this section, it being a second floor shop, over his spacious retail jewelry store. He recently moved into his own new building built especially for a jewelry, gift and talking machine store.

Radiola Regenoflex, with Radiola Loudspeaker, and 4 Radiotrons WD-11; with space for batteries inside; (complete except batteries and antenna) . **$206.**

Where You Have Sold a Phonograph

—go back this summer, and sell a Radiola. Bring your list of "closed sales" to light again as a live prospect list for sales of Radiolas. Broadcasting, this summer, offers items of strong appeal for every type of person, and the Radiola line offers sets for every type of home—for every outdoor use—for every purse's means. Everything from a light, easy-to-carry $35 set to the stately cabinet of the Radiola Super-VIII.

Of the new line, the Radiola Regenoflex here pictured is a splendid summer feature. The improvements in its mechanism offer greater sensitivity and greater selectivity—clearer tone—and complete simplicity. Where quality of reception counts as much as distance, the Regenoflex is the receiver for this summer's fun!

RCA

This symbol of quality is your protection

"There's a **Radiola** *for every purse"*

Send for the free booklet that describes every Radiola.

RADIO CORPORATION OF AMERICA
Dept. 464 (Address office nearest you.)
Please send me your free Radio Booklet, and the name of the nearest RCA distributor.

Name _____

Street Address _____

City _____ R.F.D. _____

State _____

Radio Corporation of America

Sales Offices:

233 Broadway, New York — 10 So. La Salle St., Chicago, Ill. — 433 California St., San Francisco, Cal.

Radiola

REG. U. S. PAT. OFF.

A. Thallmayer Reviews Musical Conditions in Various European Countries

Manager of the Foreign Record Department of the General Phonograph Corp., Who Has Just Returned From Extensive European Tour, Gives Interesting Analysis of Business Situation

A. Thallmayer, manager of the foreign record department of the General Phonograph Corp., New York, who returned recently on the S. S. "Berengaria," after spending several months abroad, gave the following interesting review of conditions in Europe:

"Considering the fact that I went to Europe for musical purposes, my choice to sail on the S. S. 'Deutschland' was a good omen, as we had on board a galaxy of artists of the first order. Fritz Kreisler, Carl Friedberg, Carl Flesch, Elly Ney and Elsa Alsen, the dramatic soprano of the German Opera Co., gave a charity concert on board, which was broadcast to the S. S. 'Columbus,' about two hundred miles away. The concert was under the able management of Mrs. Kreisler and was, of course, an artistic as well as social and financial success.

"Arriving in Germany I was prepared to be uncomfortable and find all sorts of things out of order. I was pleasantly disappointed, however, in my expectations. Food is plenty, the hotel accommodations are as good as in the States, the railroad trains run on time, the cars are clean and comfortable, the service on the trains is good, polite and efficient, and the surface and subway cars in Berlin are a whole lot cleaner than in New York. The people look neat and are as a whole well fed. Great poverty exists, of course, in the tenement sections of the city, but I was told that the relief associations and the excellent work of the Quakers have helped a great deal and are highly appreciated. The cost of living in Berlin is, however, as high as in New York and in some instances higher.

"Business in Germany is very depressed; there is a shortage of money and the people think that only the final settlement of the reparation problem will relieve the tension in business. In order to restrict the people from spending their money outside of Germany the government imposed a tax of 500 gold marks on those who

A. Thallmayer

desire to travel outside of Germany. This tax prevented many Germans from spending their vacations outside of Germany, but before I left Berlin, the end of June, I heard that this tax has been abolished and a great many of German vacationists are spending their vacations in the Austrian and Swiss mountains. The musical life of Berlin is very intensive. Four opera houses are giving daily performances, and so far as I have seen they have always good audiences. In addition to the opera there are plenty of symphony concerts. The ninth symphony of Beethoven was given within ten days by four different organizations.

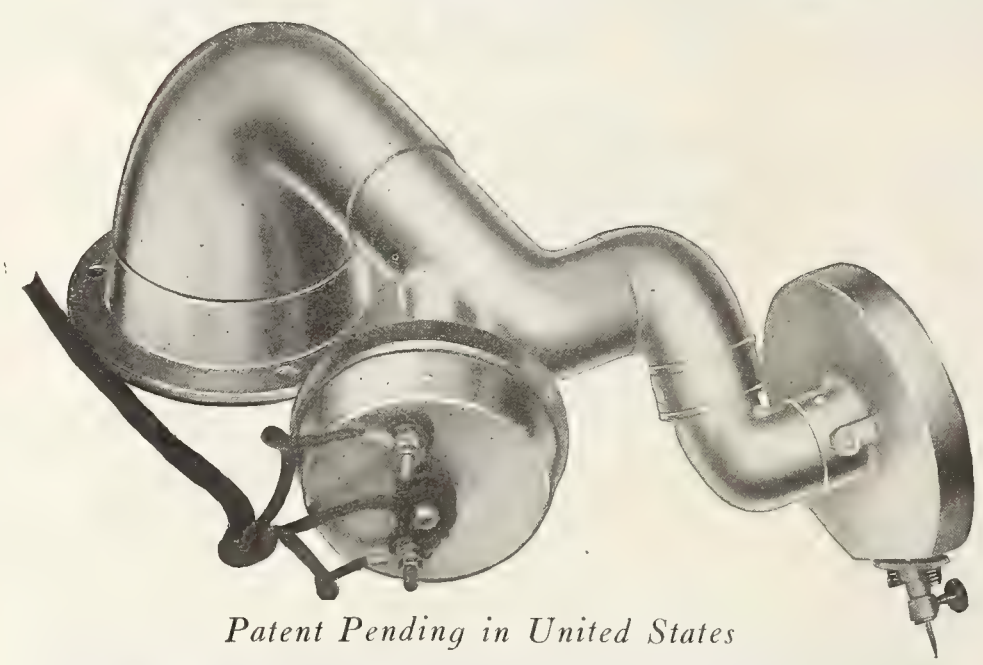
"Vienna is still the city of light opera, 'light wines,' fascinating waltzes and easy living. The stabilized currency is a thing one must get accustomed to as they still figure the dollar with 70,000 kronen. It is somewhat amusing to see a suit of imported cloth priced at three and one-half million kronen, which is, however, only fifty dollars, a price unheard of for the same quality of goods in New York. The cost of living in Austria is very much less than in Germany. While business in general is very slow, it doesn't seem to bother the Viennese very much. They are a well-dressed, well-fed, happy-go-lucky lot, enjoy life, and trust to their Chancellor, Monsignore Seipel, to make things come out all right. A very much more serious feature in Vienna is the great number of banks. On nearly every prominent street corner is established a branch of some bank. The late drop of the franc has been of disastrous consequence to many of them. All these mushroom banks and some of the older establishments were speculating heavily and lost milliards of kronen. The bankruptcy announcements of banks and business concerns, as well as notices of suicides, took for a time as much space in the Vienna daily papers as the bandit stories take in the Hearst papers in the States.

"The phonograph business in the Central European States may be classified as fair in Germany and Czecho-Slovakia, dull in Austria, and absolutely at a standstill in Hungary. The record business in Jugoslavia shows a little sign of life and the Lindström Co. has recently made a number of Serbian records in Belgrade. I have directed a great many recordings in such foreign languages as are of importance to our American business. We have also made some wonderful new recordings of symphonic music, and some very interesting orchestra selections of a special nature during my stay in Berlin. Messrs. Straus and Walleiser, of the Lindström Co., have given me all possible co-operation and enabled me to accomplish all I wanted to do in Europe.

"I stayed in London a few days and had oc-

ORIGINAL and BEST
Phillips

PHONO-RADIO-TONE ARM
TRADE MARK REG



Patent Pending in United States

Canadian Patent No. 241,205 Basic Patent

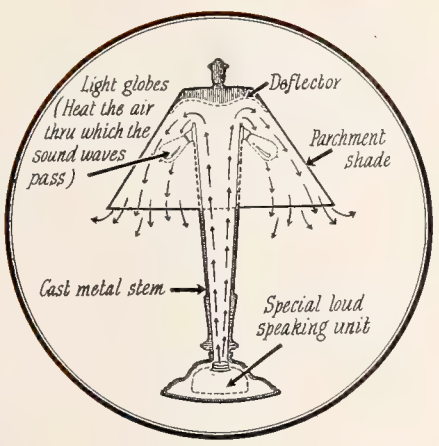
Manufacturers of
Supreme Reproducers
High Grade Tone Arms
and
Low Priced Portable Arms

We hereby announce that we claim exclusive rights in a tone arm with a dual inlet for a talking machine sound box and the radio receiver, and that we are prepared to protect our customers with an adequate patent guarantee on all such tone arms purchased from us.

WM. PHILLIPS PHONO PARTS CORP.
145 West 45th Street CABLE ADDRESS "PHONOPARTS" New York City

A New, Fast Seller

In This Marvelous Combination Loud Speaker and Lamp



©1924 by R. B. Wheelan

Manufactured under U. S. Patents Nos. 1,185,987, 1,272,843. Other Patents Pending.

National Advertising and Effective Selling Helps Are Piling Up Quick Profits for Dealers Who Handle This Newest Sensation in Radio Development

ONE of the fastest sellers ever put on the Radio market is this beautiful table lamp and loud speaker combined. Dealers everywhere who are displaying this amazing item are enjoying ready sales and cashing in big.

Radio lovers have long been looking for some contrivance that would combine the very best in loud speaker development with beauty, grace and practical home utility.

The **Radialamp** meets this demand completely. Not only is the **Radialamp** a thing of beauty, dignity and practical usefulness, but all the objectionable features of the ugly old-type horn are done away with entirely. The sound produced through the ultra-sensitive microphone in the base of the lamp, and projected through the cast-metal megaphone stem, is reflected from the "sound mirror" at the top and conducted right out into the taut vibrant parchment shade. Parchment is the best sound-producing medium yet discovered. The tones are marvelously sweet and clear —unlike that produced through metal, or even wood.

Attach to Any Socket

To use as a lamp simply place ordinary electric bulbs in the sockets and attach to your electric connection with electric cord, which is included. It throws out a soft, mellow light. To use as a loud speaker, simply attach the wire, which is included, to your receiving set.

Attach to Any Radio Set

A Combined Speaker and Lamp for the Price of One

The **Radialamp** makes an instant appeal, not only for its beauty but for its economy. An artistic table lamp is an attractive item in itself, and combined with a perfect loud speaker, for the price of one, it makes a hit at once. Backed by national advertising and effective selling helps, dealers are finding the **Radialamp** one of the most profitable items they ever handled.

Mail the coupon **now** for descriptive literature and special proposition to dealers, and see for yourself what a gold mine of profits the **Radialamp** has opened up for you. Address:

RADIOLAMP CO. Dept. W-8 **334 Fifth Ave., New York City**

RADIALAMP

TRADE MARK

LOUD SPEAKER

Radiolamp Co., Dept. W-8
334 Fifth Avenue, New York City.

Please send me illustrated descriptive literature on the **Radialamp** and your special proposition to dealers.

Name . . . .

Address . . . .

City..... State.....

casion to note that the Lindström Co., which recently re-entered the British market, has made seemingly good progress with its Parlophone records, as I have seen its records, posters and literature in many of the leading phonograph stores in London. The company operates under the name of Parlophone Co., Ltd., under Mr. Offenbacher's management. The record business in England is somewhat differently organized than the record business in this country. There you will find phonograph jobbers who will not concentrate their efforts to one line of records, but all English jobbers are carrying all makes of standard records, which are manufactured in England. The price maintenance is legally permitted and enforced, which puts the record business on a very conservative basis. The unemployment situation is still a problem in England, and the restrictions on immigrant workers of all classes are strictly observed.

The Music Master Corp. Warns of Substitution

Manufacturers of Music Master Horn Warns Dealers and Public Against Imitation Horn Which Has Made Its Appearance

Although imitation is described as the sincerest form of flattery, it becomes dangerous when it reaches the stage where the buying public is misled. The Music Master horn, the qualities of which are known throughout radio circles from one end of the country to the other, is one of the latest products to be imitated. There has appeared on the market a horn practically duplicating the Music Master in general appearance, regarding which some unscrupulous dealers are misleading the buying public. Accordingly, Walter L. Eckhardt, president of the Music Master Corp., Philadelphia, Pa., manufacturer of the Music Master horn, has found it necessary to take energetic steps to wipe out this evil. Therefore, those familiar with the proposition were not surprised to see a large "warning" ad appear in the daily papers over the signature of the Music Master Corp. An official of the company states that this advertising was inspired by the too prevalent practice of dishonest substitution as employed by those irresponsible dealers whom the phenomenal growth of the radio industry has attracted in such large numbers. This official continued:

"Unlike the legitimate dealer, who is earnest in his efforts to build up a substantial and permanent business, these uncertain camp followers, we might call them, are here to-day for what they can extract from an uninformed public, and gone to-morrow. Business that should normally go to the honest dealer is drawn away by selling schemes usually baited with sensational offers that are seldom made good."

This Music Master publicity warns the buying public of the four major ways in which a certain class of dealers play for business. First, plain substitution of an inferior article; second, the removal of some important part which is replaced by one costing much less; third, by advertising some well-known item at greatly reduced prices without stock on hand, and, fourth, by fake demonstrations to show up a poor product at the expense of a better one.

"If we cannot wholly rid ourselves of dealers of this character there are ways in which their methods may be curtailed. Fearless publicity, we believe, seems to offer the surest and most effective means."

The Music Master Corp., in taking this important step, will, undoubtedly, receive the commendation of every honest dealer and jobber in the country. It blazes the way for other manufacturers to follow and will tend to keep the radio industry on the high plane which it should occupy.

Fred Spencer has been added to the Wurlitzer organization in Oakland, Cal., where he will look after the radio business, for which he is fitted through years of experience.

Revenue Collectors Still Trying to Gather Taxes

Complaints That Collectors in Certain Sections Persist in Efforts to Collect 5 Per Cent on Ornamented Musical Instruments

The Music Industries Chamber of Commerce has received reports from manufacturers and distributors of musical instruments that collectors of internal revenue in different parts of the country are still attempting to collect the 5 per cent tax on gold and silver mounted band instruments, in spite of the fact that the Chamber secured the express exemption of talking machines and musical instruments from this tax in the 1924 Revenue Act.

The trouble appears to arise from a misunderstanding of the law and the Chamber, therefore, desires to point out its precise sections under which this exemption is granted.

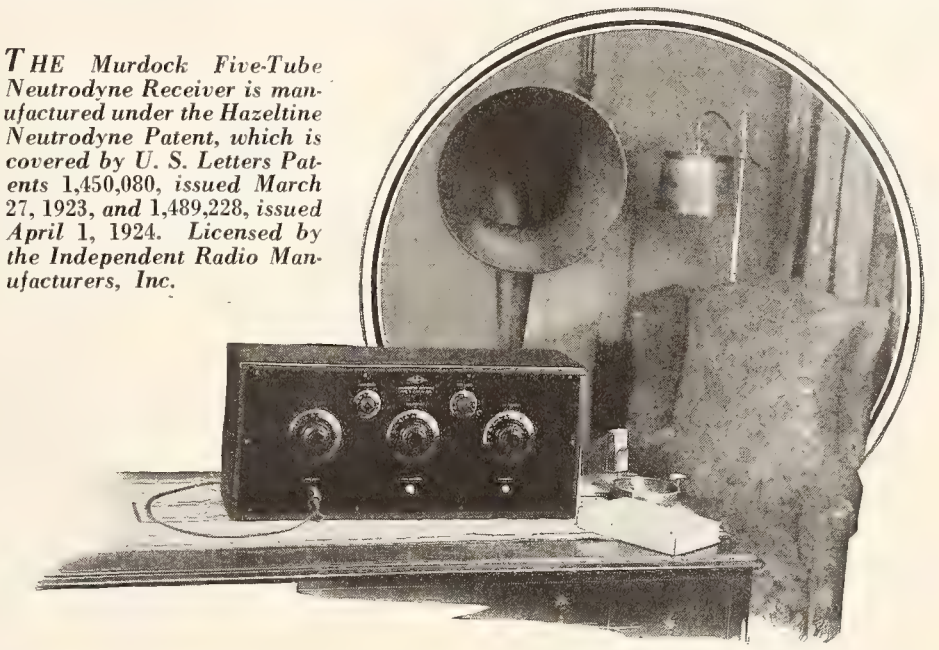
Section 604 (a) imposes a tax of 5 per cent on jewelry and "articles made of, or ornamented, mounted or fitted with precious metals or imitations thereof, or ivory."

Section 604 (b) reads as follows:

"(b) The tax imposed by subdivision (a) shall not apply to (1) surgical instruments, musical instruments, eyeglasses, spectacles or silver-plated flat tableware, or articles used for religious purposes; (2) articles sold or leased for an amount not in excess of $30 or (3) watches sold or leased for an amount not in excess of $60." It should be clear from the language of the Act as quoted above that musical instruments are not subject to the tax, regardless of price. However, numerous instances have come to the attention of the Chamber where Revenue Collectors have construed Section 604 (b) to exempt musical instruments only when they sell for less than $30, and have insisted upon collecting the tax on such instruments selling for more than that amount.

The formal opening of the Moore Music Co., of Roseburg, Ore., in its new location in the Barker Building was held recently.

THE Murdock Five-Tube Neutrodyne Receiver is manufactured under the Hazeltine Neutrodyne Patent, which is covered by U. S. Letters Patents 1,450,080, issued March 27, 1923, and 1,489,228, issued April 1, 1924. Licensed by the Independent Radio Manufacturers, Inc.



The Murdock Neutrodyne
represents radio at its best

THE Murdock Five-Tube Neutrodyne is the product of one of the oldest radio manufacturers. A pioneer who has been making radio equipment of the highest efficiency since 1904.

It embodies the highest engineering skill with the finest New England craftsmanship. Every detail of manufacture has been painstakingly carried out to make this receiver an enduring instrument for home use.

Here are the features that make the Murdock Neutrodyne sell

DISTANT STATIONS can be tuned in with remarkable clearness and volume.

LOCAL STATIONS can be tuned out readily, and distant stations received without interference.

EASY TO OPERATE. Anyone can learn to tune the Murdock easily and accurately.

SELECTIVITY. One of the most selective sets made.

DOES NOT RADIATE.

APPEARANCE. The refinement of design and workmanship adapt it to the best home environment.

The high quality and moderate price of this receiver assure volume sales and big profit. It's backed by powerful advertising in radio magazines and daily newspapers—and a strong sales policy. Get in touch with your jobber today. If he does not carry the Murdock Neutrodyne write us for information and dealer discounts.

RADIO MURDOCK

WM. J. MURDOCK CO.

413 Washington Ave., Chelsea, Mass.

Branch Offices:

NEW YORK—53 Park Place **CHICAGO—140 S. Dearborn Street**

SAN FRANCISCO—509 Mission Street

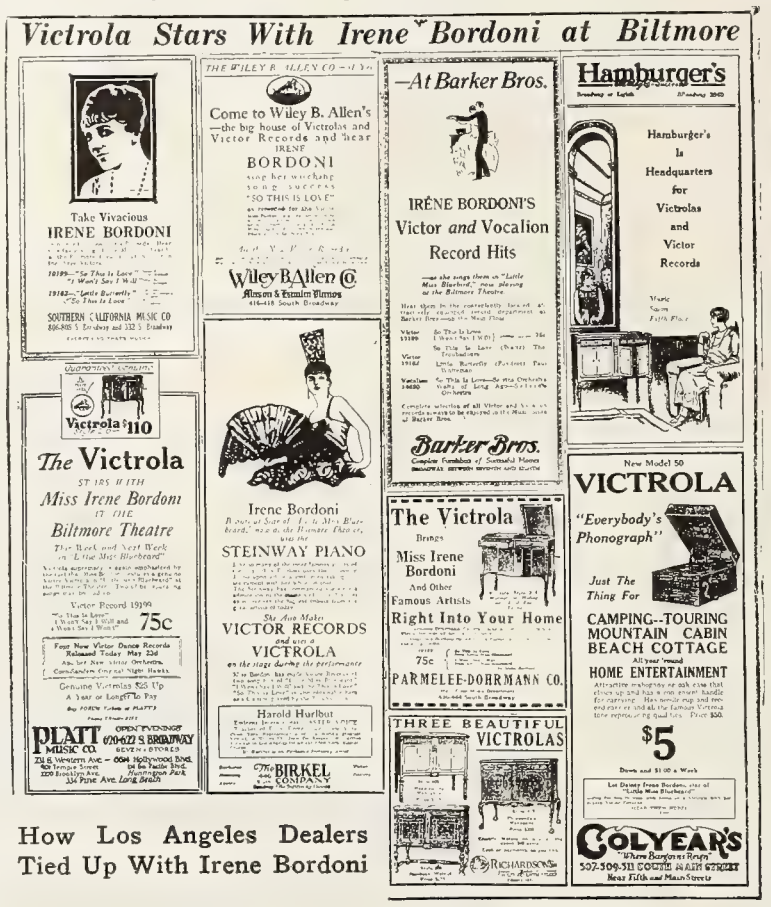
MURDOCK NEUTRODYNE

Big Co-operative Campaigns Create Sales

Success of Co-operative Ad Tie-ups of Victor Retailers With Artists Points Way to Similar Campaigns This Fall and Winter

That talking machine dealers throughout the country realize the opportunities for sales that lie in the tying up through advertising in local newspapers with the appearances of recording artists and particularly recording orchestras in other organizations of similar caliber. Sometimes this advertising has taken the form of a general ad bearing at the bottom the names and addresses of all the local dealers participating in the campaign and on other occasions he is urged to co-operate with his fellow dealers, even though they are competitors, to the end that he is able to impress upon the public mind the fact that the organization whose music they enjoy so much has made records which are

Philadelphia Dealer Co-operative Ad Drive



How Los Angeles Dealers Tied Up With Irene Bordoni

Rochester Dealer Tie-up With Whiteman

their home towns has been evidenced by the various co-operative campaigns that have been carried on in different sections of the country, particularly during the past few months.

It is claimed, and perhaps properly, that it was the Philadelphia jobbers and dealers who first saw the wisdom of combining their advertisements in one page or a double-page spread for the purpose of impressing on the public mind the fact that a visiting musical organization was making records for the Victor Co. or some other concern.

Several Types of Co-operative Drives

In the case of the Philadelphia trade it is the Victor Co. artists who were featured in connection with the appearance of Ted Weems and where dealers felt it was unfair to their interests to contribute an equal amount arrangements have been made whereby the individual ads of the dealers have been grouped so as to make one complete page of advertising and sometimes more.

Wide Extent of Drives

The average member of the trade is hardly able to conceive of the extent of this co-operative advertising, but at the headquarters of the Victor Talking Machine Co. in Camden there is kept a scrap book in which are to be found several scores of full-page and double-page advertisements inserted by dealers in various cities of the country to herald the coming or the presence of one or another of the prominent dance orchestras or individual artists. In one particular case on the Pacific Coast a full four-page section in rotogravure was taken by the dealers to feature appearances of artists.

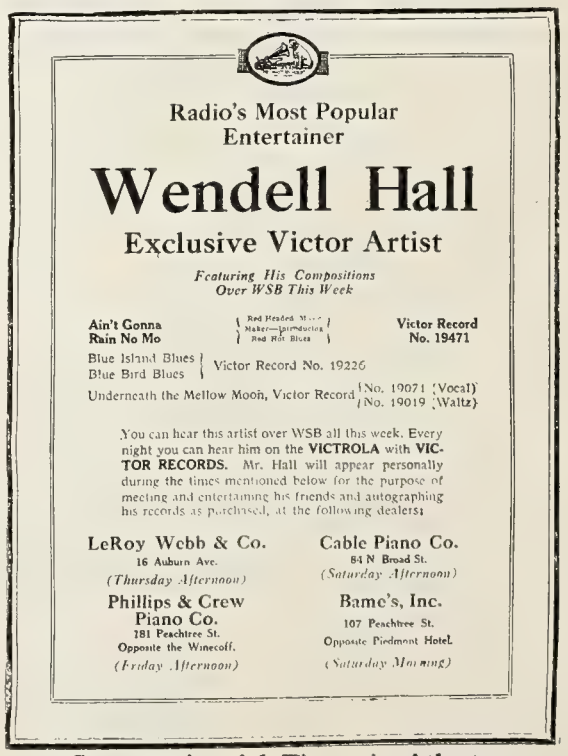
Wisdom of Artist Tie-ups

Time and again in The World the attention of dealers has been called to the wisdom of tying up with the appearance of artists through the medium of local advertising. In the case of the presence of Wendell Hall, well-known radio artist, in one of the Western cities where co-operative advertising was resorted to dealers reported as many as 1,500 sales of Hall records in a single day and the majority went over 1,000, which represents mighty good business.

There is approaching rapidly the Fall season, when various recording organizations and artists go on tours of the country, and the retailer who does not see to it that he is acquainted with the itinerary of these traveling record artists and has his advertising conducted on a timely basis is overlooking a genuine opportunity to increase record sales. Considering, of course, that he has in stock a sufficient quantity of the advertised record to make the effort worth while.

It is to be admitted that the individual dealer by himself can do little in a campaign that will attract general public attention and that is why he is urged to co-operate with his fellow dealers, even though they are competitors, to the end that he is able to impress upon the public mind the fact that the organization whose music they enjoy so much has made records which are available at his store or other stores in the city.

Where talking machine dealers handling one make of record combine to use a page or more of space the advertising is going to bring results to the individual dealer altogether out of proportion to what he would achieve with a small ad on his own account.

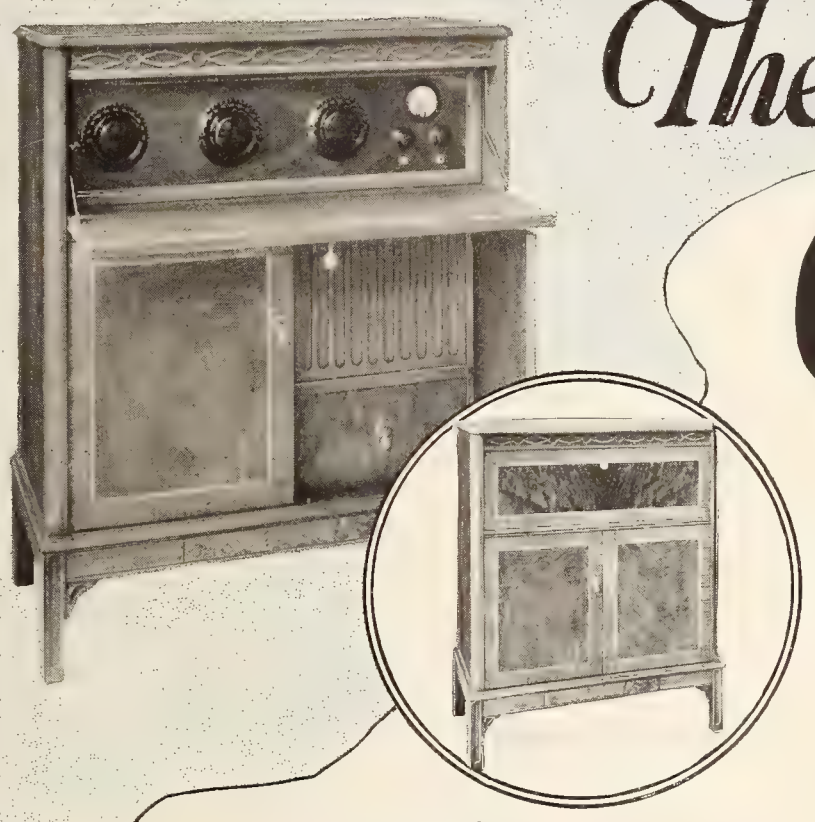


Co-operative Ad Tie-up in Atlanta

Reproduced herewith are several advertisements published in various cities during the past season in connection with appearances of Victor artists. It would require a dozen pages of The World to reproduce all these ads even in miniature form, but the few shown give a general idea of the plan as adopted and proved successful. With precedent to work on, next season should see a far greater volume of co-operative advertising.

GAROD

ANNOUNCES THEIR NEW POWERFUL NEUTRODYNE MODELS THE GEORGIAN AND THE V



The public wants Power

Power—to produce great volume.

Power—to bring in distant stations.

Power—to work through local stations.

Power—to moderate or intensify volume.

Power—to render the original quality of tone transmitted.

Power—to select programs.

Power—to get the best out of the program.

The Garod Georgian

Rich brown burled walnut, with door-panel borders of inlaid ebony and holly —5 tube model—built-in loud speaker—battery compartments and accessory drawer. Will grace the finest drawing room—provide the best in radio reception. Size 35½" long—16⅝" deep—42½" high.

$400.00

The Garod V

Genuine mahogany highly finished cabinet—graceful 15° sloped genuine mahogany panel—carved feet—five inch dials—double reading Weston volt-meter — 5 tube model. Size 34⅝" long—13¾" deep—11⅜" high.

$195.00

The Garod RAF

The receiver that made GAROD famous. Added mechanical improvements — 4 tube model — with which you are familiar. Size 19½" long—7⅜" deep—10" high.

$135.00

These models have power plus—and then more power. They are full voiced—with tonal quality of exquisite timbre. They can be controlled to meet the capacity of the small living room, or manipulated to take full advantage of the acoustic possibilities of the large hall.

In every respect, they are worthy of bearing the name GAROD.

We are now ready to enter orders, and grant jobbers of standing, exclusive non-conflicting territories, where open.

GAROD LICENSED BY INDEPENDENT RADIO MANUFACTURERS, INC.
NEUTRODYNE
UNDER HAZELTINE PATENTS NOS 1450080 AND 1489228 OTHER PATENTS PENDING
TRADE MARK REG U.S PAT OFF.

SEE OUR EXHIBITS AT

First Radio World's Fair
Madison Square Garden, New York
September 22 to 28, 1924

Third Annual Chicago Radio Show
Coliseum, Chicago, Ill.
November 18 to 23, 1924

The GAROD *Corp.*
120 Pacific Street, Newark, N. J.

Notable Advance of Loud Speakers Now on Market

C. E. Brigham, Chief Research Engineer of C. Brandes, Inc., Accounts for Improved Radio Reception This Summer

C. E. Brigham, chief research engineer of C. Brandes, Inc., manufacturer of loud speakers and head phones, and a recognized authority on loud speaker design and construction, recently prepared an interesting article regarding the improvement in radio reception this Summer as compared with previous seasons. In this article, which was prepared for the Radio Section of the Associated Manufacturers of Electrical Supplies, Mr. Brigham said:

"After a year of painstaking research and experimentation in the laboratories of the members of this organization the majority of loud speakers now on the market represent a notable advance over the earlier models, both as to power and tone production. The consequences of these developments are especially important for Summertime radio, as atmospheric conditions during warm weather have in past years made loud speaker reception frequently unsatisfactory.

"The better tone production of loud speakers of the latest design may be noticed particularly when one listens to an organ recital, which, to my mind, is the hardest sort of music to reproduce successfully. Organ reception has been improved several hundred per cent over last year. In fact, if one tunes in on an organ recital during these hot Summer months, and then tries to recall doing such a thing last Summer, one cannot help realizing and appreciating that loud speaker reception has greatly improved. The main difficulty has rested with the lower notes, and when these are reproduced without affecting the tone of the extreme high notes, then indeed the perfect loud speaker has been designed.

"Loud speakers of to-day are a great deal more sensitive than those of a year ago. Once it was believed that a loud speaker could function only with a set of very strong amplifying power, but now it is frequently used with excellent results on two-tube sets, and operated under favorable conditions by single-tube receivers. However, improvements in the design of the sets must be given part of the credit for this increased range of the loud speaker.

"It has been found that distortion in the loud speaker may be traced to the diaphragm and the air chamber immediately above it, leading to the horn. The most difficult problems center about the material and design of the diaphragm.

"Diaphragms have both magnetic and resilient qualities, and the importance attached to each varies with different types of loud speakers. It is in the development of the resilient factor that most of the work of the past year has been done. Some types have been developed with corrugated diaphragms, others with cup-shaped or cone-shaped diaphragms. Various kinds of material, such as aluminum, German silver and bakelite linen, have been tested and adopted or rejected. Finally, the mountings and clampings have been shifted and altered in many different ways."

First Records of New Victor Artists Please

Three new Victor artists whose records are meeting with wide approval are Dusolina Giannini, soprano; Cecilia Hansen, violinist, and Kathryn Meisle, contralto. The first recordings of these famous artists were recently released and dealers from all over the country report an immediate and brisk demand for their records. This condition was expected, as each of the artists has a large following built up through her appearances on the concert stage and on the operatic stage.

Jay C. Flippen to Record for the Columbia Co.

Jay C. Flippen, understudy to the late Bert Williams in "Broadway Brevities" and who played the star in that show on the road, has signed an exclusive Columbia contract. At present he is playing Keith's vaudeville, billed as "The Ham What Am," a one-man black-face act, singing the same kind of songs that Bert

Jay C. Flippen

Williams made famous. Although Mr. Flippen's experience in the theatrical world dates back only six years, he has won countrywide success, and it is interesting to note that in signing the Columbia contract he joins the organization for which Bert Williams made records exclusively up to the time of his death.

Jay C. Flippen's first Columbia release will be issued in September, and will feature the popular hits, "Often" and "Something Tells Me You Are Going Far Away From Here." Columbia recording executives are enthusiastic regarding these two selections, which they believe will receive a hearty welcome from the legion of music lovers who regarded the late Bert Williams as the greatest black-faced comedian of all time. Mr. Flippen, who is only twenty-five years old and a native of Little Rock, Ark., gives to his recordings the clean-cut, rollicking humor that characterized the Bert Williams Columbia recordings.

New N. & K. Phonograph Unit Being Marketed

Th. Goldschmidt Corp., New York, exclusive representative of the manufacturers of N. & K. radio products, has just placed on the market the N. & K. phonograph unit that is similar in

New N. & K. Phonograph Unit

construction to the unit used in the N. & K. imported loud speaker. It is designed especially for use with Victrolas and is adaptable to any standard phonograph. The unit attaches securely to the reproducer arm without screws or any special device.

It is stated that the N. & K. unit produces the same distinctive tone that characterizes other N. & K. products, and gives a satisfactory volume without distortion. It operates efficiently on voltages from 45 to 150. The unit is packed in an attractive three-colored display carton, containing a dozen boxes, and each unit is individually packed in a handsome box with imitation black leather finish imprinted in gold.

SPENCERIAN

A *quality* portable manufactured by a responsible corporation with several years experience in making portables.

FACTORY AGENTS:

D. H. Spencer
4218 Avondale Ave.
Dallas, Texas.

E. J. Bourveau
923 Am. State Bank Bldg
Detroit, Mich.

J. L. Tandy
712 Olive St.
Kansas City, Mo.

Edray Sales Corp.
528 Republic Bldg.
Chicago, Ill.

P. Paul Graef
105 W. 40th St.
New York City.

P. C. Doerr Furn. Co.
304 Camp St.
New Orleans, La.

JOBBERS:

Iver Johnson Sporting Goods Co
Boston, Mass.

Cole & Dunas Music Co.
Chicago, Ill.

Record Sales Co.
Cleveland, Ohio.

C. B. Haynes Co.
Richmond, Va.

Munson-Rayner Corp.
Los Angeles & San Fr'cisco, Cal.

Cheney Sales Co.
Omaha, Neb.

Wisconsin Record Service, Inc.
Milwaukee, Wis.

P. I. Burks Co.
Louisville, Ky.

Columbia Stores, Inc.
Salt Lake City, Utah.

Arthur Brand & Co.
Cincinnati, Ohio.

L. D. Heater
357 Ankeny St.
Portland, Ore.

$25.00
EAST OF ROCKIES

Westphono, Inc.
46 W. Fourth St. · St. Paul, Minn.

Bagshaw's
BRILLIANTONE
TRADE MARK REG. U.S. PAT. OFF.
NEEDLES

WARNING

Reports have continually reached us, and many specific cases have been brought to our attention, of the misuse and imitation of the "BRILLIANTONE" trademark and its association with Phonograph Needles of inferior make.

Needless to state, this unscrupulous competition and flagrant misrepresentation has not only proved detrimental to us, but has injured responsible jobbers and dealers who regularly purchase the genuine product.

Genuine "BRILLIANTONE" Phonograph Needles are made by W. H. Bagshaw Co.—pioneers in the industry—and sold ONLY by us and our authorized distributors. All other so-called "BRILLIANTONE" Needles are imitations..

The "BRILLIANTONE" trademark is fully protected by registration. We therefore wish to warn the trade that we expect to defend our trademark to the fullest extent permitted by law. Necessary steps will be taken to prosecute all infringements and to protect the jobber, the dealer and the public against further misrepresentation.

BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

370 SEVENTH AVENUE, at 31st Street, Suite 1214, NEW YORK

Selling Agents for W. H. Bagshaw Co., Factories, Lowell, Mass.

Western Distributor:
The Cole & Dunas Music Co.
430 So. Wabash Ave., Chicago

Canadian Distributor:
The Musical Mdse. Sales Co.
79 Wellington St., W., Toronto

Pacific Coast Distributors:
Munson & Rayner Corp.
Los Angeles, Cal.
San Francisco, Cal.

Walter S. Gray Co.
1054 Mission St.
San Francisco, Cal.

Making Radio Programs a Force for Sales

Steadman Sends Out Letters to Prospects Describing Programs and Extending Invitations to Radio Concerts, Promoting Sales

The time has been reached in the radio retail business, whether separate sets are handled or the combinations are featured, when the dealer, in order to bring his sales volume up to a respectable figure and to make sales in spite of the keen competition prevalent, must get out and hustle for radio business. As far as the competition of electric stores and dealers in other lines handling radio is concerned the talking machine dealer has little to fear because of the many advantages which he obviously has. He has the organization trained to sell an entertainment device of this character, he has the type of store in which radio can be best displayed, he understands the instalment business, he has a large mailing list, or should have. Therefore, it only remains for him to go out after the business.

Capitalizing on Radio Programs

The only means which the dealer has of giving a practical demonstration of the radio lines he handles is by tuning in on radio programs. The Steadman Music House, of Yonkers, N. Y., one of the largest and most successful music concerns in Westchester County, has adopted an unusual method of taking advantage of the radio programs in putting over a very successful sales promotion campaign. The mails, the radio programs and the mailing list all play an important part in bringing the message of radio home to the store's prospects. The following letter, which requires no further explanation to make the point clear, has been sent out by this live concern and the results have been excellent:

Dear Mr. Blank: The Studio Club gave a most delightful concert at the Capitol Theatre last evening. It was an exclusive program of numbers by the late Victor Herbert. I wonder if you heard it? One of the most interesting of the orchestral numbers was the dainty "Air de Ballet." We also enjoyed "Toyland" from the "Babes in Toyland," by the soprano with chorus, and we thought the soprano was good. Other selections rendered by the soprano and chorus were from "Princess Pat," "Mlle. Modiste" and "Naughty Marietta." It was altogether a very charming and entertaining program.

Have you tied up with the radio yet? There are now more than five million radio fans in the United States. Are you one of them? If you are, and especially if you are not, why not come in this Friday evening and hear our wonderful Radiola X.

7:30 P. M. The weekly French lesson from WJZ.
8:00 P. M. Anthony Pesci, tenor, classical numbers.
9:15 P. M. Mayor Hylan's People's Concert.

If you are among those who are under the impression that music sounds harsh and noisy over the radio, do not fail to show up on Friday evening. The tone quality of the Radiola X will be a pleasant surprise for you. Very truly yours.

Another letter sent out by this concern with a similar object, which brought a fair number of people into the store to look over the lines of radio handled, was as follows:

Dear Mr. Blank: Did you "listen in" to the Cardinal's speech at the Commodore, New York, on Tuesday night? And did you like the Kaltenborn String Quartet broadcast from Station WEAF last night?

If you enjoy radio, as we all do, why not drop in some Friday or Saturday evening to hear our sets? We carry in stock the Radio Corp. of America sets from the Radiola III, at $35, up to the Super-heterodyne VIII, at $450. For those interested in Neutrodynes we have added to our line the Ware Neutrodyne receiver, Type W.

This is a five tube set and will operate in most locations on an inside aerial, although primarily designed for outside aerial. The price, without accessories is $160. The enclosed booklet will give you a detailed description.

Our folks here are thoroughly familiar with all leading types of radio sets, and feel it a pleasure to be called upon for suggestions and advice.

May we expect you at an early date? Very truly yours.

Building Up Installation Business

There are many people who own talking machines who can, by intelligent effort, be sold on the idea of installing a radio receiving set in the instrument, thus making of it a combination outfit, which has the advantage of being compact, and at the same time as efficient as separate instruments. There is a broad field for retail sales promotion of radio here which dealers should take advantage of. The Steadman Music House is also going after this business in a determined manner. A letter has been sent to thousands of talking machine owners in Yonkers and surrounding towns and cities by this concern which not only has for its object the arousing of interest in making a combination radio and talking machine of the instrument already in the home, but it also brings home to the public the fact that for the really complete home both a talking machine and a radio are essential. The letter follows:

Dear Mr. Blank: We should like to take up the subject of combining the radio with your Victrola. Many prophesied that the radio would take the place of the Victrola. But this is manifestly impossible. Supposing you wanted to hear the "Menuetto" from Mozart's "Symphony in G Minor" by the Philadelphia Symphony Orchestra? And supposing you wanted to hear "Celeste Aida" by Caruso, or "Mother Machree" by McCormack? What then? How about the young folks who want to dance to Paul Whiteman's Orchestra, and also want to hear the latest popular songs sung by their favorite singers? For these you must turn to your Victrola.

The radio gives you a wealth of instruction and entertainment. Stock market, weather reports, speeches by eminent men, talks on many interesting subjects, orchestral programs from leading hotels. And for the politically inclined, the broadcasting of speeches in the coming Presidential campaign. Thus it follows that, for the real home, where music and entertainment are such important factors, the Victrola and radio should combine.

If you have no Victrola we should like you to see our immense stock, the largest in Westchester County. If you are interested in radio we wish you to see our fine line of Radiolas. We carry also the Ware Neutrodyne, Sleeper Monotrol, Federal and Raflex.

Come in and talk it over. We are experts in this field. We ought to be, for we have been in the field of music for more than twenty-five years. When you call we will be pleased to arrange a demonstration in your own home. Don't hesitate to ask for one. It places you under no obligation, and will be very interesting. Very truly yours.

Live Oak Park Dealer Ties Up With Church Sermon

In the very interesting department conducted by Odds Bodkins in Advertising and Selling Fortnightly he tells of a very unique tie-up between a talking machine dealer and church, which shows a high degree of enterprise, particularly in these warm days when so many talking machine men are more inclined to the holiday than the business spirit. Mr. Bodkins says:

"Walter Painter, of Erwin-Wasey's Chicago office, sends me a clipping announcing a series of Sunday evening sermons based on well-known advertising slogans to be preached by the pastor of the First Methodist Church, of Oak Park, Ill. These are some of the texts:

"'His Master's Voice.'

"'Say It With Flowers.'

"'It Never Rains but It Pours.'

"This sermon idea isn't so very new, but the dealer tie-up planned by this pastor is. For local dealers have been asked to co-operate in giving point to the services. For example, on the Sunday evening 'His Master's Voice' is the text, the Cotton Music House, of Oak Park, will furnish a fifteen-minute musical introduction consisting of Victor records by artists of note. Why not?"

Morrison

Loud Speaker

for

$5.00

List

Sensational Mid-Summer Announcement

Was $10—Now $5

In the so-called dull season nothing has stimulated the radio business like the tremendous Morrison price reduction. Dealers who said loud speakers wouldn't sell are piling up profits every day on the $5.00 list famous Morrison unit.

It's logical. Radio fans know Morrison's sterling qualities. Those who hesitated at paying $10.00 for a unit and those with other units are quick to recognize the wonderful value at this new price.

The unit is exactly the same unit previously sold for $10.00. We have got down to a real production basis with its consequent efficiency in buying and manufacturing economies.

Music Dealers

With this Morrison unit for $5.00 you can stimulate a real summer business in radio. You'll find your customers who own a radio set eager to have a Morrison unit. If you aren't familiar with our plan and discounts write for details. And see that your order for a reasonable quantity comes in early.

MORRISON LABORATORIES, Inc.

327 East Jefferson Ave.

DETROIT, MICH.

THE SHELTON Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Operating on AC or DC current of 110 volts. Specify type of current when ordering.

SHELTON ELECTRIC CO., 16 East 42nd Street, New York

for Your "Out-of-Doors" Customers

—it's a

GLED!

Portable Radio Receiver

THE most remarkable ever offered to the trade. A real achievement in radio reception—the successful result of years of experimenting by some of the world's most skilled radio engineers.

The GLED Portable is a highly sensitive, six-tube set, capable of bringing in clear broadcast reception up to ten or fifteen hundred miles. And the built-in loud speaker has the famous Music Master Unit.

Everything necessary to operate the set is self-contained or space has been provided. No outside fixtures or accessories are needed. The GLED can be used anywhere on land, water, moving vehicles or in the home. It appeals to women because it is convenient and easy to keep clean.

A single dial does all the tuning. Tone volume is controlled by one knob and the tubes by another.

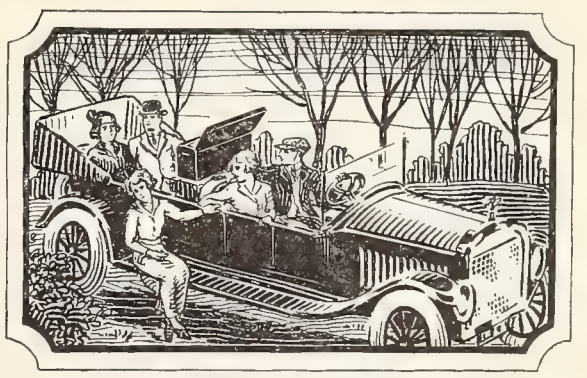
The entire set is compactly built into an attractive, black leatherette case, of a size and appearance much like a fine-looking overnight bag.

Altogether the GLED is just the kind of set thousands of people have been impatiently waiting for. Every lover of the great outdoors, every owner of a car, is an immediate prospect. The sales possibilities are almost without limit. And the opportunity for profits is unusual. Retail price, without tubes or batteries, $150.

Your jobber can supply you. Write to us for descriptive folder.

GLED RADIO COMPANY
PHILADELPHIA, PA.

Those of your customers who are headed for camp or cottage will appreciate your calling their attention to the fine qualities of the GLED.



Nearly all your car-owning customers spend their leisure hours along the road. Each one is a prospective buyer of a GLED.

Whether canoeing or yachting, the outing can be made more enjoyable by a GLED. You can sell many sets to that class of trade.

New Method Adopted for Attracting Street Crowds

Radio Dealer in the West Uses Ear Phones to Enable Passers-by to Hear Programs and Then Invites Them in via the Loud Speaker

New methods for attracting public attention to his radio department will always be welcomed by the dealer because the methods that have been in vogue up to date and which get fairly good results do not apply in all cases. There is the loud speaker that projects through the doorway and carries the programs to the street crowds. It has been found by actual experience that in many cases prospective customers are scared away because the power necessary to overcome street noises and other interference make clear reproduction impossible.

One Western dealer has solved the problem in a rather novel manner, and one which can be used to good advantage these days. Near the door he had the superintendent of the building erect a shielded rack and placed thereon three or four single phones connected with the receiver inside. A small sign directly over this announced that they were for the convenience of passers-by desiring to hear a radio concert. In series with the line which fed these phones this dealer placed an ordinary heavy duty loud-speaking unit, which was located inside the store. When two or three passers-by were interestingly listening in he would take the unit and gently speak into it in a manner something like the following: "Won't you ladies and gentlemen step inside and let us show you what an up-to-date radio department we have? It is for your convenience, and we have plenty of space." Nine times out of ten the voice interrupting the concert would startle the listeners so that out of curiosity alone they would step in, and their curiosity once aroused they were in a good frame of mind to listen to a good stiff sales talk.

Suffice to say that from an experiment suggested by one of the dealer's friends this idea has developed into a wonderful sales puller and the dealer is confident that this device alone is responsible for over half his present sales. It is novelties such as these that attract, and, strange to say, the dealer has not lost a single phone, although he does not watch them closely. There is generally such a crowd around that it is impossible for anyone to get away with them, so there is no chance for a loss on that score.

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect

We get the best India Mica directly.

We supply the largest Phonograph Manufacturers.

Ask for our quotations and samples before placing your order.

American Mica Works

47 West St. New York

New Loose-Leaf Album Announced by Peerless Co.

The Peerless Album Co., manufacturer of talking machine record albums, record carrying cases and other similar accessories, has announced to the trade it will release early in September a new Peerless loose-leaf record album available to consumers.

In an interview with Phil Ravis, president of the Peerless Co., it was learned that experimental work on this new loose-leaf product had been in progress for the past six months and that the factory designers had completed their labors, which had been mainly concentrated on the single, solid back feature of the book. It was said the past difficulty of leaves tearing loose from the binding post in loose-leaf albums had been completely overcome by special arrangements and that the finished product would represent the ultimate in stanch construction and durability.

The Peerless loose-leaf album provides for combination of both ten and twelve-inch records and is admirably suited for the new Victor Wagnerian masterpiece record sets and complete score of the "Cavalleria Rusticana" opera. In fact, it is planned to imprint "Wagnerian Masterpieces," or similar titles for combination record sets, as indicated by the dealer when ordering.

Coincident with the above announcement, it was learned that the Peerless Co. has planned another large run of its well-known trade-mark sign for dealers' show windows and sales floors. This is an artistic display sign of a permanent character which, where used, has proved a creator of record sales. In a recent survey by the Peerless Co. it is said that where the Peerless sign has been displayed album sales have shown a gain of as high as 50 per cent over corresponding periods of last year. The sign is furnished gratis.

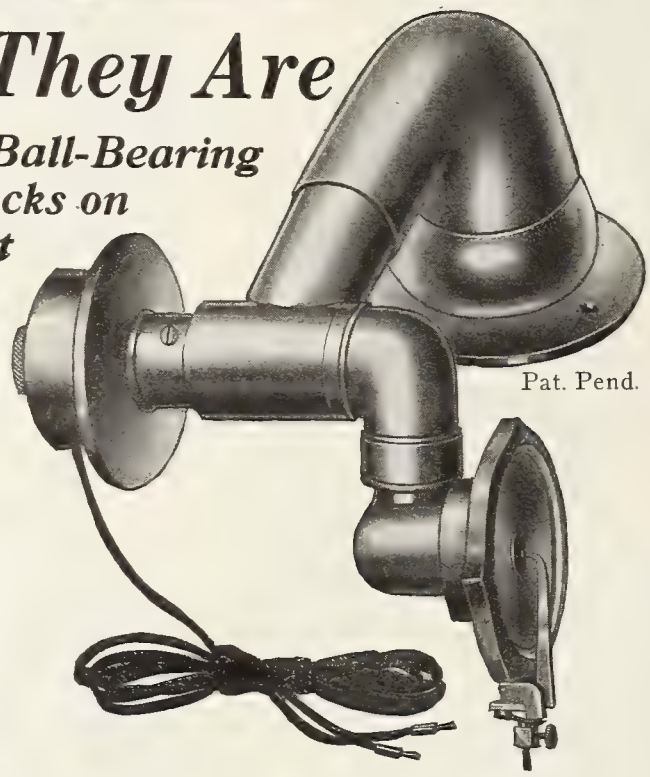
According to the officials of the Peerless Co. and its road representatives, the importance of record album sales has been given thoughtful consideration by every progressive talking machine dealer. The basis for this decision rests on the need of renewing and continuing interest in record sets and record releases. The alert dealer realizes that the sale of one or more albums assures future sales of records. In these days when there are so many channels for home entertainment and when outdoor life never had more attractions it becomes necessary for the retailer to carry out a campaign that will arouse interest in record purchases. Aside from personal contact and the mailing of monthly record lists, there is no more effective means of insuring the constant use of the talking machine, thereby creating record sales, than through the placing of record albums in the homes of talking machine owners.

Here They Are

The Only Ball-Bearing Throw-Backs on the Market

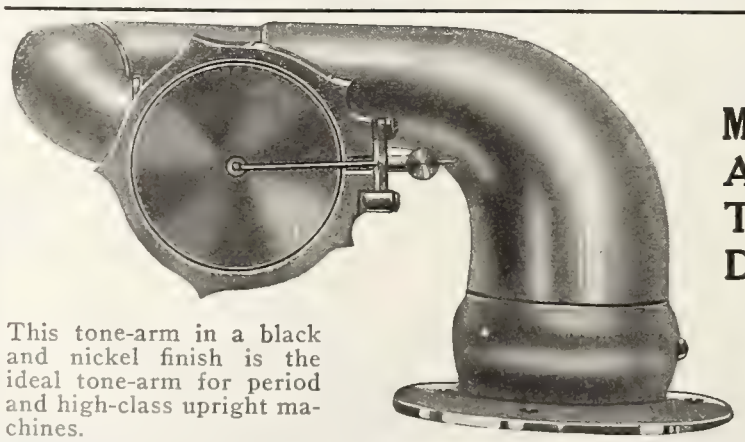
No Adjustments
No Soldered Connections

Mutual Tone-Arms possess a double appeal. They not only reproduce perfectly, but they add the final touch to the attractiveness of the machine. The new model on the right is the ultimate in perfection and simplicity.



Pat. Pend.

By Throwing Back the Sound Box You have it in the Radio Position



When MUTUAL Arrives Trouble Departs

This tone-arm in a black and nickel finish is the ideal tone-arm for period and high-class upright machines.

No. 4 Tone-Arm, No. 4 Reproducer

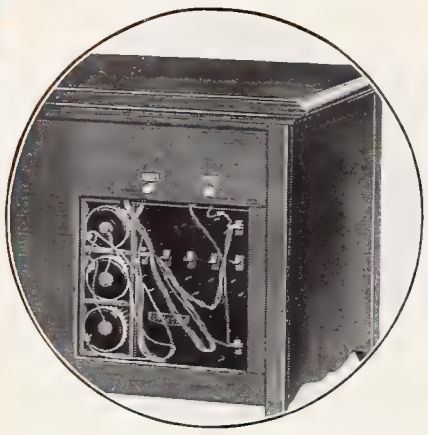
TO INSURE PROMPT DELIVERY MAIL ORDERS EARLY
SAMPLES ON REQUEST

MUTUAL PHONO PARTS MFG. CORP.

149-151 Lafayette Street, New York City

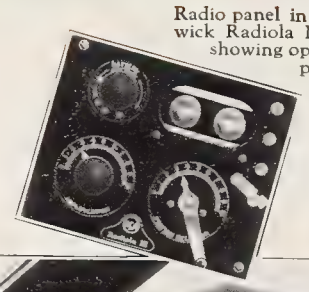
DISTRIBUTORS
The Russell Gear & Machine Co., Ltd. ..... 1209 King St., West, Toronto, Can.
Industrias Unidas, S. A. ..... Balderas 110, Mexico City, Mexico
Targ & Dinner ..... 229 W. Randolph St., Chicago, Ill.

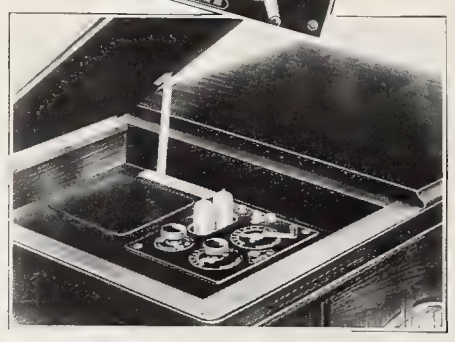
Brunswick Radiola
No. 30



Rear view showing the convenient compartment in Brunswick Radiola No. 30, containing dry cell batteries

Radio panel in Brunswick Radiola No. 30, showing operating parts





Revealing the section of the Brunswick Radiola No. 30 reserved for Radio operation

a manufactured product–not a combination

Thus Radio reception is brought to its highest point of perfection through the Brunswick Method of Reproduction. A selling point among many others that is exclusively Brunswick

THE announcement of the Brunswick Radiola, soon to be made to the public, marks a distinct advance in music for the home. Millions will read this announcement. Leading magazines and newspapers everywhere will carry it.

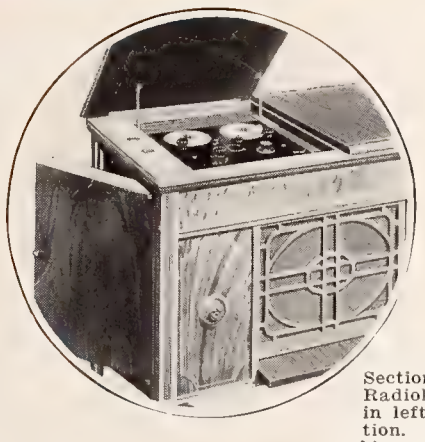
The Brunswick Radiolas are divided into two groups, each consisting of three models. There are Numbers 360, 260 and 160—Super-Heterodynes, and Numbers 100, 35 and 30—Regenoflex.

The Super-Heterodyne is particularly adapted for use in cities—in apartments and in homes "within the shadow" of broadcasting stations. They require no antenna, and give a selectivity of program which is very decisive. These instruments may be moved from room to room—there are no outside attachments—each is complete to itself.

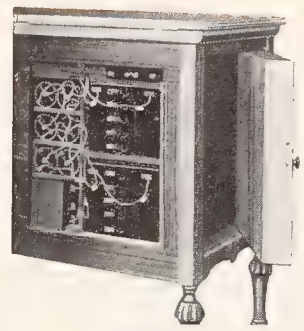
The Regenoflex sets operate with practically any length of antenna. They have a long range, and offer high selectivity. Both sets of the Radiola, when used with the Brunswick Method of Reproduction, give finer, clearer tones—more beautiful musical reception than has ever before been known.

Brunswick
Radiola

Brunswick Radiola
No. 160



Sectional view of cabinet showing Radiola Super-Heterodyne installation in left-hand top convenient to operation. (Phonograph equipment available on right-hand top side of cabinet.) No outside wires required. Large directional loop has been installed in swinging left-hand END PANEL of cabinet.



Sectional view showing battery installation in rear of cabinet and open panel containing loop antenna.

BRUNSWICK RADIOLA—

This new line of instruments synchronized by engineers of the Brunswick and of the Radio Corporation . . . accounting for its supremacy in radio reception and musical reproduction

MAKESHIFT installation of radio in phonograph cabinets is neither new nor satisfactory.

The Brunswick Radiola instrument, however, is a scientifically correct installation, perfected by Brunswick experts, and Radio Corporation engineers, co-operating.

This new-type instrument brings to radio the musical quality of the famous Brunswick Method of Reproduction. Offers a new conception of radio receiving. The Brunswick Radiola gives to the music-lover elasticity of selection undreamed of before. It offers music of the air—supreme . . . and it offers, at will, superlative recorded music.

Deliveries are now being made by Brunswick branches to dealers whose orders are in. Orders are filled in rotation as received. If you have not yet ordered, we urge you to do so now to avoid disappointment.

THE BRUNSWICK-BALKE-COLLENDER CO.
Manufacturers—Established 1845
GENERAL OFFICES: CHICAGO

Branches in all Principal Cities

New England Distributors:
Kraft, Bates & Spencer, Inc.
80 Kingston Street, Boston, Mass.

Canadian Distributors:
Musical Merchandise Sales Co.
79 Wellington Street, West, Toronto, Ont.

Brunswick Radiola

New Artists Strengthen Gennett Record Catalog

Summer Demand Satisfactory—Big Fall and Winter Business Predicted—Unique Recording by "Golden" Bird Popular

W. G. Russell, in charge of Gennett record sales at the New York headquarters of the Starr Piano Co., states that he is well satisfied with the manner in which Gennett records are selling during the Summer months, and taking the present healthy outlook as an indication he believes that the Fall and Winter seasons will see record sales exceed even the banner year of 1919. The addition of several new artists has greatly strengthened the Gennett catalog. Among recent releases which are selling well are "Knock at the Door" and "Louise," played by The Vagabonds; "The Grass Is Always Greener" and "I Need Some Pettin'," sung by Vera Cole, soprano; "Maria, Mari," coupled with "Moana Chimes," both played by Ferera's Hawaiian Serenaders, and "Loch Lomond" and "Mary of Argyle," both sung by Henry Moeller.

A record which was received with immediate favor at the time of its release and which has steadily grown in popularity is "Senora," coupled with "La Paloma," both played by Ferera's Serenaders. Many dealers claim that it is the finest recording of Hawaiian music which they have ever carried on their shelves, and the sales volume which this recording has attained seems to bear out this contention.

Orders have been received in great quantity for the recent release of the coupling of "O Sole Mio" and "The Herd Girl's Dream," sung by the Golden Bird, accompanied by Lorraine Evan on the violin. The first recording by this marvelous bird, which coupled "The Spring Song" and "Souvenir," sold in large quantities at the beginning due to the unusual quality of the recording, but it has since taken its place on sheer merit as one of the best standard sellers. The new recording is even better than the former one, for the first recording unintentionally subordinated the warbling and trilling of the bird to the accompanying music. In "O Sole Mio" and "The Herd Girl's Dream" this fault has been corrected and the clear notes of The Golden Bird stand out predominant.

Canada Grants Patent on Phillips Radio Tone Arm

Wm. Phillips, president of the Wm. Phillips Phono Parts Co., New York City, has been granted by the Canadian Government Patent No. 241205 on his phono-radio tone arm. This is a basic patent and covers the entire Dominion of Canada.

Production has been announced on the new portable arm on which this company has been working. This new arm is being produced on a quantity basis and at a low price. The Wm. Phillips Phono Parts Co. has also recently placed on the market a new mechanically treated mica diaphragm.

Wm. Phillips, president of the company, reports that several of the largest department stores in New York City are now featuring the Phillips' phono-radio tone arm as part of the equipment of machines which they handle.

Sales Corp. Chartered

The Great American Sales Corp., New York, was recently incorporated at Albany, N. Y., to deal in talking machines. The capital stock was given as 250 shares of preferred stock at $100 per share and common stock, 500 shares of no par value. The incorporators include A. A. Berg, S. J. Cronin and G. J. Friedman.

The Evanston Brunswick Shop, Evanston, Ill., has been running a series of extremely effective advertisements in the local papers featuring the Brunswick.

Christman Dry Goods Co. Adds Brunswick Department

Joplin, Mo., August 8.—The Christman Dry Goods Co., of Joplin, Mo., recently opened a Brunswick department which is finished in matched walnut, beautifully figured, and this detail is developed throughout the entire store. All show cases are made of plate glass, and this system is well worked out in the booths of the phonograph department, the latter being installed at a cost of approximately $2,000.

In announcing the opening of their Brunswick department, the Christman store sent out 5,000 invitations to its mailing list, in addition to a copy of its newspaper announcement, and a personal letter from one of the directors of the organization. Full-page advertisements appeared in the Joplin Globe and in the News Herald, and a number of smaller follow-up ads have been scheduled.

It is interesting to note that the Christman store was started thirty-four years ago with a paid-in capital of $1,600. To-day it is one of the finest stores in the country, as far as appearance, arrangement of stock and interior and policy are concerned.

Brunswick Dealers to Get Advance Record Information

The Brunswick Co. has announced plans for the preparation of special lists containing advance information regarding records, these lists to be forwarded to the trade at regular periods. The reason for this move is contained in the statement of the Brunswick Co. to the effect that "there is a definite reason for the release of every record, and these comments will endeavor to point out the reasons for the release of each record, as well as an opinion of its selling possibilities." It is also expected that this information will be of great assistance to dealers at the time they are ordering records and will also give sales people valuable information.

Bristol Single Control Radio Receiver

Complicated combinations are eliminated when tuning in with Bristol Single Control Radio Receiver—every station is on the one dial. It gives the joys of radio with technicalities left out.

The well-known Grimes Inverse Duplex System (non-reradiating) is utilized in this Receiving Set. Because of the reflex, only four tubes are required to give power equivalent to six. The price, without accessories $190.00

Audiophone Loud Speaker

You forget the radio equipment when listening thru the Audiophone Loud Speaker. The tone is full, clear and pleasing. It gives a true reproduction of the original. Made in three models—Senior $30.00, Junior $22.50, and Baby $12.50.

Ask for Bulletins Nos. 3014 and 3015-BS.

Made and Sold by

THE BRISTOL COMPANY
Waterbury, Conn.

All Branches of Talking Machine Trade in Milwaukee Enjoying Increased Sales

Gain in Record Demand Especially Marked—D. M. Kasson in New Post—Excellent Portable Sales—Dealers Tie Up With Gennett "Golden Bird" Record—New Dealers—The News

Milwaukee, Wis., August 9.—All branches of the talking machine business are picking up in Milwaukee and throughout the State of Wisconsin. Records have been in particularly good demand during the past month.

Dealers and Jobbers Report Gains

"Since the Fourth of July the improvement in the phonograph business has been very gratifying," stated Carl Lovejoy, Brunswick distributor. "I have just made my second trip to Two Rivers, Sheboygan, Manitowoc and through that territory, and both trips have been very satisfactory. I was very well pleased with conditions and I think that the year itself will work out better than last year."

Harry Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber, also reports business improvements.

The Keller sisters and James Lynch, who have been recording for Brunswick records about sixty days, appeared at a Milwaukee theatre for a week, stimulating sales of records.

D. M. Kasson With Interstate Co.

The Interstate Sales Co., owned by the Badger Talking Machine Co., whose activities for some years past have included the production of the record fiber needle cutter and Recordlites, has increased its scope of operation to include radio. The firm entered the radio field August 1. David M. Kasson, for several years an executive of the McPhilben Radio Corp., of New York, is now associated with the Interstate Sales Co. as vice-president, and will have charge of sales for the company, which will operate in Illinois, Wisconsin and Michigan and will handle standard radio products.

Employe Stockholders Get Dividends

Fifteen employes of the Kesselman-O'Driscoll Co., which features Brunswick and Victor phonographs and records, who were made stockholders in the company last Christmas, have received their first dividends. The checks were distributed by L. M. Kesselman, who suggested that they be used to start savings accounts.

Mr. Kesselman has returned to Milwaukee from a trip West, where he attended the convention of the Kiwanis Club and made the post convention tour through Yellowstone Park and other points of interest in that section of the country.

Good Sonora Portable Demand

Yahr & Langé, wholesalers for Sonora in Wisconsin and Michigan, have noticed a slight lull in business during the Summer, although the music department of this firm has shown an increase over last year. Radio, which has been added to the department this year, has been very active and has kept the 1924 business ahead of the record for the preceding year each month. Sonora portable phonographs have been in good demand. Yahr & Langé state that they have had remarkably fine response on the two new Sonoradios, Nos. 241 and 242. They have also added Malone-Lemmon sets.

Tie Up With Gennett "Golden Bird"

Gennett records were brought before the Milwaukee public by a recent advertising stunt which was one of the finest publicity campaigns

Feature Golden Bird Record in Theatre Lobby

these records have ever had in this city. Local dealers and the Wisconsin distributor tied up with the recent appearance of the Golden Bird, a canary presented and accompanied by Miss Lorraine Evon. The bird has recorded for Gennett records exclusively and the fact was played up in a variety of ways. Two Gennett records were on the announcement of this act placed on an easel before the theatre entrance. The act was advertised as the headliner for the week. During afternoons and evenings of the week these Gennett recordings were played in the theatre entrance on a Starr phonograph.

Ten dealers in Milwaukee tied up with the bird's appearance by means of window displays. The popularity of the bird and recordings of its numbers resulted in an excellent sale of the records and every dealer in the city was forced to restock on Friday of the week.

New Starr and Gennett Dealers

"The record business has been very good during the past month—beyond expectations," declared Alfred F. Kiefer, distributor for Wisconsin of Starr phonographs and Gennett records. During July and the first part of August Mr. Kiefer has added a number of new local accounts to his books. The East Side Music Co. has included Starr pianos, phonographs and Gennett records to its stock. The Symphony Music Shop is now a dealer in Gennett records. Schunk's department store is another recent Gennett dealer. Outside of Milwaukee, Hook Bros., prominent music dealers of Madison, Wis., have added Gennett German records to their record department. Gennett records have also been added by the West Allis Saxophone Shop, West Allis, Wis.

Bradford Force on Picnic

The entire force of the J. B. Bradford Piano Co., dealer in Victor, Brunswick and Vocalion phonographs and records, was entertained at the Summer home of Hugh W. Randall, president of the company, at an annual picnic. The store was closed on the afternoon of the picnic and the whole force was taken to Pine Lake, where the Summer home of Mr. Randall is located. Games, swimming, boating, etc., were enjoyed.

Miss Helen Gunnis in Concert

Miss Helen Gunnis, manager of the Victrola department at Fischer's furniture store, has appeared as vocal soloist in several Milwaukee entertainments during the past month.

Talking Movies Attract Public

Milwaukee theatregoers were very much interested in the appearance of the "talking movie," which appeared here for the first time. This combination of sight and sound gave such an appearance of reality that many people applauded at the close of the picture, as the voice ceased speaking and picture faded from the screen. The "talking movies," which were invented by Dr. Lee DeForest, were a great success in Milwaukee and the theatre has announced that they will be a regular attraction.

Leslie C. Parker, president and manager of the Carberry-Parker Co., The Badger Music Shop, which handles Victrolas and Victor records, is one of the active workers for the project of civic operas in Milwaukee's parks in 1925.

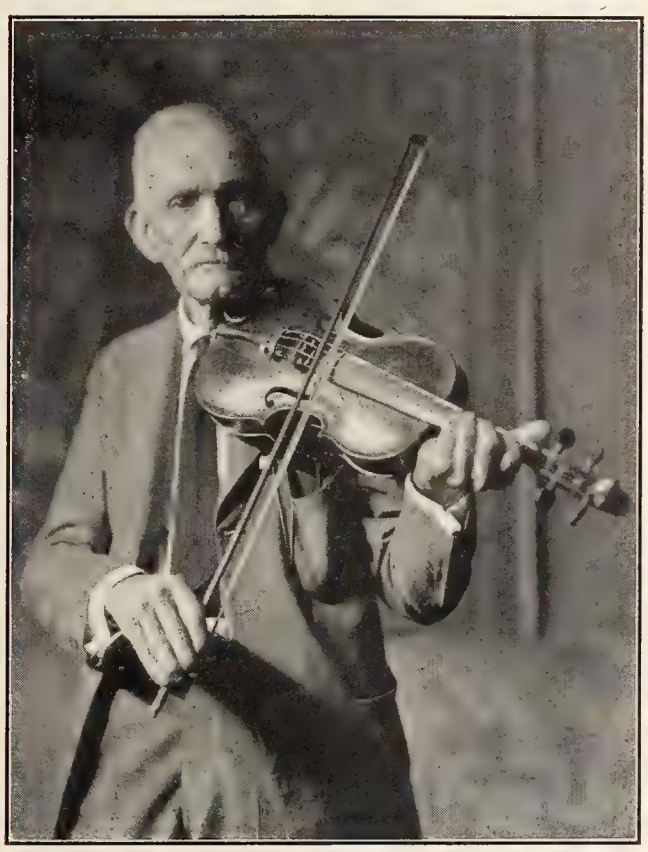
"Needle Points"

Point No. 19

"ALL is not gold that glitters," and that still holds true about phonograph needles. Don't be guided too much by a highly polished needle. That nice, bright coating may cover up a multitude of sins. Remember, it's the wearing quality that counts. Okeh and Truetone Needles are well polished but their main feature and the one that concerns us the most is, "How well do they wear?" There are thousands of dealers who are still selling them after years of experience, and they can give you the answer.

General Phonograph Corporation
OTTO HEINEMAN, Pres.
25 West 45th St. New York

VOCALION
RED RECORDS



"Uncle Am"

STUART

Champion Fiddler of

Tennessee

Exclusive Vocalion Record Artist

"'Uncle Am's' playing made me feel reckless the rest of the evening," wrote a well-known radio reviewer after hearing "Uncle Am" fiddle.

The Vocalion Records of this champion fiddler from the Sunny South are going to be brilliant business builders for Red Record dealers. North or South. "Uncle Am's" fiddling makes 'em all pat their foot.

"Am" Stuart Records

All 10" 75c

14839 Cumberland Gap (Hoe-down), Accomp. by Banjo Picker
Grey Eagle (Hoe-down), Accomp. by Banjo Picker

14840 Sourwood Mountain (Hoe-down), Accomp. by Banjo Picker
Waggener (Hoe-down), Accomp. by Banjo Picker

14841 Sally Gooden (Breakdown), Accomp. by Piano—Vocal Chorus
Leather Breeches (Breakdown), Accomp. by Banjo Picker

14843 Billie in the Low Ground (Puncheon-Floor Dance)..Accomp. by Banjo Picker
Rye Straw (or Unfortunate Pup) (Puncheon-Floor Dance), Accomp. by Banjo Picker

Playable on All Phonographs

The AEOLIAN COMPANY

AEOLIAN HALL NEW YORK

Distributors of Vocalion Red Records

MUSICAL PRODUCTS DISTR. CO.,
37 E. 18th St., New York City

WOODSIDE VOCALION CO.,
154 High St., Portland, Me.

A. C. ERISMAN CO.,
174 Tremont St., Boston, Mass.

GIBSON-SNOW CO.,
306 W. Willow St., Syracuse, N. Y.

LINCOLN BUSINESS BUREAU,
1011 Race St., Philadelphia, Pa.

PITTSBURGH PHONO. DISTR. CO.
217 Stanwix St., Pittsburgh, Pa.

VOCALION RECORD CO. OF MD.
305 N. Howard St., Baltimore, Md.

O. J. DEMOLL & CO.,
12th and G Sts., N.W., Washington, D. C.

S. E. LIND, INC.,
2765 W. Fort St., Detroit, Mich.

VOCALION CO. OF CHICAGO,
Distributors of Vocalions and Vocalion Records,
529 S. Wabash Ave., Chicago, Ill.

OHIO MUSICAL SALES CO.,
1747 Chester Ave., Cleveland, O.

LOUISVILLE MUSIC CO.,
570 S. 4th St., Louisville, Ky.

STERCHI BROS., Knoxville, Tenn.

STERCHI FURN. & CARPET CO.,
Atlanta, Ga.

D. H. HOLMES CO., New Orleans, La.

REINHARDT'S, INC., Memphis, Tenn.

RADIO EQUIPMENT CO.,
1319 Young St., Dallas, Tex.

STONE PIANO CO., Fargo, N. D.

STONE PIANO CO.,
Distributor of Vocalions and Vocalion Red Records,
826 Nicollet Ave., Minneapolis, Minn.

MOORE-BIRD CO.,
1720 Wazee St., Denver, Colo.

MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles, Cal.

MUNSON-RAYNER CORP.,
86 Third St., San Francisco, Cal.

Satisfactory Volume of Business Marks Talking Machine Trade in Brooklyn

Sales Up to Expectations Considering the Effect of Summer on Business—Batterman and Loeser Arrange Unusual Windows—Hermerlin Shop Destroyed by Fire—News of Month

The talking machine and radio trade in the Brooklyn and Long Island territory for the past month has been entirely up to expectations; in other words, it was characterized by the usual quietness which exists during the Summer months. It is not to be assumed from this that there is no business being done in talking machines and radio sets, quite the contrary; several dealers have reported that sales for the latter part of July and the early part of this month were gratifyingly good and the great majority of the dealers express themselves as being satisfied with the volume of sales when the general condition of the business world is taken into consideration and the fact is realized that the dog days of Summer, the dull days of the talking machine trade, are here in earnest. Record sales have kept to the standard of the same period of previous years and, in the case of many dealers, the sales totals at the end of July were in excess of those for July of 1923.

Victor Business Holds Up

The American Talking Machine Co., Victor wholesaler for the Brooklyn and Long Island territory, reports that business for the past month, both as regards machines and records, is on a par with last year. The outside men find dealers are most optimistic over prospects for a brisk Fall business and, influenced by this, many dealers are stocking up in anticipation of a big demand. One of the reasons why those in the music trade feel that the coming Fall and Winter seasons are going to be unusually good for the talking machine business is that music has undoubtedly become stronger and more and more of a factor in the average person's life. Orchestra managers are stating that the demand for orchestras this Summer is as great as it is during the Winter months. This feeling is bound to exert a good influence on the talking machine trade.

An Unusual Window Display

The H. Batterman Co., large department store, has devoted a window to a display of Victor records in the manner suggested by The Voice of the Victor, and found the results in sales were extremely satisfactory. A large map of the United States was suspended on the rear wall and records were distributed about the windows with accompanying signs indicating the orchestra which made the recording and the city from which they came. A ribbon was attached from the signs to the location of the city on the map. Sixteen orchestras were featured in the display. A large sign to the side of the display read: "What City Do You Want to Hear To-night With the Victrola and Victor Records?" The display was attractive and attention-arresting and F. L. Ennis, manager of the talking machine department, stated that immediately after the display was placed in the window an increase in the sale of Victor records was noted.

Fire Guts Hermelin Shop

A fire, caused by defective wiring, entirely destroyed the stock of talking machines, records, music rolls and musical merchandise at Hermelin's Phonograph Shop, at 1441 Broadway, early on Sunday morning, July 20. Columbia, Brunswick, Vocalion and Sonora products were carried and the entire stock, as well as the furniture and fixtures, were rendered valueless by the fire. The damage was estimated by Mr. Hermelin to be $18,000. The furniture and fixtures and a large percentage of the stock were covered by insurance. The store has been at this location for the past thirty-five years. Mr. Hermelin stated to The World that his present plans call for immediate remodeling of the store and opening for business as soon as possible.

Changes in Abraham & Straus Department

Henry I. Silverton, who recently took over the management of the talking machine and radio departments of Abraham & Straus, Inc., inaugurated his connection with this store by shifting the location of the talking machine department and merging all the musically related departments into one unit. The talking machine department is now adjacent to the radio department on the fifth floor of the store and the record, sheet music and musical merchandise departments are all located in the immediate vicinity. The new arrangement allows of the instruments being shown to the best possible advantage and Mr. Silverton states that its material benefits have become manifest in increased sales.

Huge Display in Five Loeser Windows

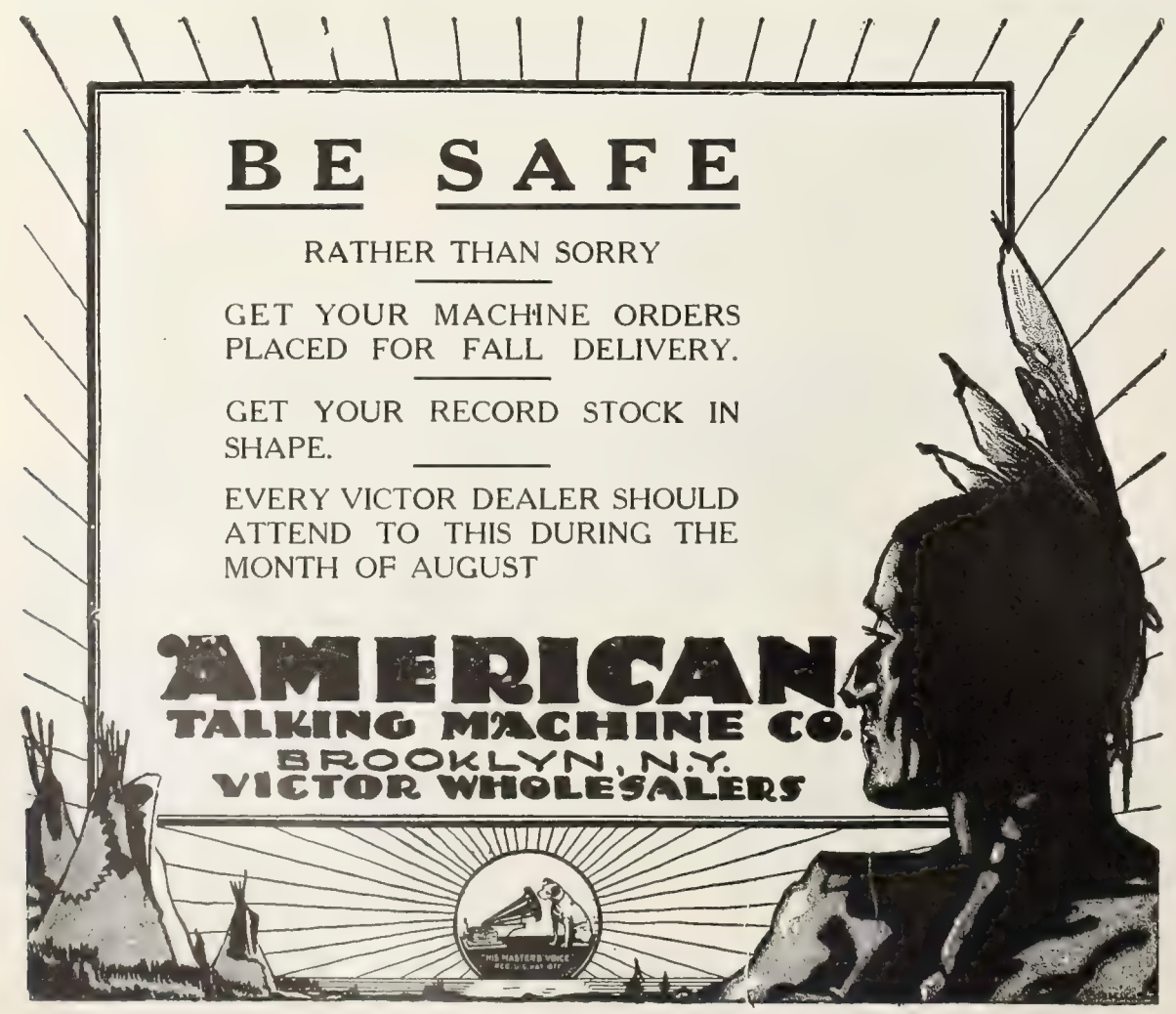
Five large display windows of the Livingston street warerooms of Frederick Loeser & Co. have been devoted during the past month to an elaborate display of the talking machines and radio sets carried by the Loeser establishment. Every conceivable model of both types of instruments was shown to the best possible advantage in harmonious surroundings.

Sterling Department Moved

The talking machine department of the Sterling Piano Co. has been moved to the second floor of the company's building at Court and Livingston streets, which it now occupies, together with the radio and small goods departments. The main floor, part of which the talking machine department formerly occupied, is now utilized mainly for display purposes.

Excelsior Phonograph Co. Bankrupt

The Excelsior Phonograph Co., 337 Knickerbocker avenue, Brooklyn, N. Y., recently filed a voluntary petition in bankruptcy, listing liabilities at $5,746 and assets at $2,863.



The Okeh House Organ Celebrates First Birthday

The Okeh Record, the bright and newsy house organ issued regularly by the General Phonograph Corp., New York, manufacturer of Okeh and Odeon records, celebrates this month its first year of existence, and the editors have been congratulated by Okeh jobbers and dealers upon the success of this up-to-date publication. Volume 2, No. 1, bearing the date of August, 1924, features a photograph of Vincent Lopez and His Orchestra, exclusive Okeh artists, in connection with the opening of the new Euclid Gardens at Cleveland, O., one of the finest ballrooms in America. News items in this issue announce that James Barton is now an exclusive Okeh artist, and that the Loew radio station in New York, WHN, is broadcasting regularly Ace Brigode and His Fourteen Virginians, exclusive Okeh artists. Sara Martin, Okeh artist, is continuing her very successful concert tour, and Piron's New Orleans Jazz Orchestra, another Okeh organization, is furnishing music for the dance devotees at the "Roseland," well-known Broadway ballroom.

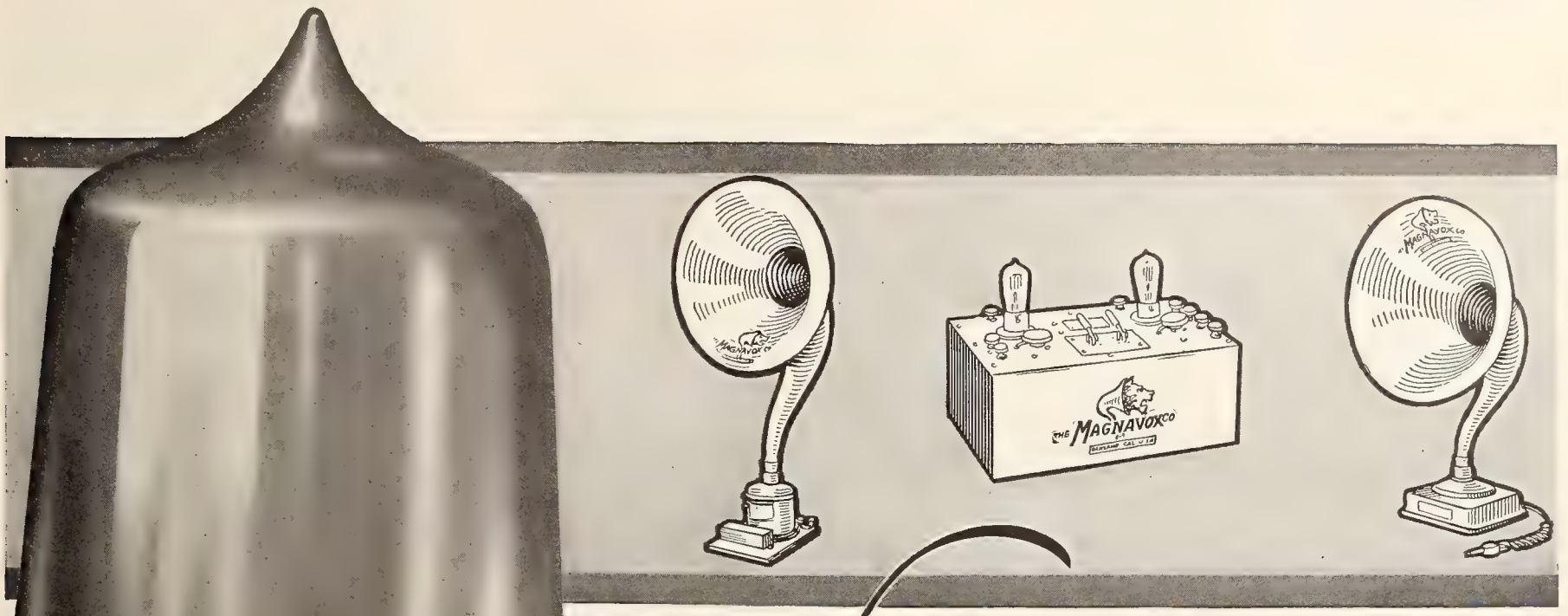
Louis H. Junod in Europe

Louis H. Junod, president of L. H. Junod & Co., 104 Fifth avenue, New York, sole representative in the United States for Herman Thorens, manufacturer of motors, tone arms and sound boxes for phonographs, sailed for Europe on the S.S. "George Washington" on August 2. Mr. Junod will spend the next two months abroad, traveling to Switzerland by way of Paris. He will visit the factory of Herman Thorens at St. Croix, where he will confer with the officials of the company on future plans for production and deliveries of their various products. Mr. Junod, as Swiss Consul, has numerous business interests both in this country and Switzerland, and during his two months' absence he will attend to his affairs abroad.

Music Shop Holds Opening

GRASS VALLEY, CAL., August 4.—The Music Shop, 156 Mill street, carrying a complete line of musical instruments, held its formal opening the latter part of last month. The store is under the management of Lynne Stanley. The Brunswick line of phonographs and records and the Buescher wind instruments are featured. In addition to the retailing of instruments a Modern School of Music will be conducted.

The A. Gressett Music House, of Meridian, Ala., recently increased its capital stock from $50,000 to $150,000.



$5.00

Now a MAGNAVOX Tube

THE engineers who developed the famous Magnavox line of radio reproducing and amplifying equipment have now produced a *vacuum tube* equally distinctive and successful in its own field.

Dealers can recommend Magnavox Tubes without qualification or reserve. One trial convinces the most exacting user that the Magnavox will replace ordinary tubes to great advantage in any receiving set.

The most notable feature of the new Magnavox Tube consists in its elimination of the *grid.*

Unlike the ordinary storage battery tube, the Magnavox allows the electrons an unobstructed passage between filament and plate, with the result that Magnavox Tubes have less than one half the internal capacity of other tubes of similar type.

Magnavox Radio Tubes will be nationally announced in August 30th issue of Saturday Evening Post and a large list of September magazines. Dealers are advised to place immediate orders through nearest Magnavox Distributor.

Magnavox Products

Reproducers of electro-dynamic and semi-dynamic type . $25.00 to $50.00

Combination Sets combining a Reproducer and Power Amplifier in one unit . . $59.00, $85.00

Power Amplifiers for audio frequency amplification, one, two, and three-stage . . $27.50 to $60.00

Vacuum Tubes: A storage battery tube of new and improved design for all standard circuits . . $5.00

By the addition of storage battery tubes the Magnavox radio line offers the reliable dealer an asset of unequalled value—combining the highest quality products with the soundest and most favorable dealer policy in the industry.

MAGNAVOX Radio Vacuum Tube Type A is a storage battery tube for use both as audio frequency and radio frequency amplifier in all standard circuits. Highly recommended also for detector use. No grid leak necessary, but its use will not affect results. Not critical of adjustment either as to plate or filament. Filament consumption is one quarter of an ampere. This tube is a six volt tube having standard base and requires no circuit changes.

This tube is especially resistant to leakage, base losses and accidental shock. Each tube packed in strongly mortised wooden box, to be tested and re-sealed by dealer at time of sale.

Write for details of service to Registered Magnavox Dealers and name of Magnavox Distributor in your territory.

THE MAGNAVOX CO., OAKLAND, CALIF.

NEW YORK SAN FRANCISCO

Canadian Distributors: Perkins Electric Limited, Toronto, Montreal, Winnipeg

8P

Crosley Jobbers Gather in Cincinnati for Their Second Annual Convention

More Than 100 Representatives of Crosley Radio Corp. From All Parts of Country Present at Constructive Conclave at Company's Plant—Discuss Problems—Study Manufacturing Methods

Cincinnati, O., August 4.—The Crosley Radio Corp., of this city, manufacturer of Crosley radio products, was the host to Crosley jobbers throughout the country at the second annual convention of the jobbers held in this city recently. More than 100 representatives of well-known radio distributing concerns were in attendance and at the close of the convention they all expressed the opinion that the coming Fall would witness the greatest Crosley sales campaign that has ever been sponsored.

Many interesting problems were presented for the attention of the jobbers during the convention and constructive suggestions were offered to solve these problems. One of the most interesting suggestions was made by Claude Johnson, of the Johnson Electric Co., to the effect that the Crosley Radio Corp. adopt some method to assist its jobbers in moving surplus stock. Powel Crosley, Jr., president of the company, immediately presented a method of relieving such a condition and this plan is already in force. The meetings were held in the new Crosley factory and the jobbers were delighted with the splendid facilities now at the disposal of the Crosley manufacturing division. Mr. Crosley, in opening the convention, heartily welcomed the delegates, pointing out that the organization had grown rapidly and that its success was dependent entirely upon its jobbers. Mr. Crosley stated that everyone present would have an opportunity to make suggestions during the convention, and that all these suggestions would receive careful consideration.

Second Annual Outing of Crosley Jobbers at Company's Plant in Cincinnati

Three Prominent Radio Men
Samuel Ruben, George Lewis, Powel Crosley, Jr.

He then discussed the Crosley radio line, pointing out the distinctive features of the product from a merchandising angle. Mr. Crosley declared that arrangements were being made to increase the output from 1,700 sets a day, which was the peak last Winter, to more than 5,000 a day, and he expressed a doubt as to whether or not this tremendous production would meet the demand this Fall. He also explained the various steps that had been taken to increase production, how the new factory had been purchased and how the former factory had been retained for the manufacture of parts, the new plant to be used for assembling sets.

During the course of the convention the jobbers studied the methods by means of which Crosley radio receivers are manufactured and they also visited the WLW broadcasting studio maintained by the Crosley Radio Corp. One of the interesting features of the program was a splendid address by A. M. Joralemon, general sales manager of the company, and the advertising plans of the Crosley Radio Corp. were fully explained by Douglass M. Allen, of the Prather-Allen Co., Cincinnati, which places Crosley advertising. Mr. Allen told of the intensive advertising campaign that had been approved by Mr. Crosley, and of the enormous field being created as the result of this publicity campaign. At the close of the convention a vote of thanks was given to Mr. Crosley for inviting his jobbers to Cincinnati and for being so frank in his discussions of the Crosley plans for the future.

The Tube With the
UNCONDITIONAL GUARANTEE

Every VOLTRON Tube is sold with the following VOLTRON guarantee:

"VOLTRON tubes are guaranteed against manufacturing defects. Return for free replacement if defective, within thirty days after date of purchase; after thirty days return for an adjustment based on actual usage. In every case an allowance will be made regardless of condition of tube. Return direct to Voltron Manufacturing Company."

VOLTRON Guaranteed Tubes
Made in all standard types.
Manufacturers and Distributors:
Write for our proposition.

VOLTRON SALES COMPANY
227 Fulton Street New York City, N Y.

VOLTRON MANUFACTURING COMPANY, *Newark, N.J.*

Kramer's Music House Chartered on Anniversary

Allentown, Pa., August 5.—The forty-fourth anniversary of the founding of the Kramer Music House, which was celebrated recently, was featured by the incorporation of the establishment under the name of Kramer's Music House. Fred F. Kramer, founder of the business; John T. Kramer, Fred F. Kramer, Jr., and Ray J. G. Ritter were the incorporators. This store is the musical center of the community and is one of the leading music houses in eastern Pennsylvania. The Victor line is featured.

Greetings from A. A. Russell

The World is in receipt of cards from Amos E. Russell, manager of the talking machine department of Cluett & Sons, Troy, N. Y., who went abroad with the Associated Advertising Clubs of the World to attend the convention in London, and who following that journeyed to Paris. In both countries the members of the club received a wonderful welcome. Mr. Russell says he is having a great time, and during his stay abroad plans to make a study of the musical merchandising conditions in Europe.

NATIONALLY ADVERTISED CONSTANTLY
in leading radio magazines and newspapers

The

THOMPSON SPEAKER

and the Thompson 5-tube factory-built Neutrodyne Radio are quality products that require a minimum of servicing

R. E. THOMPSON MANUFACTURING CO.

Manufacturers of Wireless Apparatus for the U. S. Army and Navy and numerous foreign governments

30 CHURCH STREET - - NEW YORK, N. Y.

FACTORY: JERSEY CITY, N. J.

Hunt's Leading Music House Has Mount Kisco Branch

White Plains, N. Y., August 7.—Hunt's Leading Music House, of this city, recently took possession of the Melody Shop, 15 Kisco avenue, Mt. Kisco, N. Y., and is conducting the establishment under the name of Hunt's Melody Shop, with a complete line of musical instruments, including Victor talking machines and records, Okeh records, Gulbransen pianos, Buescher saxophones and a most complete assortment of sheet music. The store is admirably located as the only music house in a village of over 4,000 population and under the management of Miss Hilda Fixsen, who was transferred from the White Plains store, has done a brisk business in all lines since it was taken over by the Hunt organization.

John Philip Sousa and his band gave a concert in White Plains recently and the Hunt store, following its policy of taking an active interest in all musical events in the community, had charge of the ticket sale. The concert was a great success and was also instrumental in stimulating to a great degree the sale of Sousa records.

Landay Fifth Ave. Store Undergoing Alterations

The music store of Landay Bros., at 427 Fifth avenue, New York, closed on Saturday, July 26, and will in all probability not reopen for business until the end of this month. The reason for the closing is that the store is undergoing extensive alterations, both the interior and the exterior, and plans call for a close replica of the Landay Bros. shop in the Marbridge Building at Sixth avenue and Thirty-fourth street.

The display windows are being extended back for about ten feet, which will give a fourteen-foot depth for display purposes. The interior of the store will be remodeled to provide special rooms for the demonstration and display of radio products, and also to provide space where period models of Victrolas and Sonoras may be displayed to the best possible advantage. Audak equipment for the demonstration of records will be installed. During the period of alterations the staff of the Fifth avenue store has been enjoying vacations and relieving the selling forces of the other Landay stores.

Work Creates a Sale a Day

Austin, Tex., August 6.—The sale of thirty-one phonographs during one month, in spite of warm weather, is the record of S. B. Parsons, of the J. R. Reed Music Co., Brunswick dealer of this city. There is a moral in this brief record of sales achievement which Mr. Parsons points out tersely, and that is sales can be made by continuous hard work, which, by the way, is the reason why so many other retailers are finding that there is good business to be had even during the Summer.

Entertains Press Men

The General American Radio Corp., New York, was the host at a theatre party and get-together gathering recently at which the guests were members of the newspaper and radio trade press. The party visited "Keep Kool" at the Globe Theatre and subsequently were the guests of Louis J. Selznick, president of the company, at his home, 270 Park avenue. The gathering was informal and Mr. Selznick was an ideal host, giving the members and the press a most enjoyable evening, free from any mention of business activities.

The Huse Pub. Co., Norfolk, Neb., Victor dealer, has been featuring portables in its newspaper advertisements with satisfactory results.

Okeh and Odeon Records

A Complete List of Okeh and Odeon Distributors

OKEH-SMITH COMPANY
828 So. Broadway, Los Angeles, Calif.
WALTER S. GRAY
926 Midway Place, San Francisco, Calif.
L. D. HEATER
357 Ankeny St., Portland, Ore.
TEXAS RADIO SALES COMPANY
2005 Main St., Dallas, Texas
JUNIUS HART PIANO HOUSE, LTD.
123 Carondelet St., New Orleans, La.
CONSOLIDATED TALKING MACHINE COMPANY
1121 Nicollet Ave., Minneapolis, Minn.
YAHR & LANGE DRUG COMPANY
207 E. Water St., Milwaukee, Wis.
JAMES K. POLK, INC.
294 Decatur St., Atlanta, Ga.
THE ARTOPHONE CORPORATION
1103 Olive St., St. Louis, Mo.
THE ARTOPHONE CORPORATION
804 Grand Ave., Kansas City, Mo.
CONSOLIDATED TALKING MACHINE COMPANY
227 W. Washington St., Chicago, Ill.
CONSOLIDATED TALKING MACHINE COMPANY
2957 Gratiot Ave., Detroit, Mich.
THE RECORD SALES COMPANY
1965 E. 66th St., Cleveland, Ohio
STERLING ROLL AND RECORD COMPANY
137 W. 4th St., Cincinnati, Ohio
PHONOLA CO., LTD., OF CANADA
Elmira, Ont., Canada
IROQUOIS SALES CORPORATION
210 Franklin St., Buffalo, N. Y.
MUSIC MASTER CORPORATION
1005 Liberty Ave., Pittsburgh, Pa.
GENERAL PHONOGRAPH CORPORATION OF NEW ENGLAND
126 Summer St., Boston, Mass.
MUSIC MASTER CORPORATION
128 No. 10th St., Philadelphia, Pa.
GENERAL PHONOGRAPH CORP.,
(New York Distributing Division)
15 W. 18th St., New York City
JAMES COWAN COMPANY
18 West Broad St., Richmond, Va.

Okeh and Odeon Records

W. A. Bartlett and L. W. Staunton Sail for England

W. A. Bartlett, managing director of Brandes, Ltd., England, who came to this country to attend the annual conference of the executives of the Brandes companies, has left for home, accompanied by L. W. Staunton, advertising manager of C. Brandes, Inc., who plans to consult with the advertising agency of the English company with a view to co-ordinating the Brandes international advertising.

Mr. Bartlett first went to England in September, 1922, to found a branch of Canadian Brandes, Ltd., which last January became Brandes, Ltd., and which is now operating a new plant for the manufacture of "Matched Tone" headsets and "Table Talkers" at Slough, Buckinghamshire, England, with executive offices at 296 Regent street, London.

Before going abroad for the Brandes company, Mr. Bartlett was attached to the New York office of the Westinghouse Elec. & Mfg. Co., on the radio sales force. He is optimistic over the radio situation in Europe and says that broadcasting has improved greatly. At the present time upwards of one million receiving set licenses have been issued, and very successful tests have been made in London in re-broadcasting KDKA and WGY on short wave lengths.

Magnavox House Organ Contains Much of Interest

The "Magnavox No. 5" is the name of a very interesting house organ that is being issued by the Magnavox Co. for its dealers. This house organ contains many valuable sales suggestions, together with a résumé of important details regarding Magnavox products, that can be used to advantage by the trade. The popular Magnavox No. 4 reproducer is briefly described in the current issue of the house organ as well as the new models of the Magnavox R-3 and R-2.

H. E. Metcalfe, of the Magnavox Co., is the author of a most interesting and informative article entitled "Steps in the Manufacture of Magnavox Radio Products." The illustrations for this article show some of the busy corners in the immense Magnavox factory at Oakland, Cal.; the photographs include a view of the punch press department, enameling department, finished parts storeroom, etc. There is also presented a brief summary of the extensive Magnavox advertising plans for 1924 which include the use of advertising space in the Saturday Evening Post, Literary Digest, American Magazine and many well-known farm papers, radio consumer papers and trade papers. The Magnavox Co. has been congratulated upon the practical value of its new house organ, and the mailing list is already well up in the thousands.

Agency Changes Hands

Pueblo, Colo., August 6.—The agency for the distribution of Edison phonographs and records here has been sold by the Pueblo Phonograph Co. to the Crew-Beggs Dry Goods Co., which opened on August 1 a modern up-to-date department on the third floor of its building. O. P. Jones, manager of the Pueblo Phonograph Co., is expected to make connections with the Denver Dry Goods Co., from which he received an offer to take charge of its phonograph department. Mr. Jones is an experienced phonograph merchandiser and he is therefore well qualified for his new duties.

Files Bankruptcy Petition

The New York Music Store, 1966 Amsterdam avenue, New York, recently filed a petition in bankruptcy, listing liabilities at $9,269 and assets at $6,500, the main items of which are fixtures and stock. The members of the firm are Paul and Philip Weissman.

James Barton

The famous "Black-face" comedian has become an exclusive

Okeh Artist

ONE of America's foremost vaudeville comedians, James Barton, the "black-face" side-splitter, has joined the ranks of the ever-lengthening list of OKeh stars.

There is hardly a vaudeville "fan" in the country who has not enjoyed many a hearty laugh, and a mighty good time, too, listening to Jim Barton send his comedy stuff across the foot-lights. His name in lights over the canopy means packed houses every time.

And those packed houses, eager for further exercise of the muscles that instantly change a grin to a guffaw, will turn now to the next best medium to Barton himself—his exclusive

OKeh Records

The Records of Quality

Manufactured by

GENERAL PHONOGRAPH CORPORATION, NEW YORK

OTTO HEINEMAN, President

Artistic New Bakersfield Store of Don. C. Preston

Branch Opened by Successful West Coast Music Dealer the Last Word in Attractiveness of Layout and Conservation of Space

Bakersfield, Cal., August 6.—The accompanying illustration shows the artistic new store of

Don C. Preston's New Store

Don. C. Preston, one of the most successful music dealers on the Coast, who also operates a store in Taft. As may be seen the interior arrangement takes account of every bit of space in the most efficient and attractive manner. On the left are the wall racks for musical merchandise, while on the right to the fore is the sheet music counter. Talking machines are displayed along the aisle of the store.

Mr. Preston, during a period of four years, starting with small capital has, through unusual foresight and energy, built up a large business in talking machines and other musical products and this new store was opened because many of his patrons were located in and about this city, thus giving them added service and making buying of musical products easier.

Radio for L. Grunewald Co.

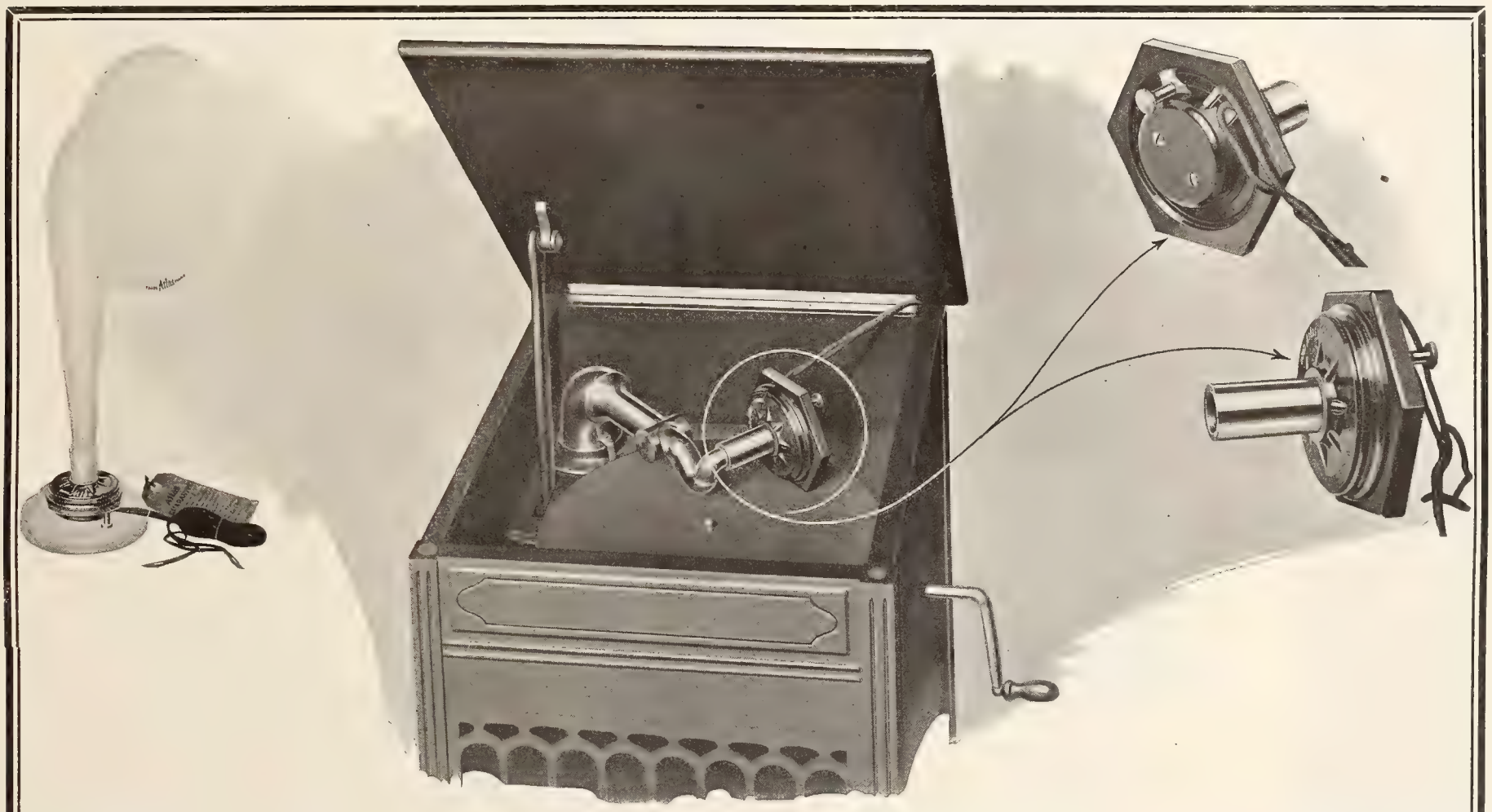
Jackson, Miss., August 6.—The L. Grunewald Co. moved into its new quarters the latter part of July and is now completely established in the new home. The decorations, furniture and fixtures are of a high quality, creating fitting surroundings for art products of the caliber of the Victor talking machines and Steinway pianos, both of which are featured by the company. Arrangements have been made in the new store to install a radio department, and additions to the sales force have been made in anticipation of a brisk Fall business.

Moore and Freed Signed as Vocalion Record Artists

An exclusive contract to record for Vocalion Red records has just been signed by Moore and Freed, who for a number of years have done a musical novelty act on the B. F. Keith vaudeville circuit. Appointments have already been set, through arrangement with O. W. Ray, manager of the Vocalion Red record department of the Aeolian Co., New York, for the first recordings of this clever team and several numbers will be put in record form exactly as they are played in the Keith act.

Moore and Freed have several combination novelty duets, employing a handsaw, banjo and harmonica, and it is to be expected that their numbers will have the same big appeal on Vocalion records that they have before the footlights. After recording their regular repertoire Moore and Freed plan developing some new novelty combinations for Vocalion Red records.

Sydney Hochman, furniture merchant of Easton, Pa., recently purchased the stock, fixtures and good will of the Wright Music Store located in this city.



Atlas—the profit-link between phonograph and radio

Atlas
TRADE MARK
RADIO REPRODUCTION

After you have installed a *good* radio panel in a console phonograph—one thing more is vital to success: You must select a radio reproducer whose tone and quality fully equal the phonograph itself.

The Atlas unit is the heart of the Atlas speaker—and the public has come to know that Atlas Radio Reproduction floods the room with the best that's in the set.

Couplings are provided so that Atlas units may be quickly and easily attached to any standard type of phonograph. The unit complete sells for $13.50. Your profit is liberal—but what's more important—Atlas Radio Reproduction helps sell the whole outfit. It makes a good radio panel *sound right*—and that's what *your* customers want.

Write to-day for "Sound Reproduction"—an interesting folder that tells briefly, but thoroughly, just what you want to know about radio reproduction.

MULTIPLE ELECTRIC PRODUCTS CO., Inc.
36 Spring Street, Newark, New Jersey. Dept. 0.

New York, Boston, Philadelphia, Baltimore, Pittsburgh, Detroit, Chicago, St. Louis, Denver, 550 Howard Street, San Francisco

Marconi Wireless Telegraph Co. of Canada, Ltd.
Sole Canadian Distributors.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

HERE are three Sonora products which will bring you immediate business. Profitable sales are just around the corner, awaiting your decision to take on Sonora now!

Radio Speaker
$30

Sonora Radio Speaker—Priced at $30, this Speaker has already found a large market awaiting it. Dealers everywhere are stocking it in quantity. Many are disposing of their old loud speakers and preparing to concentrate on Sonora alone. One large New York department store placed its first order for 5000.

Portables
$50-$65

Sonora Portables—At $50 and $65, Sonora Portables fill the large demand for real musical instruments that are truly portable. Embodying Sonora's many quality construction features and having ample record capacity, light weight and handsome appearance, they make a pronounced appeal.

Saginaw
$100

The Saginaw—This model is the first Sonora Period ever offered at the low price of $100. You can find many sales for this instrument right now, for people's reaction to a good value knows no season.

These and other quality products, coupled with Sonora's effective sales promotion service, insures immediate and lasting success. Write today to the distributor for your territory, listed opposite, for complete details of the Sonora franchise.

SONORA PHONOGRAPH CO., Inc.

279 BROADWAY **NEW YORK CITY**

Makers of Sonora Phonographs, Sonora Radio Speakers and Sonoradios

Export and Canadian Distributors— C. A. Richards, Inc., 279 Broadway New York

The New and Greater Sonora *Line*

Sonoradio, Sonora's most wonderful achievement, is the perfect bridge between the *old* and the *new* in retail Phonograph business.

This instrument, together with the Sonora Radio Speaker and the comprehensive line of Sonora Phonographs, offers the enterprising dealer an exceptional opportunity for ever increasing business.

The distributor named below who covers the territory in which you are located will be glad to answer all inquiries regarding a Sonora agency on receipt of a letter from you

NEW ENGLAND STATES:
The New England Phonograph Distributing Co.
221 Columbus Avenue, Boston, Mass.

NEW YORK CITY (with the exception of Brooklyn and Long Island), also Counties of Westchester, Putnam and Dutchess: all Hudson River towns and cities on the west bank of the River south of Highland—all territory south of Poughkeepsie; Northern New Jersey.
Greater City Phonograph Co., Inc.
234 West 39th Street, New York

NEW YORK STATE, with the exception of towns on the Hudson River below Poughkeepsie and excepting Greater New York.
Gibson-Snow Co., Inc., Syracuse, N. Y.

BROOKLYN AND LONG ISLAND:
Long Island Phonograph Co.
17 Hanover Place, Brooklyn, N. Y.

EASTERN PENNSYLVANIA, Delaware, Southern New Jersey.
The Wil-Mer Corporation
Spring Garden Building
Broad and Spring Garden Streets
Philadelphia, Pa.

MARYLAND, VIRGINIA AND DISTRICT OF COLUMBIA:
Baltimore Phonograph Distributing Co.
417 West Franklin Street, Baltimore, Md.

WESTERN PENNSYLVANIA & W. VIRGINIA:
Pittsburgh Phonograph Distributing Co.
Empire Building, Pittsburgh, Pa.

ALABAMA (except five Northwestern Counties), Georgia, Florida, North and South Carolina and Eastern Tennessee.
James K. Polk, Inc.
294 Decatur Street, Atlanta, Georgia.

OHIO AND KENTUCKY:
The Ohio Musical Sales Co.
1747 Chester Avenue, Cleveland, Ohio

INDIANA:
Kiefer-Stewart Company, Indianapolis, Ind.

WISCONSIN AND MICHIGAN:
Yahr and Lange, Milwaukee, Wis.

ILLINOIS, AND RIVER TOWNS IN IOWA:
Illinois Phonograph Corporation
616 S. Michigan Avenue, Chicago, Ill.

N. DAKOTA, S. DAKOTA, MINN. & IOWA:
with the exception of the River towns:
Doerr-Andrews and Doerr, Minneapolis

MISSOURI, KANSAS
and five counties in northeast Oklahoma:
C. D. Smith Co., St. Joseph, Mo.

LOUISIANA, MISSISSIPPI, ARKANSAS
Part of Tennessee and part of Alabama
Reinhardt's, Inc.
104 South Main Street, Memphis, Tenn.

SOUTHEASTERN PART OF TEXAS AND PART OF OKLAHOMA
Southern Drug Company
Houston, Texas

MONTANA, COLORADO, NEW MEXICO, NEBRASKA, UTAH, WYOMING,
Southern Idaho and Eastern Nevada:
Moore-Bird and Co.
1720 Wazee Street, Denver, Colo.

CALIFORNIA, OREGON, WASHINGTON, ARIZONA, Northern Idaho, Western Nevada, and Hawaiian Islands.
The Commercial Associates,
724 So. Broadway, Los Angeles, Calif.

Excellent Crops and Good Prices Bring Bright Prospects to Kansas City Trade

Outlook Better Than in Years—Outdoor Publicity Attracts Attention—Portables Prove Good Sales Bet—Look Forward to Radio-phonograph Combination—Activities of the Trade

Kansas City, Mo., August 8.—Business prospects in the Middle West are better at the present time than they have been for the past four years. This is largely due to excellent crops and good prices being received for them. The whole effect upon business is salutary, causing a healthy condition in all lines of trade. Some of the wholesalers have already received nice orders from dealers who have let their stocks get low and who wish to be prepared for business as it opens.

Effective Outdoor Advertising

One of the first music firms to use the triangular billboard advertising is the J. W. Jenkins Sons Music Co., which has an immense sign at Twenty-third and Grand avenue. The sign is in three brilliant colors featuring three things: one, musical instruments; another a famous composer and the third the firm. The sign is situated near Union Station and is in one of the most prominent places in the city.

F. P. Whitmore a Visitor

F. P. Whitmore, secretary of the Kimball Co., with headquarters in Chicago, spent two days at the Kansas City store recently. Mr. Whitmore, who was formerly manager of the local store, is making a tour of the Middle West, calling at the various Kimball houses.

Columbia Portables Popular

The bulk of business being done by the Columbia Co. is in the portable phonograph and in the $100 console which has been featured this season. Three new styles which have just been received are to be pushed this Fall.

Manager Sparrow, of the Kansas City branch of the Columbia Co., returned recently from a special trip through Nebraska and Iowa. He found trade conditions there generally better with expectations of a fine Fall business.

The Standke Grafonola Shop on Grand avenue is using the third floor of the building it occupies pending completion of renovations.

Look Forward to Brunswick Radio-Phonograph

The Brunswick Shop is expecting early delivery of the new radio combination, the Brunswick in combination with the Radiola. This combination will be on the market in the early Fall and Mr. Anderson, advertising manager of the Brunswick Shop, is anticipating that it will be in big demand.

Wunderlich Co.'s Store Improved

The Wunderlich Piano Co. has taken advantage of the Summer lull in business to have the store redecorated. The company is planning to add a radio department.

Mrs. Helen McArthur, of the record department of this company, states that dance records, together with portable machines, have been in unusual demand due to the large number of campers who have taken them with them on their trips.

Mrs. McArthur left August 7 for a two weeks' trip to Boston and the White Mountains of New Hampshire. Miss Stella Miller, also of the record department, returned August 1 from her vacation.

Busy Times With Knabe Studios

G. B. Frederick, of the Knabe Studios, reports that they had a very fine business in June, but are having just now the usual Summer lull. Due to the fact that the Knabe Studios opened under the present management at such a recent date no employes will take a Summer vacation. On the contrary they are at present busy upon merchandising plans for this Fall, in which they intend to hook up the music business with the artists who will be in town.

Places Big Machine Order

The Jones Store Co. has just received a new consignment of about 100 Nightingale talking machines which are equipped with Blood tone-arm and reproducers which will make the phonograph a loud speaker with the radio. Mr. Lee, head of the department, expects that these machines will be popular due to this feature. The firm is also holding removal sales while the plans for enlarging the department are going on. Business was very good during July and showed an increase over 1923, particularly in the Edison and the Victor.

Miss Naomi Porter, of the record department of the Jones Store Co., left the last week in July for a month's vacation in Colorado. Miss Marie McKee, after a two months' leave of absence, is again associated with the Jones Store Co. in the record department.

The Edison wholesale house at 1215 McGee reports that already the Kansas wave of prosperity is making itself felt. Orders have come in for machines from dealers who have been holding back on orders for several months. This would indicate that the Kansas dealers have faith in themselves, the crops and in Fall business.

Interesting but Brief

Miss Frances Enoch, who was formerly in the record department of the Music Box, is now with the Brunswick Shop in the record department.

Frank Roeder, who has had a great deal of experience in the music busines, is now associated with the Paul Record Shop.

Mrs. Edward Zola, who has been the proprietor of the Music Box, has closed out her stock and decided to go out of the record business.

Harry Wunderlich, of the Wunderlich Piano Co., returned July 29, together with his family, from Lake Outing, Minn., where he had been for several weeks on a vacation.

M. I. S. Baseball Team Challenges the Trade

Strong Nine of the Musical Instrument Sales Co. Ready to Meet All Comers

The Musical Instrument Sales Co., New York, Victor wholesaler, boasts one of the most successful baseball teams in the local talking machine trade. Jim Davin, sales manager of the

The M. I. S. Sluggers

company, organized the team, which is in charge of Ben McNulty, manager, and Ed Reilly, as captain. In a recent battle on the diamond the M. I. S. team gave a severe trouncing to the team representing the Mazola Oil Co. in Long Island. Mr. Davin, in behalf of his nine, has issued a challenge to the talking machine trade as a whole with particular reference to George Kelly, of the New York Talking Machine Co.; the Blackman Talking Machine Co.'s organization; Elmer Howell, of the Silas E. Pearsall Co.; W. J. Haussler, of C. Bruno & Son, Inc., and Charles Offerman, of the American Talking Machine Co.

The M. I. S. team is shown in the accompanying illustration and the members of the team are as follows: Messrs. Beegle, B. Lynch, McNamara, Stanley, J. Lynch, Standfast, George Reilly, Lennon, Bluett, Rinner and Haas. The uniforms are by James Donnelly, popular Victor dealer of South Norwalk, Conn.

"Needle Points"

Point No. 20

YOU can make a laboratory test of your own. All you need is a pair of pliers and a magnifying glass. Take a phonograph needle, hold it tightly in the jaws of the pliers, press the point down hard on a piece of metal and break the needle. Look at the cross-section through the magnifying glass. If it shows an uneven break and a close-knit grain, well and good; if not, order Okeh or Truetone Needles now, and don't take any more chances with your record customers!

General Phonograph Corporation
OTTO HEINEMAN, Pres.
25 West 45th St. New York

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

OUTING SENIOR
Finished in
Red Mahogany
Brown Mahogany
Oak

Eastern retail price

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

Senior
$37.50

OUTING JUNIOR
Finished in
Brown Mahogany
Brown Leatherette
Oak

Eastern retail price

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

Junior
$25.00

We expect 1924 to be a banner year for the industry

JOBBERS

A. C. ERISMAN CO......174 Tremont St., Boston, Mass.
BRISTOL & BARBER CO., INC......3 East 14th St., New York, N. Y.
NYRAD DISTRIBUTING CO., INC...250 West 108th St., New York, N. Y.
GENERAL PHONOGRAPH CORP......15 West 18th St., New York, N. Y.
E. B. SHIDDELL CO......1011 Chestnut St., Philadelphia, Pa.
BENNETT PIANO CO......52 W. Market St., Wilkes-Barre, Pa.
JAMES COWAN CO......18 West Broad St., Richmond, Va.
STARR PHONOGRAPH CO......634 Grant St., Pittsburgh, Pa.
BELKNAP HARDWARE CO......Louisville, Ky.
J. K. POLK, INC......294 Decatur St., Atlanta, Ga.
INDEPENDENT JOBBING CO.,
112 East Center St. North, Goldsboro, N. C.
IROQUOIS SALES CORP......210 Franklin St., Buffalo, N. Y.
OHIO MUSICAL SALES CO......1747 Chester Ave., Cleveland, O.
STERLING ROLL & RECORD CO.... 137 West 4th St., Cincinnati, O.
C. L. MARSHALL CO......514 Griswold St., Detroit, Mich.
CONSOLIDATED TALKING MACHINE CO.,
227 Washington St., Chicago, Ill.
CONSOLIDATED TALKING MACHINE CO.,
1121 Nicollet Ave., Minneapolis, Minn.
MAJESTIC MUSIC SHOP.....16 South 7th St., Minneapolis, Minn.
STUART SALES CO......502 Occidental Bldg., Indianapolis, Ind.
THE DUNNING CO......303 Second St., Des Moines, Iowa
RENIER MUSIC HOUSE.....545 Main St., Dubuque, Iowa
JUNIUS HART PIANO HOUSE.....123 Carondelet St., New Orleans, La.
TEXAS RADIO SALES CO., INC......2005 Main St., Dallas, Texas
CARL FLORINE ..... 131 East 4th Ave., Denver, Colo.
WALTER S. GRAY & CO.,
1054 Mission St., San Francisco Cal.; Los Angeles, Portland, Seattle

Export Department
2 Rector Street, New York, N. Y.
Cable Address: Jamescali, New York

Pick out your jobber and write him today

OUTING TALKING MACHINE CO., Inc., Mount Kisco, N. Y.

Machine and Record Sales Continue Good in Indianapolis in Spite of the Heat

Record Sales Beat Mark Set Last Year—Popular-priced and Used Instruments Lead the Demand —Indications Point to Marked Late Summer and Fall Sales Revival—News of the Trade

Indianapolis, Ind., August 7.—The general opinion of dealers is that the talking machine business is holding up well when conditions are taken into account. Sweltering as the weather has been, record sales have run a little ahead of last year. Machines that are moving best are popular-priced and second-hand instruments. Dealers are not using any elaborate window displays other than the weekly record lists and cheaper-priced instruments. It has been noted that newspaper advertising has been rather a loss and that the modest window display of used instruments has proved a better bid.

It is not always satisfactory to draw sales comparisons as a mark of good or bad business conditions; however local dealers feel that their July sales will compare favorably with the sales period of last year, which indicates that the trade is not in such a bad way after all. The tone thus far indicates a strong late Summer and Fall business.

The record business of the Brunswick Shop, according to Manager W. J. Baker, is fairly brisk and showing a greater sales volume than last year. Brunswick phonographs are moving well also. A great deal of this increased business at this time is attributed by Mr. Baker to the outside work being done. At present this store has three men who work exclusively on the trade.

The Baldwin Piano Co., which handles the Brunswick line, reports a stronger tone both in machines and records.

Widner's, dealer in Victor, Columbia and Sonora instruments, reports a fair movement in portables. The Victor line of consoles seems to be going best. The light and "jazzy" records that this store features have moved reasonably well, which is a fair indication of what a hot-weather record should be.

E. E. Campbell, sales manager of the Robertson Music House, reports a fair sale of the Strand and Royal machines.

F. X. Donovan, manager of the phonograph department of the Pierson Piano Co., dealer in Cheney, Victor and Vocalion machines, is doing well, all things considered. However, sales of records at this store compare favorably with the same period of last year. The more popular-priced machines have shown the best movement. The out-of-town stores of this company are showing an improvement over last month, particularly the stores in Muncie and Ft. Wayne. Mr. Donovan announces that he has taken on the Tourist line of portables. Professor Forrest Cheney, of the Cheney Talking Machine Co., with B. K. Van Kim, Cheney distributor for Indiana, was a visitor to this store last week.

The Indianapolis Music House, according to Hal. P. Shearer, manager, is doing a good record business.

Visitors included A. H. Bates, vice-president of the Ohio Talking Machine Co., and C. Gerlick, of the Zenith Radio Corp., of Chicago.

They sell!

The reason is not far to seek. It's the 35c price.

Domino offers a cracker-jack ten-inch record—carrying only the really big hits on both sides and recorded by well-known artists and orchestras. Big hits are given prompt release. For the value given, the price is exceptionally low.

The glossy red color of the record adds distinctive appearance to a quality record.

We shall be glad to send you sample records and details of our proposition.

DOMINO RECORD CO., 22 W. 20th St., N. Y.

Abe Lyman's Orchestra Playing at Atlantic City

Popular Brunswick Artists to Be Featured at Ambassador Hotel for Balance of Season

Abe Lyman and His California Brunswick Orchestra, who recently proved such a hit at the Palace Theatre and B. F. Keith's Hippodrome, and who have just terminated a most successful engagement of six weeks at the Hotel Astor Roof, New York, have been engaged as the feature attraction by the Ambassador Hotel at Atlantic City for the balance of the season.

Abe Lyman

Lyman's Orchestra, which is an exclusive Brunswick recording combination, came East direct from the Cocoanut Grove of the Ambassador Hotel, Los Angeles. The orchestra also proved popular in New York and it is predicted that the thousands of pleasure seekers visiting Atlantic City will be quick to fall in line and keep step with the syncopated rhythms as dispensed by Lyman and His Orchestra.

Perutz Records in New Gennett Issues

Releases "Spanish Serenade" and "To a Wild Rose," the Latter Fourth Record in Cincinnati Conservatory Series

Richmond, Ind., August 5.—The Gennett Record Gazette, published by the Starr Piano Co., Richmond, Ind., has just been issued and with the announcement that Robert Perutz, Polish violinist and Gennett artist, has made several new numbers, including "Spanish Serenade" and "To a Wild Rose," which is the fourth record of the Cincinnati Conservatory Artists' Series. A very interesting biography of Mr. Perutz is given explaining how it came about that he gave up his practice of law and turned to the violin for a professional career.

William F. Schmitz recently opened a music store at 24 McDermott Block, Fond du Lac, Wis.

Lend Us Your Ears

What if your one ear could be right in the same room with Paul Whiteman's band; in the same church with any great choir or organist; in the White House with President Coolidge speaking? And suppose at that very instant your other ear could hear these same features over radio with a Thorola Loud Speaker.

It would be just like having both ears listening to the one original production! Such incredible faithfulness of radio reception has now actually been achieved in a loud speaker.

You can convince your customers of this, just as we have proved it to astonished experts. This unbelievable perfection of Thorola Loud Speaker is the natural outcome of those same laboratory facilities, that same scientific excellence which has made Thorophone the classic loud speaker in severest musical tests.

Now Thorola, like Thorophone, is acclaimed the greatest advance of its time in the loud speaker art. Thorola, like Thorophone, has the exclusive horn of famous Thorite composition, the synthetic material with perfect acoustic properties impossible in wood or metal. But no matter how the experts have praised Thorola and all its betterments you will still want the final convincing test —your own ears.

So we make it possible for you to test Thorola quickly yourself, without risk. We are sure of your judgment. We know you cannot be blind to the vast new sales possibilities of an instrument so good, so low in price, and needing no battery.

The market has been waiting. Thorola already sweeps all channels of distribution. But if your jobber is still unsupplied you need not lose.

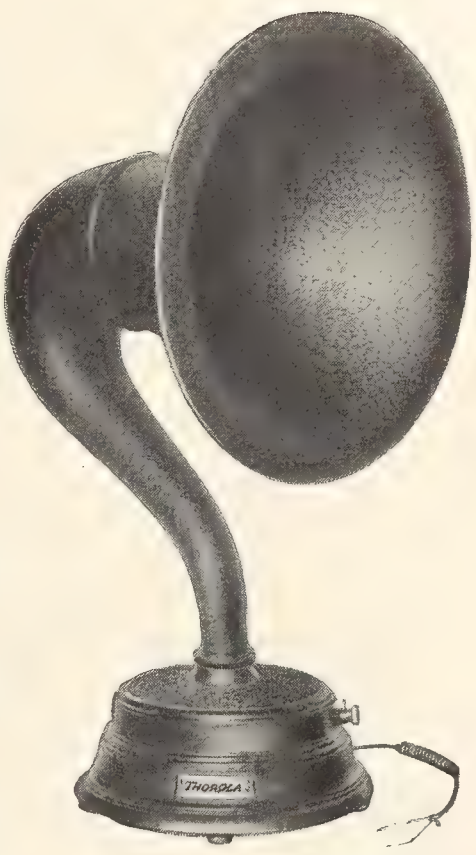
As an established dealer you may promptly send us the coupon below and one Thorola will be shipped you prepaid. Thus we protect your Thorola market during this emergency when demand outpaces distribution. (Otherwise Thorola is distributed only through jobbers.)

Send for Thorola now if your jobber cannot supply you. Listen for new clarity, volume, range, absence of blare and rattle. Listen to summer signals clearer than under very good conditions heretofore.

Examine the size, beauty, richness of Thorola. Remember it is a manufactured instrument—not assembled. Note that the reproducer is a full-fledged loud speaker unit.

Demonstrate Thorola! And learn, as hundreds are learning, that the coupon below is like a deposit slip at your bank. Fill out and mail.

THOROLA 4 RETAIL PRICE $25
14½″ Bell Horn.
Beautiful Black
Florentine Finish.
Complete with cord and plug. Base felt-mounted



THOROLA 3 RETAIL PRICE $20
12″ Bell Horn and cord. Horn Finest Black Florentine Finish.

REICHMANN COMPANY
1729-35 West 74th Street, Chicago, Ill.

THOROLA

GUARANTEE

Thorola is guaranteed to provide approximately twice the volume of any loud speaker (except Thorophone itself) *in your own opinion*; or your money will be fully refunded at any time within 30 days from purchase date.

Thorola volume will be from two to three times the volume of most well-known makes of loud speakers.

Thorola improvement in tone quality is even more remarkable.

INTRODUCTORY TRIAL COUPON (*Good This Month Only*)

Reichmann Company, 1729-35 W. 74th St., Chicago

I am unable to obtain Thorola from my jobber. Therefore please supply me promptly, shipment prepaid. You may bill me at standard terms and discount with the absolute understanding that I may return the instrument to the factory AT YOUR EXPENSE, for full credit, within 30 days from date if I am not entirely satisfied.

Date.....

Name.....

Street Address.....

Town and State.....

JOBBER'S NAME MUST APPEAR HERE.....

Vacationists Prove Good Purchasers of Portables and Records in Cincinnati

More Expensive Instruments in Good Demand for Use in Permanent Camps in Nearby Resorts—L. H. Ahaus Resigns From Wurlitzer Store to Enter Business—Brunswick Entertains Dealers

Cincinnati, O., August 8.—A good demand for the smaller instruments of the portable type, for the use of persons who are going to spend their vacations on automobile tours and camp by the wayside, is the outstanding feature of business here. There have also been purchased a great many of the larger instruments for use in cottages and permanent camps, of which there are a multitude near here, located on the Ohio, Big Miami, Little Miami and Licking Rivers. There has been also a good volume of sales of records to vacationists.

Discounts on Radio Selling

Asked whether it will be necessary for the talking machine dealer who sells radio outfits to master the technical details of that apparatus, a successful salesman in both lines replied: "The future seller of radio outfits will not have to bother himself to any extent about technical details in his sales talk, but a knowledge of this phase of radio is important. All he will have to know is how to install and operate the apparatus, which is not at all complicated. The product is becoming standardized, each type is becoming well known, and it is being asked for by its trade name, just as one asks for a certain make of talking machine which it is desired to consider in making a choice.

"The fad stage has largely passed and in a while there will be practically no freak articles coming on the market. I do not advise any talking machine dealer to take up the sale of radio parts, such as amateurs buy for making their own outfits. As a rule, home-made radio outfits are not very satisfactory, and sooner or later the amateurs will tire of this and buy complete sets. Radio parts will then be dead stock and the dealer will have to charge to profit and loss any that he may have on hand.

"The demand is going to be for first-class factory-made radio instruments, simple to operate and free from freak ideas. The style of the cabinets will improve, too, just as has been the case with talking machines."

L. H. Ahaus Opens Own Business

L. H. Ahaus, formerly with the Rudolph Wurlitzer Co., has opened up an establishment under the name of the Brunswick Phonograph & Radio Shop, at 523 Walnut street. The store is arranged in a highly artistic manner and a very complete line of instruments of both kinds is carried in stock and attractively displayed. A little later, when people are back from vacations, Mr. Ahaus will give a formal opening to the public and this will be given a large amount of advance publicity.

Explains Brunswick Radiola to Trade

During the second and third week of July the Brunswick Co. entertained the out-of-town sellers of their instruments in this territory. The dealers came in groups and each day a group was entertained at supper at one of the principal hotels. One object of entertaining the dealers was to give them information in regard to the company's Brunswick Radiola, its latest product. They were addressed by an experienced radio man, who gave them all necessary information. H. C. Kruse, of the Brunswick's sales department, reports that the company's sales continue to show an increase, in spite of the general business depression that prevails and notwithstanding the mid-Summer season. "Business is steadily getting better with us," he said, "especially in the sale of records."

"TRY US FOR SERVICE"

WE SERVE

OHIO·INDIANA·KENTUCKY
WEST VIRGINIA

WITH

HONEST QUAKER

MAIN SPRINGS

AND

REPAIR PARTS

DISTRIBUTORS

ARTHUR BRAND & CO.

1618 VINE STREET

CINCINNATI, O.

"TRY US FOR SERVICE"

Pal Portable Sales Show Unprecedented Gain

The sales department of the Plaza Music Co., 18 West Twentieth street, New York City, the manufacturer of the "Pal" portable talking machine, states that Pal sales have shown a tremendous increase over previous seasons. It credits this demand to the widespread recognition given portable phonographs which, originally introduced as a novelty, now, for some purposes, are looked upon as a necessity.

The Plaza Co., through the substantial increase in sales of Pal portables, has been enabled to improve the quality, reduce the price and greatly extend its advertising program. The increased production also made possible the simplification of manufacturing operations and adding to the efficiency of the entire plant.

The advertising department of the Plaza Music Co. is furnishing its dealers with window display cut-outs, attractive hangers, one of which is the reproduction of an oil painting and several series of newspaper mats for local hook-ups, the copy of which has proved a sales creator before being included in the advertising.

Wurlitzer Adds Audaks

Los Angeles, Cal., August 4.—The new Wurlitzer Building recently opened and carrying everything in music has an initial installation of eleven Audak record demonstrators. The Wurlitzer Co. has been watching the progress of the Audak as a sales creator for the past two years and its decision to install a battery of these products at once, to be followed by more later, speaks well for the merit of the instruments as sales factors.

Sachs Music Shop Chartered

Sachs Music Shop, 160 East 154th street, Harvey, Ill., was recently incorporated to manufacture and deal in pianos, organs, talking machines and other musical instruments. The capital stock is $15,000. The incorporators include H. W. Meland, Simon Sachs and B. E. Meland.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up or become sticky or rancid. Remains in its original form indefinitely.
Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., NewYork

Edison August Window Display Features Records

The window display for August prepared by Thos. A. Edison, Inc., is designed to stimulate the sale of records. The accompanying illustration shows how the clever use of the placards supplied dealers by the Edison company can be arranged effectively in the window. This is the

Edison Window Display for August

season for the sale of records of the popular and standard types and this window takes advantage of this fact by featuring these numbers.

The window displays have been instrumental in increasing the sales of machines and records, according to dealers who are using them. The trade is enthusiastic over the displays which can be utilized in any window regardless of size.

H. A. Guden Co. Busy

H. A. Guden, of the H. A. Guden Co., New York, manufacturer of cabinet hardware, reports an increasing volume of business during the last month. "All indications point to an excellent Fall business, both in the phonograph and radio industry. There is a growing tendency among radio manufacturers to give more thought and attention to the design and construction of the cabinets in which the sets are contained. Orders received from foreign countries indicate increased activity in the manufacture of phonographs outside of the United States where the phonograph is enjoying growing popularity. Among recent orders received by the company have been those from Japan, Australia, New Zealand and India," said Mr. Guden in a recent chat with The World.

The Speaker That Satisfies!

MUST we go back to something we discarded long ago?" asks many a radio enthusiast on looking at loud speakers which seem only revivals of the awkward ancient phonograph horn, which finds no harmonious place amid the home furnishings.

The handsome form and the handsome finishes of the new imported N & K Type W Loudspeaker satisfy the speaker prospect at first sight. Its artistic circular shape harmonizes with the other objects in a room. It can be readily placed anywhere—one doesn't have to rearrange all the furniture. The choice of finishes harmonizes with any decorative scheme.

But that isn't all. This new loudspeaker *satisfies in tone quality* as almost no other speaker heretofore has been able to do.

Its reproduction is absolutely clear and distinct and, owing to its original design, the full sound goes to all parts of the room, not just directly in front of the speaker openings. Its tone is mellow and rich, and just as clear on high soft tones as on very deep ones. You hear *all of the music*—exactly as the singer or musician sends it out to you.

Furthermore, there is no rattle or rasp, because N & K Imported Loudspeaker is made of a new scientific material *burtex*, which, unlike wood or metal, eliminates all counter vibration.

SATISFIES THE DEALER ESPECIALLY

Like N & K Imported Phones, the N & K Imported Loudspeaker yields a highly satisfactory profit and always guarantees a satisfied customer.

But perhaps more important still is the fact that the N & K Products are backed by the strongest kind of publicity, bringing prospects to the stores and creating immediate recognition wherever called to the customer's attention.

A BIG ADVERTISING CAMPAIGN

No other line of radio accessories will receive wider publicity than the N & K line during the coming season. The list of publications given below will carry copy on the N & K Imported Phones, N & K Imported Loudspeaker, N & K Imported Phono Unit. The first of these ads will begin to appear in September. During the holiday buying season many of the publications will carry full page copy.

If you have not yet begun to take advantage of the unusual selling points this revolutionary new product offers *don't delay doing so.* If your jobber doesn't carry the N & K line, write or wire for name of nearest N & K Authorized Distributor.

TH. GOLDSCHMIDT CORPORATION

Dept. T 8, 15 William St., New York — 41 Common St., Montreal, P. Q.

N&K TRADE MARK

Imported LOUDSPEAKER

TYPE W

FAMOUS FOR CLEAR, MELLOW TONE

N & K Imported Phones, Model D, 4,000 ohms, have a big reputation among radio fans because of their remarkably clear, rich tone. Diaphragms larger than ordinary phones. Handsomely finished. Sanitary, leather-covered head bands. Extremely comfortable to wear. Six-foot cord. Retail list $8.50. Packed in Display Carton of ten.

ADVERTISING

Publication	*Circulation*	*Publication*	*Circulation*
Saturday Evening Post	2,410,900	Radio News	300,000
American Magazine	2,317,100	Radio in the Home	50,000
American Boy	266,000	Radio Stories	150,000
Boy's Life	130,000	Radio Engineering	15,000
Country Gentleman	892,400	Radio World	75,000
Successful Farming	860,900	Citizens' Radio Call Book	150,000
Farm Journal	1,238,800	Radio Dealer	6,100
Popular Mechanics	456,400	Radio Merchandising	23,000
Popular Science	300,000	Electrical Retailing	31,400
Good Housekeeping	1,110,700	Electrical Merchandising	14,800
Ladies' Home Journal	2,440,700	Talking Machine World	13,200
Pictorial Review	2,250,000	Phonograph & Talking Machine Weekly	12,400
Woman's Home Companion	1,908,300		
Popular Radio	125,000		
Q. S. T.	36 000		
Wireless Age	65,000		
Radio Digest	160,000	30 Publications, totaling	18,117,100
Radio	108,000		

Averaging, from conservative estimate of four per copy,

72 MILLION READERS

A READY SELLER TO PHONOGRAPH OWNERS

The N & K Imported Phono Unit is especially designed for use with the Victrola, but it is adaptable to any standard make phonograph. Attaches without screws. Generous length of cord. Retail list $7.50. Packed in Display Carton of twelve.

N&K
KING OF THE AIR

New—In Principle, Design, Tone

THE new N & K Imported Loudspeaker, Type W, is 14 inches high and 6½ inches deep. Taking up little space and attractive in shape, it presents a harmonious appearance in any surroundings. Made of a new light-weight material, *burtex*, which eliminates rasping or twanging sounds. Requires no batteries. Choice of beautiful finishes. Retail list $27.50. Packed in cartons of three, each speaker in an individual display carton.

FOR MORE DATA

Th. Goldschmidt Corp., 15 William St., New York.

I would like further information about the N & K Imported Loudspeaker and other N & K products. Please send me copies of the following N & K folders:

"The Phones the Fans Are All Talking About"
"The Loudspeaker You Have Waited For"
"How to Use Your Phonograph as a Clear Rich-toned Radio Loudspeaker"

You may ship me, also, via.....

———— N & K Imported Loudspeakers, Type W, @ $27.50, less trade discount
———— " " Phones, Model D, @ $8.50, " " "
———— " " Phono Units, @ $7.50, " " "

Name .....
Address .....
I buy most of my radio equipment from.....
(name of jobber)
Address .....

Formation of Trade Association Feature of Month's Activities in San Francisco

Kohler Investment Co., Sonora Jobbers—Plans for Radio Exhibit Completed—E. L. Gray and E. B. Folsom Pass Away—F. B. Long With Heine Co.—Other Trade News of the Month

San Francisco, Cal., August 4.—The outstanding feature of the past month in the music trades was the long-expected and highly successful Western Music Trades Convention which took place the latter part of last month. A detailed report of the various meetings and of the formation of the Western Music Trades Association, which was an outgrowth of the convention, will be found in another section of this issue of The World. There is no doubt but that the convention was fruitful of good results and those present gleaned much useful knowledge from the constructive business meetings.

Kohler Investment Co. Sonora Jobber

The Kohler Investment Co., of this city, which is understood to be a subsidiary of Kohler & Chase, has been appointed Sonora distributor for this territory, a move which has excited considerable interest among Sonora dealers on the Coast. The Kohler Investment Co. is well qualified to properly represent this popular line of phonographs and radio phonograph combinations, having the facilities of rendering the high type of service to which the dealers throughout this territory have become accustomed. The Magnavox Co., former Sonora jobber, has relinquished the wholesale Sonora business.

Plans Complete for Radio Show

It was recently announced by A. S. Lindstrom, chairman of the executive committee of the Pacific Radio Association, that plans are completed for the radio exhibit to be held August 16-21 in the Civic Auditorium and that practically all the space has been sold. All the national manufacturers of receiving sets will have space, as will many individual dealers.

F. B. Long With the Heine Co.

Frank B. Long, manufacturer of the Melodiola, a San Francisco product, has taken over the management of the talking machine department of the Heine Piano Co. The new location of this company in the heart of the city has proved a big factor in stimulating sales.

Wiley B. Allen Co. Adds Audak

The Wiley B. Allen Co. is using the Audak record demonstrator for the purpose of extending its record sales and simplifying its service to record purchasers. Besides their popularity with the consumer the Audaks cut down the amount of floor space necessary for the operation of the record department and greatly increase efficiency.

Death of Edward L. Gray

Edward L. Gray, a brother of Walter S. Gray, of the Walter S. Gray Co., phonograph accessories jobber and distributor of the Strand phonograph, passed away the latter part of last month. Mr. Gray had been connected with the talking machine trade in this city for many years. At the time of his death he was connected with the W. S. Gray Co.

Remodel Branch Store

The Kohler & Chase branch at 2460 Mission street has been remodeled and six new record demonstration rooms have been added. The need for more space has long been felt to meet the growing trade in this section.

E. B. Folsom Passes Away

E. B. Folsom, secretary and treasurer of the Magnavox Co., Oakland, one of the original founders of the company, died the latter part of July. Heart trouble is believed to have been the cause of his death. He apparently was in good health until very recently.

Lester Smith in Olympic Swim

Brunswick dealers in this territory followed the swimming contests at the Olympic games in Paris with interest, and local pride was aroused when Lester Smith, assistant to J. Coltart, manager of the Brunswick Co., won his second heat in the 400 meter, free style, swimming contest.

National Guard Secures News in Camp Via Radio

During the recent encampment of the Twenty-second Regiment Engineers, N. Y. N. G., at Camp Smith, Peekskill, N. Y., the regiment was enabled to keep in close touch with the Democratic Convention and also to receive the broadcasting from a number of stations through the installation of a Lafayette neutrodyne set secured through the courtesy of the Kor-Rad Co., which, knowing that the regiment was to be at camp during the Democratic Convention, considered that the men would like the news as promptly as possible and therefore sent the radio set for their use. Quoting from the July, 1924, issue of the Castle Bulletin, the official publication of the regiment, the following appears: "It was found that this five-tube Lafayette neutrodyne set gave the fullest satisfaction both indoors and out. It also proved that the location at Camp Smith is most satisfactorily situated for getting the best results in radio receiving. This fact is important because in the past many regiments have left their large radio sets at home for fear that they could not be used."

Arthur Lyons, in charge of the New York recording laboratories for Gennett records, joined the rank of Benedicts last month and he and Mrs. Lyons spent an enjoyable honeymoon trip to the Thousand Islands and nearby points.

QUALITY RECORD
Pressing
SANDERS, Inc.
SPRINGDALE, CONN. Near Stamford
Telephone Stamford 3980

"Stovepipe" Now Playing Blues for Gennett Records

Shelbyville, Ky., August 5.—The photograph is a likeness of "Stovepipe," a new addition to the list of Gennett artists, whose first recording, "Sun Down Blues" and "Stovepipe Blues," has just been released by the Gennett Laboratories of the Starr Piano Co., on record No. 5459. "Stovepipe" was discovered by Mrs. Lyons, of the Caldwell-Lyons Phonograph Co., which in addition to being a Starr distributor also operates a retail business. "Stovepipe" came into the store one day carrying a guitar and asked for a harp, stating that he played both instruments together, and after a demonstration arrangements were made with the Gennett Laboratories to have him make a record. "Stovepipe," prior to his entrance into the recording field, played for a quack doctor to draw the crowds while the "doctor" sold his medicine. "Stovepipe" has a style of playing all his own, and his first record is in considerable demand through the South.

"Stovepipe," New Gennett Artist

The delights of the Victor portable on a holiday trip form the basis of the extensive portable newspaper advertising of Merrifield & Son, of San Luis Obispo, Cal.

A Ray-O-Vac
for Every Radio Use

Not just "a battery"—but a scientifically designed battery for every specific radio use.

Ray-O-Vac Batteries improve reception on the sets you sell and make a satisfactory as well as clean-profit item in themselves. Let us send you an outline of our jobber and dealer policy and information on the Ray-O-Vac line.

French Battery & Carbon Company
Madison, Wisconsin
ATLANTA DALLAS DENVER KANSAS CITY CHICAGO
NEW YORK MINNEAPOLIS

RAY-O-VAC
Radio's Best Batteries

QUICK SALES

The Pooley

Unequipped

RADIO-CABINET

With Pooley Built-in Loud Speaker

THE *Pooley* Radio-Cabinet is a fine example of the type of the William and Mary period. It is of American Walnut or English Brown Mahogany, two-toned, decorated with Rosewood and Walnut inlay.

It is divided into three compartments—a long one at the top for the radio panel; two below—one at the left for the batteries and home charger and that at the right serving as a super-efficient amplifying chamber, containing the built-in *Pooley* Loud-Speaker Amplifying Horn (patent applied for), an exclusive *Pooley* feature. **Reproduction is unusually brilliant and faithful, surpassing in tone-quality anything yet developed in the science of Radio.**

MODEL 600-R-1
Length 36 inches, Depth 15½ inches, Height 42 inches

THE Nation's Radio Bill for 1924 will be between 350 and 400 millions of dollars, says an eminent authority. Are *you* sharing this tremendous income? The *Pooley* Radio-Cabinet Model 600-R-2 offers the means. It is beautiful, easily operated, extremely selective and will do you great credit with your customers.

Desirable Territory Available to Jobbers in Musical Trade

16th—17th
Indiana Avenue
PHILADELPHIA

See our Exhibit at the First Radio World's Fair, Madison Square Garden, New York, September 22nd—28th, 1924.

Pooley

BIG PROFITS

The Pooley RADIO-CABINET

Equipped With

ATWATER KENT

Five-Tube Radio Set of Great Selectivity

MODEL 600-R-2
Length 36 inches, Depth 15½ inches, Height 42 inches

THE ATWATER KENT Five-Tube Receiving Set constitutes the radio equipment of the *Pooley* Radio-Cabinet. It includes two stages of tuned Radio-frequency amplification, Detector and two stages of Audio-frequency amplification. Exceptional selectivity, volume on DX signals and delightful ease of operation are accomplished through the circuit arrangement used. Its range of operation includes all wave-lengths in the broadcast band. It is designed for tubes using ¼ ampere, with the exception that a 1 ampere Detector Tube may be used if desired. With this set it is very easy to return to the dial settings for any given station, once they are recorded. A *Pooley* Radio Log is provided with each instrument.

WHY not place a Walnut *Pooley* Radio-Cabinet, containing set, in your window and one in Mahogany on your floor and invite your customers in to see and hear it. It means easy sales. Get catalog, selling helps, prices, discounts and terms from your jobber or write direct to ***Pooley* Radio-Sales Department C.**

Desirable Territory Available to Jobbers in Musical Trade

Company INC.

16th—17th
Indiana Avenue
PHILADELPHIA

See our Exhibit at the First Radio World's Fair, Madison Square Garden, New York, September 22nd—28th, 1924.

OKeh The Record of Quality

IROQUOIS SALES CORPORATION
210 FRANKLIN STREET BUFFALO, N. Y.

Distributors for New York State and Northwestern Pennsylvania for OKeh Records and ODEON Records.

A capable, efficient sales organization that is ready and willing to co-operate with OKeh and Odeon dealers in building up a permanent, profitable demand for these popular record lines.

ODEON The Imported Record of Quality

Improvement in Sales Volume Creates Optimism Throughout Buffalo District

Retailers and Wholesalers Report Improvement, Especially in Rural Districts—Iroquois Corp. Jobbing Crosley Radio Line—C. N. Andrews Acquires E. J. Chapman Co., of Rochester

Buffalo, N. Y., August 9.—The Buffalo talking machine trade is optimistic as to what the Fall season holds in store for it. Jobbers as well as dealers report a noticeable improvement in volume of sales in instruments and records since the middle of July.

Victor Business Shows Improvement

The Buffalo Talking Machine Co., Victor jobber, is noticing an improvement, especially in the agricultural districts. "Smaller communities surrounding Buffalo are sending in larger orders than we had anticipated for the early Fall season," said M. O. Grinnell, of that company.

"The three new Victor art models are being very favorably received by Buffalo dealers," Mr. Grinnell said, "and the radio combination cabinet is expected to be one of the most popular models during the coming season. Record business is also good."

C. N. Andrews Does Big Record Business

C. E. Seigesmund, sales manager for C. N. Andrews, Victor jobber, also reports stimulated sales of records. "Large Fall orders are being received from dealers all through this section of the State," Mr. Seigesmund said, "which give indication of a very optimistic spirit in the trade."

Columbia Instruments in Demand

C. O. E. Curtiss, manager of the Brunswick Shoppe, on Main street, said he experienced a very successful July, having closed sales for 175 instruments, most of which were Columbias. The Royal radio combination, with Federal panel, is also proving popular. Mr. Curtiss said he is working hard for his business, which is obtained mostly through canvassing.

Iroquois Corp. Now Crosley Distributor

Okeh record business during July was about equal to that of the same period of last year, according to F. D. Clare, of the Iroquois Sales Corp. Mr. Clare, who is one of the conservative men of the talking machine trade, is looking forward to a very good Fall trade. The company took over the distributing rights of the Crosley Radio Co. in its territory and Mr. Clare is very enthusiastic over prospects of the coming season's radio business. Indications point toward a good Strand business, Mr. Clare said, orders for the combination Strand radio cabinet and the special Strand single radio cabinet coming in large volumes.

Helping Dealers in Okeh and Odeon Drive

Special Representative Schultz, of the General Phonograph Co., arrived in Buffalo August 5 to spend about a month with Okeh dealers throughout this territory, in a sales promotion campaign. George Habicht has closed his store on Bailey avenue and opened a large store in 677 Sycamore street, where he is doing a tremenduous business in German Okeh and Odeon records.

Purchases Chapman Co.

C. N. Andrews, Buffalo Victor jobber, recently purchased the interests of the E. J. Chapman Co., in Rochester, Victor jobber for that district. Mr. Chapman, who died late in May, left the business to his widow, who decided to close it out, and negotiations with Mr. Andrews consummated with his taking over the entire stock and incorporating it with the Buffalo warehouse. The Rochester jobbing house has been discontinued.

Mrs. Mary Loud Dead

Mrs. Mary Loud, mother of Robert L. Loud, formerly head of the Robert L. Loud Music Co., one of Buffalo's leading music stores, died at the home of her son recently.

Hamilton & Clark Enlarging Quarters

Hamilton & Clark, phonograph dealers of Kenmore, N. Y., have begun alterations in their store which will double the present floor space.

Erion Piano Co. Remodels Store

The Erion Piano Co., Inc., has completed remodeling of its William street store, one of the features of which is the Victor repair department. Victrolas are conveniently and attractively displayed on the entire first floor of the store.

Chat of the Trade

The Fagard Music Store, at 1921 Main street, Niagara Falls, N. Y., was damaged to the extent of $600 when fire broke out in the basement recently.

Clifford A. Ford, formerly sales manager of the Robert L. Loud Co., has been made general manager to succeed Eugene Farny, who has become manager of the Rudolph Wurlitzer store in Chicago.

Cornelius T. Lynch, of Lynch Bros., talking machine and furniture dealers, of Geneva, N. Y., has been elected president of the Geneva Chamber of Commerce.

Following a series of thunder storms in Buffalo recently, the basement of Poppenberg Bros. was flooded, causing a large loss in their stock of talking machines. G. H. Poppenberg, head of the company, estimated the total loss at $75,000.

James M. Teller, formerly in business with his father, the late Fred Teller, in Seneca Falls, has joined the music and furniture house of G. W. Richardson & Son, in Auburn.

It has always been the policy of this house to build "good will" by rendering a service that is at all times dependable and cooperative.

The number of Victor dealers we are now serving regularly, and who depend upon us for their supply, is constantly increasing.

There must be a reason for their preference.

This not only applies to local and nearby dealers, but many at more distant points find our service dependable. Our shipping facilities out of Buffalo are unexcelled.

Try us and be convinced.

CURTIS N. ANDREWS

SERVICE CAN DEPENDABLE COOPERATIVE BUFFALO, N.Y.

Victor Distributor

Exclusively Wholesale

Court & Pearl Sts.
BUFFALO, N.Y.

SERVICE CAN DEPENDABLE COOPERATIVE BUFFALO, N.Y.

The Olean branch of the Kurtzmann Piano Co., where the Cheney talking machine is featured, recently had a new store front installed.

Julius F. Pancock, of 868 Tonawanda street, proprietor of the Riverside Music Shop, filed a petition in bankruptcy recently.

The Neal, Clark & Neal Co. furnished the musical instruments used in the three model homes in the Homes Beautiful Exhibition held in this city.

Starr Products Popular in Buffalo Territory

Buffalo, N. Y., August 8.—The H. B. Marsh Co. of this city, distributor of Starr phonographs, pianos and Gennett records, made by

Truck of the H. B. Marsh Co.

the Starr Piano Co., Richmond, Ind., is meeting with gratifying success in building up distribution for these popular products throughout this territory. H. B. Marsh, head of the company, is one of the most aggressive Starr wholesalers, and under his direction the sale of Starr products and Gennett records has steadily increased. The company has a group of delivery wagons which are used to give dealers in this territory efficient service, and the accompanying photograph shows one of these wagons with Mr. Marsh at the right-hand side.

Outing Co. Safeguarding Name of Its Portable

Mt. Kisco, N. Y., August 6.—A. J. Coté, president and general manager of the Outing Talking Machine Co., Inc., in a recent chat with The World gave details regarding a recent experience of his company in connection with the use of the word Outing by a concern that was not authorized to use the name. A well-known wholesale house in the Middle West carried advertising in Western newspapers listing "Outing" portables at a very low price. Mr. Coté's attention was called to the advertising, and upon investigation he found that the machines advertised were not bona-fide Outing portables and were not made by his company. He immediately conferred with his patent attorneys and the wholesale house in question was requested to discontinue the use of the word Outing in all of its future advertising. The request received immediate attention and Mr. Coté's patent attorneys received a letter stating that the name would not be used in the future.

The Outing Talking Machine Co., as a pioneer in the talking machine field, has established wholesale and retail connections throughout this country and in practically every civilized country of the world. Mr. Coté states that his company will prosecute vigorously anyone using the name Outing in connection with portable phonographs that are not manufactured by the Outing Talking Machine Co., of this city.

Curran-Wooster Co. to Open

Sharon, Pa., August 8.—Alterations on the premises on State street, which is to be the home of the Curran-Wooster Music Co., are rapidly nearing completion and R. A. Curran and Guy B. Wooster, who comprise the firm, announce that they expect to open for business in the course of a week or two with greatly increased merchandising facilities.

Karin Branzell Signed as a Brunswick Artist

Young Metropolitan Opera Co. Artist Makes First Record for the Brunswick Co.

The Brunswick Co. has announced the addition to its list of artists of Karin Branzell, the Swedish mezzo-soprano of the Metropolitan Opera Co. This artist has already made her

Karin Branzell

first recordings. The first selections to be announced are "The Chalet Girl" and "Synnove's Song."

Miss Branzell before her engagement with the Metropolitan Opera Co. appeared with the Berlin State Opera. Thereafter so marked was her triumph that Miss Branzell was invited to appear in the foremost opera houses of Central Europe.

Model L Speaker

Model 10C Set

Model 20 Set

Model 19 Set

ATWATER KENT

RADIO EQUIPMENT

1924-25 MODELS

This season Atwater Kent offers the phonograph dealer greater sales advantages than ever before. A complete new line consisting of cabinet and open model sets, also three different type loudspeakers, at a price that will suit every buyer's preference.

E. A. WILDERMUTH

Wholesale Distributors

1061-3 ATLANTIC AVENUE BROOKLYN, N. Y.

ATWATER KENT

RADIO

BACK of ATWATER KENT Radio there is a tremendous factory with laboratory and manufacturing facilities that are not surpassed in the whole world—

—there is the spirit and guiding impulse of master workmanship—

—there is a nation-wide reputation for precision—and a recognition of the name "ATWATER KENT" as a standard of excellence—

—there is the accumulated experience of more than a quarter of a century in the manufacture of precision electrical instruments—

It is these qualities and high standards that have produced leadership for ATWATER KENT Radio;—and have made it what many consider perfection in radio construction.

ATWATER KENT MANUFACTURING COMPANY
4972 STENTON AVENUE, PHILADELPHIA, PA.

THINK OF WHAT IS BACK OF IT

V.B.S.

ATWATER KENT

RADIO

ATWATER KENT offers radio merchants greater selling advantages than ever.

The ATWATER KENT line is complete:—there is a set to suit every buyer's preference, including new models of the cabinet type and improved models of the famous ATWATER KENT open type. There are also three loud speakers.

These new models embody improvements that many consider the ultimate in radio designing.

Intensive, forceful ATWATER KENT advertising in nineteen leading national magazines will reach every radio buyer in the country.

ATWATER KENT Radio will be the inevitable choice of those who know—not alone because it offers remarkable value for the dollar spent, but because of what is back of it.

Send for descriptive literature and dealer price list.

ATWATER KENT MANUFACTURING COMPANY
4972 STENTON AVENUE, PHILADELPHIA, PA.

THINK OF WHAT IS BACK OF IT

V.B.S.

Three New Art Models Announced by Victor Co.

Artistic New Instruments Scheduled for Early Delivery—Improvements on Model No. 100

Announcement was made recently by the Victor Talking Machine Co. of three new Victrola Art Models in vertical design which will be ready for delivery the latter part of this month. The announcement was welcomed by the trade, as the new instruments will be available to the customer who desires the charm, grace and artistry which have characterized the horizontal models of Victrolas, but who through limited floor space prefer to buy an upright instrument. The demand for an instrument of this type has long been existent.

The three new models will comprise numbers 350, 360 and 370. Model No. 350, finished in mahogany, is 44¼ inches high, 21½ inches wide and 23¼ inches in depth. Model No. 360 is finished in walnut and is 44¼ inches high, 21½ inches wide and 23 inches deep. Model No. 370 is finished in mahogany. It is 44¼ inches high, 23 inches wide and 24¾ inches in depth. All of these models are available with electric attachment and all possess the latest Victor improvements and are fully equipped with Victor record albums. Folders containing full descriptions and illustrations of these models have been sent to the trade.

Another announcement was made by F. K. Dolbeer, regarding improvements made on Model No. 100. This instrument, which is of the vertical type, is 44¼ inches high, 21¼ inches wide and 23¼ inches deep. The improved model is equipped with an air-lid support and record albums. An attractive descriptive leaflet with an illustration of the model has been sent to the trade. The announcement states that shipments of the instrument finished in composite mahogany will begin about August 15. American walnut, golden oak polished and early Italian finishes will be ready some time during the month of September.

Broadcast Talking Machine Record Music in the Home

"It is more or less common property in the wireless world that persons can converse with each other in different rooms by just connecting a couple of pairs of headphones together, but I wonder how many persons have tried giving a 'transmission' of music from their collection of gramophone records," remarks J. Parkinson in the course of a communication to our esteemed London contemporary, The Talking Machine News. "Some time ago," said Mr. Parkinson, "I ran permanent long leads of bell wire from the receiving apparatus into various rooms and into the garden, where small terminal boards are attached to the end of the leads, the tabs of the headphones being inserted in a similar manner as on a receiving set. Listening-in can therefore be enjoyed in various places if sufficient headphones are available.

"The 'broadcasting' of one's own records is a very simple matter indeed. My instrument is a Columbia Grafonola cabinet, which is situated in a front sitting room. On many occasions I have deceived my friends by giving them in the rear garden a program of music, complete with the necessary announcements. During the 'transmission' all doors in the house are closed, so that it is only possible to hear through the headphones. Using fibre needles the reception is equal to that received through a crystal set. By placing a low-frequency amplifier between the wires from the two places the reception is uncomfortably loud.

"All that is necessary is to place a pair of headphones between the louvres of the instrument to act as a microphone, attaching the tabs of the headphones to a couple of terminals close by the gramophone. Afterwards joining the wires from the sitting-room and the garden at a point close by the receiving set, but not to it. Headphones are then attached to terminals in the garden and all is ready to commence the program. If one prefers the use of an amplifier all that is required is to join the leads from one place to the 'input' terminals, and the other leads to the 'phone' or output terminals. The signals are increased pro rata to that of an amplifier on a crystal receiver. With steel needles the reception is sufficient to operate a loud speaker at practically any distance. The length of wire used between the two places is approximately sixty yards."

Secures American Rights to European Products

Benjamin Abrams, President of the Emerson Phonograph Co., Home from Extensive Tour of European Trade Centers

Benjamin Abrams, president of the Emerson Phonograph Co., Inc., and the Emerson Radio Corp., 207 Sixth avenue, New York City, recently returned from a six weeks' tour of the larger trade centers of Europe. While away Mr. Abrams closed arrangements whereby his companies will have exclusive American rights for several European products.

Mr. Abrams was particularly impressed with the opportunity for the exploitation of American musical products in English markets. He stated that American talking machines are of a much higher quality than the average European products and that this superiority applies not only to the metal parts but also to the cabinet work. He said there is a large demand for popular-priced goods in England, and with the present favorable tariff situation American manufacturers of talking machine and radio products would not find competition stiff.

LATHAM

ATWATER KENT

IT has indeed been a great pleasure to us to act in the capacity of wholesale distributors of the splendid Atwater-Kent line of radio receiving sets and accessories during the past three years. We are now about to enter the fourth radio season which promises to be without a parallel in the history of the industry. At this opportune time the Atwater-Kent Mfg. Company announces in the preceding two pages a new line of cabinet type radio receivers and two new models of loud speakers in addition to their standard line of open receivers. Manufacturing costs have been reduced so as to make it possible to materially reduce prices on the open type of receivers which will meet with tremendous response from the buying public. All cabinet models are popularly priced and afford the purchaser exceptional value.

A one-half million-dollar publicity campaign through the leading trade papers will blaze the way.

A splendid merchandising policy backed by a popular manufacturer and LATHAM'S SERVICE is a combination hard to beat and is earnestly recommended for your consideration.

E. B. LATHAM & CO.

550 PEARL STREET Metropolitan Distributors NEW YORK CITY

NEW YORK

A new member of Columbia's brilliant dance orchestra family!

The Little Ramblers

HERE'S a new dance organization assembled from the famous California Ramblers, who play exclusively for Columbia. Of course, the Little Ramblers have a style of their own, but when you hear them you'll only say, "They're a chip off the old block!"

The first offering of the Little Ramblers are two blues which throb with originality and urge. Just ask for

Rambling Blues
Arkansas Blues } **175 D**

You'll find it will be easy to sell this record. All it needs is a little push and your trade will be calling regularly for the Little Ramblers' music.

Columbia has the dance orchestras—that's all there is to it! The dealer who takes on the Columbia line always has something that people want. What's more, he is aware that he is backed by an organization which gives him whole-hearted and aggressive support constantly.

Send to-day for Record 175 D by the Little Ramblers. Your trade will be asking for it.

The New Columbia Phonograph

is a worthy product of the organization which made it. It is a new and better medium for the music of the world. It is better musically. It is better mechanically. It is better artistically. To the true lover of music the New Columbia is a delight to hear. To the progressive dealer the New Columbia is a pleasure to sell. A complete range of phonographs is offered at prices from $50 to $600.

COLUMBIA PHONOGRAPH COMPANY, INC., 1819 Broadway, New York

Write to the Columbia branch or distributor nearest you

Atlanta, Ga., 561 Whitehall Street
Boston, Mass., 1000 Washington Street
Chicago, Ill., 430-440 South Wabash Ave.
Cleveland, Ohio, 1812 East Thirtieth St.
Dallas, Texas, 2000 North Lamar Street
Kansas City, Mo., 2006 Wyandotte Street
Los Angeles, Cal., 809 S. Los Angeles St.
New York City, 121 West Twentieth St.
Philadelphia, Pa., 40 North Sixth Street
Pittsburgh, Pa., 632 Duquesne Way
San Francisco, Cal., 345 Bryant Street
Toronto, Ont., Canada, 1244 Dufferin St.
Buffalo, N. Y., 700 Main Street
Detroit, Mich., 439 East Fort Street
Minneapolis, Minn., 18 North Third Street
Montreal, Canada, 246 Craig Street, West
Seattle, Wash., 911 Western Avenue

* * * *

COLUMBIA WHOLESALERS, Inc.
205 West Camden Street, Baltimore, Md.
COLUMBIA STORES CO.
1608 Glenarm Avenue, Denver, Colo.
COLUMBIA STORES CO.
221 S. W. Temple, Salt Lake City, Utah
TAMPA HARDWARE CO.
Tampa, Fla.
W. W. KIMBALL CO.
Wabash Avenue and East Jackson Boulevard, Chicago, Ill.
COLUMBIA DISTRIBUTORS, Inc.
1327 Pine Street, St. Louis, Mo.
224 West Fourth Street, Cincinnati, Ohio
517 Canal Street, New Orleans, La.

Columbia

New Process RECORDS

"Columbia has all the hits and usually first"

Columbia

Improvement in Industrial and Building Situation in Toledo Presages Busy Days

Many Concrete Indications That Better Business May Be Expected From Now Onward—Using the Mails to Secure Business—Toledo Radio Trades Association Formed—The News

Toledo, O., August 8.—Talking machine, record and radio sentiment is better than it was a month ago. While buying is not brisk, nevertheless dealers report plainer signs of actual business in sight. Factories are putting more men to work. Building construction, road and street building and railroad expansion under way here amount to more than twenty-five millions of dollars and are taking a large force of workers and creating prosperity.

Moreover, savings deposits are growing, which is usually the case at the time of a slump. It indicates men are saving, not spending. They are frightened into retrenching. The job for the talking machine dealer, therefore, is one of reassurance as much as it is one of selling.

Lion Store Direct Mail Drive

The Lion Store Music Rooms in their Summer promotion plans are devoting a page of the August catalog to exploiting two Strand models, the Hepplewhite and the Italian Rennaisance. The book is going to a list of several thousand customers and prospects. The appeal, like that of selling furs at this season, is to the desire for music in the home this Fall and Winter. Victor, Brunswick and Cheney machines are featured in a peppy window display along with multi-colored posters and hangers which announce the newest popular records, as well as many titles by both Victor and Brunswick artists of note. Miss Loniva Terry, in charge of records, stated July demand had far outdistanced June.

J. W. Greene Activities Get Publicity

Sales activities and promotion work of the J. W. Greene Co. was the subject featured in the Cheney Resonator for July. Photographs of the house sales staff and one of the fine window decorations used during Cheney week added interest to the story. The store is especially successful at this time in its simplified or unit window displays, according to E. A. Kopf, manager. Such trims hold the attention and permit concentration, which is particularly valuable in creating action. A Cheney Buckingham console, with handsome velvet background, was the direct means of securing several prospects. A spurt in radio activity has resulted in several radio outfits being ordered for Fall delivery. The coming political campaign will assist radio sales materially, it is believed, inasmuch as candidates have stated many speeches will be delivered via radio. Henry Unger has joined forces with the house. H. Russell Hughes is spending his vacation at Camp Perry with the National Guard.

Radio Association Formed

The Toledo Radio Trades Association is planning an active promotion campaign to start in September. Three music houses are members of the organization.

Enters Talker Field

The Union Music Co., musical merchandise dealer, has entered the small machine and record field. The Newport and Carryola portables and Vocalion records are dealt in. Geo. Terry, manager, stated that many musicians use records to assist them in mastering certain selections or rhythm.

Excellent Victor Outlook

The Toledo Talking Machine Co., Victor wholesaler, according to Chas. H. Womeldorff, manager, is experiencing a seasonal machine demand. Record buying, however, is more steady. The announcement by the Victor Co. of the signing of three new record orchestras, the Montmartre, Art Hickman and Olsen, also three new Red and Blue seal artists, is sure to add interest to record offerings. Then the information by the factory of three new Victrola Art models, the 350, 360 and 370, and also the new improved type 100 in composite mahogany finish, is important. It is believed that these new instruments may prove the opening wedge for getting dealers into line for Fall buying. Therefore, the house is co-operating with the factory by mailing a series of letters to all Victor retailers in this territory, urging them to take advantage of the new models campaign by being first in their community to display and push them.

Several customers of the house sustained loss from the recent tornado which swept the Ohio shore of Lake Erie. Probably the most serious damage came to the Wickens Co., Lorain, O., where the roof was blown from the building. It will take the concern some time to get into shape to carry on business as usual.

Features Portables in Many Windows

The United Music Store on St. Clair street, foreign record specialist, employed a unique plan for extending the sale of portables. A small machine was placed in the window of sporting goods dealers and stores which feature tents and Summertime merchandise. In most instances the space was given for the asking and a neat sign stated: "Courtesy of the United Music Store." The tie-up was a valuable aid to selling Victor, Pal, Swanson, Model E General phonograph and Carryolas.

Why Those of Foreign Birth Buy

Harry L. Wasserman stated that Italian, Mexican, Polish and Jewish record buyers do not follow the American policy and jam every penny they earn into the bank, but consistently buy records. The foreigner does not become downhearted to the same extent that the native does when industry slows, but regards the change as a breathing spell to be enjoyed. In Europe most peoples have occasional leisure which they devote to improving their station in life. The store has built a gratifying mail order record business with vacationists at lake and country resorts, it is said.

At the Goosman Piano Co., Columbia, Vocalion and Starr dealer, there is an improvement in demand over the past two months. Miss Dorothy Myers is now in charge of the record and music roll departments, succeeding Miss D. Kirschner.

Here and There in the Trade

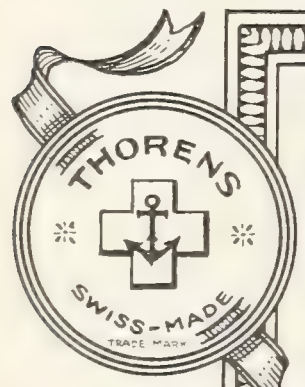
The Frazelle Piano Co., Sonora, Vocalion and Columbia dealer, reports the sale of quality machines is much brisker than that of the low-price instruments.

The LaSalle & Koch Co., F. C. Henderson Co. Record Shop, according to Francis R. Follis, manager, has increased its business each month since moving the stock to the first floor. Miss Clara Hoag is a new member of the staff.

Miss Grace Greenman, formerly with the Whitney-Blaine-Wildermuth Co., is now associated with the Mauss Piano Co., Lima, O.

The Talking Machine Shop, Columbia retailer, according to Fred Frame, manager, is enjoying a portable business which is assisting in a big way to bridge the Summer sales gap. Pal, Yale and Travelphone are small machines favored.

The Cable Piano Co., Brunswick and Victrola dealer, is preparing for an early Fall drive to take advantage of the greater buying power which the farmer and consequently the residents of the small towns adjacent to Toledo are sure to enjoy on account of the great improvement in the price of farm products.



SWISS-MOTORS

FOR

TALKING MACHINES

THORENS MOTORS, TONE ARMS, and SOUND BOXES

Celebrated Throughout the World

A GOOD PHONOGRAPH MUST HAVE A GOOD MOTOR

First Quality Only

L. H. JUNOD & CO.

104 Fifth Avenue New York City

Sole Agents for Herman Thorens, Manufacturers of Phonograph Motors and Music Boxes, Ste. Croix, Switzerland

Brunswick Conferences Attract Wide Attention

The recent announcement of a retail sales conference for Brunswick dealers and their salesmen to be held in Chicago, September 22 and 23, and in New York, September 29 and 30, has attracted the attention of music merchants.

Many dealers have already tendered notifications to the Brunswick Co. to make reservations for their representatives. Others have launched sales contests for their salesmen, and have addressed a tentative list of reservations to the company, pending results of their present sales program.

The sales manuals forwarded to Brunswick dealers in conjunction with the announcement to the retail conferences are being used to excellent advantage. These texts were based upon an extensive investigation covering some four hundred sales in twenty-two cities and towns, ranging in size from several million down to five thousand and less.

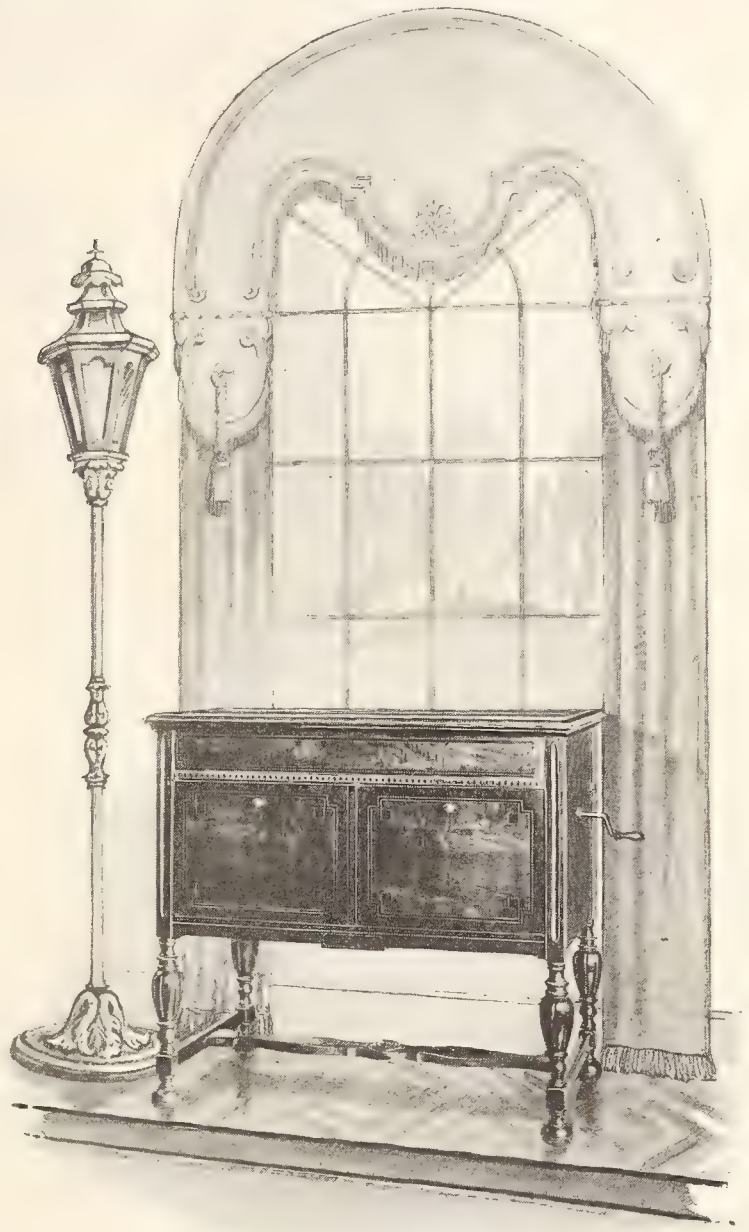
The conferences for retail salesmen are expected to produce a stimulus for a volume of business this Fall and Winter, and the outlook is exceedingly bright.

A Royal Franchise
—*is a sure winner*

THE new Royal Line of Phonographs, Combination Phonograph and Radio and Neutrodyne Radio Models will be the sensation of the year in the music field.

Women are sure to be your principal customers and we have designed these models to appeal to their taste.

Beautiful Console Cabinets with the finish of a grand piano. The simplified Adler Royal Neutrodyne Radio that anyone can operate. The new Royal Phonograph combining the best features of all the rest.



ROYAL
line can prove in a dealer's store

1. INCREASED TURNOVER. Royal instruments are bought on sight because they are better and different.
2. LESS INVESTMENT per dollar sales in Royal; therefore greater profit.
3. ROYAL INSTRUMENTS on a dealer's floor mean growing business. One sale makes another.

See our exhibit at the

FIRST RADIO WORLD'S FAIR
Madison Square Garden
September 22-28, 1924

Write, telephone or wire for the Royal plan. Our representative will gladly explain.

ADLER MANUFACTURING CO.
Louisville, Ky.

Address all communications to
LAMBERT FRIEDL
Vice President and General Sales Manager
881 Broadway New York City

District Representatives

WILLIAM A. CARROLL
802 Bramson Building, Buffalo, N. Y.

EDRAY SALES CORP.
532 Republic Building, Chicago, Ill.

H. N. BUCKLEY
Cincinnati, Ohio

RADIO EQUIPMENT CO. OF TEXAS
1319 Young Street, Dallas, Texas

BERGER SALES CO.
817 Liberty Avenue, Pittsburgh, Pa.

BLACKMAN SALES CO.
2002 Grand Avenue, Kansas City, Mo.

BRUNNER & LUKAS
881 Broadway, New York City

S. E. LIND, INC.
Cleveland, Ohio

H. N. BUCKLEY
615 Peoples Bank Building, Indianapolis, Ind.

ROBERT HARRIS
1015 Chestnut Street, Philadelphia, Pa.

S. E. LIND, INC.
2765 West Fort Street, Detroit, Mich.

MARKS PHONOGRAPH & RADIO CORP.
2215 Pine Street, St. Louis, Mo.

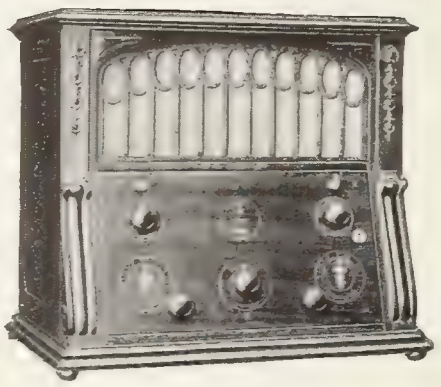
ROYALLINE SALES CORP.
218 Tremont Avenue, Room 204, Boston, Mass.

ROYAL
The Perfect Phonograph

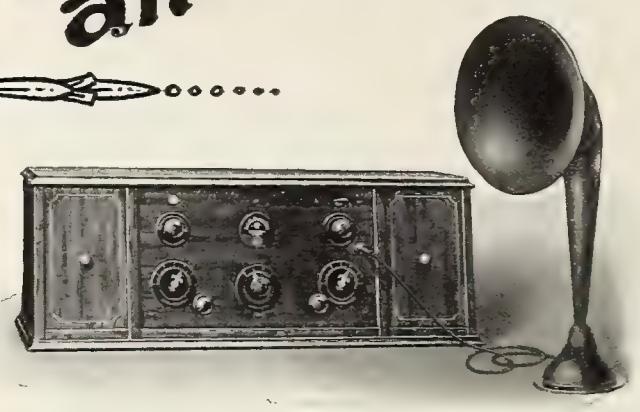
Reg. U.S. Pat. Off. — Licensed by Independent Radio Manufacturers, Inc. — NEUTRODYNE — Patented March 27, 1923, Hazeltine Patent No. 1450080 — Other Patents Pending — Reg. U.S. Pat. Off.

ADLER-ROYAL NEUTRODYNE*
The Perfect Radio

***Made exclusively for Adler Manufacturing Co. by King-Hinners Radio Co.**



The Radiola X and the Radiola Regenoflex



PITTSCO

Two Radiola Models of Particular Interest to the New England Talking Machine Dealer

The Radiola line, with its slogan "There's a Radiola for every purse," offers the talking machine retailer the best there is in radio. It is our intention, however, to feature from time to time various individual models of the Radiola line and their strong merchandising appeal for the talking machine dealer.

With the Radiola X you can feature a new and beautifully cabineted instrument, with reception that is particularly clear and true. The selectivity is so sharp that no near station can interfere with distant programs—so simple that a beginner can operate it. A built-in loud speaker is one of its outstanding achievements.

The Radiola Regenoflex is a modified Radiola X in mahogany cabinet with external loud speaker and retails at a popular price. Both models have their individual appeal and offer the talking machine retailer numbers that are bound to make his radio department profitable.

As distributors of Radiola products it is our aim to confer with our dealers in the most efficient presentation of the line. Our service department is ready at all times to be of assistance to the dealer. We are able to serve our dealers with the best in the radio field.

If you are a talking machine dealer situated in New England it will pay you to write us today. Pittsco service is designed to increase your turnover and profits.

F. D. PITTS COMPANY

INCORPORATED

219 COLUMBUS AVENUE BOSTON, MASS.

RADIO MERCHANDISE EXCLUSIVELY — EXCLUSIVELY WHOLESALE

The Trade in BOSTON and NEW ENGLAND

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

General Improvement Creates Optimism in the Boston and New England Territory

Last Month of the Vacation Period Ushering in Trade Revival—Dealers and Wholesalers Report Gains—Fred E. Mann, Former Columbia Manager, in New Post—Other News of the Trade

BOSTON, MASS., August 9.—It's good news that a general improvement has been noted all around in the trade; this is quite as true of New England as of Boston. This is the last month of Summer vacations and when August comes to an end there is a sort of automatic rejuvenation in business circles to which everyone almost unconsciously responds, for no one doubts for a moment that there is a business psychology that has a bearing on the general situation. July with many local houses exceeded expectations. Several leading men in the trade have been paying more attention to the New England territory and their trips among the dealers have had a most stimulating effect. Those dealers and jobbers will tell you there are many such who have been buying on a hand-to-mouth basis, and who are now in line for heavier purchasing, and it may strike some as a risky statement to say that there still may be a shortage of goods toward the holiday season; but that is just what some jobbers are predicting.

Victor Engineers Address Dealers

Park W. Willis and Mr. Murray, both of the engineering department of the Victor factory, were in town the middle of July and at Steinert Hall addressed Victor dealers and repair men on the care and operation of electric motors. Those present carried away a valuable fund of information which will be utilized the coming months.

Kenneth E. Reed Back From Maine

Kenneth E. Reed, wholesale Victor manager of M. Steinert & Sons, is home from an extended Maine trip which he took by auto, accompanied by Guy L. Foote, who has that territory for the house. Mr. Reed was away from the Arch street office two weeks and covered a distance of more than 1,500 miles, sometimes going 150 miles in a single day over roads far from the best. Forty-eight different cities and towns were visited and calls made upon Victor dealers, most of whom were looking forward to a good Fall business. Mr. Reed stated upon his return that for a Summer period business on the whole was found to be good and at the Summer resorts the demand for records was particularly brisk. In Aroostook County, where the potato crop promises to be unusually large, everyone is looking forward to rapidly improving business.

Unusual Window Display

In one of the Bedford street windows of the R. H. White Co. there is a catchy display advertising Brunswick and Victor records that compels much attention from passers-by. "What do you want to hear to-night with your phonograph and records?" asks a big placard. Then it goes on to state that selections from famous orchestras and artists from all over the country are always available on Victor and Brunswick records. In the foreground are numerous discs with the name of the orchestra or artist and the name of the city in the country from which they hail. From each of these discs runs a streamer attached to the corresponding city on a large map at the rear of the window.

Brunswick Business Gains

Business at the Brunswick headquarters, controlled by Kraft, Bates & Spencer, has shown some improvement the last two weeks of July and there is a strong feeling that this improvement will continue. Samples of the new Brunswick instrument combining the talking machine and radio have been received and Brunswick dealers have begun to order these models rather generously. A new dealer who has just been signed up to handle the Brunswick is H. C. Ingalls, who has a well-equipped store in Portland street, St. Johnsbury, Vt. Harry Spencer, of the Boston house, reports that the Al Jolson records continue to go big.

A Big Sonora Order

Joe Burke, head of the New England Phonograph Distributing Co., has just sold seventy-five Sonora machines to a large local furniture house, which is a most encouraging sign. Joe says that July really was a very good month, much better than June, which, he states, was not satisfactory. Toward the latter part of the month he spent a week visiting the Connecticut territory and he came home much impressed with the general trend of things, having found dealers extremely optimistic, a good start already having been made toward an active late Summer and Fall business. Joe says, further, that the combination of phonograph and radio, the Sonoradio, as it is called, promises to go big this Fall and the new loud speaker lately put on the market by the Sonora Co. is finding a wide distribution.

To Attend Sonora Distributors' Meeting

Joe Burke and his brother, Tom Burke, of the travelling staff of the New England Co., are going over to New York in a day or two for the purpose of attending the meeting of the Eastern distributors of the Sonora, which will bring together perhaps a dozen men.

Interested in World Air Flight

Probably there are few persons in the talking machine industry who are more keenly interested in the round-the-world flight of the three aviators, now en route to Iceland from England, than Edw. Kilgore, of the Eastern Co., for he knows just what these brave men are experiencing, as he has been through a good deal himself airwise. During the late war Mr. Kilgore was in the aviation service and he can show his friends a whole budget of photos in which he is a conspicuous figure. Ever since the airdrome has been open in East Boston he has been a frequent visitor and nearly every Saturday afternoon he soars into the air, accompanied by an army officer. Mr. Kilgore is planning to be on hand when the three world aviators, whom he knows, reach Boston, which will probably be about the middle of August. By-the-bye, Kilgore is one of the few who has enjoyed a trans-continental flight.

Maguire a Real Hero

They've got a real hero at the Oliver street headquarters of the Pardee-Ellenberger Co., Edison distributor. His name is John Maguire, employed in the shipping room of this concern, for which he has worked for nearly two years. Maguire, who is eighteen years of age, was on his vacation and on July 23 he rescued four young persons from a swimming pool in the

(*Continued on page* 80)

Ditson Victor "HIS MASTER'S VOICE" REG. U.S. PAT. OFF. *Service*

When Winter Comes—What Then!

Summer is the season for portables—for the present, and preparation for the future. Now is the time to make plans for the Fall and Winter trade—to lay out sales campaigns and put machines and records into shape to meet every demand.

In this work Ditson Service can help you.

Backed by 89 years of music selling experience.

OLIVER DITSON CO.
BOSTON, MASS.

Victor Exclusively

CHAS. H. DITSON & CO.
NEW YORK

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 79)

HORTON-GALLO-CREAMER CO.
NEW HAVEN

VICTOR WHOLESALERS
who serve a small clientele of preferred dealers especially well.

town of Belmont, where he lives. His gallant work has been brought to the attention of the Massachusetts Humane Society, which is now collecting all the facts.

Good Edison Outlook

Manager Frederick H. Silliman, of the Pardee-Ellenberger Co., has been finding a good demand for the Edison product and he reports that July was quite the best month of the year since February. He has just returned from a week's business trip through New Hampshire and Vermont and he says that almost everywhere dealers were highly encouraged over the prospects for the Fall and he believed that from now on they will be ordering in larger lots.

Improving Columbia Facilities

Since the advent of William S. Parks as head of the Boston offices of the Columbia Co. there has been considerable of a rearrangement of the headquarters which will be the means of greatly facilitating business and this will be greatly appreciated by Columbia dealers. There will now be sufficient space to store a substantial quantity of the eighteen different types of Columbia machines in the Boston branch so that delivery can be made at very short notice. It has just been learned that the Columbia Co. is about to announce three new and beautiful high-type consoles in models to be known as numbers 560, 570 and 580.

Manager Parks, of the Columbia Co., has been spending much of his time since coming to Boston in visiting among the dealers and he has been able to bring again into the Columbia fold several old accounts.

William R. Fleming, assistant manager of the Boston branch of the Columbia Co., has returned from his vacation, which was spent with Mrs. Fleming and their two children at Eastham. While on the Cape they motored to numerous resorts, including Chatham, Hyannis and Provincetown.

Italian Hospitality

Herbert Shoemaker and Edward Kilgore, of the Eastern Co., motored down to Providence a few weeks ago where they were the guests of Joseph Morgera, Victor dealer, who treated them to a real Italian dinner at his home. The guests sat down at one o'clock and for several hours thereafter one course after another appeared on the table—quite a real feast, say these Eastern officials, who are still talking about it.

Plugging Gets Results for Cheney

New England Manager G. Dunbar Shewell, Jr., of the Cheney line, apparently is not one of those talking machine men who are finding fault with business conditions, for he says that June and July for him were simply great, with the June business in particular quite in excess of the same month in 1923. Mr. Shewell is one of the sort that keeps plugging along and is almost constantly out in his territory. Just at this writing he is on a trip to Maine on which he started the last day of July. He plans to get as far East as Old Town, beyond Bangor.

Sonora Line With Hall Co. in Burlington

Speaking of the Sonora, it is of interest that while Raymond L. Burke and W. A. Burke were up in Vermont the middle of June they closed a new account for the handling of the Sonora line, the new connection being the Hall Furniture Co., of Burlington, Vt., which received its first shipment of goods on August 1.

How Radio Developed "Talker" Inquiries

Manager Shewell relates an interesting story anent the WFAB broadcasting station at Fall River, which is the Fall River Herald enterprise. This station uses a Cheney 110 for broadcasting and a while ago someone who listened in was so delighted at a certain vocal solo that he asked that it be repeated and upon being informed that it was a record used on a Cheney machine was more than surprised at the splendid results. Then naturally followed further inquiries at the local Cheney headquarters for additional data about these machines. Good advertising, that!

Describes Cheney Construction in Window

There's a most attractive display of Cheney machines and parts in the window of the Henry F. Miller Piano Co. in Boylston street. This includes the two panels telling the story of Cheney construction by units, described in this department several months ago at the time Manager Shewell received them. Since then they have been shown in the windows of several Cheney dealers.

Eastern Co. Gets Federal Radio Distribution

The Eastern Talking Machine Co. has just arranged for the exclusive distribution throughout New England of Federal radio panels to fit all Victrolas and dealers are manifesting a deep interest in them. With the oncoming Fall the Eastern Co. is likely to find a ready sale for these. Herbert Shoemaker, manager, is spending a fortnight in northern New Hampshire, whither he motored with Mrs. Shoemaker.

Many Present at United Co. Opening

The United Music Co., Plymouth, recently moved into its new quarters at 54 Main street. The new store is in charge of Maurice Feldman, brother of Charles Feldman, of Feldman & Popkin, who conduct the United chain of music stores. Appropriate ceremonies featured the formal opening of the new establishment and it is estimated that 7,000 people visited the store during the first day of business. Souvenirs were distributed to all visitors and a musical entertainment was given. A number of prominent figures in the talking machine world were present at the opening ceremonies. The store carries a complete line of musical instruments, including

SPRINGS

VICTOR		
1¼"x.022x17', bent each end	No. 6543	$.57
1¼"x.022x18' 6" marine ends	No. 3014	.58
1¼"x.022x17' bent arbor	No. 5362	.57
1¼"x.022x13' bent arbor	No. 5423	.50
1¼"x.022x9' bent arbor	No. 5427	.42
1¼"x.022x9', bent each end	No. 6542	.42
1"x.020x13' 6" marine ends	No. 2141	.32
1"x.020x15' marine ends	No. 3335	.35
1"x.020x15' bent arbor	No. 5394	.38
1"x.020x15', bent at each end	No. 6546	.43
COLUMBIA		
1"x.028x16' crimp arbor, new style	No. 20009	.67
1"x.028x10' Universal	No. 2951	.34
1"x.028x11' Universal	No. 2951	.36
1"x.030x11' hook ends		.45
1"x11' for motor No. 1	No. 1219	.35
HEINEMAN		
1"x.025x12' motors, Nos. 33 & 77		.35
1 3/16"x.026x19', also Pathé		.75
1 3/16"x.026x17'	No. 4	.59
MEISSELBACH		
⅞"x10' motors, Nos. 9 & 10		.29
1"x9' motors, Nos. 11 & 12		.31
1"x16' motors, Nos. 16, 17 & 19		.49
2"x.022x16', rectangular hole, 18k10		1.20
SAAL-SILVERTONE		
1"x.027x10', rectangular hole	No. 144	.42
1"x.027x13', rectangular hole	No. 145	.48
1"x.027x16', rectangular hole	No. 146	.58
BRUNSWICK		
1"x.025x12', rect'gular hole, regular	No. 201	.43
1"x.025x18', rect'gular hole, regular	No. 401	.58
KRASBERG		
1"x12' motor 2A	Pear-shaped and	.45
1"x16' motor 3 & 4	rectangular holes	.55
1"x18' new style	on outer end	.60
EDISON		
1½"x.028x25' regular size disc motors		1.25
1"x.032x11', Standard		.55
1 5/16", Home		.70
1 5/16"x18' type A 150, old style disc		1.28
1" Amberola 30-50-75		.56
1 1/16", B 80		1.15
SUNDRIES		
1"x.025x9', pear-shaped Stewart		.34
1"x.025x16', Sonora, Style 30		.52
25/32"x.026x10', P.S. Swiss Motors & Pathé		.36
1¼"x.025x17' round hole, Mandel		.75
¾"x.022x9', pear-shaped small motors		.26
1"x.025x16', pear-shaped hole or rect		.50
⅞"x.023x10', marine ends, Hein. Col., etc.		.29
¾"x.025x10', marine ends, Hein. Col., etc.		.27
⅝"x.020x9', marine ends		.21
½"x.020x9', marine ends		.18
Victor Gov. springs, No. 1729	per 100	.95
Victor Gov. balls, n/style, No. 3302	each	.07
Victor-Columbia Gov.sp.,screw washers, 100		.72
Columbia Gov. springs, No. 3510	per 100	.95
Columbia Gov. ball, lead, flat and spring		.08
Columbia Gov. ball, new style & spring		.08
Turntable felts, wool, green, 10", 15c; 12"		.18

Terms, 2% cash with order.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.

OKeh and Odeon Records

OKEH records, with early releases of the popular song and dance hits recorded by prominent artists, and imported Odeon recordings, revealing the true beauty of Old World music, are bringing new customers to the dealers' stores with regularity.

Helping New England dealers to get their full share of this business by fast, efficient service and hearty co-operation, is

General Phonograph Corporation of New England

126 Summer Street Boston, Mass.

Buy OKeh Needles—They Keep Record Sales Alive!

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 80)

Ready for Radio

Send for Catalog

The Eastern Talking Machine Co.
85 ESSEX STREET
BOSTON MASS.

Fred E. Mann in New Post With Charles W. Hoyt Co.

Former Manager of Columbia Branch in Boston Now Connected With Bay City Branch of Prominent Advertising Agency

BOSTON, MASS., August 4.—Fred E. Mann, formerly manager of the Columbia Phonograph Co.'s branch in this city and popular throughout Boston commercial circles, has become associated with the Charles W. Hoyt Co., Inc., well-known advertising agency with offices in New York, Boston and Springfield. Mr. Mann will make his headquarters at the Boston office of the company in the Little Building, being associated with Thomas I. Crowell, Jr., and Gilbert S. Pattillo. Geo. W. Hopkins, formerly vice-president and general sales manager of the Columbia Phonograph Co., is vice-president of the Charles W. Hoyt Co., Inc., with headquarters in New York, and Mr. Mann is one of Mr. Hopkins' close personal friends. Mr. Hopkins is achieving splendid success with the Charles W. Hoyt organization, and at the present time this agency is handling several important talking machine and radio accounts.

talking machines, pianos, musical merchandise and sheet music. There were also a number of out-of-town guests, who came specially to view the new store. Among them were F. Warren, of Kraft, Bates & Spencer, Boston; Horace O. Jones, manager of the Boston Q R S Music Co., and Mrs. Jones; Irving Levin, of Oliver Ditson Co., Boston; Herbert Shoemaker, of Eastern Talking Machine Co., Boston, and Mrs. Shoemaker. Mr. and Mrs. Charles Popkin and Mr. and Mrs. Charles Feldman from the Brockton, Mass., store of the company, attended the opening. Mr. and Mrs. Roy T. Davis were also there. Mr. Davis is general manager of the United Music chain of stores. The new store handles a full line of talking machines, etc.

O. W. Ray a Visitor

Oscar W. Ray, of the Vocalion Co., was a welcome visitor in Boston the latter part of July.

W. G. Adams Plans Maine Rest

William G. Adams, credit manager of the Pardee-Ellenberger Co., is looking forward to a repetition of his pleasant vacation of last year, when he spent a fortnight in the Moosehead Lake region of Maine in the company of the fire ranger of that territory, a friend of his.

KRAFT-BATES AND SPENCER INC.
New England Distributors of Brunswick
PHONOGRAPHS AND RECORDS

All The World Is Turning to Brunswick

Maximum Discounts and Community Leadership Bring Brunswick Dealers Bigger, More Profitable Business

A Brunswick franchise will mean more money and a bigger prestige in your community. Compare the advantages with those you now get.

1—Maximum discount. More profit per sale, per month, per year. **More profit on your present volume of business.**

2—Direct contact with us. Controlling our own distribution, all dealer transactions are direct.

3—Ample protection of your franchise because distribution is controlled directly by us. Hence the unusual value of a Brunswick **protected** franchise.

4—A wide variety of instruments in all types. Prices ranging from $45 to $775.

5—LEADERSHIP IN MERCHANDISING enabling you to be the leader in your community.

KRAFT-BATES and SPENCER, Inc.
80 Kingston Street Boston, Mass.

Best In New England

Exclusively

Victor "HIS MASTER'S VOICE" REG. U.S. PAT. OFF.

Wholesale

The Eastern Talking Machine Co.
85 ESSEX STREET
BOSTON MASS.

Wide Interest in Royal Line

P. A. Ware, now in Boston as the general manager of the Royal Line Sales Corp., with offices and showrooms at 218 Tremont street, is back home from a canvass of the Connecticut territory, where he found a live interest in his Royal talking machines and radio products.

Visit Victor Plant

Manager Herbert Shoemaker and his able co-worker, Edward Kilgore, both of the Eastern Co., spent two days at the Victor factory toward the middle of July.

"Dick" Keyes to Wed

There's going to be a wedding in the Burke family shortly, for "Dick" Keyes, brother-in-law of Joe Burke, head of the New England Phonograph Distributing Co., is to marry Miss Margaret White, of West Newton. The wedding will come off in September. "Dick" Keyes represents the Sonora in the Connecticut territory.

Many on Vacation

Late in July A. M. Hume, of the A. M. Hume Music Co., enjoyed a few days' motoring trip through the White Mountains. He was accompanied by Mrs. Hume, and together they visited several of the New Hampshire resorts.

E. P. Johnson, road man for the Eastern Talking Machine Co., has his family at Marblehead, where they are spending their vacation.

Joseph J. Moran, manager of the talking machine department of the Shepard Stores, has returned from his vacation. He and his family motored South, going as far as West Virginia. While he was away the business was cared for by W. J. Walmer, one of the dependable young men in the business.

Francis T. White, manager of the talking machine department of the C. C. Harvey Co., spent his vacation at Falmouth Heights, down on the Cape, where he and his family have been for several seasons.

Mason P. Currier, Jr., also of the C. C. Harvey Co., is back from Kearsarge, N. H., where he took his family by auto.

(*Continued on page* 82)

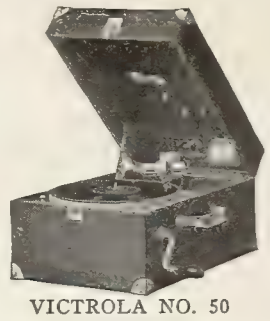
THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 81)

A Message of Vital Importance
to New England's Victor Retailers

New England has long been called The Summer Playground of America. The Summer season offers tremendous possibilities to the progressive Victor Retailer for the sale of portable Victrolas which are particularly adapted for camping, canoeing and all outdoor uses.

VICTROLA VI

Plan Your Summer Campaign Now



VICTROLA NO. 50

Our stocks are complete, but we anticipate a shortage on portable models owing to the unusually large demand.

Anticipate your summer requirements and **Order Now. Delivery guaranteed.**

M. STEINERT & SONS CO.

35—39 Arch Street **BOSTON**

New England Victor Distributors

"STEINERT SERVICE SERVES"

"Proven by Deed—Not Word"

Lewis K. Scott, in charge of the talking machine store, Henderson's, in Park Square, spent his vacation in a camp in Maine. He and his family returned only a few days ago.

Jerome Murphy, of M. Steinert & Sons, spent his vacation with his family at Old Orchard, Me. He was away a fortnight.

John W. Mahoney, of the Arch street headquarters of M. Steinert & Sons, handling the Victor, wholesale, has returned from his vacation, which was taken in an automobile tour of the White Mountains with his family.

Arthur W. Chamberlain, of the traveling staff of M. Steinert & Sons, is back home, having spent his vacation in the New Hampshire hills.

Louis H. Ripley, of the traveling staff of the Pardee-Ellenberger Co., Edison distributor, is spending the week-ends at his farm at Winchester, N. H.

W. E. Birdsall, of Vocalion Hall, is back home from his vacation, which included an automobile trip to Canada.

Arthur Forbes, in charge of the advertising department of the Hallet & Davis Co., spent his vacation at Hyannisport, down on the Cape, where he indulged in his favorite sport on the golf links.

W. S. S. Stackhouse, of the sales staff of the A. M. Hume Music Co., has gone to Cumberland, Md., for his annual vacation.

ber of the Clark retail store staff and prominent among the city's younger vocalists.

M. V. Perry, of the music department of the Z. C. M. I. department store and formerly of the phonograph department of the Keith-O'Brien Co., has been offered and has accepted the position of manager of the wholesale branch of the John Elliot Clark Co., at Butte, Mont. Mr. Perry is the father of R. F. Perry, of the local branch of the Brunswick Co. He succeeds George McClelland, who will return to the company's wholesale department here.

Fred Robinson, Consolidated Music Co., is now in the music business at Long Beach, Cal.

Local visitors include P. S. Heilbut, manager of the music department of the Bates Stores Co., Provo; G. L. Heindselman, of Provo; William Boyden, Coaville, and Ezra B. Jones, Ogden.

A. J. Kendrick, general sales manager of the Brunswick Co., was a local visitor last week.

Local wholesale firms are rejoicing in the recent decision of the I. C. C. to refuse the application of the railroads seeking to reduce their freight rates on commodities moving from Eastern points to the Pacific Coast without observing provisions of the long and short haul section of the Interstate Commerce Act. Had the roads been granted their request it would have meant that Salt Lake City's wholesale territory would have been made smaller as a result of unfair competition.

Sales of Portable Machines and Records Feature of Trade in Salt Lake City

Unprecedented Portable Demand Continues Unabated—Combination Radio-Phonographs Arouse Widespread Interest—Bright Outlook Creates Optimism—Trade Activities of the Month

Salt Lake City, Utah, August 6.—Although machine business is rather quiet here now, there is a fair demand for records. More portable models have been sold this year than in previous years and their popularity is steadily growing.

One thing that is going to keep the wholesalers and retailers of phonographs busy hereafter, if nothing else does, is the combination radio and phonograph, a supply of which has reached this city from the Brunswick people. R. F. Perry, of the local staff of the Brunswick Co., said there is a great deal of interest in this new machine. Orders, he declared, are coming in fast. The local officials of the branch held a radio concert at the office one night last week which dealers from three or four cities attended for the purpose of studying the machine. Considerable enthusiasm was manifested during the evening.

As far as the industrial situation is concerned things are satisfactory. Mining, manufacturing and the tourist business are all in good shape. The same might be said of livestock. Business men in every line are optimistic. They feel that the industrial outlook is such that business is going to be good for many months to come.

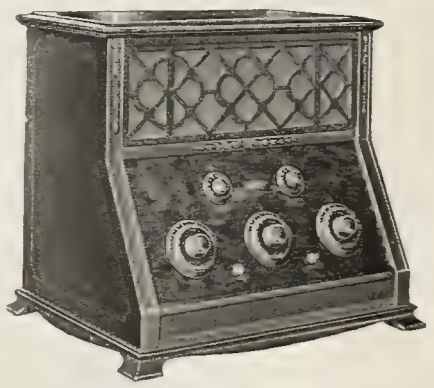
An interesting news item this month is that the Glen Bros.-Roberts Piano Co. has become an agent for the Brunswick phonograph. This well-known retail house will now have at its Salt Lake store the complete lines of Victors, Edisons and Brunswicks.

The big staff of the Daynes-Beebe Music Co. spent an enjoyable evening last week in Emigration Canyon, near this city. The trip was made by automobiles. There were songs, dancing, music, bonfires, hot dog roasts, games.

Charles Pike, prominent in phonograph circles here for some years past and up to Christmas, 1922, an important member of the staff of the Consolidated Music Co. and of late associated with John Elliot Clark Co., Victor agent, as manager of its retail store, has resigned from the music business and will hereafter devote most of his time to his ranch. W. G. Saddler, who has been on the road for the Clark firm, will succeed Mr. Pike. He was married the other day to Miss Beulah Huish, a former mem-

WorkRite Mfg. Co. Opening Many New Dealer Accounts

Cleveland, O., August 5.—The WorkRite Mfg. Co., of this city, which is manufacturing a complete line of handsome neutrodyne radio sets,



Radio-King Model

is opening important dealer accounts in the leading trade centers throughout the country. The company is specializing on the production of sets enclosed in distinctive cabinets, harmonizing with the finest furniture and musical instruments. The receiving apparatus, which is identical in all the sets, is manufactured under Hazeltine neutrodyne patents, employing two radio frequency, one detector and two audio amplifier tubes. The panels and dials of the receiving units are identical in color and grain with the rich brown mahogany of the cabinets. Engraving is gold-leaf inlaid and the switch and jack are gold-plated.

One of the leaders in the WorkRite line is the Radio-King model shown herewith, which has a built-in loud speaker concealed behind a mahogany grill. Two other popular models are the Air-Master and the Aristocrat, the latter being a handsome console model with a loud speaker in a compartment at the left of the panel and a similar compartment at the right for A and B batteries

UNIFORM QUALITY = UNIFORM RESULTS

You can safely rely upon the quality of our

COTTON FLOCKS for PHONOGRAPH RECORDS

Write for samples and quotations

CLAREMONT WASTE MFG. CO. **Claremont, N. H.**

Ware NEUTRODYNE Receivers

The dominating idea of the Ware Radio Corporation is to build the best receivers that can be made, and to sell them only through dealers who are equipped to display and demonstrate them in the most modern way and to render adequate service after they are sold.

The Ware Radio Corporation is a strong organization from a financial standpoint, and at the head of its development work is Mr. Paul Ware, President, who designed radio equipment now in use by the United States Army Signal Corps.

It is the purpose of this company to keep in the forefront of radio development and by close cooperation with its carefully selected dealers to build up a merchandising organization second to none.

Ware Type T Neutrodyne Receiver

Height, 10¾ *inches*
Width, 14 *inches*
Depth, 13½ *inches*

Price $65.00

without accessories

The latest product of the Ware Radio Corporation is the Type T Neutrodyne Receiver—the first three-tube Neutrodyne ever made and the first Neutrodyne to be operated on dry cell tubes.

It is designed to reproduce broadcast programs with perfect clearness and naturalness, and with the marvelous tone quality for which the Ware Neutrodyne Receivers are famous. Though it is very moderately priced, it will do practically everything that the larger Ware Receivers will do, except that its range is not quite as great. It has, however, all the volume that is desired in the home, and will operate a loud speaker clearly and distinctly, bringing in distant stations under favorable conditions.

The cabinet is of attractive design in dull mahogany. The panel is built on a slant, affording comfortable resting place for the hands. Cabinet holds "A" and "B" dry cell batteries.

The circuit is a Neutrodyne reflex, using three dry cell tubes. By reflexing one of the tubes, it has one stage of tuned radio frequency amplification, vacuum tube, detector and two stages of audio frequency amplification, making it equivalent to a four-tube circuit. Two tuning dials; tuning extremely simple. One rheostat controls the filament current for all tubes. Two jacks: one for the first and one for the second stage of audio frequency amplification. Extremely low battery consumption.

Write to any of our distributors for full information, or direct to

Distributors

Progressive Musical Instrument Corp.,
New York, N. Y.

Dalrymple-Whitney Radio Corp.,
New York, N. Y.

Cohen & Hughes, Inc.,
Baltimore, Md.

Estey Company,
Philadelphia, Pa.

A. R. Rodway,
Chicago, Ill.

Yahr & Lange,
Milwaukee, Wis.

Type TU, 3 tubes
Same as Type T, except cabinet
Retail price $150, without accessories

Ware
RADIO CORPORATION
529-549 WEST 42nd STREET
NEW YORK

Type X, 4 tubes, 1 reflexed,
operating on dry cells
Retail price $150, without accessories
Type W, 5 tubes
Retail price $175, without accessories

Distributors

Kiefer-Stewart Co.,
Indianapolis, Ind.

The Ohio Musical Sales Co.,
Cleveland, Ohio

Lucker Sales Company,
Minneapolis, Minn.

Commercial Associates, Inc.,
Los Angeles, Calif.

C. A. Richards, Inc.
(Foreign Distributor)
New York, N. Y.

Type XU, 4 tubes, one reflexed, operating on dry cells. Same as Type X, except cabinet.
Retail price $275, without accessories
Type WU, 5 tubes
Same as Type W, except cabinet
Retail price $300, without accessories

Twin Cities Talking Machine Business Rounds Turn for Usual Fall Prosperity

Optimistic Feeling Permeates Wholesale and Retail Trade as Each Week Brings Increased Business and More Concrete Indications of a Busy Fall—Dealers Planning Sales Drives

Minneapolis and St. Paul, Minn., August 8.—Business is coming back in the Northwest. Each week seems to bring some increase in talking machine business and dealers are imbued with a more distinctly optimistic feeling than has been prevalent for a long time. Twin City jobbers, encouraged by the awakening interest in outlying districts, are laying their plans accordingly for Fall business.

Trade Interested in Radio Station Closing

Those interested in the music industry here are watching with a good deal of interest the final disposition of WLAG, the principal Twin City radio station, which has been operated by the Cutting & Washington Radio Corp. up until July 31. Whether the station will be taken over by the city of Minneapolis or be sponsored for another year by a group of business men or be closed immediately is not yet settled. Radio equipment is handled quite generally by the trade and to these merchants the WLAG affair is of particular interest.

Wide Interest in Brunswick Radiola

"Business is improving very much, both in machines and records," said "Doc" O'Neill, presiding genius of the Brunswick Co. "The indications of an excellent crop have given country dealers a more encouraged viewpoint. For the most part, their stocks are low and they are just starting to anticipate the crop and to start buying."

The Brunswick Radiolas, which have been decorating the local distributor's showrooms for a fortnight, are the object of the most complimentary attention, even greatly stirring the enthusiasm of "Doc" O'Neill, who admits he does not become very readily enthusiastic. Dealers from the Twin Cities and out of town are expressing the highest praise over the display. The Brunswick Co. here will start filling orders on the Radiola early this month.

E. Fearn a Visitor

Elmer Fearn, of Chicago, head of the Consolidated Talking Machine Co., with branches in Detroit and Minneapolis, is in the city visiting the local office.

Victor Dealers Plan Record Drive

Victor dealers in the State are planning to join with the Victor distributors, the George C. Beckwith Co., in making an unprecedented feature of Paul Whiteman's record, "By the Waters of Minnetonka," which was composed by a Minnesotan to celebrate famed Lake Minnetonka, the largest lake near the Twin Cities. This record will be released in September. The plans for making known the record include full-page newspaper advertisements, special window displays, store exhibits and special sales booths in department stores, as well as a tie-up with the State Theatre orchestra.

Plan Artists' Tie-up

The Eight Popular Victor Artists are scheduled to appear at the St. Paul Auditorium October 4 or 5; in Northfield, October 3, and in St. Cloud October 2. Dealers are planning to tie up with their appearances and big results in record sales are anticipated.

"Musicless" Day Outing a Great Success

The celebration of "Musicless" Day here on July 15, which was marked by the closing of all music stores and the participation of music dealers and their business organizations, families and friends, was a huge success. More than 1,000 persons were present at the picnic, which was held at Excelsior, Lake Minnetonka. A baseball game and other sports were a feature of the celebration and to cap the climax there was dancing to the music of Joe Peyer's St. Paul Athletic Club Orchestra in the afternoon and evening. This is the second annual picnic of the Twin Cities music industries and it was an event which will long be remembered by those who were fortunate to be present. Chas. K. Bennett, of Geo. C. Beckwith Co., was chairman of the arrangements committee.

W. L. Sprague Gives Reasons for Optimism

W. L. Sprague, head of the Columbia Phonograph Co., jobber, says: "Orders are coming in stronger. There is a feeling all over the territory that times are on the mend. In fact, the best indication to me that the phonograph business is in better shape is the number of inquiries from small town dealers who want to get agencies, a situation which we have not had for some time." Mr. Sprague feels that with $1.50 wheat and corn up and hogs up this part of the country is in good condition. Mr. Sprague has taken trips to northern Minnesota and North Dakota and left August 4 for South Dakota. According to reports from South Dakota, he feels that business in that State is coming back in good shape.

A Son Arrives at E. G. Hoch Home

Edward G. Hoch, of the Edward G. Hoch Co., Cheney distributor, returned August 2 from a few days' trip into southern Minnesota. Mr. and Mrs. Hoch are the parents of a baby son, who arrived at the Hoch home recently.

Now Exclusively an Edison Wholesale House

"Business has picked up the last couple of weeks," said J. Unger, of the Lawrence H. Lucker Co., Edison jobber. "Things look better and we expect good Fall business." Mr. Lucker is doing an exclusively wholesale business now. July 31 marked the last day in the life of the retail store, the Minnesota Phonograph Co. at Nicollet avenue and Sixth street. Milton Lowie, manager, and M. J. Golden, of the retail store, have joined the force at the wholesale office.

Edison phonographs and the radio equipment which Lucker's handles will be on display at the Minnesota State Fair, August 30 to September 6.

K-E Loud Speaker

—with the 4 inch diaphragm

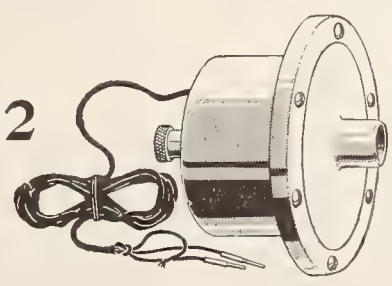
We know quite well that all the superlatives in the dictionary will not convince you of the superiority of this loud speaker. Our name and reputation in the talking machine industry should help but only actual PROOF will do the trick!

Order a trial speaker now at only $17.50

We have made these special trial prices to show those dealers who want to be shown—and to let their own customers hear an honest-to-goodness real loud speaker.

$25 Retail

Today is a good day to order your trial K-E.



$12

Order a trial Phonograph unit *now* at only $8.40.

KIRKMAN ENGINEERING CORPORATION

484 Broome Street **New York City**

Makers of the K-E Automatic Stop

Pittsburgh Appearances of Artists Have Stimulating Influence on Retail Sales

Dealers Tie Up in an Effective Manner With Visiting Musical Aggregations and Profit Through Increased Sales—Co-operate in Publicity—Dealers Add New Lines—The News

Pittsburgh, Pa., August 9.—Two of the outstanding events of the present mid-Summer season in Pittsburgh were the appearances here of Ted Weems and His Orchestra of Victor artists and Vincent Lopez and His Hotel Pennsylvania Orchestra, Okeh record artists. The various distributors and retail record dealers co-operated in the joint movement and as a result a large number of Ted Weems and Vincent Lopez records were sold. The Victor record distributors, C. C. Mellor Co., Standard Talking Machine Co. and W. F. Frederick Piano Co. co-operated in a general publicity move in advance of the coming of Ted Weems and his players. On the Sunday previous a three-quarter page co-operative advertisement was run in one of the newspapers in which the various Ted Weems records were featured, and a list of the Victor dealers in these cities and adjacent towns who were handling the records was given as follows: W. F. Frederick Piano Co., C. C. Mellor Co., Spear & Co., Menzer Music Shop, J. H. Phillips, Schaefer's Drug Store, South Hills Music Shop, Schell & McCloskey, Beechview Pharmacy, all of Pittsburgh; James Pharmacy, Aspinwall; C. L. Sipe, Bellevue; W. W. Espey Drug Co., Ben Avon; Home Furniture Co., and W. A. Kulp, Braddock; W. R. Reynolds & Co., Canonsburg; W. F. McLay, Carnegie; Crowther's Pharmacy, Carrick; Joseph S. Amsler, Clairton; Coraopolis Pharmacy, Coraopolis; Linc-Hi-Wa Furniture Co., East of Pittsburgh; Half Brothers and Mark Fischel, Homestead; F. C. Wampler & Son, Inc., McKees Rocks Furniture Co., McKees Rocks; D. Krasik, Monessen; Wm. Sahner & Co., Mt. Oliver; Cooper Bros., New Kensington; W. J. Mullan, Sewickley; S. D. Myers, Sharpsburg and F. J. Hanna, Woodlawn.

Co-operative on Lopez Records

Vincent Lopez and His Hotel Pennsylvania Orchestra were featured at The Willows, a popular pleasure resort at Oakmont, the week of August 3. The orchestra was responsible for a large crowd of interested music lovers the entire week. The Music Master Corp., of Pittsburgh, wholesale distributor of the Okeh and Odeon records, was quite active in promoting the coming of Lopez and his players and securing the co-operation of the Okeh retail dealers in the sale of the Vincent Lopez records. A successful co-operative advertising campaign was participated in by dealers.

Red Seal Sales Derby Under Way

In order to stimulate sales of Victor Red Seal records, Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., launched a Red Seal Derby in which all of the Mellor Co. Victor clients are participating. The Derby, which was started on June 19, will end on August 15. At that time the sales person having the highest volume of Red Seal record sales will be awarded a prize of $15. The sales person having the next highest volume of Red Seal record sales will be awarded the second prize of $10. Red Seal record sales have been rather brisk since the Derby was started and there has been much friendly rivalry between the sales forces of the several Victor record shops here.

Featuring Brunswick in Four Stores

The S. Hamilton Co. has announced that a full line of Brunswick phonographs and records are now on sale at the four stores of the firm, viz., main store, 815-817 Liberty avenue; East Liberty, Wilkinsburg, and Ambridge. Wm. C. Hamilton, president of the company, is spending his vacation in New England.

Edward Hoffmann, of the J. M. Hoffmann Co., Brunswick dealer, is spending the month of August on a tour of the Great Lakes and a stay at Mackinac Island.

Brisk Starr Business

H. C. Niles, secretary of the Starr Phonograph Co., of Pennsylvania, reports a very satisfactory volume of business in Starr phonographs and Gennett records.

Optimistic Over Victor Outlook

J. C. Roush, president of the Standard Talking Machine Co., Victor distributor, is quite optimistic concerning the outlook for Fall business, basing it on the steady revival of industrial and general activities in the Pittsburgh and adjoining districts.

C. E. Willis, of the record department of the Standard Talking Machine Co., has returned from a trip to the Pacific Coast.

Wallace Russell, general manager of the Standard Talking Machine Co., is commuting week-ends to his cottage at Lake Chautauqua.

George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Piano Co., is back at his desk after an enjoyable vacation trip to Atlantic City. Mr. Rewbridge is firm in his conviction that sales of the Victor lines this Fall will be very brisk.

The Esenbe Co. Rendering Service

Talking machine dealers in this territory are receiving splendid service from the Esenbe Co., 37 Water street, a new wholesale organization that has just been formed for the purpose of interesting the talking machine trade in the sales possibilities of standard radio products. The Esenbe Co. comprises H. M. Swartz and Albert A. Buehn, both of whom are well known in the Pittsburgh wholesale trade and who number among their friends dealers throughout the territory. The company has engaged the services of a competent traveling staff and dealer accounts are being established in many of the most important cities in this section. Among the radio products that are being distributed by the Esenbe Co. are the following: Colin B. Kennedy radio sets, Pooley-Atwater Kent receivers, French Ray-O-Vac batteries, Gold Seal Homchargers, Music Master loud speakers, Kodel portable receivers, Pennsylvania Radiophones and others. The Esenbe Co. is also a distributor of Jewel and Oro-Tone portable phonographs which are proving very popular in Pittsburgh territory and which are being merchandised by representative dealers.

Business Changes

The Victor talking department in the store of Hall, Kauk & Hyde at St. Marys, Pa., has been transferred to the Jacob Zelt Music Co. of the same place.

B. L. Burchard is the new owner of the Chapman Pharmacy at Crafton, Pa., Victor dealer.

Many New Music Master Dealers

According to Frank Dorian, local manager of the Pittsburgh branch of the Music Master Corp., business has been unusually good. July sales were not only better than May and June but nearly 100 per cent greater than those of July, 1923. The number of music dealers who are extending their activities to radio is steadily increasing. Among the new dealers are: Lewis Averbach, Herminie, Pa.; North-Side Piano Exchange, Pittsburgh; Wagoner's Furniture Store, Piedmont, West Va.; Windsor Music Co., Tarentum, Pa.; J. M. Burns & Son, Waynesburg, Pa.; D. A. Waite, Altoona, Pa.; W. I. Straitiff Piano Co., Uniontown, Pa.; Jacob Meyers, Huron, O., and Strassner & Custer, Canton, O.

The Music Master Corp. has aroused great interest in this city by the display of its giant Music Master radio horn, which has been exhibited in a number of the large department stores. It is eleven and one-half feet high and has a bell six feet in diameter.

Local Visitors

Wm. C. Boyer, assistant treasurer of the Music Master Corp., was a recent visitor to the local offices.

R. L. Raugh, of Stone & Thomas, Victor dealers, Wheeling, West Va., was a recent visitor to Pittsburgh.

H. Milton Miller Resigns

H. Milton Miller, since 1917 with the Sonora Phonograph Co., and since 1919 manager of the Pittsburgh distributing offices, has resigned, effective September 1, next, and will locate in Lancaster, Pa., where he first engaged in the phonograph business as a Sonora representative. Mr. Miller has purchased a large garage there. He will be succeeded here by J. L. Du Breil, who is well known to the talking machine fraternity, having been connected with the Columbia and Brunswick sales departments.

Campbell's Annual Outing

The annual outing of Campbell's Department Store was held August 2 at Elwyn Park, with more than 500 persons in attendance. The store handles the Columbia and Brunswick lines.

Jacob Schoenberger, president of the Lechner & Schoenberger Co., Edison, Victor and Columbia dealer, is spending his vacation at Wildwood, N. J.

Exclusive Wholesale Service in the
PITTSBURGH DISTRICT

Colin B. Kennedy Equipment
Pooley-Atwater Kent Receivers
French Ray-O-Vac Batteries
Exide Storage Batteries
Gold Seal Homchargers
Roller-Smith Radio Voltmeters
Music Master Loud Speakers
Weston Radio Plugs
Pennsylvania Radiophones
Kodel Portable Receivers

Jewel and Oro-Tone Portable Phonographs

ESENBE CO.
SWARTZ & BUEHN

37 Water Street Pittsburgh, Pa.

Phonograph Dealers:

Ask Your Association About Federal

Ask about the full, rich beauty of Federal Tone.

Ask about Federal simple three-dial control—and its capacity for procuring every shade of tone refinement.

Ask about Federal Selectivity and Distance Range.

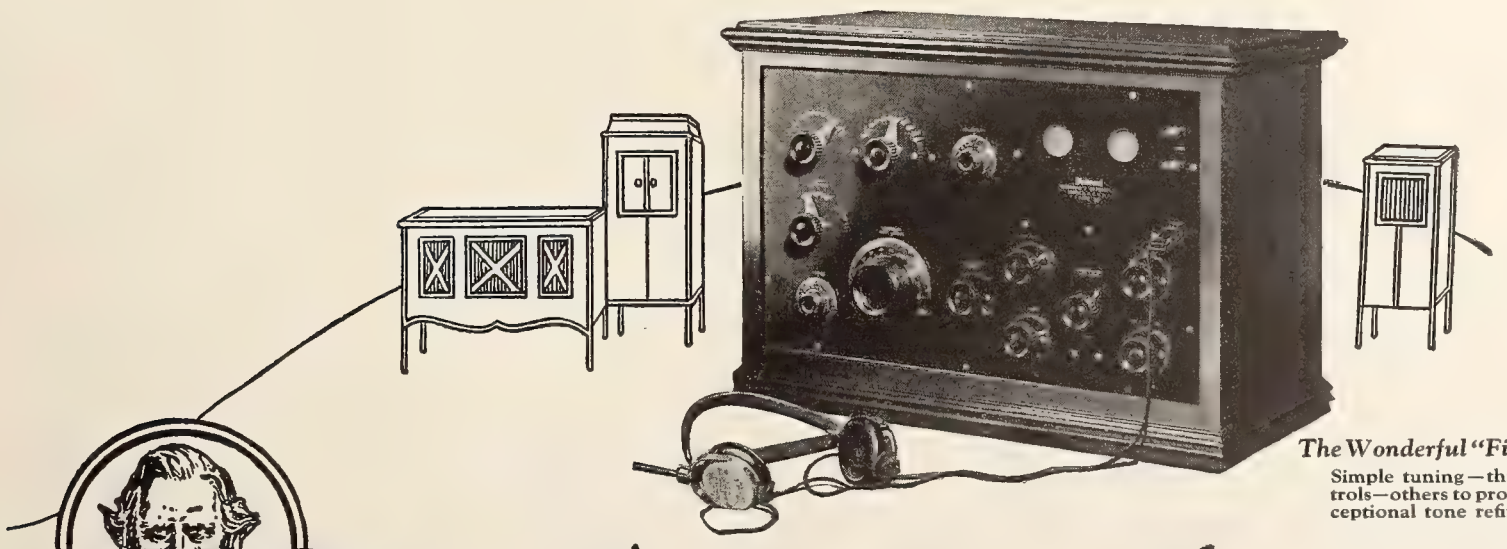
Ask about the exceptional service Federal gives its dealers—as a backing to its iron-clad performance guarantee.

Then — write us for our interesting proposition to Phonograph Dealers—or ask your jobber to do it for you.

Federal, for twenty-five years, has been engaged in the manufacture of radio and similar electrical communication apparatus. It was first to develop a commercial radio set for radio-phonograph combination. This set was designed especially for installation in the No. 210 Victrola.

FEDERAL TELEPHONE AND TELEGRAPH COMPANY
BUFFALO, N. Y.

Boston New York Philadelphia Pittsburgh Chicago
San Francisco Bridgeburg, Canada



The Wonderful "Fifty-Nine"
Simple tuning—three controls—others to produce exceptional tone refinement.

Federal

Standard RADIO Products

Happenings in the Dominion of Canada

Sales of Records and Portable Machines Feature Summer Business in Montreal

Business Fair and the Outlook Is Bright—Employes of the Victor Co. of Canada Enjoy Outing and Sail—Warn Owners of Unlicensed Radio Sets—Other News and Activities of the Month

Montreal, Canada, August 7.—The demand for portable machines has been fairly active here, while the call for dance records for Summer camps has been exceptionally good.

The employes of the Victor Talking Machine Co. of Canada, Ltd., with their families and friends, to the number of about eight hundred, journeyed down the river on the palatial steamer "Three Rivers" in July to Lanoraie, where they enjoyed themselves until about six o'clock, when the return trip was made, arriving in the city about 9:30, after what was pronounced to be the most successful of the annual outings given by the company to its employes, this being the twelfth.

Among the most interested and active participants in the sports of the day were the directors of the company, consisting of Walter J. Staats, E. E. Shumaker, E. R. F. Johnson, all of Camden, N. J., where they are also directors of the big Victor plant in that city; Edgar M. Berliner, president; B. Gardner, treasurer; J. S. Shield, general sales manager of the company, who with Mrs. Berliner and Mrs. Shield and a number of guests made up a jolly party. The day ended with dancing.

Through the generosity of the late C. G. Campbell military band concerts are being held three times a week in the various parks of the city, all of which are increasing the demand for band and other class of phonograph records.

A warning to the owners of unlicensed radio sets has been issued by the radio branch of the Department of Marine and Fisheries, declaring that steps will be taken to seize all unlicensed radio apparatus on and after a given date.

The Compo Co., Ltd., Lachine, Que., manufacturer of Apex records, had its annual close-down this year from July 12 to 28, in which all employes participate in a fortnight's holiday with pay.

A recent caller on S. H. Brown, of Brown's Talking Machine Shop, exclusive His Master's Voice dealer, was John H. Wilson, Boston representative of The Talking Machine World, who stopped off at Montreal en route to the Laurentian Mountains on a hiking and camping trip.

Montreal radio enthusiasts will have a splendid opportunity of learning something about the latest devices and most modern accessories by reason of a radio exhibition, the first of its kind to be held here, which has been planned for the Autumn.

The display will be under the management of the Canadian Exhibition Co. and will be staged in Windsor Hall, the dates set being October 20 to 25.

The "Mystery" Brunswick phonograph is drawing crowds to the International Music Store (Frank Ramsperger).

Through the courtesy of C. W. Lindsay, Ltd., radio fans are treated nightly to concerts of the latest New Process Columbia releases broadcast by Marconi Co.

J. D. Stewart, Montreal manager of the Musical Merchandise Sales Co., in conversation with The World, stated that Brunswick record business has increased in his territory three times as compared with the same period a year ago. The effect is being felt in Montreal of Abe Lyman's Orchestra, which has just concluded an engagement in New York, visitors from Montreal on their return home asking for these recordings; also records by Isham Jones and other Brunswick dance orchestras. Machine business also is good, according to Mr. Stewart.

C. W. Lindsay, Ltd., reports a steady demand for Vocalion records and claims many new converts for this make of record.

Phonograph Men in Toronto Meeting to Broadcast National Exhibition Programs

Exhibition of Radio Sets in Sound-proof Rooms Under Ideal Conditions for Demonstrating to Feature Event—Columbia Phonograph Co., Ltd., in New Home—News of the Month

Toronto, Ont., August 7.—At the recent meeting of the Canadian Phonograph Manufacturers' Association the question of making plans for exhibits at the forthcoming Canadian National Exhibition was the chief topic under consideration. The exhibiting of radio sets this year in turn suggested the discussion of broadcasting plans. It was decided to communicate with the Canadian Radio Trades' Association, having in mind the phonograph and radio men combining to broadcast regular programs during the Fair. Also it was decided to have the demonstrations of radio sets in the phonograph building carried on in sound-proof rooms.

George S. Braden, sales manager of the Russell Gear & Machine Co., Ltd., this city, has returned from an extended and satisfactory business trip to Australia and New Zealand.

The Columbia Phonograph Co., Ltd., has now moved to its new premises in the fine new Cassidy Building, Front street, West. As recorded in a recent issue of The World, the Columbia Phonograph Co., Ltd., is now owned and controlled by Canadian capital.

James Harrison, of W. H. Thorne & Co., Ltd., St. John, N. B.; Messrs. Kent and Bell, of the Kent Piano Co., Vancouver, B. C., and H. G. Stanton, vice-president and general manager of R. S. Williams & Sons Co., Ltd., Toronto, were among the Edison jobbers who recently visited Edison headquarters at Orange, N. J.

May Peterson, Vocalion soprano, who in private life is now Mrs. Ernest Thomson, of Texas, was in attendance at the Rotary Convention, Toronto, recently. Mr. and Mrs. Thomson are on a honeymoon until October 1, after which date Mrs. Thomson will continue her career as a singer. While in Toronto the Thomsons were entertained by E. C. Scythes, head of the Scythes Vocalion Co., Ltd., Canadian Vocalion distributor.

C. A. Richards, distributor for Canada of Sonora phonographs, paid a short visit to Ontario and Quebec dealers in the interests of his company recently.

The Columbia Phonograph Co., Ltd., has just recently sold a number of the new Columbia school models to the Canadian Pacific Railway.

The Karn Piano Co., Ltd., Woodstock, Ont., has assigned. This firm also manufactured phonographs. The first meeting of creditors will be called shortly.

The Quadrodyne receiver is being manufactured under basic patent claims which have been applied for in one of the Gold Medal Radio-Phonograph Corp.'s plants by a company specially organized for the purpose.

Music Day at the Canadian National Exhibition this year will be held on August 28.

The De Forest Radio Corp., Ltd., is now settled in its new quarters at 52 Jarvis street.

The new Otto Higel radio department will be under the personal direction of Ralph Higel. Associated with him as sales manager is F. V. Griffin, formerly of the Marconi Co.

Claude A. McMurtry has been allowed by Ottawa, Ont., a patent on a new sound amplifier for phonographs under patent number 240,399.

Winnipeg Dealers Move to Put End to Smuggling

Winnipeg, Man., August 7.—Farquhar & Shaw, local representatives of the Brunswick phonograph and records, have purchased the entire stock of the Belknap-Murphy business.

Failing to get action by the Dominion Government, the Winnipeg members of the Retail Merchants' Association have appealed to the Provincial Government to move in the matter of putting a stop to the smuggling of merchandise at the American boundary which, it is estimated, is depriving business men of a turnover of at least $1,000,000. The Canadian Credit Men's Trust Association is co-operating with the Retail Merchants' Association in the representations, which are being considered by the Provincial Government. Commodities which are being smuggled into the Province of Manitoba include, among other things, musical instruments, radio accessories, etc.

Importance of Sincerity

In salesmanship sincerity is an absolute essential. The man who is not convinced that what he is offering is what the customer ought to buy cannot be convincing for long. The same is true of advertising. The sincere advertisement is the one that sells goods. Its genuineness is apparent.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY *NONE LOWER IN PRICE*

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY

Amazingly Different!

Music lovers from coast to coast have learned to divide all Radio Reproduction into two broad classes.

One class is the reproduction supplied by The Superspeaker.

The other is the wide variety that comes from all the rest of the so-called loud-speaking devices.

Between these two classes yawns a veritable Grand Canyon of Acoustics—the difference between real music and mere noise. Such is the verdict Jewett owners everywhere proclaim.

We can easily understand this verdict, for we know the reasons which cause this amazing difference.

These reasons have their beginnings in such fundamentals as dimensions, materials, workmanship and the application of acoustical engineering, available only to experienced musical-instrument men.

Not in even one of these fundamentals does the market include a duplication of The Superspeaker. Until the advent of some other instrument which can duplicate our product not in one but in every fundamental, the present chasm cannot be bridged.

From a long experience in the musical instrument field we unhesitatingly recommend The Superspeaker as a business building article for any merchant, and an essential part of any Radio stock.

The Superspeaker,

No extra batteries—nothing to get out of order—Each Superspeaker shipped in individual carton—

Vemco Reproducing Unit also furnished separately for Phonograph Adaptation.

Get our dealer proposition in time to cash in with Fall Demand.

JEWETT Quality Products

The

THE JEWETT RADIO & PHONOGRAPH CO.
5680 Twelfth Street - - - Detroit, Michigan

Superspeaker

Two Magnavox Radio Models to Be Introduced to Trade

Indications Point to Busy Days for Magnavox Co., Says W. R. Davis, Sales Manager

An announcement which is certain to be received with interest by Magnavox dealers is that the Magnavox Co. will place on the market in the very near future two models of radio receiving sets, one of which will possess no loud speaker and will list at $125 and the other with enclosed loud speaker to list at $150. These sets will be of five tube, radio frequency with one dial control. They are designed for efficiency as far as distance and reception quality are concerned, combined with substantial wearing qualities and artistry in appearance. They will have a mahogany finish and be wood carved.

W. R. Davis, sales manager of the company, with headquarters at 350 West Thirty-first street, New York, stated that from present indications the coming Fall and Winter seasons will be the busiest that have ever been experienced and in view of this the company has made elaborate preparations to give the utmost in co-operation to Magnavox dealers throughout the country. One of the first steps in this connection is the opening of a Chicago office which will function chiefly as a service department for the benefit of dealers in the Middle Western territory. This office, which will be under the supervision of the New York office, is located in the new Bucker Building at 162 North State street, Chicago, and is under the management of Thomas A. White, formerly of the New York office, whose new position carries with it the title of district manager of the Middle West.

Mr. Davis stated that a number of new field men have been taken on, whose chief duties will be to assist dealers in an educational way, assisting them by planning sales campaigns and imparting merchandising ideas. He also stated that the new distributing policy of the company has met with great favor, as has also the registered dealer plan.

Another instance of the company's policy of dealer service is reflected in the elaborate display rooms which are maintained at the New York headquarters. These rooms are furnished artistically and the full line of Magnavox products is displayed in surroundings which will enable visiting dealers to visualize the merchandise in a home setting. Mr. Davis also plans to use these rooms to hold informal gatherings of New York dealers, ten or twelve at a time, when the latest policies of the company can be discussed, the selling features explained in detail and merchandising ideas exchanged.

Edison Tone Tests at Atlantic City Draw Crowds

Thousands of Visitors to Famous Resort Hear Edison Artists in Comparison With Phonograph in Series of Tone Test Recitals

Atlantic City, N. J., August 9.—The display of the New Edison being made in this city in conjunction with the National Art and Industry Exposition is proving highly successful. The exposition proper is staged on the famous Million Dollar Pier, and the records show that over 2,000 people per day attend the Edison Tone Test, which constitutes the main feature of the New Edison display.

The Edison artists, who are almost continuously rendering tone tests for the delectation of Atlantic City's great host of visitors, are Helen Davis, Victor Young and Harold Lyman, all of whom are proving as popular with the crowds of the famous watering resort as they have with the people of those many cities stretching across the country in which they have appeared in concerts.

In addition to the standard type of exhibit, with its concert facilities, all of which has been worked out in co-operation with the Ampico exhibits of the American Piano Co., Thos. A. Edison, Inc., is represented in the "Home Electric." This is a model home selected in competition from the plans of 5,000 architects and is chosen as the most beautiful home that can be built for the sum of $15,000.

Ferris Music Shop, Geneva, N. Y., in New Quarters

Popular Music House Held Formal Opening of New Establishment in That City Recently, Providing Special Program

Geneva, N. Y., August 9.—The Ferris Music Shop, which features Gulbransen and other instruments, has moved from 106 Seneca street to 473 Exchange street and held a formal opening recently which attracted wide attention.

The store is much larger and the purchase of the fixtures from the Celco Studios, of Rochester, has given the Ferris Shop up-to-date and attractive store fixtures.

An orchestra was engaged for the opening and there were a number of novel features to hold the interest of local people who visited the Ferris Shop to see their new establishment.

Now is the time to start thinking of the Fall sales promotion campaign.

Ohio Brunswick Dealers Feature Wiedoeft Orchestra

Much Interest Displayed in the Present Eastern Tour of the Prominent Pacific Coast Organization—Helping Record Sales

Canton, O., August 6.—The start of a six weeks' tour of the Herb Wiedoeft Cinderella Roof Orchestra of Los Angeles, Cal., widely known Brunswick record makers, was heralded by Brunswick dealers in Eastern Ohio as an event of considerable importance. The band opened a tour to last six weeks at Moonlight Gardens, Meyers Lake Park's new $75,000 open air dance arena, playing to more than 4,000 dancers and people who wanted to hear the band in person. The D. W. Lerch Co., local Brunswick dealer, together with the George C. Wille Co., another Brunswick agency, tied up with the band appearance, using considerable space in the newspapers. The Lerch Store gave over its main Market street display window to special Wiedoeft band exploitation, featuring the newest records made by the orchestra and recently released, "Oh, Peter," "Shine" and "Cinderella Blues". District Manager Scott from the Brunswick office at Cleveland came to Canton prior to the appearance of the band and placed advertising from the general factory linking with the appearance of the orchestra here. It was the first Brunswick recording band to appear in Canton in recent years. A week in Cleveland and a week in Akron are included in the itinerary of the band during its invasion of the East.

The Federman Co. Expands

Akron, O., August 2.—The L. G. Federman Co., large department store here, has leased for twenty years the old Masonic Temple Building at Mill and Howard streets and will merge it with the present store. The two buildings are to be connected by an overhead bridge. Under present plans the talking machine and record department along with several others will be doubled in size and a number of new departments added. The remodeling begins at once.

Edison Visitors From West

Among the recent visitors to the laboratories of Thos. A. Edison, Inc., at Orange, were A. C. Ireton, head of the Edison Phonographs, Ltd., Edison jobber of Los Angeles, San Francisco and Portland, and P. H. Oelman, head of the Phonograph Co., Edison jobber, located at Cincinnati.

VAN VEEN & COMPANY, Inc.

Woodworkers Since 1907

Costly experiment has taught the Phonograph Trade the importance of high-grade sound-proof hearing rooms and store fittings.

Radio dealers can avail themselves of Van Veen equipment in the first instance and avoid the experimental losses of the Phonograph trade. Van Veen booths are indispensable in selling and demonstrating radio.

Counters, racks and wall display cases carried in stock or made to special design. Write for estimate and catalogue.

Offices and Warerooms:
413-417 East 109th Street *'Phone Lehigh 5324* NEW YORK CITY

Make It

Standard Equipment on Every Radio Receiver You Sell

THAT is a sure way of getting the best results from the set. It is certain to keep the customer happy and working for you among his friends.

Signals that come in faint or muffled over most 'phones become strong and clear the instant a Music Master Headset is plugged in. "It is equal to another stage of radio frequency," one user said.

The Music Master Headset is to other headphones what the Music Master Reproducer is to other loud speakers, because it is a precision instrument of the highest order. For instance:

Cores are of specially selected steel, chemically treated to rust-proof them. Pole faces are ground to an accuracy of .0001 of an inch of each other; and the specially treated steel diaphragm is gauged to .002 of an inch. All parts are accurately measured by the most delicate recording instruments known to science. Each finished pair must vibrate fully, freely, evenly and without rattle over the entire scale of audible frequency.

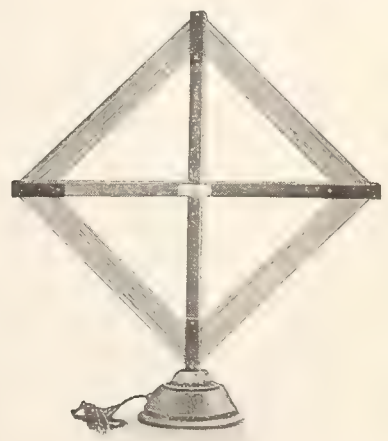
Convince yourself of the superiority of the Music Master Headset by ordering a sample and putting it through every test you know.

Easier to sell than cheaper headsets—also more profitable. Price $12.

Music Master Reproducer is the "Musical Instrument of Radio." Volume without distortion. Connect as you would headphones. No batteries required. No adjustments.

14-inch Model for the Home $30

21-inch Model for Concerts and Dancing....$35



Music Master Loop Aerial is equipped with calibrated dial; covers the entire band of broadcasting wave lengths. Price $10.

MUSIC MASTER CORPORATION

Makers and Distributors of High-Grade Radio Apparatus

WALTER L. ECKHARDT, President

Tenth and Cherry Streets, Philadelphia 1005 *Liberty Avenue, Pittsburgh*

Distributors for Radio Corporation of America

Music Master HEADSET

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note—This is the forty-first of a series of articles by William Braid White devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

Education as Sales Factor

It took a long time to convince the general body of music merchants that the best way to sell talking machines is to create music lovers; but the truth has begun to sink in. During the last few years it has been more and more obvious that the best elements in the business are realizing how little attention they have been giving to developing the musical possibilities of the talking machine; and there are evident everywhere signs that this neglect is not to be allowed to continue forever.

It is not necessary to tell a person who is musically instructed that music is desirable; it is only necessary to say that it is available, that it can be had. A vast amount of the energy and expenditure which are now put forth in telling the truth, that to listen to music is the most delightful of recreations, will be saved when most of the people in any community have learned something tangible about music itself. So that the faster the music industries, with the musicians, are able to work in educating the public in the love of good music, the easier it will be to sell musical instruments, including talking machines.

Ignorance Checks Sales

The real obstacle standing between the average man or woman and appreciation of fine talking machines and their records is simply ignorance of musical fundamentals, of the A. B. C. of music. By that I do not mean the technical structure of music, for this is no more essential to music appreciation in the amateur sense than is a knowledge of anatomy to the appreciation of a fine picture. What is needed in order to appreciate music is simply the realization that music is the most powerful of all forms of expression and that men have been trying to make it well ever since there has been human intelligence. It is in fact necessary to know only that music is more than a pattern of sounds, that it is a mystic combination of that rhythm which is manifested throughout the whole physical universe, with the art of melody, which is like a sort of flowing architecture, and which the songs of the birds show to spring from the most ancient and the deepest of animate capacities. To know music and to love it for what it does for us, and not for its technical make-up, is to be a true music lover; and it is the true music lover who most desires to have and to cherish such perfect means for the reproduction of the best music, as the talking machine and its records amply furnish.

Of course, that appreciation of music which thus dwells entirely upon the plane of pure emotion is less complete and satisfying than it will become when it has been built up into understanding by the addition of some knowledge of structure and composition. The problem before those who would create intelligent music lovers and, therefore, intelligent music buyers is the problem of imparting to the inquirer, this knowledge in sufficiently complete shape, without at the same time demanding that technical study which ought only to be required of the music student proper. It is a question of popularizing music, not by avoiding all the difficulties but by going around them. All music appreciation work has to solve the problem in this manner.

The music trade is interested in whatever creates more abundant sales and so is interested in any and all means for spreading music propaganda amongst the people. It is, therefore, certainly interested in some recent attempts to bring music and music-hungry but uninstructed people together.

Two recent embodiments of methods to this end are before me as I write. One is the first volume of a two volume series called "The Listener's History of Music," by Percy Scholes, of London. The other is the first of a series of monthly booklets to be issued under the title of "Popular Reading Series About Music with the Phonograph or with the Player Piano," by Henry W. Hart, of Brooklyn, N. Y.

Hart Series Described

Each of these attempts to tell in its own way to the lay reader, who is assumed to have no previous musical knowledge, the story of music. Mr. Hart, in his first booklet, undertakes to tell a very large and elaborate story. He begins with the music of nature and from the very start quotes phonograph records of music which illustrate each point he makes. He gives the number and manufacturer's name of each record, with its title. For instance, at the very first page he mentions Victor, Columbia, Edison, Vocalion and Brunswick records of bird songs and calls. He tells of the beginning of a man's attempts to make use of his dawning sense of rhythm, and from that he goes on to the music of the American Indians and gives us twelve records and two music rolls of Indian music, chosen from the Victor, Columbia, Edison, Brunswick, Vocalion and Q S R catalogs.

He talks knowingly and well about rhythm, linking it up with the sciences and especially with astronomy, whose greatest observer, Herschel the elder, was a musician. He goes on to tell of rhythm in the world of the ultra-small, the world of the atom, too, and shows how the basis of all activity is this rhythmic motion which in one of its forms we call music.

"Related to Life"

Anybody should enjoy reading a set of booklets as fascinating as this one, especially when every musical point is related by the author to something in ordinary life and then illustrated by reference to one or more talking machine records or rolls. The first booklet deals mainly with the subject of rhythm, and the author takes care to furnish many examples to be heard by means of records or rolls. Thus, he has skillfully linked up his work with the interests of the talking machine trade.

Work of this sort is immensely valuable, perhaps more so than most people imagine at first hearing; for it is calculated to bring before the uneducated ordinary citizen a vast amount of information about music, couched in the most attractive form, and rendered doubly interesting by constant reference to available talking machine records and music rolls. It appears that the author intends to circulate his series in monthly reading booklets, like the one I have described, to subscribers at a small fee per year. I have seen hardly anything of the kind more attractive in its conception and make-up than this, and certainly nothing that is calculated to stimulate more surely and powerfully the purchase of talking machines and records. Somehow the talking machine trade ought to tie up with work like this.

The Scholes Books

The Scholes work is more in the nature of a short history of music written from a more formal standpoint, but very popular and interesting. It has biographies of all the composers from the very earliest time, with photographs and lists of their works, and contains references to all available talking machine records and music rolls containing specimens of the different types and schools of music and the work of each individual composer. The book was written and published for English readers and so of course the references are to Gramophone (English Victor), Columbia (London), Vocalion (London), records, and Aeolian (London) music rolls. This makes it less practical for American use, but it is a fine piece of work nevertheless.

Those who are working farsightedly for the creation of larger markets in our trade will not fail to take note of the facts here set forth.

DEALERS

You are doubtlessly already giving thought to the line you will merchandise this Fall. It will pay you to investigate the "Yale" line. The "Yale" Blue Bird talking machine gives you an instrument well within the range of any purse and an instrument that will not compete in any manner with the lines you now carry. It means increased profit without increased overhead.

The "Yale" is not a toy—it is a complete talking machine, attractive in design and with an exceptional tone.

Send to-day for full information so that you may add to your profits this Fall through selling the "Yale."

A $15 value that can be sold at $10 with a good profit

DAVIS MFG. & SALES COMPANY

763 State Street **NEW HAVEN, CONN.**

MID-WEST DISTRIBUTORS—Targ & Dinner Music Co., 229 W. Randolph St., Chicago, Ill.
PACIFIC COAST DISTRIBUTORS—Christophe's, 2365 Mission St., San Francisco, Calif.

"THE DIFFERENCE IS IN THE TONE"

The Starr Piano Company

STARR PIANOS for over half a century have represented highest ideals of craftsmanship. Each Starr Made Grand, Playerpiano and Upright represents a value known the world over.

STARR PHONOGRAPHS from the smallest table style to the elaborate console model possess musical worth which is the result of a careful coordination of each part into a perfect symmetry.

GENNETT RECORDS represent the highest attainment in the art of sound recording. Their variety, perfect reproduction and real musicianship of the artists have made them musical gems of rarest charm. Released every week.

THE STARR PIANO COMPANY

Established 1872 *Factories: Richmond, Indiana*

NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO, PORTLAND, KANSAS CITY, BIRMINGHAM, NASHVILLE, DETROIT, CINCINNATI, BOSTON, CLEVELAND, INDIANAPOLIS.

General Prosperity in Richmond Field Reflected in the Demand for Instruments

Radio Having Favorable Effect on Sales of Records, Say Dealers—Portables Popular — Newton Lee Succeeds A. L. Fordham at James Cowan Co.—Bankruptcy Sale of Sprinkle Stock

Richmond, Va., August 8.—Practically all phonograph dealers in this section are looking ahead to a good Fall business and are reported to be stocking up well in anticipation of it. There is practically no unemployment here and the people are apparently well supplied with money. Collections continue good and there have been relatively few failures.

Radio Helping Record Sales

Inquiry among dealers discloses that the combination radio-talking machine and the demand for radio do not seem to be making any inroads on sales of phonographs. One dealer here voices the opinion that the radio tends to stimulate demand for phonograph records in instances in which selections are first heard over radio.

Brisk Portable Sales

Business in portables is reported to have been brisk throughout the Summer and there are indications that these machines are being bought for home use as well as for vacation purposes.

A local dealer says that he is a bit shy on selling portables on the part-payment plan as a result of having lost the remainder of payments as well as the machines by purchasers going away, presumably on vacation, and never coming back. He has had several experiences of this sort, and consequently prefers to collect all cash in advance unless the customer has good credit standing in the community.

Pathé Exhibit at Furniture Show

LeRoy Goldberg, of Goldberg Bros., Pathé distributors, has returned from High Point, N. C., where he had a booth at the semi-annual Southern Furniture Exposition. He reports placing a number of orders for Pathé machines with merchants who attended the Exposition. Console models of the better grade went best, he says. Mr. Goldberg was accompanied on the trip by C. G. Newman, one of his road salesmen, who helped to look after the Pathé booth at the Exposition.

To Testify in Machine Theft Trial

Frederick W. Schwoebel, formerly wholesale manager of The Corley Co., Victor dealer, this city, now connected with the sales staff of a furniture manufacturing company in High Point, N. C., returned to Richmond recently to testify in the case of a Richmond dealer who was charged with buying Victor machines from two Negroes with the knowledge that they had been stolen. The Negroes were employed in the Corley warehouse and are alleged to have been engaged in the systematic theft of machines from the warehouse.

Frank W. Corley, vice-president of The Corley Co., has returned from a short business trip to New York.

Lee Ferguson, local Victor dealer, recently spent a week or two in the mountains of Virginia, business being combined with pleasure on the trip.

A. L. Fordham Resigns

A. L. Fordham, who has been traveling Virginia and North Carolina for the James Cowan Co., Strand distributor, for the past six months, has resigned and returned to New York, his home town. He is succeeded by Newton Lee, of this city, well known to the trade in this territory.

Bankruptcy Sale of Sprinkle Stock

Stock of the Sprinkle Piano Co., Brunswick dealer, is being disposed of here at a bankruptcy sale. Similar sales are being conducted at stores of the company in Norfolk, Va.; Greensboro, N. C., and Winston-Salem, N. C. The company went into bankruptcy in Norfolk, Va., where the parent store was located.

Wood Bros. Open Local Branch

The Wood Bros. Piano Co., of Parkersburg, W. Va., which recently opened a branch here at 610 East Grace street, handling a line of Cheney and Sonora talking machines, does not contemplate doing any business in records, owing to limited space in the store which it has occupied, according to W. B. Wood, manager of the local branch.

H. Wallace Carner, Starr distributor, has returned from a business trip through northern Virginia.

Sonora Brings Out New Radio-Phonograph Unit

Latest Sonoradio Model 242 Equipped With Three-tube Neutrodyne Radio Set

The Sonora Phonograph Co. has brought out another radio-phonograph unit, the Sonoradio model 242. This instrument consists of a three-tube neutrodyne radio set together with a standard Sonora phonograph of high quality. The radio set has one stage of reflex, thereby equaling four-tube capacity. The radio set is built especially for use with dry cell tubes—UV199 or C299. A special tray is provided for batteries and this tray is placed in an enclosed compartment in the cabinet. There is also ample space for records—two albums being provided. The wave length of model 242 covers the entire broadcasting range of 220 to 550 meters. Good results may be obtained with an indoor antenna for local stations, but for long-distance reception an outdoor antenna is generally found to be more desirable.

The Sonora phonograph equipment is on one side of the cabinet and the receiving set on the other. Sounds from both phonograph and radio pass through the same tone arm and amplifier, or horn, the only change being made at the small end of the tone arm, where the sound box is slipped on for the radio. The change is simple and can be made in a few seconds. A special compartment with cover is provided for storing the phonograph reproducer or radio reproducer when either one is not in use.

Sonoradio Model 242

A LITTLE MACHINE WITH A BIG RECORD

The Genola has a real sales record. Write us for information that will mean profit for you.

And It Plays Big Records, Too

Although only 7½ inches high and weighing but 3½ lbs. the "Genola" plays 10-inch records with pleasing clearness and volume. Spring worm gear motor. Speed Regulator. Voluma Sound Box.

Every youngster loves to hear the music—nursery rhymes or songs. The Genola, which retails at $5.00, and is finished in bright apple green, immediately appeals to both children and parents. It is a complete serviceable talking machine.

The General Phonograph Mfg. Company

ELYRIA, OHIO.

Broadcasting of Records Helps Radio Sales

Denver, Colo., August 6.—Radio dealers here suffered an obstacle in the demonstration of sets to prospective customers because of the fact that the broadcasting of programs was done practically only in the evening. In order to overcome this difficulty Daniels & Fisher, who recently added a radio department, arranged with the Winner station to broadcast each hour of the day talks concerning some article which is carried by the store, or music through the medium of Victor records. It is entirely possible to hold customers now until the time of broadcasting and the programs are received in good shape. A. W. Mason states that since the arrangement has been made radio sales have been numerous. In addition, the broadcasting of the records helped record sales enormously.

Behlen Co. Chartered

Greenville, S. C., August 7.—The Behlen Automatic Phonograph Co. was recently granted a charter by the Secretary of State. The capital stock of the company was listed at $40,000. The incorporators include Frank M. DeSaursure, Jr., and Arthur Smith.

The W. W. McCall Music Co., Butler, Mo., recently moved into larger quarters.

"All You Have To Do Is Listen"

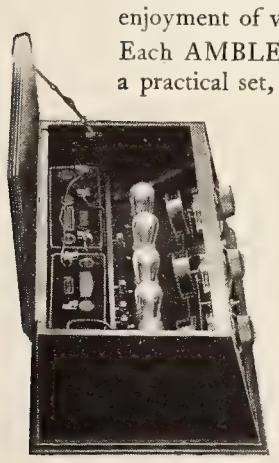
A radio set for people who are better listeners than electricians

AMBLER-HOLMAN Five Tube Radio Sets are expressly designed to bring the magic in the air into fine homes. Their construction and principle of operation have been so carefully studied in our laboratories that all you have to do is listen.

Nothing but the finest materials and expert workmanship go into AMBLER-HOLMAN sets. The cabinet itself is especially designed for us by a leading manufacturer of fine period furniture to harmonize perfectly with good interiors.

In addition to splendid tonal qualities and volume, these sets possess a range of pick-up that permits national enjoyment of worth-while programs and news.

Each AMBLER-HOLMAN set is thoroughly tested before shipment. It has been our object to produce a practical set, as free from fads as a precision instrument should be.

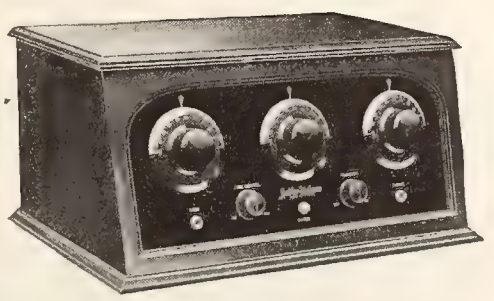


Ease of operation

Once you have "logged" a station it will always come in at the same point on the dials. You operate your AMBLER-HOLMAN just as easily as you do your phonograph.

AMBLER-HOLMAN Receiving Sets are constructed on the tuned radio frequency principle. The transformers used were developed in our own laboratory and radiation has been eliminated. "B" Batteries are self-contained.

The price is **$125.** The selection of tubes, batteries and loud speaker is left to your discretion.



¶ *Desirable territories are available for a few leading wholesale distributors*

Ambler-Holman
NEW YORK

ELEVEN SEVENTY EIGHT BROADWAY

Distributed by

WHOLESALE RADIO CAPITOL DISTRIBUTING CO., INC. *25 West 18th St. New York City*

Dallas Retailers Placing Orders—Big Fall Business

Sound Economic Condition of State Reflected in General Prosperity—Combination Radio-Talking Machines Popular—All Lines in Demand and the Outlook Is Bright

Dallas, Tex., August 6.—Business conditions in the talking machine and record lines in Dallas and throughout contiguous trade territory are unusually good, considering the usual Summer dullness, dealers in Dallas report, and all are looking forward to a record-breaking business during the Fall season. The fact that Texas is reported by commercial agencies as one of the best financially and economically situated districts in the entire United States is reflected in business conditions in the talking machine trade throughout this territory.

Jobbers of the various standard lines of talking machines in Dallas have their traveling men in the field and reports from these field men are said to be very encouraging, particularly from west Texas and from the Rio Grande Valley section. Many new dealers are being placed in Texas and southern Oklahoma and orders for Fall delivery are most encouraging.

Combination Radio Receiving Sets Popular

A striking thing about the Texas and Oklahoma talking machine field is the growing demand for the combination radio receiving sets and talking machines. The new Brunswick Radiola—combination radio and phonograph—is taking the small towns by storm, Manager Humphreys, of the Dallas branch, reports. Heavy advance orders are being booked and deliveries will begin the latter part of August or early in September. Indications are that orders will far exceed the supply of instruments, especially from west Texas and the Rio Grande Valley section of Texas.

The outlook for Fall business was never brighter, Mr. Humphreys reports, and reports from traveling men now covering the Southwestern territory indicate an unusually heavy business in talking machines and also records; orders for records received now far exceed the supply, this firm reports.

Texas-Oklahoma Phonograph Co. Active

The Texas-Oklahoma Phonograph Co., R. H. Curry, president, and F. C. Beattie, vice-president and general manager, distributor of Edison machines and records, reports bright business outlook. The field force of this company is now covering the territory, lining up new dealers, putting pep into old ones and taking orders for Fall delivery.

This company's record business is heavy, especially in the small towns and rural communities, where radio has only recently become popular. The radio craze has acted as a marked stimulant to record sales in Texas and there has been a shortage of records ever since radio attained popularity.

Lester Burchfield Reports Progress

Lester Burchfield, manager of the Victor department of Sanger Bros., one of the two wholesale departments retained by this store when it recently discontinued its wholesale business to concentrate on its retail trade, continues to distribute Victor machines over the Southwest territory and make this department one of the most profitable of the Sanger store. Mr. Burchfield, like managers of other Dallas houses distributing combination radio and talking machine features, reports the demand for the new Victor combination machines unusually heavy. Portable machines have also shown unusual popularity this season.

Fred R. Erisman, manager of the Columbia Phonograph Co., Inc., distributor of Columbia machines in the Southwest, also expresses optimism regarding business conditions. The Columbia force of field men is now on the road. Numerous new dealers are being lined up. Mr. Erisman reports that he is unable to fill orders for records. The trend, he reports, is toward the old-time musical numbers, particularly those popular on the old plantations and the instruments in use then. The jazz music is passing, he believes.

Records of Old-time Songs in Great Demand

It is interesting to note that the demand for records is away from the recently popular jazz music and the trend now seems to be toward old-time melodies and stringed instrument numbers, especially for the instruments popular in the rural districts some time ago—the guitar, zither, violin, mandolin, etc. Vocal selections of the old-time love songs are also popular. The chief difficulty, all Dallas record dealers report, is in getting records in sufficient quantities to fill orders just now.

Opportunity for increased profits is offered through a New Edison dealership. Perhaps a dealership is open in your town.

TEXAS-OKLAHOMA PHONOGRAPH COMPANY
2025 JACKSON STREET DALLAS, TEXAS

Edward M. Lang Reports Carryolas Selling Well

Edward M. Lang, Eastern representative of the Carryola Co. of America, with headquarters at 37 West Thirty-seventh street, New York, states that business is most satisfactory. He has just returned from a brief trip throughout New York State and is extremely gratified with the manner in which talking machine dealers have received the two models of Carryola portables. Sales have been splendid and practically every dealer visited was so won by the instrument that he immediately ordered a number of both models. A large force of field men is covering the Eastern territory and the Carryola products are going especially well in New York, New Jersey and Connecticut. A large export trade has been developed and arrangements have been made for representation in all foreign countries.

The company has opened a new warehouse at 335 Lafayette street, where a large stock of instruments will be carried so that immediate delivery from New York will be possible.

Goldschmidt Corp. Aims to Reach 70,000,000 Readers

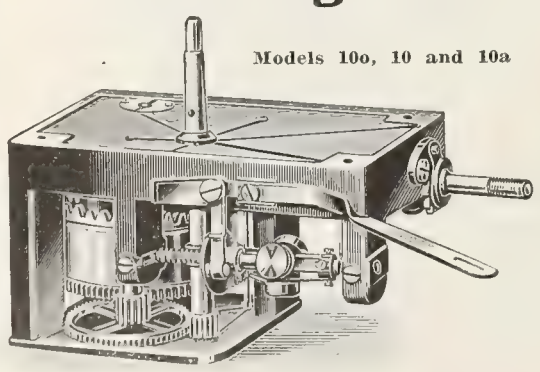
Fall and Winter Advertising Will Be Devoted to Phones, Loud Speakers and Phonograph Units—Leading Publications to Be Used

Many of the leading manufacturers of radio sets and radio accessories have been running extensive campaigns in general magazines and radio publications reaching the consumer, to create a demand for their products, and during the last twelve months these advertising schedules have been greatly increased. During the coming Fall it is expected that campaigns of greater scope than those appearing in the past will be launched, and among these campaigns will be the program sponsored by the Th. Goldschmidt Corp., New York, for N. & K. imported phones, N. & K. imported loud speakers and phonograph units. The Fall and Winter schedules for this campaign comprise a list of publications having a total circulation of 17,767,867, which, averaging four readers per copy, means an audience of 70,000,000 readers. The publications selected to reach the general market include the Saturday Evening Post and the American Magazine; the women's field is covered by Good Housekeeping, Ladies' Home Journal, Pictorial Review and Woman's Home Companion. The boys' market is approached through the American Boy and Boys' Life, and to reach the farm market the publications used will be Country Gentleman, Successful Farming and Farm Journal.

The general market of radio set owners will be reached by twelve of the leading general radio magazines, and in addition to this list of consumer publications, N. & K. advertising is appearing in the leading trade papers, covering the talking machine, radio and electrical trades. This kind of advertising is not only helpful to the jobbers and dealers who handle the particular products advertised, but is also constructive for the industry as a whole.

Talking Machine Motors

Models 10o, 10 and 10a



"GRUBU"

THE MARK OF SUPERIOR QUALITY

12 SIZES

with central oiling, enabling the entire motor to be lubricated through turntable-shaft when fitted in cabinet.

From a single spring motor playing one 10-inch record to a double spring motor playing six 10-inch records.

Write for samples!

FEINBAU, Maschinen-Akt.-Ges., Abt. Gruoner & Bullinger, Winterbach, bei Stuttgart GERMANY

The Trade in PHILADELPHIA and LOCALITY

Restocking by Quaker City Retailers Shows More Favorable Business Trend

Wholesale Travelers Covering Territories for Fall Orders—Workmen Busy on Girard Co.'s New Home—Music Master Corp. Starts Drive to Halt Imitators—The Month's News

PHILADELPHIA, PA., August 9.—That there is a more favorable turn in the tide of business in the talking machine world was evidenced in the larger volume of orders coming into the distributing establishments of the large local dealers for the well-known and nationally advertised machines and records during the closing days of the mid-Summer month. Sales representatives who started on their rounds in mid-July for the opening of the drive for Fall orders have been sending in a greater volume of actual bookings in sales of machines than witnessed for many months. Although the totals of listed orders average somewhat lower than those for future deliveries placed at this time last year, nevertheless they are looked upon as presaging better times for the coming season in so far as the machine sales are concerned. Inquiries, too, indicate the awakened interest in the retail trade both in the city and in the outlying sections, where there has been very little activity for some time. In the coal regions of eastern Pennsylvania, a section of the State which has been the one dependable source of business during the intense dull months, there was noted a decided falling off in demands for both records and machines, due to the lessened pace of mining caused by the shutdown of many collieries over labor disputes between the mining interests and the workers. It is this section of the eastern portion of Pennsylvania that enjoys a most lucrative business in the talking machine retail division—because the miner with his high wages is also a good spender for amusements of this sort and with a large foreign patronage of music-loving type there is a profitable field It is not expected that the labor difficulties will be of long duration, for with the advent of the Fall operations must perforce resume in preparation for Winter demands for fuel, if not for the more active resumption of general industrial life.

Work Started on Girard Co.'s New Home

Preparation of the new quarters to be devoted to the home of the Girard Phonograph Co. in the Snellenberg Building, at Tenth and Berks streets, is now under way and when completed will give to the Girard Co. one of the most attractive display rooms devoted to the distribution of the Edison phonographs in this section of the country. There is in course of construction on the newly acquired sixth floor headquarters an attractive display room decorated in a combination mahogany and old ivory finish, with commodious accommodations for those dealers who desire to hear the Edison with every advantage of surroundings provided for the audience in sound-proof rooms. When the remodeling of the structure is completed the room is to be provided with attractive furniture to harmonize with the decorative scheme. It is to be ready for the display of the complete Fall line of Edisons by the middle of August, when dealers may in its comfortable confines take in the demonstrations of the line. The old quarters on the fourth floor have been given over to other purposes.

Edison Sales Promotion Drive Under Way

A very successful initial trial of the new plan of the Edison sales promotion campaign was worked out by the Starr & Moss store during July. The phonograph department, under the management of Harry Somers, put into effect the new sub-agent Edison plan by appointing six dealers in the suburbs to demonstrate and sell the Edison machines and records. The Starr & Moss Co. selected dealers in Glenside, Jenkintown, Willow Grove, Fox Chase and Bustleton. Each of these stores was provided with a sales representative from the Starr & Moss staff, who demonstrated the Edison for customers, gave sales talks and then followed prospects into the homes to land orders. Mr. Somers found the plan worked out fairly well in consideration of the dull mid-Summer season and in view of the general let-up in industry. It will be continued and Manager Somers believes that by Fall, when the times are better, there will be more profitable results from the present campaign to be expanded on a broader scale at that time. Each of these dealers has been stocked with an allotment of machines for display and demonstration purposes.

Large Cheney Order for Schools

The Cheney phonographs have been selected by the Philadelphia Board of Education as a desirable talking machine for its educational and recreational curriculum and there have been placed by the board orders for a large number of style No. 3 uprights of the Cheney for installation in the public and high schools of the city These machines will be used when the September activities of the schools are started and a few of them already are in use in the Summer recreational schools. In selecting the Cheney the board recommended its excellent and clear tone and true recording advantages as especially adapted for instruction and educational purposes in large institutions. The Cheney headquarters in the Jefferson Building are now preparing for the Fall and holiday trade distribution. There have been opened numerous excellent accounts in various parts of the country, which will add considerably to the prestige of the Cheney distribution field. The new Wall model has made rapid strides in the popularity which greeted its introduction several months ago, and large numbers of these models have been sold since then. President G. Dunbar Shewell has returned from a brief vacation in the New York State Summer colony at Yama Farms. General Traveling Representative C. J. Wilkinson, who covers Pennsylvania, New Jersey, Delaware, Maryland and the District of Columbia, is back from Avalon, N. J., where he made a two weeks' vacation sojourn, and is now going over his territory.

Portable Sales Head

Portable machines continue to top the sales for the Summertime trade, with all the popular records in fair demand. Local retail dealers have been in a rather listless market in so far as the Summer trading for machines is concerned.

Busy Times With Music Master Corp.

If there is any bugaboo regarding the so-called Summer dullness it is certainly dissipated by a visit to the headquarters of the Music Master Corp. in this city, for the activities surrounding this firm would indicate that there are many things to be done and much to be accomplished even though the thermometer may be climbing to heights around the par mark.

In looking around the shipping department there is every indication that business is on in full swing and in talking with the officials of the company it is learned that they are not only running at full capacity on the present models, namely, the home and concert types of Music Master, but they are about to announce a new cabinet speaker. This cabinet type will be known as Music Master Model VIII. There is also a Chinese Chippendale Polychrome horn model, which will give this firm a splendid line of radio reproducers that should make a strong appeal.

(*Continued on page* 96)

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 95)

Henry E. Marschalk, assistant to the president, is now visiting the Coast with the view of appointing a few substantial jobbing accounts that will supply the Coast cities for the coming season.

A magnificent sales portfolio is now being distributed to the jobbers for use of their salesmen. This has been acknowledged by the trade as one of the finest pieces of sales propaganda that has ever been presented in any line of trade.

Enjoy Day's Picnic

A day's outing filled with a variety of diversions brought together in a sociable time, with goodfellowship the keynote, between employer and employe was the hospitality extended by the firm of Jacobs, Inc., 1501 Germantown avenue, at the picnic grounds of Neshaminy Falls, just outside Philadelphia, on August 2. In the commodious trucks, used in the delivery service of the corporation, thirty-five employes journeyed to the Falls and there in a program beginning at 9 in the morning and extending into the late evening enjoyed one of the most entertaining schedules of sports, novelty stunts and aquatic pastimes, ever provided in these annual affairs. The big event of the day was the hotly contested baseball game between the furniture store employes and the talking machine force, with a prize award being made to the winning team. The firm features in conjunction with its uptown furniture business a large department given over to the sale of the Victor, Columbia and Sonora machines and records.

Music Master Corp. Prosecuting Imitators

It may be interesting to know that this firm has started a campaign of protecting its rights in so far as imitations or copies of the Music Master is concerned, and only recently a very important decision was announced in the New York Courts in which the Music Master was granted a preliminary injunction against a violator who was making an imitation or bootleg Music Master. Judge Knox having granted the Music Master Corp. its petition against the defendant from the bench, and the president of the company, Walter L. Eckhardt, states that this is only the beginning and that he intends to prosecute any and every firm which has in any way encroached upon the rights of his company.

Featuring Brunswick Radiolas

A complete display of all models of the newest addition to the Brunswick family, the Radiola is now being made at the Philadelphia headquarters of the Brunswick Co., under the management of District Manager O. F. Jester. There are six models in the exhibition, with a range of price of from $190 to $650. Dealers are sending in generous orders for the new models and deliveries will be made within the month of August on the advance list. Ray Miller and His Brunswick Orchestra are playing at the Beaux Arts Café in Atlantic City, and Abe Lyman and His Brunswick California Orchestra are at the Ambassador. The simultaneous appearance of these two Brunswick musical organizations has been attracting dealers to the resort and provides a splendid opportunity for local representatives to hear them in person for the balance of the season. Many favorable comments have been coming to Manager Jester from those who already have heard the aggregations. Manager Jester is receiving trade congratulations upon the announcement of his engagement last month to Miss Carolyn Elizabeth Hayes, of Stonehurst, Pa., the wedding to take place next February.

Fall Victor Sales Drive Under Way

The Penn Phonograph Co. is now featuring the Fall sales drive with all the forces on the road urging the early placement of orders so that timely renewal of stocks may be facilitated when the season is under way and in order to prevent shortage of goods for the holidays. Advance orders have been very satisfactory and shipments are now being made from the large accumulation of Victrolas that have been coming into warehouses since last March. President T. W. Barnhill, of the Penn Co., left in the late July days for a trip to Los Angeles, Cal., to join Mrs. Barnhill and their daughter who have been on the Coast since early June. He will return on September 2. Harold Cregar, manager of the record order department, leaves this week for a vacation trip to Lumberville in the Delaware Water Gap region, where his family have been occupying their Summer cottage during the warm days. Miss Anna M. Brown, of the record department, spent three weeks during July in Chicago and is again at her desk.

Early Ordering by Victor Dealers

Word was received by General Manager Frank Reineck, of the Louis Buehn Co., from Louis Buehn, head of the firm now touring Europe, informing him of his plans to return to Philadelphia on August 25. Mr. Buehn is now in Paris with his family, enjoying the sights of the French capital. Thomas Hower, who covers the coal regions, is in Atlantic City on vacation, while C. E. Sheppard, who makes the rounds of northeastern Pennsylvania, is on a brief recreational sojourn in Ocean City. The Buehn Co. has now in stock a large quantity of holiday and Fall Victrolas and dealers already have been taking advantage of the wide range for selection by early orders.

Expected Home From Abroad

George B. Davis and his son, Homer Davis, of the George B. Davis Co., who have been Summering in Europe, are expected back by the middle of this month. Both members of the firm were accompanied by their families and have been making the tour abroad a purely pleasure journey.

Expanding Music Master Distribution

Henry Marskalk, assistant to President Walter L. Eckhardt, of the Music Master Corp., is touring the West and Southern States, opening up new distribution centers for the Music Master radio and radio-talking machine combinations. The distribution centers to be opened on this trip will be given over solely to the jobbing of the Music Master. Manager H. A. Polk, of the phonograph department, is spending his vacation of two weeks on his farm in Manasquan, N. J.

Plans Maine Vacation

Charles W. Bahl, manager of the Victor distribution department of the firm of H. A. Weymann & Sons, Inc., will leave the middle of August for the Maine coast for a vacation trip with his family. The Weymann talking machine department is now completely stocked with the Fall demands and is featuring a display of all the Victrola models.

Brisk Demand for Guarantee Products

A decided brisking up of business was noted in the recent trip of Jacob Keen, of the Guarantee Talking Machine Co., who made a brief stop-over at headquarters from his Southern round of the trade before resuming the road en route by automobile to the Canadian Summer points for a pleasure jaunt of two weeks' duration. He made the rounds of Baltimore, Washington and other Southern centers and secured many orders for the Guarantee main springs and other accessories, the trade in that section having more business on hand.

Gem Portable a National Product

The Gem Phonograph Co., manufacturer of Gem portables, reports that the demand for this new portable is good and that the factory is busy filling orders. National distribution for this new portable is now attained and Gem portables are being shipped as far West as Portland, Ore. The portable has been improved

3½" in Diameter

The
Velvaloid Record Cleaner De Luxe

Gives the dealer an opportunity to advertise himself and his store, personally in the home and do it in such a manner that he is established there permanently as a friend.

Let us tell you how by dropping us a line. Then you will be anxious to order thru your jobber at once.

PHILADELPHIA BADGE CO.

Manufacturers and exporters of patented selective Advertising Novelties of Proven Merit.

Main Office and Plant

942 Market Street Philadelphia, U. S. A.

New York Office—25 Broad St.

MAKING use of Weymann Victor Service is like having a good lawyer on a retaining fee. We are there at your command when and where you want us. Consultation is free as in increasing the sales of Victor products we both profit.

H. A. WEYMANN & SON, INC.

1108 Chestnut Street Philadelphia, Pa.

VICTOR WHOLESALERS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 96)

with a stationary tone arm, thus doing away with the bother of removing the arm each time. This new improvement has already found much favor and has added materially to Gem sales.

Many Guarantee Mail Orders

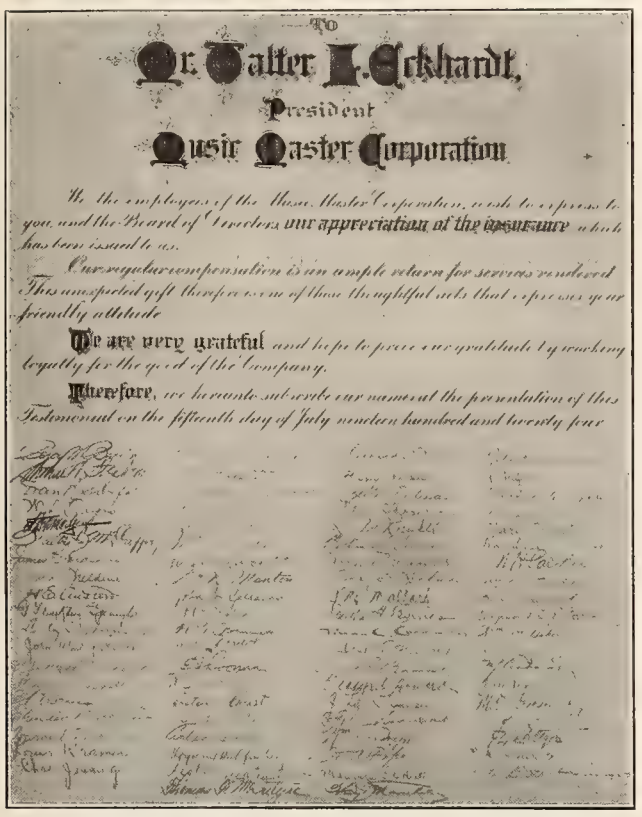
The Guarantee Talking Machine Supply Co. reports that, although business in the immediate locality of Philadelphia is quiet at the moment, a satisfactory amount of orders is being received by mail. J. H. Keen, of this company, has just purchased a new automobile which he intends to make good use of on a vacation trip through Canada.

Many Orders for Gem Portables

Treasurer Milton M. Mark, of the Gem Phonograph Co., with plant and sales office in the same building occupied by the Guarantee Co., also returned from the South, where he booked some attractive sales for the Gem portable. He is now enroute to Havana, Cuba, for a holiday sojourn of two weeks' length and extending over the latter part of August.

Music Master Corp. Insures Employes

The Music Master Corp., Philadelphia, Pa., manufacturer of the Music Master horn, recently issued to all employes life insurance


To
Dr. Walter L. Eckhardt,
President
Music Master Corporation
We, the employees of the Music Master Corporation, wish to express to you, and the Board of Directors our appreciation of the insurance which has been issued to us.
Our regular compensation is an ample return for services rendered. This unexpected gift therefore, is one of those thoughtful acts that expresses your friendly attitude.
We are very grateful and hope to prove our gratitude by working loyally for the good of the Company.
Therefore, we herewith subscribe our names at the presentation of this Testimonial on the fifteenth day of July nineteen hundred and twenty four

Testimonial in Appreciation of Insurance

policies. That this gift was appreciated is visualized in the accompanying illustration which shows a testimonial of appreciation addressed to Walter L. Eckhardt, president of the company, by those insured who, accordingly, subscribed their names at the bottom of the testimonial.

This testimonial states: "We, the employes of the Music Master Corp., wish to express to you, and the board of directors, our appreciation of the insurance which has been issued to us.

"Our regular compensation is an ample return for services rendered. This unexpected gift, therefore, is one of those thoughtful acts that expresses your friendly attitude.

"We are very grateful and hope to prove our gratitude by working loyally for the good of the company."

National T. M. Co. to Open Branch

A branch store is to be opened this month by the National Talking Machine Co., dealer in repair parts, main springs and accessories for the trade, 123 North Tenth street. The new store is to be located at 103 North Ninth street, just a square away from the present location. The new quarters will be under the management of Leo Mark, of the firm, while his partner, Samuel Berman, will give his attention to the conduct of the main store on North Tenth street, which does a large business.

Julius Abrahams Visiting Europe

Julius Abrahams, president of the Philadelphia Badge Co., well-known in the talking machine field as the manufacturer of the Velvaloid record cleaner De Luxe, accompanied by Mrs. Abrahams, was one of the party composed of members of the Advertising Specialty Association which sailed on the S. S. "Republic" during the early part of July to visit the British Exposition. They will tour England and France, returning about September 1, and Mr. Abrahams intends to get in active touch with the advertising novelty field in both these countries.

"Applause Cards" Prove Tremendously Successful

Invention of Percy W. Andrews, Manager of Radio Division of Dictograph Corp., Wins Wide Praise From Public and Dealers

The radio industry as a whole as well as the general public has participated in the widespread interest attached to the use of "Applause Cards." Considerable comment has been occasioned as to the inventor of this unique method of publicity, and it is interesting to note that the man responsible for this radio invention is Percy W. Andrews, manager of the radio division of the Dictograph Products Corp., New York City. Mr. Andrews, in telling how he launched this big idea, said:

"It happened one morning not so many months ago while sitting in the smoking car on the 8:14 train that I started to muse over the philharmonic concert I had heard via radio the night before which was wonderful and which we had all thoroughly enjoyed. It occurred to me that I had been a slacker not to have written at least a postcard of appreciation, and mentioning the fact to my neighbor across the aisle, brought his sympathetic response. He too had been listening in, and like myself and probably thousands of other fans had neglected to go to the trouble of writing in his appreciation. We both expressed the wish that we had some sort of printed cards to just sign and drop in the box, and I ventured the idea, 'Some sort of applause cards,' and that was the start of the plan.

"Study of the proposition, followed by conversations with dealers, jobbers and other fans, assured me that the idea was sound and that applause cards would fill one of the greatest needs of present-day broadcasting. Well, everybody knows the rest. Applause cards are being given away free by thousands of radio dealers all over the country. The fans are taking them and using them as fast as we can print them. Broadcasting stations in every State are writing us and expressing their appreciation for giving this idea to the radio public. They say that entertainers of the better class are becoming more and more willing to offer their services as they see their efforts appreciated by the applause cards sent in. One large station in Wisconsin tells us that their acknowledgments have been multiplied enormously and that 93 per cent of all their acknowledgments are Dictograph applause cards."

Mr. Andrews' modest version of the applause card idea hardly does justice to its tremendous success, and dealers who are distributing Dicto-

Percy W. Andrews

graph applause cards are keenly enthusiastic regarding their value to radio broadcasting and to the radio industry as a whole. The Dictograph Products Corp. has absorbed the entire expense of the idea and is furnishing dealers with unlimited quantities of the cards free of charge.

French Nestor, president of the French Nestor Co., Jacksonville, Fla., Victor distributor, has been the guest of Mr. and Mrs. J. Newcomb Blackman, of the Blackman Talking Machine Co., at their Summer home, Brightwaters, L. I.

JOBBERS
REPAIR PARTS
GRAPHITOLEO
ALBUMS
BRILLIANTONE
GILT EDGE
SAPPHIRES

GUARANTEE
TRADE MARK

"Any Part for any Phonograph"

Guarantee Main Springs are made of the best hardened, tempered, round-edged spring steel obtainable, and must pass a rigid inspection before they are packed in individual dust-proof containers; each box labeled with complete information for your convenience. We will refund money or replace any spring that does not give absolute satisfaction.

INSIST ON GUARANTEE MAIN SPRINGS

GUARANTEE TALKING MACHINE SUPPLY CO.
109 N. TENTH STREET, PHILADELPHIA

Write for our latest Main Spring Chart

JOBBERS
MOTORS
TONE ARMS
SOUND BOXES
ADDATONES
3-IN-1 OIL
ATTACHMENTS

Revival of Industries in Cleveland Felt by Retailers in Growing Sales Volumes

Music Merchants' Association of Northern Ohio Takes Steps to Help Lorain Tornado Victims—"Sells" Music Idea to Business Men—Sales Drives—Convention Plans Nearing Completion

Cleveland, O., August 8.—Plans of the Music Merchants' Association of northern Ohio to promote an event that will raise funds for the relief of sufferers in the recent Lorain, O., tornado disaster, which have been under way for several weeks, will come to a conclusion before the end of this month. The use of one of the larger theatres, instead of the public hall, may be acquired to put the project across.

Plan to Help Lorain Tornado Visitors

The move calls for the donation of musical talent, largely local, and perhaps the services of artists who have made talking machine records, the publishing of a song, the singing of this song in picture houses in the vicinity of Cleveland, the use of local publicity in newspapers and the like, all of which is planned to be donated. A feature of the program would be the presence of the state and national champion Fostoria (O.) High School band, whose stay in Cleveland would be financed by T. R. Buel, secretary-treasurer, the Cheney Phonograph Sales Co. The first five thousand copies of the song, which is by Miss Marion Campbell, of the May Co.'s talking machine department, would be printed free by the publisher. These are only two of numerous items showing the spirit of those engaged in this helpful move.

The work of the music trade members here will supplement the various independent moves to raise funds to alleviate this loss and hardship.

Following are the members active in promoting this event: General chairman, Dan E. Baumbaugh, association president, and manager of the May Co. talking machine department; Ed. B. Lyons, Eclipse Musical Co.; T. R. Buel, Cheney Phonograph Sales Co.; W. G. Bowie, Dreher Piano Co.; Grant S. Smith, Ohio Musical Sales Co.; Louis Meier, the L. Meier & Sons Co.; W. F. Sayle, Cleveland Talking Machine Co.; S. S. Larmon, Columbia Phonograph Co.; E. M. Scott, Brunswick Co.; L. M. Bloom, Phonograph Co.; J. R. Frew, Euclid Music Co.; W. H. Zelt, the Zelt-Cleveland Co.; C. H. Kennedy, the Claravox Co.; R. J. Jamieson, Manufacturers' Phonograph Co. According to present plans this event is expected to be held some time before the end of August.

Puts Over Music With Business Men

What can be done to put over the idea of music with business men in an almost overnight move was illustrated at a special meeting of the Cleveland Rotary Club. Howard J. Shartle, Cleveland Talking Machine Co., and member of the club, sponsored an impromptu concert with Ted Weems and His U. of P. soloists as the official attraction. Weems' chief business at this time was to put on a series of dance concerts at Euclid Gardens. Likewise he gave recitals at the Euclid Music Co. and the Bueschers Co. His appearance at the Rotarian gathering made a big hit with all the members.

Unique Health Record Publicity

During the so-called mid-Summer dullness talking machine dealers who don't recognize such a thing have been attracting attention to themselves and Victor machines and records by using the services of one "Bud" Committon, who is hiking across the continent from New York to San Francisco. Mr. Committon is a World War veteran. He was wounded, and sought the outdoors to recuperate his health. He took up Victor health records. He found they were good for him. Then he conceived the idea of seeing the country and regaining his health completely at the same time. He confided his idea to V. W. Moody, of the Silas E. Pearsall Co., Victor jobber in New York City. Mr. Moody gave him letters of introduction to Victor jobbers in cities Mr. Committon intended to pass through. These in turn have put him in touch with dealers, where he demonstrates the health records. The whole combination appealed to several dealers, according to E. B. Lyons, Eclipse Musical Co., who cooperated with Mr. Committon during his stay.

Improvement in Outlook

While many developments have come to the front in the last week or so indicative of the change for the better in the business and industrial situation in Cleveland, perhaps the most significant is the loosening of money for building purposes on the part of financial interests. Indirectly this reflects advantageously to the music merchant, as pointed out by A. L. Maresh, head of the Maresh Piano Co. Already some of these housing operations have advanced to the point of furnishing, with music among the first considerations. Numerous new talking machine sales have developed in consequence, according to Mr. Maresh. This condition is expected to spread to other districts in the city before the Fall drive actually gets under way.

Artists' Appearance Creates Record Interest

Another "personal appearance," of which the most has been made, has been the arrival in this section of Herb Wiedoeft's Orchestra from Los Angeles. Under the careful guidance of the local Brunswick interests dealers have been getting the full benefit of this appearance. Primarily Herb and his aides have been in Cleveland to play dance music at Euclid Gardens. They also were heard in Youngstown for a week. At both locations either Brunswick dealers or the Brunswick headquarters supplied new Brunswick machines and late records for exhibition purposes. As a final achievement a broadcasting event was staged at Hotel Winton.

New Edison Record Sales Plan

A new plan to stimulate record sales and eliminate waste motion is receiving the full support of Edison dealers, according to E. S. Hershberger, secretary, the Phonograph Co., Edison distributor. This idea in brief calls for the distribution of twenty-six sets of records, four records to a set, issued weekly. A set is sent to a dealer, he hears the records, makes his order, and passes the set on to another dealer, until seven dealers have received, heard and ordered the records. The plan speeds the presentation of records to the public, and at the same time prevents overstocking.

Present at Sonora Convention

Cleveland Sonora interests were represented at the Sonora Phonograph Co.'s mid-year convention in Chicago by Grant S. Smith, head of the Ohio Musical Sales Co., Sonora jobber in Ohio and Kentucky, and J. L. DuBreuil, genial field representative of the home office of Sonora.

New Cheney Popular

That new instruments will bring new business is being proved by the progress made by the Cheney Phonograph Sales Co. with the new moderate-priced Cheney model which recently made its advent here. According to C. B. Hammond, sales manager, this instrument is proving widely popular. Like improvement is being made in the New York State territory, recently added by the local Cheney Co.

Completing Convention Program Plans

Plans for Cleveland's part in the convention of the Music Merchants' Association of Ohio, to be held here September 9-10, are being completed. The talking machine faction will have a prominent place in the program of both business and entertainment, the latter being under the supervision of Dan E. Baumbaugh, May Co. talking machine department manager, associated with George M. Ott, Ott Piano Co., and O. C. Muehlhauser, the Muehlhauser Bros. Piano Co., as heads of the general committee. On the business side six pertinent topics will come up for discussion. These include maximum selling terms, credit risks, radio and its relation to the music business, the number of records talking machine manufacturers should produce monthly,

Get Ready for Fall Business

It isn't necessary to be a Roger Babson to know that business in the Talking Machine industry will be better than average this Fall. You and everyone else in the talking machine business know it.

The question simply is, "Are you going to be prepared to make quick deliveries on any Victor model?" If your stock is low, now is the time to replenish it—right now—so you will be ready to get your full quota of Fall business.

THE ECLIPSE MUSICAL CO
VICTOR WHOLESALERS CLEVELAND OHIO

Activities of Cleveland Trade

(*Continued from page* 98)

advertising for prestige and immediate results, and, most important of all, trade-ins.

Several features also have been provided for entertainment.

Effective Publicity for Claravox

A stroke of what closely resembles genius was exhibited lately by C. H. Kennedy, sales manager, the Claravox Co., when publicity was obtained for this new radio device in one of the local newspapers, handled by an expert on radio. Pictures of the loud speaker and the unit also were used, as was some technical material supplied by C. E. Semple, inventor and perfector of the device. When it is considered that this space, if bought, would have cost hundreds of dollars, and that, as it was used, could not be bought at any price anyway, a big boost for his product, as well as for radio generally, may be credited to the gifted Mr. Kennedy. Additional publicity also was gained by the use of this equipment on a radio set taken by reporters for the same newspaper in their tour of Ohio, which was retold in the paper daily during the trip.

Winners of Columbia Sales Contest

The friendly contest of Columbia representatives ended in results that flabbergasted those who started it, when the returns were brought in at a conference of these representatives, headed by S. S. Larmon, branch manager for Columbia in this territory. H. C. Schultz, of Detroit, and H. R. Goldy, of Toledo, thought they could beat M. H. Batz, Buffalo; W. R. Compton, Columbus, and Dan Des Foldes, of Cleveland, in a friendly sales match through the period from May 19 to July 15. But the closing remarks proved that three heads were better than two this time. Schultz and Goldy are planning a return engagement, however.

Association Outing Huge Success

Close to 100 persons attended the July meeting-outing of the Music Merchants' Association of Northern Ohio held again at Alber's Villa, making it the largest gathering yet attained by the local music fraternity. This event took the form of a gypsy party, entertainment being provided by Miss Bernice Barbour, May Co.; Miss Elsie Baer, the M. O'Neil Co.; Miss Genevieve Metz, the Brunswick organization; Miss Esther Mathias, the Eclipse Musical Co.; Tom Brown, Toronto; Adolph Giron, late of Mexico City; Merle Kahn, Cleveland pianist; Miss Marion Campbell, May Co.; Albert Downing, Toronto; Tom Lane, Cleveland. Entertainers and audience alike dressed and acted like gypsies, or they thought they did until the real thing appeared in Brenkac's Gypsy Orchestra. In passing it might be noted that this was the second public appearance of Brenkac since he made Columbia records here in Cleveland, the other appearance being at the May Co. auditorium, where he played numerous foreign language records.

Successful Foreign Record Department

This latter event heralded the opening of a foreign record department at the May Co. This department has progressed in new business so fast in the few weeks it has been in operation that a series of hearing rooms and machines will be installed, making it a full-fledged department in every respect.

Introducing Royal Line

Introduction of a new radio phonograph combination in the Cleveland and Ohio territory has been started by Norman H. Cook, well-known in both wholesale and retail circles in this vicinity. Mr. Cook formerly was with the Eclipse Musical Co. and more recently manager of the Halle Bros. Co. phonograph department. He will handle the Royal line for the S. E. Lind Co., distributor in Michigan and Ohio. Headquarters, display-room and aerial have been established at 1531 West Twenty-fifth street. Eight console and one upright models constitute the new line as viewed by Cleveland and Ohio dealers, and all have acclaimed it an achievement in sound, appearance and price qualities, according to Mr. Cook.

Ad Men Enjoy Brunswick-Radiola on Way to England

The five hundred and twenty-five delegates who sailed on the S. S. "Republic" in July, bound for the International Convention of the Associated Advertising Clubs of the World at Albert Hall, London, England, were entertained by a Brunswick-Radiola Empire Model No. 360 installed on board the ship. This instrument,

Listening to Brunswick-Radiola

the first to be utilized in this capacity, is the new product of the Brunswick-Balke-Collender Co. and combines both phonograph and radio units in one cabinet.

The illustration shows P. L. Thompson, president of the Association of National Advertisers, and H. H. Charles, president of the New York Advertising Club, listening to the latest news of the convention, as the vessel left the pier.

A special program for the entertainment of those on board the S. S. "Republic" was broadcast each evening from 7:30 to 8:30 over Broadcasting Station WOO, operated by John Wanamaker, Philadelphia.

Pays Tribute to Edison National Advertising

An article paying high tribute to the character of advertising which Thos. A. Edison, Inc., is running in The Talking Machine World appeared in Printers' Ink of July 24. The article was written by W. Livingston Larned and was headed "When Ghosts Play a Part in the Advertising Illustration." It reads, in part, as follows:

"Some sentimental and imaginative people may have had this experience—a quiet evening at home, the lights in the living-room turned low, a phonograph playing, and the voice of some very famous singer pouring forth. It is almost as if she were in the room. Fancy, indeed, pictures a ghostly figure standing by the instrument, in evening gown of white satin and flowers at corsage. Perhaps it is Anna Case—'a rarely beautiful woman with a truly wonderful voice! Who, having heard her, has not been enthralled by her personality, her golden soprano tones?'

"The New Edison, advertising its phonograph along new pictorial lines, has worked on the theory that a great many people have had such experiences as mentioned above, and uses pleasant ghosts to express an important selling story. A characteristic illustration in a notable series pictures just such a shadowy corner, the instrument and a spectral presentation of Anna Case, dressed as for the concert stage, singing.

"But in at least one-half of a double spread, she is no more than a beautiful phantom, through whose filmy figure the background detail can be indistinctly traced. And this is precisely the idea which the advertiser wishes to suggest. On the opposite page, by way of contrast, there is the very material Anna Case, as she is seen on the concert stage, her accompanist at the piano. And what a happy headline: 'Straight from the concert stage—to your living-room.'"

UDELL
Radio Cabinets

Udell Radio Cabinet No. 728. Height 31 in.; top 18 x 30 in. Battery compartment 25 in. wide; 11 in. high; 10½ in. deep inside. Ample space for both "A" and "B" batteries. Finished in brown mahogany two-tone. Dealer's price $15.00.

NOW you can cash in on the big Radio industry. Sell every radio "fan" in your community one of the new Udell Radio Cabinets. These are handsomely finished, attractively designed; a real addition to the furniture of any room.

Radio outfit sets on top of cabinet, while the batteries go in the back. Here they have ample space, but are out of sight and the connections are properly protected. Roomy drawer for head sets and other equipment. Construction of cabinet permits plenty of knee room. Remember Udell is also headquarters for Sectional Record Cabinets and Flexi-File Record Cabinets.

Write for special folder 10-T on Udell Radio Cabinets.

THE UDELL WORKS, Inc.

28th Street at Barnes Avenue

INDIANAPOLIS INDIANA

Western Music Trades Association Formed

Convention in San Francisco Results in Formation of Permanent Association—E. A. Geissler President—Many Instructive Addresses

San Francisco, Cal., July 26.—The formation of a permanent organization to be known as the Western Music Trades Association was the outcome of the first convention of the Western music trades at the Hotel St. Francis here Tuesday, Wednesday and Thursday, July 22, 23 and 24. More than 200 representatives of the music trades, representing every branch of the industry, were present at the opening session and the three days of the convention were crowded to the utmost with constructive addresses relating to important phases of the industry, as well as routine business incidental to the formation of the new Association.

First Officers of New Association

The following members of the trade, named by the nominating committee, were unanimously elected as the first officers and directors of the new Association:

President, E. A. Geissler, vice-president, Geo. J. Birkel Co., Los Angeles, Cal.; first vice-president, Ed. Kelly, Hopper-Kelly Co., Seattle, Wash.; second vice-president, A. D. Lamotte, Thearle Music Co., San Diego, Cal.; secretary, A. G. Farquharson, secretary, Music Trades Association of Southern California, Los Angeles, Cal.; treasurer, E. P. Tucker, vice-president, Wiley B. Allen Co., Los Angeles, Cal.

Directors—Frank Anrys, vice-president and general manager, Wiley B. Allen Co., San Francisco, Cal.; John W. Boothe, Barker Bros., Los Angeles, Cal.; Geo. Q. Chase, president, Kohler & Chase, San Francisco, Cal.; Philip T. Clay, president, Sherman, Clay & Co., San Francisco, Cal.; J. J. Daynes, Daynes-Beebe Co., Salt Lake City, Utah; Geo. Fisher, Fisher Music Co., Tucson, Ariz.; Chas. Corbin, Bush & Lane, Portland, Ore., and Seattle, Wash.; Emil Simons, Simons Piano Co., Spokane, Wash., and Ed. H. Uhl, president, Southern California Music Co., Los Angeles, Cal.

P. T. Clay Opens Sessions

The convention was opened by Philip T. Clay, of Sherman, Clay & Co., who delivered the address of welcome. He pointed out the results that had been obtained from the meetings of the National Association where the topics of discussion must necessarily be broad in scope and he proposed that the Western Music Trades Convention confine its discussions to subjects of specific interest to those present.

E. A. Geissler, vice-president of the Birkel Co., of Los Angeles, and the next speaker, spoke upon the work which is being accomplished by local associations and the need for a further development of these organizations. B. P. Sibley, the next speaker, instead of reading his prepared paper, gave to the convention some of the many favorable answers received to queries regarding the value of the Association work which the late George R. Hughes had sent out to leading trade associations of the country.

E. H. Uhl, head of the Southern California Music Co. and chairman of the luncheon on California Day, the official designation of the first day of the meeting, who sat upon the platform with President Clay, asked all present, without local associations in their cities or towns, to rise. Approximately a dozen of those in attendance did, all pledging themselves to organize such bodies upon their return home.

Permanent Organization

Mr. Clay then asked if the convention desired to effect a permanent organization and the session so signified by a unanimous vote.

Alex McDonald Speaks at Luncheon

The leading speaker at the mid-day luncheon was Alex. McDonald, of Sohmer & Co., representing the National Association of Music Merchants, whose topic was "Associations, Both National and Sectional."

Tuesday's Afternoon Session

The first speaker at the afternoon session was E. P. Eckstein, vice-president of the Platt Music Co., of Los Angeles, whose topic was "Overhead in the Retail Music Store." The question of credits, collections and terms was handled by C. E. Longfellow, credit manager of the Birkel Co., Los Angeles, and J. J. Grimsey, of the Walter S. Gray Co.

The subject of trade-ins was handled by C. E. Gorham, of the American Piano Co.; J. E. Robbins, of the Hockett-Cowan Co., and George Q. Chase, president of Kohler & Chase. The addresses of all three aroused keen interest. The last speaker of the session was J. P. Fitzgerald, of the Fitzgerald Music Co., Los Angeles, who discussed the business ethics of the retail trade.

Wednesday Session Devoted to Radio

Great interest was manifested in the papers and discussions on radio at the Wednesday morning session. Arthur H. Halloran was the first speaker, his topic being "What Radio Means to the Music Business." He predicted that sales of complete and fully patented sets would offer increasing opportunities for business to the music dealers who had such departments, since radio, in bringing music to the masses, would lead them to buy other musical instruments as well. He pointed out the necessity of the music dealer having salesmen capable of selling radio intelligently and of restraining their sales talks within limits since over-selling radio has already brought great injury to the trade.

A. J. Kendrick, sales manager of the Brunswick-Balke-Collender Co., who was the next speaker, stated that so long as the dealer is in the music business he can not ignore radio. He urged that it be sold as a musical instrument for which no exaggerated long distance claims of reception should be made by the salesman.

J. W. Boothe, of Barker Bros., Los Angeles, described his early success in equipping talking machines with radio. He urged the dealers, however, to stick close to their standard methods of doing business and to be hard-boiled regarding replacements of tubes and batteries. He pointed out that the music dealer in order to merchandise radio properly needs at least a 40 per cent discount from list.

A. H. Mayer, of Mayberg & Co., whose topic was "Radio Service," devoted most of his address to the necessity of educating customers on how to use the radio receiving set properly.

C. H. Mansfield, of the Fitzgerald Music Co., whose topic was "Radio Sales," deprecated the tendency to base them upon so-called long distance since the proper way to sell radio is as a musical instrument and not as a long-distance machine. He read his firm's contract in which it agrees to rectify defects in the receiver but neither to replace tubes or batteries. A great many questions from interested dealers prolonged the session and made them almost forget the mid-day luncheon, at which W. H. Graham, of Seattle, chairman of the Pacific Northwest Day, as the second day of the convention was officially designated, presided. The speaker at the luncheon was Richard M. Neustedt, managing director of the San Francisco Retail Merchants' Association, whose topic was "Turning Over Your Profits as Well as Your Goods." A fine musical program was also given.

Wednesday Afternoon Session

The first speaker of the afternoon session on the second day of the convention was E. P. Kelly, of the Kelly-Hopper Co., who spoke on commissions. He advocated that commissions for salesmen be graduated and regretted that they are still paid to people outside the regular sales force, declaring that music houses pay commissions to teachers but are really ashamed of it.

H. T. Nolder, Pacific Coast manager of the Starr Piano Co., spoke on turnover, stating that the modern department store emphasizes this as one of its most important business factors and asking the music merchants to place as much emphasis upon it as do those business organizations. E. H. Uhl spoke upon the same topic with specific application to conditions in the Far West.

Advertising Discussed

Shirley Walker, of Sherman, Clay & Co., in speaking upon advertising, declared that the day has gone by when a dealer questions the advisability of this selling method and that the only question which remains is how to make publicity the most effective in creating sales. George H. Barnes, of the Barnes Music Co., spoke upon the same topic.

Interest on Sales

E. Palmer Tucker, of the Wiley B. Allen Co., went deeply into the question of interest on time sales, pointing out to the convention that the average music dealer had more money tied up in lease paper than he had in merchandise and suggested methods by which this might bring a profit. The same subject was discussed by F. L. Grannis, of the Southern California Music Co.

Talking machine record sales was the topic of Herman Black, of the Platt Music Co., and Irving Westphal, of the Southern California Music Co.

Closing Session on Thursday

The third and last day of the Western Music Trades Convention bristled with so many high spots that it was difficult to find a paper or a happening not worth recording in full.

The most important event of the day was the formation of the permanent association and election of officers of the association.

(*Continued on page* 102)

PHONOGRAPH CASES
RADIO CASES
Reinforced 3-ply Veneer
The Standard Case for Talking Machines and Radio Sets
Let us figure on your requirements
MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.
Mills in Va., N. C. and S. C.

COTTON FLOCKS
..FOR..
Record Manufacturing
THE PECKHAM MFG. CO., 238 South Street NEWARK, N. J.

Pronounced "Ther-my-o-dine

Thermiodyne

TRADE MARK-LICENSE UNDER TRUBE PATENTS PENDING

TF6

A "Shepco" Product

More Easily Operated Than A Phonograph

ALL radio endeavors in the past have been but strivings toward the Thermiodyne—the ultimate in radio reception.

SIX TUBES—SINGLE CONTROL

Three Tuned Stages Before the Detector

14 Points of THERMIODYNE Supremacy

1—Single Control
2—No Outdoor Antenna
3—No Directional Loop
4—Calibrations in Wavelengths and Kilocycles, instead of meaningless degrees and numbers
5—Cannot Squeal
6—Cannot Distort
7—Cannot Howl
8—Your Newspaper Gives the Dial Setting
9—Identical Setting Always
10—No Logging, No Memoranda
11—No Interference of Stations
12—Six Tubes; Three Stages of Thermionic Frequency, Detector and Two Stages of Audio Frequency
13—Distance, Volume, Clear as a Bell, without fuss or apologies
14—A 180 Degree Turn of the Single Control is like an Instantaneous Tour of Dozens of Cities

Talking machine dealers are a logical outlet for Thermiodyne. Phonographic reproduction and radio reception, by very nature, go side by side. The radio receiver both dealers and users have been wishing for is here—the Thermiodyne—easier to operate than a phonograph. Don't let technical complications hold you back from cashing in on the universal demand for radio. There can be none with Thermiodyne.

Ease of Operation

To glance at a newspaper, select a desirable radiocast program, turn a single control to the designated wavelength and then, just listen—listen to a glorious flood of sound with six tube volume and a clarity and purity of tone that holds one rapt—that is Thermiodyne performance.

Nothing Has Ever Been Produced to Equal It

The Thermiodyne uses entirely new principles, discovered by Carl E. Trube, co-worker in the development of the Neutrodyne. It makes possible for the first time THREE TUNED STAGES BEFORE THE DETECTOR. It takes the howls, squeals, interference and distortion out of radio.

Common Sense Control

The single control is calibrated in wavelengths and kilocycles. That is all the user need know. No confusing number combinations, no memoranda, no logging. The stations come in at the same point EVERY time.

No Outside Aerial or Loop

A short strand of wire strung in the room is the Thermiodyne's antenna. For nearby stations even this is not needed.

Perfect Performance

Thermiodyne reception is a marvel of purity. All thought of radio is forgotten when the Thermiodyne is operating. It is as if the actual performer were in the room. There is absolutely no extraneous noise in the receiver.

Priced Right

The Thermiodyne is sold at a price to bring it within the reach of all. The discount assures a handsome profit for both jobber and retailer.

In an exquisite "Shepco" built genuine mahogany cabinet, with ample space for all batteries for dry cell operation.

LIST PRICE $140

Every statement made above is backed by the "Shepco" Absolute Money Back Guarantee. Let us substantiate our claims with a comparative test with your pet set.

Write now for the Thermiodyne brochure, descriptive in detail of this remarkable receiver, and for details of territorial allotment.

SHEPARD-POTTER CO.

INCORPORATED

PLATTSBURGH, N. Y.

Extensive National and Local advertising has already been placed.

WESTERN MUSIC TRADES ASSOCIATION FORMED—(Continued from page 100)

As a result of the labors of the committee on organization to which Alex McDonald had been added, the Western Music Trades Association will have a director from each of the Western States, with two from California to represent North and South, in addition to the officers as part of its permanent organization. Dues will be $12 a year for voting members and $3 a year for non-voting members, branch stores, etc.

Los Angeles will be the convention city for 1925. This, like all the other resolutions, was carried unanimously.

After two of the speakers had alluded approvingly to the Kelly-Stephens bill, the convention formally endorsed this measure with the recommendation that those present write to their Congressmen on behalf of the passage of the Kelly-Stephens bill into law.

Price Maintenance

The foregoing were some of the happenings which took place during the third day of the convention. In the matter of papers and speeches the program was followed closely. The first paper of the morning was by A. G. Farquharson, secretary, Music Trades Association of Southern California, his subject being "Price Maintenance." Mr. Farquharson showed how a manufacturer turning out an article of real value might easily have injustice done to him by cheap imitations, especially when some dealers try to sell it to the public at a lower price than that for which the manufacturer of the sterling article could produce it.

He said in part: "You know, of course, that the Kelly-Stephens bill contains a proviso for the protection of the merchant in the event of his having been overstocked with goods which are protected by 'trade regulation,' or in the case of a merchant retiring from business or selling out. This proviso allows the merchant to notify the manufacturer of his overstock of intention to sell out and the manufacturer can then buy back the merchant's stock at the latter's cost. If the manufacturer refuses to do this, then the merchant can advertise the goods at reduced prices and sell them accordingly."

"Price Maintenance," by J. A. Stitt, Western representative of Hallet & Davis, was very lucidly defined as "that much-discussed principle of business which gives to the manufacturer and the retailer the right to establish a fair and legitimate price on the merchandise he makes and sells."

Transportation

M. P. Thompson, Coast representative of the Baldwin Piano Co., chairman of the Transportation Committee of the Convention, spoke on the questionnaires his committee had sent out to Coast dealers. The chief complaint of those who answered was the apparent discrepancy between the cost of sending pianos and phonographs from the East to the West in carload lots and in less than carload lots. In his address Mr. Thompson, while deprecating any pretensions to be a traffic expert, said that the big difference did not seem to him to be reasonable. He suggested pool carloads of pianos and of phonographs, the idea being that dealers instead of waiting till they ordered a carload of pianos could pool their requirements if living in the same locality.

Discuss Sheet Music Merchandising

Sheet music was discussed in an interesting way by E. P. Little, of the publishing department of Sherman, Clay & Co., who pointed to the necessity of employing a high type of sales people in the sheet music department and the importance of publicity through window displays, tying up with visiting musical organizations, holidays, etc.

A paper by H. R. Skeath, of the G. Schirmer Music Stores, was read by Mr. Farquharson. This paper deplored price-cutting and other unethical forms of competition and suggested that dealers work out credit bureaus in their districts.

Inter-Mountain Day

The luncheon held on the last day of the convention celebrated Inter-Mountain Day. P. T. Clay presided. A most constructive address on music was made by Bernard C. Jakway, lecturer on Interior Decoration at the University of California. A fine musical program also was a feature of the luncheon.

Talks on Musical Merchandise

In the afternoon session Daniel Miller, of the Conn San Francisco Co., read a paper on "Small Goods," in which he showed the improvements made in business by eliminating discounts allowed to teachers, professionals, etc.

Others who delivered equally interesting and constructive addresses on the various problems relating to musical merchandise were H. V. Baxter, of the Baxter-Northrup Co., Los Angeles, and Chas. J. Lamp, of Kohler & Chase.

The convention closed with a banquet in the evening at the St. Francis Hotel, which was one of the many enjoyable events of the gathering.

"WORKRITE RADIO SETS WORK RIGHT"
THE WORKRITE MFG. CO., Cleveland, Ohio
WORKRITE
SUPER NEUTRODYNE RADIO SETS

Interesting Sidelights of Western Convention

Victor Co. Entertains Dealers at Dance and Dinner—Baldwin Gives Beach Party to Visiting Dealers—Many Interesting Exhibits

On the evening of July 22 P. T. Clay, president of Sherman, Clay & Co., Victor distributors, made a cordial address of welcome to the visiting Victor dealers who were entertained in the Colonial Room, St. Francis Hotel, by the Victor Talking Machine Co. Every arrangement had been made for the entertainment of the Victor Co.'s guests, including the appearance of H. Halstead's Orchestra, of the St. Francis; Max Dolan's Orchestra and Arthur Landry's Orchestra, all of whom have been making records at the new branch Victor factory in Oakland. These organizations played during the dinner and for the dance which followed it. On Friday, July 25, the Victor Co. entertained the dealers at its newly opened branch factory in Oakland, taking them through it and showing them every process in record making. Immediately afterwards the guests were entertained at luncheon by the Victor Co. at San Leandro, where "a good time was had by all."

Elaborate Exhibits

Throughout the convention the Brunswick-Balke-Collender Co. had on display an elaborate exhibition of its line at the St. Francis, the convention hotel. A. J. Kendrick, general sales manager, was present from the factory and J. Coltart, San Francisco manager of the company, was constantly in attendance. The company entertained its dealers at a dance on the evening of July 25 in the Colonial Room of the St. Francis, Isham Jones and His Orchestra making a special trip from Los Angeles to play for them.

Brunswick Radiolas were shown in action, many different makes of the console type of phonograph being in display.

W. E. Henry had an exhibit of the new portable Reflectophone and also a good showing of the Wolf Manufacturing Industries' and the Music Master Corp.'s products. Mr. Henry is in business for himself in Los Angeles.

The Cheney display of the Munson-Rayner Corp. was under the management of E. R. Darville, Coast director of sales for the Cheney.

The Sonora phonograph display was in charge of O. N. Rothlin, newly appointed to have charge of the sales. The Sonora is now being handled, for Coast distribution, by the Kohler Investment Co., with headquarters at 63 Mission street.

Talking machine and radio exhibits attracted considerable attention, especially the combination radio-phonographs.

Clarence Bell, for many years connected with the J. W. Delaney Co., Meriden, Conn., has joined the sales department of the Mathushek Piano Co. Mr. Bell has had wide experience as a merchandiser.

THE PORTABLE
THAT SELLS
AND STAYS SOLD

Dealers Exclusively

THE THOMAS MANUFACTURING CO.
Established 1905
Dayton, Ohio, U. S. A.

National
Phonographs of Quality
at
Right Prices

Embodying every improvement and feature tending to the production of a perfect phonograph

Sold by the leading DEPARTMENT STORES and GUARANTEED by them for as long a period as five years

Model No. 500
$65.00

Discounts

On list prices quoted to established dealers allows them a fair margin of profit even when sold on deferred payment plan.

Discounts given upon request.

Model No. 107
$80.00

Model No. 102
$85.00

Model No. 15
$82.50

Model No. 112
$110.00

National Phonograph Manufacturing Co.

New York Office:
3 West 29th Street

Factory:
Canton, Pennsylvania

Boston Office:
128 Summer Street

ROYAL PHONOGRAPH-RADIO

SPANISH No. 30

WOLVERINE PHONOGRAPHS
THE CAMP-FONE
CAMP'S DAILY DOZEN
REDUCING RECORDS

S. E. LIND, Inc.
Manufacturers and Wholesale Distributors
2765 West Fort Street
DETROIT, MICH.
Tel. West 2161

VOCALION RED RECORDS

FIBRE, VOCALION
BRILLIANTONE,
PETMECKY and
GILT EDGE NEEDLES

Talking Machine Business in Detroit Continues Good Through Summer Days

Sales of Radio and Radio-Phonograph Combinations Add Considerably to Summer Sales Volume —Brisk Sales of Portables—Stores Remodeled—Trade Optimistic Over Fall Outlook

Detroit, Mich., August 7.—Talking machine business during the month of July more than held its own in Detroit. Business with most dealers was as good as a year ago and many report an increase, due to the amount of radio and radio phonographs sold this year as against last year. A year ago only a few of the dealers were handling radio—to-day most of them are in for all they can get out of it. The only big store in Detroit that has kept away from radio is Grinnell Bros. and their activities in this field are being watched with considerable interest. They are pursuing a policy of "watchful waiting" and those who are in close touch with the officials of this concern believe it is only a matter of weeks or months and that when they do go into radio it will be with a "bang."

Portable talking machines have been selling quite briskly. In fact, Saturday is the big day for portables and we know of some retail stores that sell as many as fifty and sixty on this day. The number of sales seems to fluctuate with the weather—if we get a hot Saturday sales double as compared to cool weather.

Manager Reddaway, of the People's Outfitting Co., is anxiously looking forward to the day when the new additions will be completed, as it will enable him to materially increase the size of all his departments. The new buildings will give the People's Outfitting Co. the largest retail department in the city, if not in the Middle West. The talking machine department is to be considerably enlarged and more booths added.

S. E. Lind, of S. E. Lind, Inc., wholesaler of Royal and Vocalion lines, has been doing an excellent business all during the Summer and anticipates a big business this Fall, especially on radio-phonographs. He has taken some large orders both from the city and State and the fact that reorders are coming in constantly convinces him more than ever of the stability of the radio-phonograph business.

The Edison Shop on Woodward avenue, which has always been looked upon as the finest retail store of its kind in Detroit, has been remodeled so far as the front is concerned. Instead of the show window setting back a few feet, it is now flush with the sidewalk and the improvement is very noticeable. It gives a better display to the merchandise and makes the store look larger. The interior has been completely redecorated and the store is now more beautiful than ever.

Grinnell Bros. have been attracting big crowds to their Victrola Recital Hall in the basement with concerts by the Philip Spitalny Orchestra, which is playing at Granada Park this Summer. This orchestra makes records for the Victor Co. At the Park there is a booth for the sale of Victor records made by this orchestra and a great many are sold each evening.

Ed. Andrews, manager of the J. L. Hudson talking machine department, reports a good business for the first seven months.

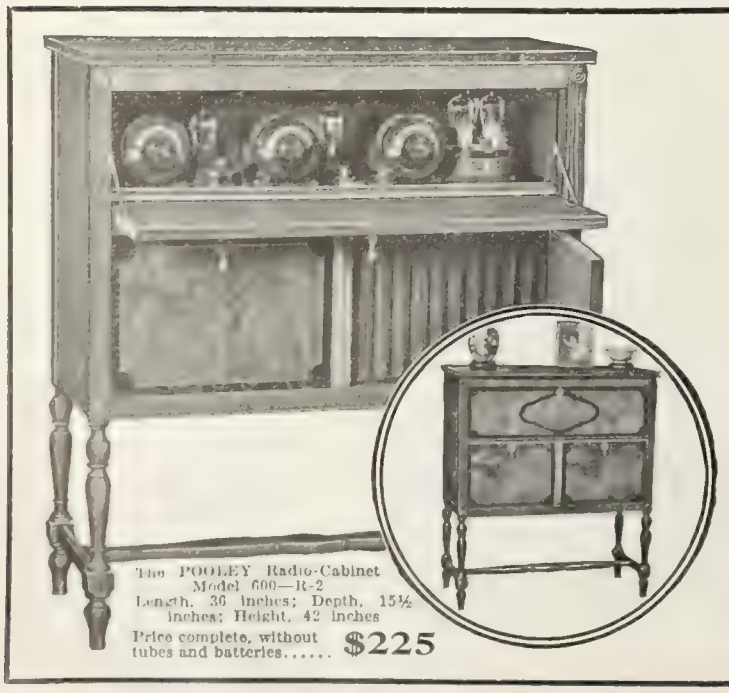
The Mitchell Phonograph Co., Gratiot avenue, has doubled the size of its store during the past few months, and is doing a remarkable business in phonographs as well as radio-phonographs. The company is using big space in the newspapers, making attractive terms and devoting a great deal of attention to arrangement of window displays.

W. W. Woodmansee is now located in his new retail store at 4515 Grand River avenue, which is just one block away from his old store. Mr. Woodmansee has for the past fifteen years been located in and around that particular part of the avenue and has the confidence of all the people in that section.

Columbia Sales in Gotham Territory Are Improving

Orders for machines and records have taken an appreciable upward trend for the past month, was the report of the Columbia wholesale department, 121 West Twentieth street, New York. This increase in business has become especially noticeable since the first of this month, the total amounts on orders which the outside men bring in being far larger than those of the past few months. Records are also selling well with dealers ordering larger initial quantities and repeat orders coming in frequently. Ted Lewis' rendition of "What Has Become of Sally" has proved an especially good seller, as has also the special release of record 174D, "Maytime" and "Jealous," both played by Paul Specht and His Orchestra. Mr. Specht has changed his style of playing in this recording and the result is such that the number has been a special favorite with dance lovers. A special newspaper advertising campaign is materially affecting sales of this recording.

A. C. Barg, sales manager for the Radiolamp Co., was in Boston for three days recently and renewed acquaintance with a number of his old friends.



The POOLEY Radio-Cabinet
Model 600—R-2
Length, 36 inches; Depth, 15½ inches; Height, 42 inches
Price complete, without tubes and batteries..... $225

The Pooley RADIO CABINET

EQUIPPED with the dependable Five-Tube Atwater Kent Model 10-B Receiving Set. It includes two stages of tuned radio frequency amplification, detector, and two stages of Audio-frequency amplification.

The POOLEY Loud-Speaker Amplifying Horn (patent applied for) is built into the type 600-R-2 Cabinet. It is a POOLEY invention found only with POOLEY Instruments. It gives maximum volume. PRODUCING A TONE QUALITY SURPASSING ANYTHING SO FAR DEVELOPED IN THE SCIENCE OF RADIO.

C. L. MARSHALL COMPANY, *Wholesale Distributors*
514 Griswold Street **Detroit, Michigan**

Columbia scores again with

"The pennant-winning battery of Songland"

VAN *and* SCHENCK

Joe Schenck puts it over . . .

Joe Schenck, Apeda, N. Y.

"I wonder what's become of Sally"

. . .

and Gus Van catches everybody's ears

Gus Van, Apeda, N. Y.

. . . "Lena, you're leaning all over me"

on Columbia Record 148 D

THE box offices of vaudeville houses everywhere are kept busy when Van and Schenck are on the bill. This hilarious "battery" are truly pennant winners—seat fillers too.

For the first time Van and Schenck do their stuff alone as indicated above. You'll agree when you hear this record that it's a sure-fire seller.

Your customers are going to call for this record as soon as it is announced. Don't disappoint them—send your orders in now for a good supply.

COLUMBIA PHONOGRAPH CO., INC., 1819 Broadway, New York

The New Columbia Phonograph

is a worthy product of the organization which made it. It is a new and better medium for the music of the world. It is better musically. It is better mechanically. It is better artistically. To the true lover of music, the New Columbia is a delight to hear. To the progressive dealer, the New Columbia is a pleasure to sell. A complete range of phonographs is offered at prices from $50 to $600.

Write to the Columbia branch or distributor nearest you

Atlanta, Ga., 561 Whitehall Street
Boston, Mass., 1000 Washington Street
Chicago, Ill., 430-440 South Wabash Avenue
Cleveland, Ohio, 1812 East Thirtieth Street
Dallas, Texas, 2000 North Lamar Street
Kansas City, Mo., 2006 Wyandotte Street
Los Angeles, Cal., 809 South Los Angeles Street
New York City, 121 West Twentieth Street
Philadelphia, Pa., 40 North Sixth Street
Pittsburgh, Pa., 632 Duquesne Way
San Francisco, Cal., 345 Bryant Street
Toronto, Ont., Canada, 1244 Dufferin Street
Buffalo, N. Y., 700 Main Street
Detroit, Mich., 439 East Fort Street
Minneapolis, Minn., 18 North Third Street
Montreal, Canada, 246 Craig Street, West
Seattle, Wash., 911 Western Avenue

* * * * *

COLUMBIA WHOLESALERS, Inc.
205 West Camden Street, Baltimore, Md.
COLUMBIA STORES CO.
1608 Glenarm Avenue, Denver, Colo.
COLUMBIA STORES CO.
221 South West Temple, Salt Lake City, Utah
TAMPA HARDWARE CO.
Tampa, Fla.
W. W. KIMBALL CO.
Wabash Avenue and East Jackson Boulevard, Chicago, Ill.
COLUMBIA DISTRIBUTORS, Inc.
1327 Pine Street, St. Louis, Mo.
224 West Fourth Street, Cincinnati, Ohio
517 Canal Street, New Orleans, La.

Columbia

New Process **RECORDS**

"Columbia has all the hits and usually first"

Columbia

Baltimore Dealers Profit Through the Appearance of Record Artists in Tie-up

Unusual Demonstration Staged to Celebrate Appearance of Paul Whiteman—Record Sales Jump—Canvassing Nets Many Sales—Placing Fall Orders—The Month's News

Baltimore, Md., August 9.—The first appearance here of Paul Whiteman and His Orchestra in a concert at the Lyric on August 4 was made the occasion of the greatest demonstration ever given any record artist in Baltimore. The Victor Dealers' Association, headed by the three jobbers, Cohen & Hughes, E. F. Droop & Sons and Eisenbrandt's, turned out en masse at the concert, occupying practically all the boxes and a large part of the orchestra, the house having practically been sold out a week before the performance, and Whiteman and his men were the guests of the Association while in the city. The banquet and dance at the Belvedere after the concert was one of the largest and most enjoyable events in the history of the Association, and everyone was loud in his praise for the way it was handled by the three jobbers named who acted as the committee.

Of the performance not much need be said further than that it lived up to the reputation Paul Whiteman has established. Examples of the adaptation of standard musical works to dance rhythms featured the performance.

Whiteman's appearance here was also featured by the special release for Baltimore only of his latest record, "By the Waters of the Minnetonka" and the "Meditation from Thais," which has brought phenomenal sales ever since. This record was extensively advertised by the trade for some days previous to its release and featured in all window displays during the week.

Artists' Appearance Boosts Record Sales

Waring's Pennsylvanians' records have also been going strong, following the third appearance here of these artists within six months. They played the last week in July at the Rivoli Theatre and showed how jazz can be made something more than a weird conglomeration of questionable harmony.

Canvassing Nets Many Sales

Dealers report business as better than last year, and in the majority of such cases it can be traced directly to consistent outside canvassing, especially in the rural districts, which, according to report, has been resulting in many sales. Dealers in this territory using trucks in the rural districts report good results in the country trade.

Dealers Placing Fall Orders

W. C. Roberts, manager of E. F. Droop & Sons, Inc., Victor distributor, who has just left on an automobile trip through the New England States, said the month of July showed an increase of about 20 per cent over the same month last year and he looked for equally as good a showing this month, as dealers are beginning to place their orders for Fall.

Good Columbia Business

W. H. Swartz, secretary-treasurer of the Columbia Wholesalers, Inc., distributor of the Columbia, said business generally, while only fair, is satisfactory for the season and the outlook for Fall and Winter is very encouraging. Sales on the $100 console on which the Columbia allowed a special discount to the dealers during July were very good, and for some time they were sold out completely on this model and the month closed with over 100 machines oversold.

Mr. Swartz said many of his dealers, especially in North Carolina, report extraordinary results from outside canvassing among the rural trade. North Carolina just at present is in the midst of the biggest construction program the State has ever undertaken in the way of road building and general construction work. This is due to the number of New England cotton mills that are transferring their operations to the South, which in turn calls for the construction of hydraulic electric plants for power.

Portable machines are reported as selling better than ever in this territory.

Large Sales of Blues Numbers

The Bessie Smith Blues continue to be big sellers in this section, due to the fact that the colored population all have work during the Summer season. The Clara Smith records are also reported as making a hit with the colored trade. One dealer in the South reports having sold 2,000 of the Bessie Smith records in eight weeks.

Plan Local Radio Station

Baltimore is going to have a $50,000 radio broadcasting station before long. At a banquet the latter part of last month, given by the Radio Board of Trade and attended by "Roxy" Rothafel, of the Capitol Theatre, of New York, and representatives of the United States Army, the Western Electric & Mfg. Co., and representatives of Governor Ritchie and Mayor Jackson, members of the board, took the first step towards obtaining such a radio station for Baltimore. A step toward this object was made with the appointment of a committee by President H. J. Lapper to consult business men and civic officials on a plan for securing the station. The committee consists of J. M. Taylor, Jr., Gordon T. Parks and J. G. Nassauer. W. H. Swartz, of the Columbia Wholesalers, Inc., was elected financial secretary of the organization.

New Service at Cohen & Hughes

Cohen & Hughes, Inc., the "House of Service," has installed a record demonstration table in the front of their display room with earphone attachment that is being patronized by their many dealer-visitors.

Honeymooners See Olympic Games

L. L. Andrews, president of the Columbia Wholesalers, Inc., who is on his honeymoon trip to the Old Country, had the pleasure of witnessing America win the Olympic games while in France, according to a letter received from him last week.

Capitol Radio Cabinet Co. Chartered

The Capitol Radio Cabinet Co., 901 South Fourth street, has filed articles of incorporation with the State Tax Commission, with a capital of $100,000. The incorporators are Henry Rudo, William H. Reamer and Hyman Wolfenson.

A talking machine and general music department will be installed in the new store of Lowenstein's, one of the most progressive firms in Memphis, Tenn.

Cohen & Hughes, Inc., Become Ware Distributors

Victor Distributors of Baltimore to Develop Business for Ware Radio Sets in Large Territory to Which This Company Caters

Baltimore, Md., August 12.—Cohen & Hughes, Inc., Victor distributors of this city, have just completed arrangements whereby they will become exclusive distributors of Ware neutrodyne radio sets in the following States: Maryland, Delaware, District of Columbia, North Carolina, Virginia, West Virginia and in the State of Pennsylvania east of the Alleghanies with one other distributor.

Norman P. Ware, of the Ware Radio Co., New York, spent several days in Baltimore and Washington going over the situation in detail with I. Son Cohen, president, and William Biel, secretary and treasurer of the Cohen & Hughes organization. The two companies concerned are mutually enthusiastic over the arrangement and it is generally believed the quality of Ware products, combined with the efficiency of the sales organization of Cohen & Hughes, Inc., will be a combination that will be entirely resultful.

Be an Early Bird!

He who hesitates loses
Victor Business
We are prepared for you
Are you prepared for the Fall?
Now is the time!

BALTIMORE Cohen & Hughes WASHINGTON

"Noted *for* Service"

See Insert Opposite Page 42

We are sole distributors of

The Radialamp

The wonderful combination library lamp and loud speaker—in the following states:

North Carolina, South Carolina, Virginia, Maryland, West Virginia, District of Columbia, Delaware and part of Pennsylvania

We heartily endorse the Radialamp and are prepared to render the maximum of service.

COHEN & HUGHES, Inc. BALTIMORE, MD. WASHINGTON, D. C.

One of the Pioneers in Radio Development

R. E. Thompson, President of R. E. Thompson Mfg. Co., a Contributor to Progress of Radio

R. E. Thompson, president of R. E. Thompson Mfg. Co., Jersey City, N. J., is one of the "old guard" in the radio industry. He and his companies have not only kept pace with developments in the art of radio but have contributed

R. E. Thompson

generously to its progress. This is due to the fact that Mr. Thompson is both a capable executive and a radio engineer—a rare combination. Coming out of the war period with a record of achievement in designing wireless apparatus for government use, Mr. Thompson set to work to apply the experience thus gained to the manufacturing of radio apparatus for use in times of peace. His Wireless Improvement Co., now merged with the R. E. Thompson Radio Corp., had been building radio apparatus since 1910, so that back of all the Thompson products are fourteen years of engineering experience devoted exclusively to radio.

When the neutrodyne came along the Thompson organization secured a license to manufacture this type of set. Having a license also to manufacture under the regenerative patents this company is in a unique position in the radio field. The Thompson 5-tube neutrodyne receiver is known throughout the radio world for its performance. The organization also developed the Thompson speaker, embodying seven special features designed to give real volume.

Recently Mr. Thompson brought into the company as chief engineer and vice-president Dr. Leonard F. Fuller, formerly with the General Electric Co.

The Technique of Service Vital in Business Domain

A new technique is coming in the business world—the technique of Service.

Many of us have for years been trying to give service to our customers and the public; but we have been rather clumsy at it.

Very few of us have done it whole-heartedly and well.

Very few of us have really studied what service means, in all its details.

We say that it means courtesy and the Golden Rule and giving people what they want in a pleasant way.

So it does; but it means far more than this.

It means new ways of pleasing, obliging and attracting the public.

It means more and more of the personal touch and less of cold-blooded routine.

It means originality as well as courtesy; and inventiveness as well as good manners.

It means working out the spirit of friendship and applying it to all the details of buying and selling.

Service is as great a word as astronomy, and vastly more important to us, because people are of more consequence than stars.

In brief, as the Efficiency Magazine so aptly puts it: Service is the noblest thing in business as well as one of the most popular.

Effective Edison Publicity

A recent investigation by the advertising department of Thos. A. Edison, Inc., disclosed the fact that quite a number of rural residents were under the impression that Thomas A. Edison himself was not manufacturing the New Edison, although he had invented it. As a result a two-color circular was recently issued by the Edison company for distribution by Edison dealers. It is headed, "Thomas A. Edison Invented—Perfected—and Actually Makes the New Edison Phonograph." The rest of the circular is devoted to an outline of Mr. Edison's experience with the phonograph, a presentation of some famous Edison artists and an illustration of each standard model of the New Edison.

Business Changes Hands

Davenport, Ia., August 4.—The talking machine department of the Harned & Von Maur store, for some years conducted by the W. J. Murray Co., was recently sold to C. B. Beiderbecke, who intends to enlarge the department and take in band instruments. Mr. Murray will be connected with his brother, L. A. Murray, who conducts a talking machine business in this city.

Platt Spencer, traveling man for the Brunswick, is home from a vacation in Granville, N. Y.

Are You Prepared

Jobbers of

DE FOREST
FEDERAL
FADA
CROSLEY

MAGNAVOX
BALDWIN
ATLAS
BURGESS
PHILCO
BRACH
WESTON
APCO

etc., etc.

for what promises to be the greatest Radio season ever known. Place your order NOW! We carry only the highest quality and best selling products. Expert service, sales and merchandising assistance at your command. Write today for price lists.

COLUMBIA New Process RECORDS

COLUMBIA New Model PHONOGRAPHS

The phonograph outlook is also excellent. Sales on this new COLUMBIA product have kept up very well. Dealers are placing fall orders now. Have you?

COLUMBIA WHOLESALERS, Inc.

205 W. Camden St. Columbia Baltimore, Md.

Wholesale Exclusively

Harvesting of Excellent Crops Creates Optimism Throughout Portland Territory

Retailers Working Hard to Overcome Summer Lethargy and Succeeding in Keeping Up Sales Volume—Entire Trade Enthusiastic Over Western Trades Convention—News of the Month

PORTLAND, ORE., August 4.—July business proved very good in spite of a slow start. Most report business harder to get than for some months past, but all say with a little more effort expended they were able to show the desired advance. Harvest is in progress throughout the State and in many instances the yield is better than anticipated and farmers who were facing a great loss are now going ahead with their harvest and will reap a normal crop.

Portlanders who attended the Western Music Trades Convention held in San Francisco, July 22, 23, 24 and 25, returned home with glowing accounts of the first Western convention. Those attending were Elmer Hunt, of Sherman, Clay & Co.; Chas. Soule, of the Starr Piano Co., and Mrs. Soule; M. Davis, of the Brunswick Co.; Serge Hallman, of Sherman, Clay & Co.; Cliff Neilson, of the Wiley B. Allen Co., and Carl Jones, of the Cheney Phonograph Co.

Arthur Gabler, wholesale manager for the Pacific Northwest of the Edison Phonograph, Inc., returned the latter part of July from a month's visit to the Eastern States. He spent some time in his old home in Connecticut, where he attended a family reunion. While in the East Mr. Gabler took occasion to call upon Thomas A. Edison at the factory in Orange, N. J. Mr. Gabler found Mr. Edison conducting the complete policies of this company in every phase and devoting the greater portion of his time to the phonograph division which has always been his hobby. Upon his return Mr. Gabler set to work preparing a bulletin to be sent to all of his dealers, exploiting the phonograph business and its relation to radio.

E. A. Borgam, traveler for the Edison Phonograph, Inc., with headquarters at the Portland office, is receiving the congratulations of his many friends upon the arrival at his home of a baby girl.

A. J. Kendrick, of Chicago, general sales manager of the phonograph division of Brunswick Co., visited A. R. McKinley, manager of the Portland division, on his return from the Western Trades Convention. Mr. McKinley reports excellent July business with the advance in the records showing 50 per cent increase, both in June and July. The new Brunswick Radiolas are being received with great enthusiasm by dealers.

A. Heater, distributor of the Strand console, Thomas Portophone, Okeh and Odeon records for Oregon and Washington, has returned from a pleasure and business trip to Washington and British Columbia and reports business very satisfactory, especially in the Portophone business. Mr. Heater has added the new Music Master loud speaker to his line. Mr. Heater reports the new combination radio Strand model is popular.

Wendell Hall, Victor artist, who is making a tour of the country under the auspices of the National Carbon Co., and who gave two concerts over the Oregonian KGW, was the guest of the Portland Victor dealers, giving a complimentary concert for them, their friends and patrons in the recital hall of Sherman, Clay & Co., July 31.

"The Hottest Man in Town" and "A New Kind of Man," the first Victor release of Geo. Olsen and His Music was greeted with a blare of trumpets by Portland friends of this new Broadway star and Victor artist. The orchestra with their instruments were paraded on a large float, followed by the Victor dealers in automobiles which were decorated with huge banners announcing the arrival of Geo. Olsen and His Music. The route of the parade included all of the Vitcor stores where the parade came to a halt while the orchestra played the two numbers. Crowds followed and after the parade the local stores did a rushing business.

Sherman, Clay & Co. held their annual picnic, recently at Riverlot Park on the beautiful Clackamas River. More than one hundred employes and their families attended and a royal good time was enjoyed. The retail house won the baseball game, but the wholesale house came back strong in the tug-of-war. A Victrola furnished the music and a delicious supper was served.

B. R. Forster Returns Soon

B. R. Forster, general manager of the Brilliantone Steel Needle Co. of America, is expected back in New York the latter part of August from his extended business tour of the Pacific Coast.

Brandes Corp. Celebrates Completion of New Plant

President Frederick Dietrich Tenders Reception to Employes and Invited Guests

The completion of the new plant of the Brandes Products Corp., Newark, N. J., a subsidiary of C. Brandes, Inc., 237 Lafayette street, New York, manufacturer of "Matched Tone" radio headsets and the Brandes "Table-Talker," was celebrated by a reception tendered by President Frederick Dietrich to the employes of the two organizations and invited guests, who included most of the prominent executives of other radio companies.

The reception marked the first performance of the Brandes Minstrels and the initial appearance of the Brandes "Matched Tone" Orchestra. Both organizations are composed of employes of the Brandes companies, and their performances were well received by the 600 people present. President Dietrich was introduced by

New Plant of Brandes Corp.

G. P. Casper, director of purchases, who presented him with an American flag and a Brandes pennant, gifts of the employes, and a decorated tambourine presented by the members of the minstrel cast.

The new building is located next to the old Brandes Products Corp. building on Mount Pleasant avenue, Newark. It is of brick construction, two stories in height, and extends 85 feet along Mount Pleasant avenue and 200 feet along Gouverneur street. Between the two buildings is a court, and they are connected in the rear, making the new structure 112 feet at the rear end. A bridge has been erected to connect the two upper stories. The new building will be used for winding, manufacturing and plating and as soon as machinery can be installed production will commence.

The new plant rounds out the list of Brandes factories to five. In addition to the two in New Jersey there is the plant in New York City, that of Canadian Brandes, Ltd., in Toronto, and the factory of Brandes, Ltd., at Slough, Buckinghamshire, England, where headsets are manufactured for the European trade.

Famous Edison Artist Abroad

Anna Case, the internationally famous singer, recently sailed for Europe on the S. S. "La France." Miss Case plans to remain abroad for some time and to combine a well-deserved vacation with a number of important concert engagements. Just prior to sailing, Miss Case visited the Edison Laboratories at Orange, where she was photographed in company with Thomas A. Edison. The picture of this internationally known couple has appeared in the rotogravure section of practically every newspaper throughout the country.

Good Springs Make Good Phonograph Motors

Ultra Superior Swedish Steel

—safeguards the reputation of your product. This world famous spring steel is unexcelled for toughness and elasticity, uniformity and even tempering qualities.

We are exclusive distributors in the United States, and maintain complete stocks in our various warehouses.

Write or phone nearest office for stock lists and prices.

EDGAR T. WARD'S SONS CO.

Boston Chicago Cleveland Detroit
Newark Philadelphia

CLARAVOX
CLEAR VOICE
REPRODUCERS
Reflect Credit on Edison Products

Standard Diamond Point
Special Jewel Point
No. 1 Edison Attachment

All Claravox Reproducers employ new Claravox diaphragm—a scientific achievement.

Write for prices and discounts

THE CLARAVOX COMPANY
YOUNGSTOWN, OHIO

More About "Mastercraft"

The safest thing in the world to buy—is reputation.

Making a purchase from a manufacturer without reputation is like loaning money without security.

The dealer always feels safe in recommending the product of a reliable, responsible and dependable manufacturer. Experience has taught him to be extremely cautious about anything for which price alone —is the selling argument.

Price cutters—come and go—but the manufacturer who earns and keeps a favorable reputation—places QUALITY and SERVICE—first.

It's no different with the dealer—who wants to make or maintain a reputation—he must exercise great care in buying—for he is known by the goods he sells.

That is why this company should always receive favorable consideration—on your phonograph requirements. Their Trade Mark is an iron-clad guarantee to every dealer and purchaser. It means absolutely A1 cabinetry, equipment and finish with an appeal which makes for quick sales, increased business, pleased customers and larger profits.

Take the first step toward better business—TODAY—NOW—before it escapes your attention.

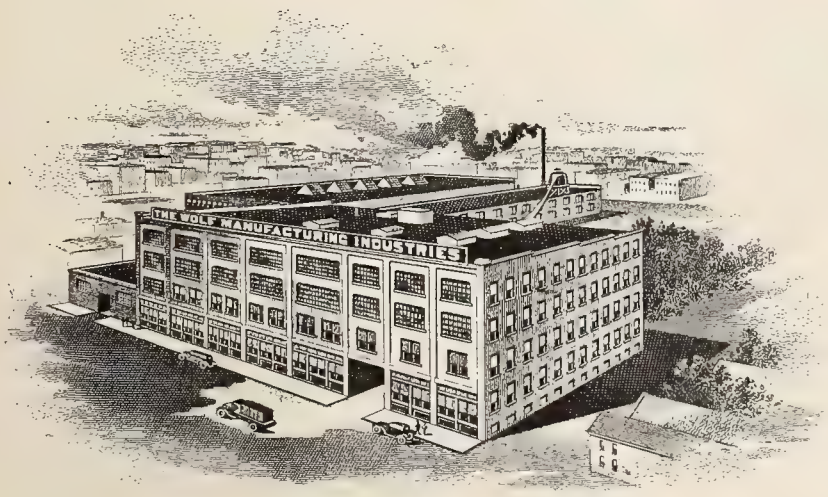
Descriptive literature—and quotations—on request.

The Wolf Manufacturing Industries

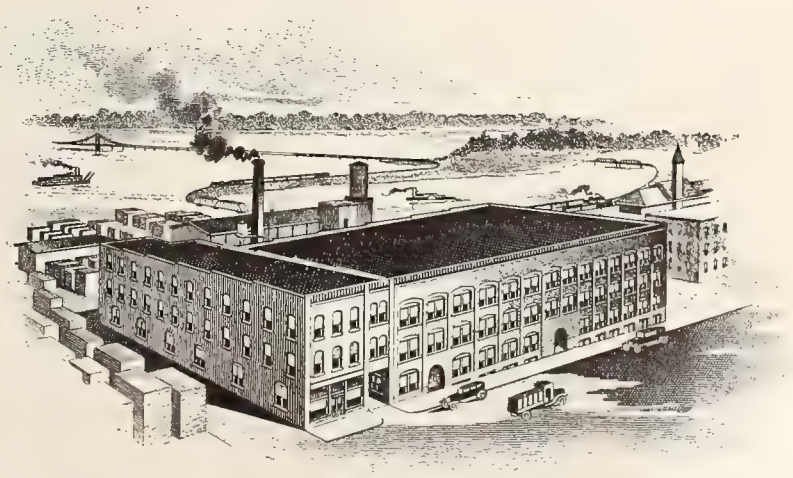
(Established 1890)

BUILDERS OF "MASTERCRAFT" PHONOGRAPHS

QUINCY, ILLINOIS



PLANT Nº1



PLANT Nº2

Mid-West Point of View

Western Division of The World, Chicago, Ill., August 8, 1924. Business definitely has taken a turn for the better. Some two months ago the president of the largest Chicago banking institution stated that in his opinion the tide had already turned, but his statement was immediately criticized as being too optimistic. In fact a fellow director of the same bank openly stated as much. Now this last named critic, upon his return from a trip to the Eastern circles, admits that he was wrong, and says that the East is only now beginning to realize that the corner has been turned and that the bottom was reached during the latter days of June. From now onwards there will be steady improvement, and unless the business world insists upon being more than usually stupid it is certain that we may look forward confidently to an excellent Fall and Winter. This is not what is elegantly denominated "hokum," nor is it what is called "the bunk," for it represents the deliberate opinion of the men in our Middle West who are best equipped to pronounce on the subject. One must not indeed rashly conclude that henceforth nothing matters, and that a sort of 1919 sellers' market is about to burst upon our astonished view. There is much lost motion to be taken up, much to be done before the economic waste of the past half year has been replaced by a forward progress in all lines. Business has lost much ground which it can regain only by degrees. The reasons for the recession of the last six months are as easy, and as difficult, to understand as to set forth in few words; let others explain them. That the recession has ceased and a progression begun is now incontestable. That is the main thing to be remembered. From now onwards it will be up to the business man, to the merchant in the first place and behind him to the manufacturer who supplies the goods to be sold. Let us have done with nonsense about politics and address ourselves to business. There is much storekeeping to be done between now and Christmas. Let us start in at it now so that full advantage may be taken of business opportunities in the coming months.

Business on the Upturn

No trade, no industry, no economic group has ever been advantaged for more than a very short time by adopting a policy of degrading its quality. The talking machine business can probably less well afford to experiment with such policy than can any other, for it deals in music; and music is something which will endure very little degradation. In a word, the moment one begins to go down the hill in manufacturing or merchandising policies, that moment one starts a force into action which can indeed continue to run downwards, but which will not stop until it has reached the very bottom. The talking machine business showed in some quarters during the late depression signs of a tendency unduly to lower the price-levels and therefore the quality of its product. Certain retail organizations, accustomed to bargain methods and principles, have taken advantage of the peculiar conditions of the present year to secure quantities of talking machines at very low figures; and in turn have offered these to the public at prices which can only be called destructive. One can understand the motives of big retail buyers not specially interested in building up any one industry; and one can not blame the uninterested public. The first named are thinking of sales and the latter of bargains. But talking machine men who allow themselves to be beguiled into deals of this nature are simply cutting away the ground beneath their own feet. They are sawing away the limb of the tree on which they are sitting, they are simply killing their own market. Of course, the first-class talking machine cannot be killed in this way, but the second-class machine will inevitably suffer, for the first-class machine is not mixed up in such schemes, by these tactics. Meanwhile however no one gains, not even the people who ultimately buy. The game of cutting off one's nose to spite one's face is generally held to be a foolish game. Strange that it should so often be played, especially by business men who should be aware in which direction their best merchandising interests lie.

Let's Build Up

The trade is too prone in many instances to gauge business conditions as they affect this industry by the volume of machine sales for the very apparent reason that machine sales represent in most cases substantial units and loom up large on the balance sheet. However, the real meat of the industry is represented in the sale of records, the instrument itself, no matter how elaborate it may be, representing simply the medium for the reproduction of the records and being without value should the supply of records be suddenly swept away. It is not going too far to say that during the past few months record business has played a large part in keeping the industry going, for although there was a dropping off of machine sales in many localities record sales did not show a proportionate decrease and in fact kept surprisingly close to normal in the face of a general situation that was not at all satisfying.

Keep Up Record Sales

For some years, and particularly since the war, the dance mania that has swept the country has resulted in the giving of much attention to the production of dance records by organizations of greater or less repute, and to the unthinking it would seem as though some of the larger companies had cast aside their original ideals and were drifting with the tide to the extent of centralizing effort on the production of popular numbers.

The appeal of the talking machine to the worthwhile element among music lovers of the country has been, and is, through the medium of records of the better sort, records of a type that originally proved so impressive that they broke down the prejudices against "mechanical" and "canned" music. Were these records to be neglected the industry would be in a bad way, but on the contrary we find in each weekly or monthly list many numbers that should find a welcome place in any permanent record library.

It is true that the announcements of new recording artists are not as frequent as they were a decade or two ago, but this is natural for the reason that at the outset there was presented practically the entire artistic field to draw from. As the great artists from time of Caruso, however, were convinced of the desirability of having their voices recorded in permanent form, they were quickly placed under contract and the problem of the recording director is now that of watching for and seizing upon the newer artists as they rise to fame.

The thing to be remembered is that it is the good record—the record that is standard and reflects the best in music—that represents the foundation of the trade.

The fact that still another manufacturer of high class talking machines is announcing a national advertising campaign for Fall is more than merely interesting, for it throws a strong light upon the principles that necessarily govern high-grade merchandising in this industry. The moment that the question of price becomes secondary, that moment the question of quality becomes primary. That is to say, there are only two posible ways of distributing a product, by offering it at the lowest price or by making it of the highest quality. In the first case there is always the certainty that some one else sooner or later will find a way to make something still cheaper, whilst in the other case it is wholly a matter of educating the buying public to the desirability of preferring quality to cheapness. Now the fact that a thing is good, even that, perhaps, it is the best of its kind, is not itself decisive. One may have the best thing but still be unable to sell it; all for lack of means to bring it before the public eye. Advertising is one such means and the value of national advertising is that it helps to build up a sort of foundation of knowledge upon which the retail dealer may later build. When a name and a claim have thus been broadcast long enough, a kind of good-will has been built up on which every retail dealer can realize. Such advertising of course is of very little value when it is merely general, and the fact that national advertising in the talking machine field is almost entirely devoted to the exposition of definite claims shows how the great manufacturers have grasped the principle that it is what the machine will do that sells it.

Emphasizing Facts Only

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EUGENE F. CAREY, Manager

Many Orders Placed by Dealers in the Chicago Territory Indicate Low Stocks

Buoyant Note to Trade as Retailers and Wholesalers Make Preparations for a Busy Fall—Strong Portable Demand Still Noticeable—Record Business Also Good—Month's News of the Trade

CHICAGO, ILL., August 8.—July was something of a surprise to many in the trade. July is generally the dullest month of the year, when no one expects any special developments and when manufacturers and jobbers usually stand by and let the business take a good long breath. This July, however, has certainly been a marked exception to this rule. There was a certain toning up, a rather marked convergence of favorable factors, which have had the effect of putting a different song on the lips of many a man who was beginning a veritable jeremiad. Just what happened is difficult to discover, but something happened to jerk up jaded spirits and give a more buoyant tone to conversations in the trade generally.

Possibly the relief of the long strain of the Democratic national convention had something to do with it. Perhaps it was the reflection that both great parties had nominated men known to be conservative and opposed to any radical attack on the business structure of the country. The sharp up-turn in the prices of foreign products unquestionably has had its effect, but there are actual and tangible evidences of a substantial change. The supply people, makers of motors, tone arms and reproducers and equipment generally, report for the most part a distinct up-turn in business since about the middle of last month. Manufacturers in this district are evidently getting ready for a good Fall business and find themselves justified in facing requirements in considerable volume. The chances are greatly in favor of their expectations being realized. Talks with sales managers and travelers for manufacturers and jobbers elicit the unanimous statement that the retail trade as a whole was never in cleaner condition than at present.

Buying during the first half of the year was light, evidently not because of a paralysis of retail business but because the trade believed that it was time to set one's house in order; time to clear up odds and ends of stock and to clean up bad accounts, repossess where persistent effort to collect had failed and dispose of "trade-ins" and repossessions.

Six dealers from widely separated localities in the Middle West who were visitors to one Chicago wholesale house on one day of last month were asked regarding the conditions of their stocks. While none of them said they were excessive, four of the six declared that they were the lowest in their history. That this condition is quite general is evident from the important aggregate of small orders coming to hand. In fact, July is generally spoken of as having been better than June, an unusual condition, but one perfectly logical in view of the state of affairs which has prevailed.

Portable Sales Hold Up

Portable trade is still going fairly strong. While it reached its apex as usual just prior to the Fourth of July, the decline was by no means as sharp as in previous years, and portable business at least was very substantially ahead of last year.

Even if trade should mark time more or less during the rest of the Summer, there is certain to be a decided demand on the stocks of wholesalers and manufacturers during the first flurry of Fall business. That this demand will be of gratifying dimensions is the general belief.

Record business has kept up surprisingly well and itself furnishes evidence of the value of the talking machine as a purveyor of Summer entertainment. Radio business is making a very fair showing, considering the hot weather turn. Manufacturers report a greatly increased inquiry the last few weeks, and look forward to marked activity this Fall.

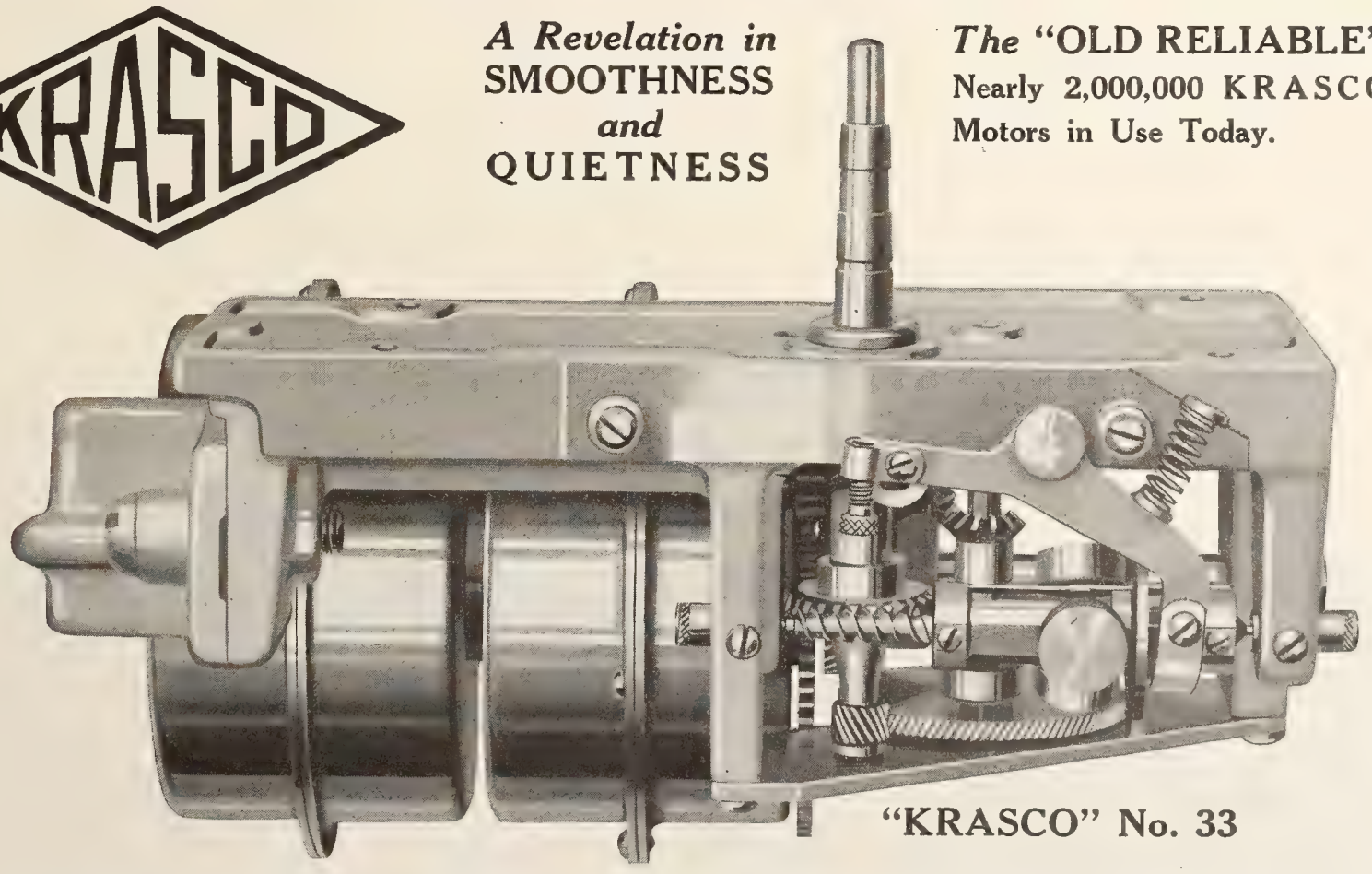
A feature of the Fall business, so far as the talking machine trade is concerned, is likely to be the introduction of lower-priced combination talking machine and radio models than have heretofore been presented. While the prices of some of the combination outfits have undoubtedly been undermined by some people it is generally hoped by those who have the interests of the trade at heart that this will not go too

(Continued on page 112)

KRASCO

A Revelation in SMOOTHNESS *and* QUIETNESS

The "OLD RELIABLE"
Nearly 2,000,000 KRASCO Motors in Use Today.



"KRASCO" No. 33

No matter what your motor requirements are KRASCO will fill the bill. If your trade wants reliable motors to play from four to ten ten-inch Records at one winding KRASCO will do it. Write for literature on KRASCO MOTORS. Types 2, 3, 4, 22, 33 and 41.

KRASCO MANUFACTURING COMPANY

451 East Ohio Street CHICAGO, ILL.

Eastern Branch, 120 West 42nd Street, New York

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 111)

far and that the desire for volume of sales will not lead to neglect of the quality of the product.

Cheney National Publicity Drive

Announcement is being sent to all Cheney dealers that beginning on September 20 the Cheney will be nationally advertised in the Saturday Evening Post. The move is one of far-reaching importance not alone to all merchants handling the Cheney but to the entire trade.

The inauguration of national advertising for the Cheney comes as the culmination of a period of trade development which has taken the instrument into every part of this country and abroad. Within the past two years many of the finest and largest department stores and music stores in America have taken on the Cheney—in many cases as the exclusive line.

In 1922 the Cheney Talking Machine Co. was able to announce a remarkable increase in volume of sales over the preceding year, and in 1923 that still greater strides had been taken. The policy of national advertising is, therefore, the natural outgrowth of spreading distribution and increasing prestige.

The patented acoustical features of the Cheney provide exclusive selling points that have been of especial interest to merchants. It is upon this that the national advertising will particularly dwell.

Cheney cabinets will also come in for their share of attention because of the reputation which they have earned, both for design and workmanship. Models from $100 upwards will be illustrated. The Cheney is made complete in the factories of the company in Grand Rapids, Mich.

To Make Records and Rolls

An important addition to the Western talking machine industry has been made in the organization of the Capitol Roll & Record Co. which takes over the Columbia Music Roll Co., changing the name of the music roll made by that company to the Capitol music roll and will also engage in the manufacture of the Olympic talking machine records.

The company has the financial backing and the executive, manufacturing and marketing experience of President L. M. Severson and his associates in the Operators' Piano Co., one of the established and successful concerns in the Chicago music trade, and the production of the Olympic records is under the supervision of John Fletcher, formerly head of the Fletcher Record Co. of Long Island, N. Y. Olympic records are now being produced in the fine modern plant at Kedzie and Chicago avenues, and the first bulletin will be issued in September.

A complete recording laboratory has been installed on the fourth floor and the electroplating and pressing departments are on the first floor. The company already has the foundation of a good classic and standard catalog in the masters brought to Chicago by Mr. Fletcher, and a specialty will be made of the latest popular song hits and instrumental numbers.

Mr. Fletcher was for years famous as a trumpeter with Sousa and later with Walter Damrosch, and his knowledge as a recording expert and of the entire process of the record manufacture is recognized in the trade. Nine presses are now installed, giving the company a capacity of over a million and a quarter records a year.

Kimball Exhibit at Ohio Convention

The W. W. Kimball Co. announces that it will have a full line of instruments on exhibit at the Ohio Music Merchants' Convention, which will be held September 8, 9 and 10 at Cleveland, Ohio. This display will consist of the Kimball talking machines, pianos and reproducing instruments, and J. V. Sill, manager of the wholesale department, will be in charge of the handsome display which will be made.

Enlarge Sales Organization

T. W. Hindley, sales manager of the Wasmuth-Goodrich Co., has arranged with W. A. Everly, formerly a member of the Vocalion forces of the Aeolian Co., to represent them in Iowa. He will make his headquarters in Cedar Rapids.

W. O. Webster has opened salesrooms in the Tower Room, Vancouver, B. C., and will represent the Emerson phonographs and Emerson PhonoradiO in British Columbia.

Julian Kronengold has recently been made a representative for Indiana, Texas, Arizona and New Mexico, and has already opened some good accounts. He makes his headquarters at 2314 Carondelet street, New Orleans.

L. K. Markey, Pacific Coast representative with headquarters in San Francisco, recently had the misfortune to fracture several ribs in an automobile accident, but is now back on the job.

Wasmuth-Goodrich Co. is now offering its Lady Churchill and Blenheim Emerson console models equipped with the Music Master loud speaker unit and Duotone Controlla, battery compartment with corrugated rubber lining and all equipped for the installation of radio sets at the dealer's or owner's option.

Fenton Stores Change Hands

It is announced that Charles Houston and associates have purchased the controlling stock of the Fenton Music Co., which operates two of the finest Victrola and radio stores in Chicago. The general office is located at the North Side Store, 4736-38 North Racine avenue. The other Fenton store is located at 1523-25 East Fifty-third street at Lake Park avenue. The new officers and directors of the Fenton Music Co. are as follows: Geo. B. Grosvenor, president; Charles Houston, vice-president and treasurer, and Olin Bell, secretary.

These stores have been general musical merchandise stores for a period of five years and have sold pianos in a small way. In 1923 the Fenton Music Co. added a radio department in both stores and has very competent men in attendance. The new officers of the Fenton Music Co. have extensive plans to push the Victor talking machines and records, and the radio department, it is stated, will be second to none in the city of Chicago. Mr. Houston is now negotiating taking over a music store in Oak Park and one on the Southwest Side, and when the entire plans are carried out the Fenton Music Co. expects to operate six music stores in the outlying resident sections in Chicago.

The piano department in these various stores will be operated by the Grosvenor & Lapham Co., whose officers are Geo. B. Grosvenor, president; E. F. Lapham, vice-president, and Charles Houston, secretary and treasurer, and the combined prestige of the Grosvenor & Lapham Co. and the Fenton Music Co. will put this organization in a position to secure more efficiency from their advertising, as they will operate stores in the various neighborhoods surrounding Chicago, and will obtain far better results than the stores located in the loop district. As it will be remembered, the Grosvenor & Lapham Co. was located in the Fine Arts Building for 26 years, 410-18 South Michigan avenue. They closed their business there last month and moved their equipment to the Fenton Music Co.'s Northside Store on Racine avenue.

Returns to Scene of Former Activities

T. J. Mercer, sales manager of the Gulbransen Co., visited Los Angeles on his way to the Western Convention of Music Dealers at Frisco and was made the subject of the following notice in the Los Angeles Examiner:

"The man who read the first proof on The Los Angeles Examiner in 1904, when this newspaper was born at Fifth street and Broadway, yesterday returned as sales manager of the Gulbransen Co. of Chicago, makers of the Gulbransen registering piano, to announce that this city has outstripped all others in the United States in buying his firm's output, even though the local representative, the Martin Music Co., at 734 South Hill street, is only two and one-half years old.

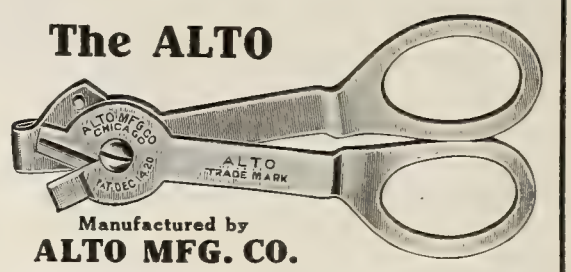
"The man is T. J. Mercer, member of the original 'Examiner Club,' and yesterday he

(*Continued on page* 114)

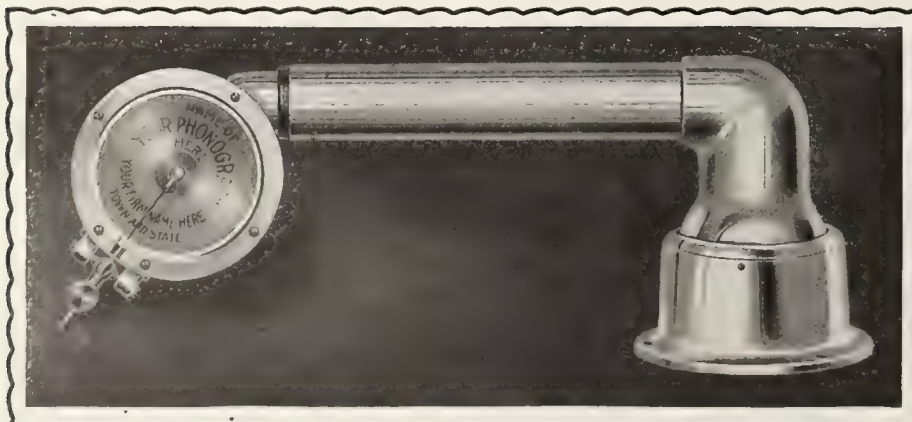
A Better Fibre Needle Cutter for Less Money

RETAIL PRICE $1.00

The ALTO



Manufactured by
ALTO MFG. CO.
1647-51 Wolfram St. CHICAGO, ILL.



Scotford Tonearm and Superior Reproducer

Manufactured under patents of Louis K. Scotford. Plays all makes of records. Famous for tone—without the usual metallic sharpness and without the scratch. Standard length 8½ inches center of base to needlepoint—can be made to order longer or shorter. Base opening 2 inches diameter.

Fine quality Nickel and Gold Plate finishes

SUPERIOR PRODUCTS SINCE 1868

The Superior Spring Balanced Lid Support

A touch of one finger lifts or closes the lid which stops, balanced, at any point desired. Does not warp lid. Noiseless in operation. The simplest spring balance made—and easiest to install. Can be made to fit any type and weight of lid. Furnished complete with escutcheon plate and all necessary screws.

Low quantity Prices quoted on application

Supplied to manufacturers of high-grade phonograph cabinets in the United States and all foreign countries

Samples sent anywhere for trial

BARNHART BROTHERS & SPINDLER SUPERIOR SPECIALTIES FOR PHONOGRAPHS **MONROE & THROOP STS., CHICAGO**

Vitanola No. 35 **List price, $110.00**

Height, 46 inches; width, 20½ inches; depth, 22⅜ inches.

Finishes: Brown Mahogany, Golden Oak, Fumed Oak, Walnut.

Wholesale Price, $50.50

Vitanola 500 **$100.00**

Dimensions: Height, 33⅝ inches; width, 31½ inches; depth, 21½ inches.

Finish: Brown Mahogany.

Wholesale price, $42.50

No. 708 **List price, $350.00**

Width, 35¼ inches; height, 52 inches; depth, 18¼ inches. Italian walnut finish.

Includes complete phonograph equipment, 5-tube radio set and loud speaker unit. No tubes or batteries. Gold-plated equipment, electric motor. Rear panel removable. Top raises.

Wholesale price, $175.00

VITANOLA

The Phonograph of Marvelous Tone

Is Built "From the Inside Out"

Not merely outward appearance, though that is important too, but the hundred and one details of inner construction also, tell the story of whether a phonograph is a real quality instrument or "just another machine."

Building phonographs "from the inside out" has been one of Vitanola's secrets of success. Before it can bear the Vitanola trade-mark every instrument leaving our factory must pass a rigid inspection for "inside" construction as well as for exterior finish.

In this way Vitanola dealers are saved those little kicks, sometimes not serious but *always annoying* that come after the instrument is in the home and is the center of the family council.

"Inbuilt quality" is the way some dealers describe Vitanola construction.

We call it *taking pains*. But "pains" make perfection. If your desire is to sell an instrument that is as nearly perfect as high grade machinery and sincere craftsmanship can make it, secure the Vitanola agency.

Whether it is the new style radio cabinets, combination phonograph and radio instruments or straight phonographs bearing the Vitanola trade-mark—you may rest assured they are built "not alone for beauty but to satisfy and give service."

Order a sample of one of the three models illustrated to the left, or write for illustrations and prices on all of the models of the comprehensive line of Vitanola and Vitaradio.

Vitanola Talking Machine Co.

829 American Furniture Mart

666 Lake Shore Drive **Chicago, Ill.**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

BLOOD TONE ARM CO.
PHONOGRAPH EQUIPMENT

326 River Street
CHICAGO, ILL.

NOTICE!

The Blood Tone Arm Company is completing preparations for extensive advertising of Blood Radio Tone Arms to convince the dealer of the importance of specifying Blood Radio Tone Arms on ALL his machines.

95% of our output *now* is Blood Radio Tone Arms. This is *significant* and should demand the immediate attention of every manufacturer.

The Price is Right.

visited the Examiner's composing room and greeted, among others, Fred Dunn and Arthur Hay, co-members with him and still active in the business of publishing the paper.

"There is a great thrill in returning to this, my old home city, to find an amazing progress in every field, including that which I represent," said Mercer. "And it is gratifying to find the Martin Music Co., world leaders in the sale of Gulbransen pianos, attributing much of their success to the fact that in the first year of their operations here they used The Examiner almost exclusively as an advertising medium. When I first read proof on The Examiner the paper had 35,000 circulation, a mighty big start for a brand-new publication, in the Los Angeles of twenty years ago. To-day they tell me it circulates to more than ten times that number on Sundays.

"This city need not fear any permanent setbacks. I've been traveling all over the country and there is more and better business and greater optimism here than anywhere else. This is considered a real city in the East, and is not looked upon as a boom center. Eastern money wants to come out here, and is coming, and you are due for substantial, steady growth."

New Duo-Vox Catalog

The Bush & Lane Piano Co., of Holland, Mich., just issued a very beautiful catalog showing the entire Duo-Vox line, including several attractive new models. A technical description lays particular stress on the "two-voice" feature, after which the instrument is named, mainly the utilization of two individual and patented reproducers, one for hill and dale and one for lateral cut records.

The specially constructed phone chamber is also made the subject of special description. Four handsome types of console models and two uprights are shown together with style R-120 Duo-Vox with radio equipment. Speaking of this and other radio models the company says:

"To the radio lover and enthusiast is available the Duo-Vox Bush & Lane with radio equipment, all in one instrument. Our radio models of Duo-Vox Bush & Lane are wonderfully popular. Built primarily and solely to perform as a sound-reproducing instrument, the Duo-Vox Bush & Lane is a natural or unequaled medium for radio entertainment. The charming qualities of vocal or instrumental radio productions are focused and mellowed to perfect original individualism in passage through the scientifically, correctly designed and constructed Duo-Vox Bush & Lane tone chamber. Speech or music is translated with absolute naturalness and so clearly and distinctly that sense of distance from radio auditorium or suggestion of artificiality is non-existent.

"Style R '120' and other Duo-Vox Bush & Lane radio models not herein illustrated can be equipped with any of several standard makes of radio panel with either outside antenna or inside loop antenna."

Automatic Phonograph Co. Chartered

The Automatic Phonograph Co., 29 South La Salle street, was recently incorporated to manufacture and deal in automatic phonographs and musical instruments, with a capital stock of 200 shares of no par value. The incorporators include F. I. Larsen, Florence Nierman and Harry A. Pillman.

The Music Merchant and the Community

A. G. Gulbransen, president of the Gulbransen Co., believes firmly that the music merchant should be a prime factor in the musical activity in his community, and that his store should be the center of interest in this regard. While many neglect the opportunity to be the purveyors of musical information of all kinds and to help to the utmost in the musical life of their community, there are many who realize the responsibility in this direction and the advantage to be gained by properly starting it.

The number of men possessing the larger view is steadily growing. Many merchants, for instance, go farther than merely to make their stores music headquarters. Some have the ability to conduct or play in local band organizations, others lend practical support to such organizations. Those who take the initiative in getting prominent artists to come to their cities are doing wisely.

Another angle of music activity that is too often neglected, in the opinion of Mr. Gulbransen, is the giving of recitals not only in the store, but in churches, before groups of business men, lodge audiences, etc. This sort of work creates not only general interest in music, but a definite desire for the particular instruments featured. It is about as profitable in results as any music promotion the dealer may undertake.

The dealer who does the things outlined is helping himself by helping his business. Looking at it from another angle, he is rendering a real service to his community—a very important service.

Enter the Kimballgram

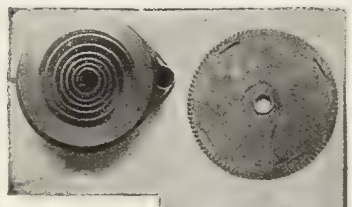
The Kimballgram, the organ of the recently organized Foremen's Club of the W. W. Kimball Co., has made its appearance. This clever little paper, to note its own words, is strictly a factory publication, for the sole purpose of promoting a clearly defined understanding of our duties, and to stimulate the desire of every worker to contribute his or her best towards maintaining the highest standard of excellence always found in the Kimball products, and also to bring about "the Happy Hello!" spirit among all of us who write, talk or work that our every-day lives may be more happy and prosperous.

There are a number of extremely interesting articles, among them a history of the Kimball

(*Continued on page* 116)

Repair Parts

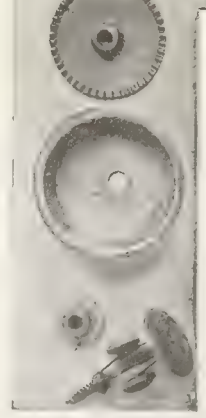
For All and Every Motor That Was Ever Manufactured

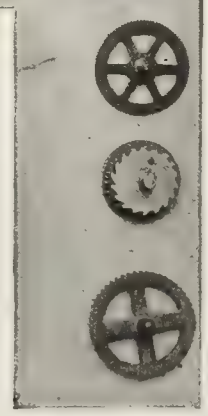


We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.





INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

Manufacturers of
High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

TRADE MARK "CONSOLA"

CABLE ADDRESS "CONSOLA"

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretino Co.

227-229 W. WASHINGTON ST. CHICAGO ILL.

Branches: 2957 Gratiot Ave., Detroit, Mich. 1121 Nicollet Ave., Minneapolis, Minn.

OKeh and Odeon Records

"Speed and accuracy in the delivery of *complete* orders for the popular, fast-selling OKeh and Odeon lines" is but another, longer, way of saying

"Consolidated Service"

Consolidated Talking Machine Co.

227-229 West Washington Street CHICAGO, ILL.

Branches:

2957 Gratiot Ave., Detroit, Mich. - - 1121 Nicollet Ave., Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

Co. by E. B. Bartlett, vice-president of the company; a remarkable record of the men who have been continuously in the company's service for forty years or more; and various articles by members of the factory's selling and official staff.

An article that will be read with keen interest by Kimball dealers who are fortunate enough to secure a copy of the paper is on the subject "On the Phonograph" by Albert A. Huseby, the company's well-known technical expert, and the president, by the way, of the Foremen's Club. The article, according to an editorial note, "is based on a series of hundreds of experiments conducted in the Kimball laboratories and references from such eminent sources as Thomas Edison, Berliner, William Braid White and others." The trade will be glad to know that the Associate Editor of The Talking Machine World is thus given a place among the immortals.

The article goes into detail regarding the fundamental principle of the talking machine, and describes the construction and special features of the Kimball phonograph at considerable length.

Promoted to Manager

The Glick Talking Machine Co., one of the largest Victor dealers outside the Loop, with headquarters at 2100 West Division street, has appointed Herman Gordon manager of the South Side store at 1655 West Sixty-third street. Mr. Gordon is a thoroughly experienced talking machine man and was for six years manager of one of the stores of Saul Birns in New York City. Eight months ago he came to Chicago and joined the sales force of the Glick Co., and has now been given the responsible position which his work with the company deserved.

New Radio Starr Style in Big Demand

C. H. Hunt, manager of the Chicago office of the Starr Piano Co., reports that their style XIX-A, the "install your own radio" model, has excited much interest in this territory and that shipments are now going forward from the factory at a rapid rate.

The company has an attractive window display of this style with explanatory card showing the various features.

Saal Controls Broadcasting Station

Broadcasting stations in Chicago continue to multiply and the latest to get on the air is another hitch-up with the talking machine industry. It is WTL, and is controlled by the H. G. Saal Co., manufacturers of talking machine motors and radio apparatus. It is placed on the Webster Hotel, 2150 Lincoln Parkway.

WTL started radiocasting some very acceptable programs under the supervision of Len Brosseau, the program director of the station. The schedule of radiocasting includes the hours from ten to twelve every night except Sunday and Monday and a day program beginning at noon each Tuesday and Saturday. WTL has a power of 100 watts and will operate on 268 meters.

Brunswick Radiola on Display

An event of the past two weeks has been the appearance of the Brunswick-Radiola in dealers' stores and windows throughout the city. At the Brunswick headquarters on Wabash avenue two large rooms have been fitted up elaborately for the display and demonstration of the beautiful instruments. The majority of Brunswick dealers in the Chicago district have already placed their orders, according to sales manager Harry Bibb, and are very enthusiastic regarding the sales possibilities of the new combination. Lyon & Healy started a newspaper campaign with large space in the dailies on Thursday and Friday of last week.

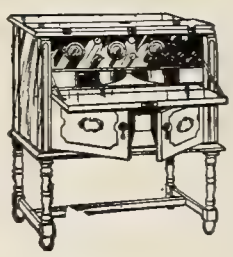
New Oro-Tone Brass Tone Arm

The Oro-Tone Co. has just announced that it will have a new brass tone arm ready for the market on September 1. It will be a large sized arm with an adjustment of eight and a half to nine and a half inches and will be equipped with the company's new extra loud reproducing attachment.

Sees Activity Ahead

Frank F. Paul, general sales manager of the United Manufacturing & Distributing Co., has just returned from a trip through the Middle West, during which he received ample confirmation of his optimistic view of the outlook for business in this period.

"I had the pleasure of talking to a great many phonograph manufacturers and large dealers," said Mr. Paul. "Almost without exception those to whom I talked stated that business is improving and that they look for a large volume of business this Fall and Winter. Certainly this is true in our own business. We believe that we are going to have a very fine lot of business during the weeks just ahead. As a matter of fact, the work in our sales department has increased to such an extent that we have had to take on the services of another sales executive. M. A. Bruce, who recently came with our company as assistant sales manager, is finding plenty of work to keep him busy. Without question the phonograph manufacturers will sell a great many combination sets this Fall and Winter. That the manufacturers are beginning to realize this is indicated by the large number of orders being placed for the Unidyne panel."



Patents Applied For

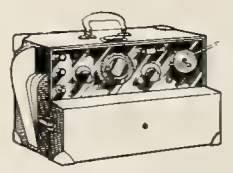
No. 500

Radio Cabinet

With Built-in Loud Speaker

Mahogany or Walnut—Two Tone

Send For Literature and Prices



Patents Applied For

Portable Radio Set

With Collapsible Horn and Ribbon Antenna

Write For Further Information

LAKESIDE SUPPLY CO.

73 W. Van Buren St.

CHICAGO, ILL

Harrison 3840

Bartlett Wins Golf Honors

E. B. Bartlett, vice-president of the W. W. Kimball Co., has been playing in good form this season and at the tournament of the Chicago Piano Golf Association at LaPorte, Ind., on Thursday of last week won the first prize for low net score for 36 holes which comprised the day's play.

Piano Club's Radio Party

Instead of its annual picnic the Piano Club of Chicago had a radio party this year and it was at the Rainbo Garden, Tuesday evening, July 29th. There was a fine dinner, also dancing and an inspection of the radio station WQJ which is connected with the Garden.

Preach Gospel of Work

All of the travelers of the Chicago Talking Machine Co. returned from their vacations the middle of July and are active in their territories demonstrating to dealers methods of going after business suitable to the Summer season.

"That intensive effort during the so-called dull season is worth while has been proved repeatedly," said Dan Creed in a chat with The

An Exceptional Line

for

Wide Awake Dealers

COLUMBIAN BABY GRAND

Elastic touch. Faultless Action. Mahogany Finish Only. Size, 59″ x 56″.

EXCEL PHONOGRAPH CO.

Manufacturers

400-412 West Erie St. CHICAGO, ILL.

These high-grade Consoles come in Mahogany and Walnut finishes.

No. 20

Our No. 10 identical to No. 20, except Gum Panels and Straight Back Legs

No. 40

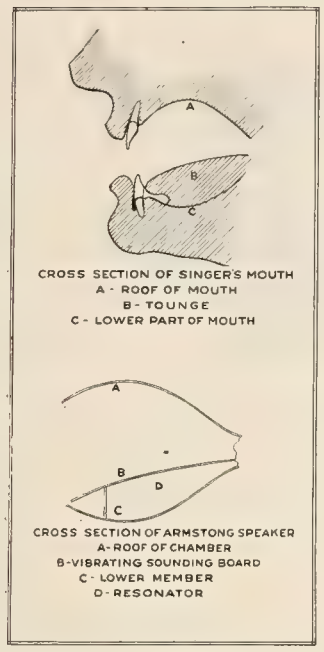
Nickel or Gold Hardware. Workmanship Guaranteed. Prices that appeal.

No. 30

Place your orders early. In 1923 we were sold out in September for the full year.

STYLE No. 4
48″ high, 21″ wide, 23″ deep; 5-ply. Genuine Mahogany or Oak

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)



The ARMSTRONG SPEAKER

SHAPED LIKE A SINGER'S MOUTH

Refinement of tone with QUALITY and volume.
Solid walnut cabinet, perfectly finished, occupying but little space.

LIST PRICE, $27.50

If your jobber cannot supply you, order from us

A BIG ADVANCE IN RADIO RECEPTION

McKinley Phonograph Co.

PAUL B. ARMSTRONG, Manager

1501-1515 East 55th Street CHICAGO

World. "Even if immediate results do not seem commensurate with the effort expended, the man who keeps in touch with his prospects during the Summer months is going to have the big chance of landing them in the Fall. Our men in the first six months in 1924 kept pace with last year," said Mr. Creed, "and it required mighty hard work to do even that, and, of course, we always like to see an increase. Still, we think we have reason to be satisfied under the circumstances, and with the July business eloquent of low stocks in the hands of dealers and with a generally optimistic feeling among our trade we look for a good, if not an unusual, Fall business."

S. S. Schiff at Saginaw Plant

Sam S. Schiff, of the Vitanola Co., spent the latter part of July at the company's big factory at Saginaw, Mich., inspecting some attractive new styles which are coming through over there and speeding up production on some really important orders that have recently been received.

Finds Record Business Improving

E. A. Fearn, president of the Consolidated Talking Machine Co., notes a marked increase in the volume of wholesale record business during the past two or three weeks, and looks for a considerable activity in talking machine sales during the coming Fall, with popular-priced models perhaps in greatest demand. Mr. Fearn is highly pleased with the reception given the new Samson, Jr., portable machine and is making plans to give it a national distribution.

Reports Increased Export Business

H. J. Fiddelke, manager of the Hall Fibre Needle Co., reports that the foreign trade, always an important factor in their business, has been growing steadily of late. This month they have already made important shipments to New Zealand and to a new distributor in Australia.

Dealers in Hall Fibre Needles will now have an opportunity to introduce the product to new customers with no additional expense to themselves, as hereafter twenty-five sample packages containing five needles each will be included in each carton.

Enlarge Talker and Radio Department

Fred Firestone, manager of the retail store of the Schumann Piano Co., while in Chicago recently announced that an adjoining store has been leased to secure increased space for the talking machine and radio departments. E. Jackson, formerly of the Jackson Talking Machine Shop, of Rockford, is in charge of this department.

Melrose Bros. Expand

Melrose Bros. have incorporated their retail business on Cottage Grove avenue and have removed to larger quarters next door, at No. 6820, where they have three times more space than formerly occupied. The company carries a complete line of Columbia phonographs and records, as well as the Vocalion, the Sonora and an extensive stock of small goods and sheet music. A line of pianos is also handled. Lester Melrose will manage the retail end of the business, while Walter Melrose, his brother, will devote most of his time to the business of the Melrose Bros. Music Co., with professional offices at 119 North Clark street.

Again in Business Harness

Charles M. Bent, of the Music Shop on Wabash avenue, who was operated on for appendicitis last month, is again at the store and is rapidly regaining his strength.

Thomas B. Stone, Victor dealer at Sixty-seventh and Stoney Island avenue, had a similar experience, but is again at his place of business after a stay at the hospital.

Satisfied With Furniture Mart Business

I. A. Lund, sales manager of the Excel Phonograph Co., expresses himself as well pleased with the volume of business secured during the Furniture Show at their exhibit at the new American Furniture Mart. "It was a little slow at first," he said, "but during the last week we got some excellent orders and we are looking forward to a good normal Fall business."

Interesting Krasco Publicity

The Krasco Mfg. Co. has issued an attractive little circular telling in concise form the story of Krasco motors. Of the six sizes of this well-known motor two are illustrated, namely, the No. 2, which plays four, and the No. 33, which plays ten ten-inch records to the winding.

Oro-Toners' Enjoyable Picnic

Members of the factory and office force of the Oro-Tone Co. had their annual picnic last month. This year it was at Diamond Lake, about thirty miles from Chicago and the scene of the day's enjoyment was reached by means of specially chartered auto buses. The Oro-Toners, with their families and sweethearts, had a wonderful time of it motor-boating, fishing, swimming and engaging in the customary athletic contests.

Welcome, Miss Tremblett

V. K. Tremblett, assistant sales manager of the Chicago Talking Machine Co., is happy over the advent of a daughter.

To Job Radio to Music Trade

Percy R. Kimberley, a well-known figure in the music industry for many years, has formed the Music Trade Radio Corp. for the purpose of jobbing radio to music merchants. Offices of the company will be located at 328 North Michigan avenue, where three floors of the building will be occupied. Percy R. Kimberley is president and treasurer, Chorne Donnelly is vice-president and Elliott Jenkins, secretary.

"There are still a certain proportion of music

(*Continued on page* 118)

Kimball Style S

No greater value for the money than in

KIMBALL PHONOGRAPHS

Excellence of Construction
Natural Tone, Variety of Designs
Reliability

Side by side with other makes of similar price the Kimball is a ready seller—therefore, a money maker for the dealer. Ask about agency franchise, territory and terms.

W. W. KIMBALL CO., 306 South Wabash Ave., Chicago

Makers—Kimball Phonographs, Pianos, Players, Pipe Organs. Distributors—Columbia Records

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

Packed in attractive Colored Display Cartons

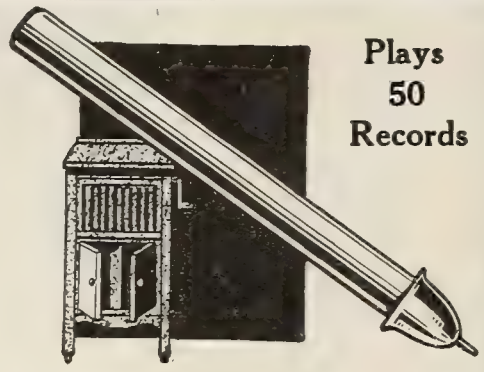
Retail Prices:
Box of 12 needles - 25c
Box of 4 needles - 10c
100% Profit to Dealers

Tonofone

REPRESENTS THE HIGHEST STANDARD QUALITY
Obtained in
SEMI-PERMANENT NEEDLES

Reproduces all the Tones Accurately and Clearly without the scratchy Surface noise.

TONOFONE NEEDLES ARE SOLD BY OVER 8,000 DEALERS and 26 WHOLESALE DISTRIBUTORS



Plays 50 Records

Cannot injure the finest record!
The stylus point is made of a material softer than the record substance, therefore wears the needle and *not* the record.

If you do not have complete stock on hand, order from your Distributor

THE TONOFONE COMPANY *Makers* 110 S. Wabash Ave., Chicago, Ill.

merchants who do not handle radio," said Mr. Kimberley, "and the reason is largely because of their fear regarding an unknown proposition. This concern plans to render service to music merchants in this connection and launch them forth in the radio game along lines that have worked out definitely and surely here in Chicago and other places.

"Although conditions right now are seemingly not the best, still the country is basically right and radio itself has definitely proved that it is no passing fad or fancy of the public. It has continued to grow steadily and the coming Fall and Winter will see even greater advances in sales than in the past. It is no longer a question of 'shall I handle radio or shall I not?' but of 'how shall I handle radio?' There is no use refusing to connect up with the line of merchandise that brings assured profits such as is the case with radio as handled by music merchants throughout the country."

Mr. Kimberley is admirably fitted for the management of the new radio jobbing concern. He was connected with the Cable Company for many years and more recently was head of the Chicago Wurlitzer organization, where he put in radio and went through the preliminary stages of radio merchandising as experienced by the music merchant.

He is thoroughly conversant both with the music industry and its problems and the radio game as the music retailer knows it. Associated with him are two expert radio men, Messrs. Donnelly and Jenkins, who at one time were in charge of the Drake radio broadcasting station.

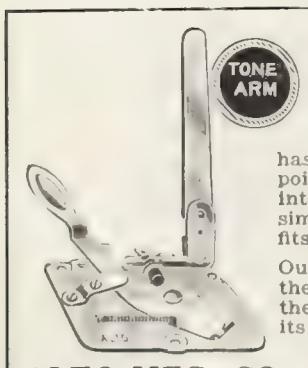
A Business as Usual Policy

An article in the current Printers' Ink quotes as follows a letter from the Gulbransen Co., manufacturer of the Gulbransen registering piano, in answer to an inquiry as to the state of business:

"This house does not plan any special campaign at this time any more than it has in any year past. We have what is probably a very unusual record, in that we have never missed advertising in a national way a single month since we started our national advertising policies. Furthermore, we have never run less than a full page in the leading national mediums since we entered the field.

"Our problem has been one of stabilizing the market all the year round, not to put extra life into the market at any particular time. The steady advertising that we have done has to a very large extent had the effect of stabilizing our particular market, and has also resulted in consistent, steady linking up with our advertising by Gulbransen merchants. Few national advertisers, we believe, have gone into intensive dealer tie-up any more deeply than we have. It is almost a religion with us, continuing month after month with clocklike regularity. With such a policy you can very readily see why there is no particular Fall and Winter campaign.

"So far as general business in the latter part of the year is concerned, we expect and are preparing for a considerable improvement. Our confidence in the situation is indicated by the fact that we are completing a new six-story building which will increase by one-seventh the amount of our available manufacturing floor space."



THE ALTO
Automatic Stop

has the following good points: Nothing to screw into the tone arm and simple in construction. It fits under the turntable.

Our customers say it is the most accurate Stop they found yet in spite of its low cost.

ALTO MFG. CO. 1647-51 Wolfram Street CHICAGO

Pathé Activities

W. E. Hotchkiss, manager of the Chicago office of the Pathé Phonograph & Radio Corp., reports that among the larger dealers who have recently taken on Pathé records in Chicago are L. Klein & Co., the Hartman Furniture Co. and the two stores of W. A. Wieboldt & Co. The new concert Actuelle is meeting with great favor for dance halls and clubs where an unlimited quantity of tone is desired. It is being used successfully in the National Academy of Design in the Auditorium Building and is a feature of the Cal-Mil Dancing Academy at California and Milwaukee avenues.

Takes on the Crosley Line

The Vocalion Co., of Chicago, is developing its recently organized radio department and has just made arrangements to become distributor for the receiving sets made by the Crosley Radio Corp., of Cincinnati.

Mourn Death of J. W. Scott

The staff of the Jewel Phonoparts Co. was greatly saddened this month by news of the death of J. W. Scott, the Eastern representative, which occurred at his home at Orange, N. J., July 17, of pneumonia. "Scotty," as he was affectionately known in the trade, had done excellent work for them and was greatly loved by everyone connected with the company.

A. B. Cornell, general manager of the Jewel Phonoparts Co., is spending his vacation on his farm at Summerville, N. J. He will return about September 1.

An Attractive N. & K. Window Display

The accompanying illustration presents a very attractive window display of N. & K. imported phones, featured by the Commonwealth Edison Co. in this city. The display is noteworthy for its human interest value and attractive setting, and it created considerable comment and interest among passers-by. This window is one of a series of displays that have been appearing from coast to coast featuring N. & K. phones and other N. & K. products, distributed by the Th. Goldschmidt Corp. of New York.

Commonwealth Edison Co.'s N. & K. Window Display

Sees Good Fall Trade

The Illinois Phonograph Corp. has taken on the entire line of the Ware Radio Co. as Illinois distributor. It is now showing three table models and three floor cabinets.

The company received this week a sample of the new Sonoradio No. 2, equipped with a three-tube Ware radio set.

Sees Good Fall Trade

The new general manager and treasurer of the Illinois Phonograph Corp., Sonora distributor, Alfred C. Valeur, is highly satisfied with the Fall outlook for business. The fact that the recent upturn in prices has added one hundred million dollars to the value of the wheat crop as compared with last year, itself indicates, according to Mr. Valeur, that the turn has come, not only because of the additional amount of money put into circulation, but because of the general confidence it creates and the consequent

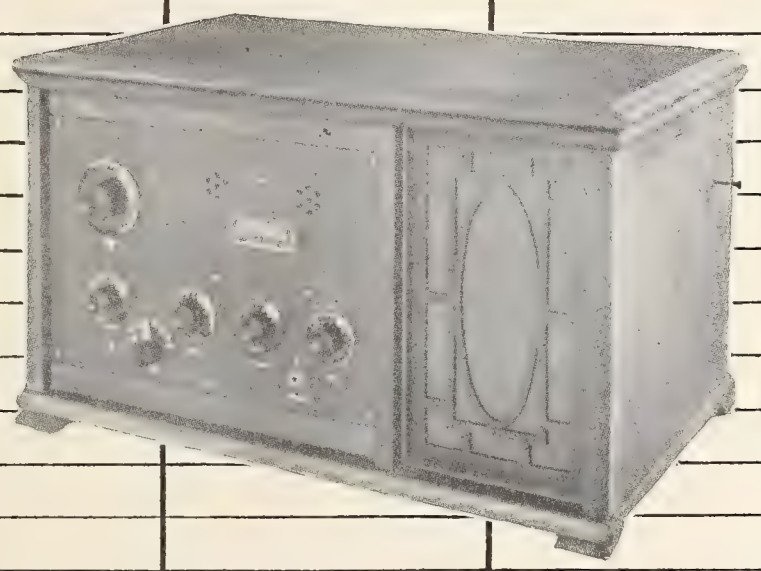
(*Continued on page* 120)

THE VOICE OF THE WORLD

RADIO MASTER

CORPORATION OF AMERICA
BAY CITY, MICHIGAN

STATIONS	CALLS	WAVE	TUNER	REMARKS



FIND THE DIFFERENT STATIONS—CHART THE DIAL POSITIONS AT WHICH THEY ARE RECEIVED AND HAVE AN ENDLESS VARIETY OF ENTERTAINMENT WITH YOUR **RADIO-MASTER.** AFTER THE POSITIONS ARE CHARTED YOU CAN TURN FROM ONE TO ANOTHER WITH EASE AND SELECT YOUR PROGRAM.

THIS IS JUST ONE OF THE MANY ADVANTAGES OF **RADIO-MASTER.** THEY ARE EASY TO INSTALL—REQUIRE NO OUTSIDE ARIEL—SIMPLE TO TUNE—HAVE SELF CONTAINED LOUD SPEAKER—BEAUTIFULLY FINISHED—AND OUR PROPOSITION TO DEALERS IS MOST LIBERAL. LARGER MODELS IN THE CONSOLE TYPE INCLUDING RADIO-PHONOGRAPH COMBINATION. WRITE FOR EXCLUSIVE REPRESENTATION TODAY.

RADIO-MASTER CORPORATION
OF AMERICA
F. B. WARD, PRES.
BAY CITY, MICHIGAN

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

loosening of purse strings that it will occasion.

Mr. Valeur, after years of experience with the Sonora Co., as a member of the executive staff in New York, was managing director of the Canadian division of the company. He retired from that position in February of this year and after several months at headquarters came West to assume his present position.

Sales Manager Leon Golder has just returned from his vacation and is making a trip of investigation through the territory.

Gives Golf Party

M. A. Healy, president of Lyon & Healy, was host at the Lake Geneva Country Club on Wednesday, July 30, to sixteen members of the executive and department staffs of the company. The principal feature of the day was a golf tournament participated in by M. A. Healy, Columbus Healy, Vincent Healy, R. E. Durham, C. H. Anderson, C. W. Litsey, R. T. Stanton, W. P. Roach, W. P. Walsh, W. J. Burns, H. F. Adams, D. E. Geller, J. C. Vance, O. L. Haupp, H. P. Veatch and J. T. Morgan.

Mr. Durham was the winner of the first prize with a score of 85. C. W. Litsey won the prize for making a hole in the least number of strokes. The winners of the low foursome prizes were Columbus Healy, C. H. Anderson, W. J. Burns and R. T. Stanton. Luncheon was served at the club and later in the day the whole crowd was delightfully entertained at M. A. Healy's Summer home.

H. E. Roemer Addresses Piano Club

The annual election of officers of the Piano Club of Chicago will take place on October 8. President McKenna this week announced the following nominating committee: G. W. Brownell, chairman; J. G. Pierson, Wallace Kimball, Ray Riley and Charles Clute.

On a recent Monday H. E. Roemer, well-known in the talking machine trade and a strong factor in the radio business, made an interesting talk emphasizing the point that the music trade is the logical channel for the marketing of radio.

On Monday of this week the entertainers were James J. Whalen, Miss Irene McGinn and Ray Hibbeler, of the Garrick Music Sales. The latter sang several of his own compositions, including "Tell Me You'll Forgive Me" and "Bungalow Love Nest."

Some Personals

E. P. Bliss, who for a number of years traveled Michigan for Lyon & Healy, was a Chicago visitor this week, visiting the radio trade.

William H. Nolan, also a former Lyon & Healy man, was a Chicago visitor. He recently sold his talking machine business at Appleton, Wis., to Irving Zilke and was here arranging for a new trade connection.

Miss E. E. Powell, secretary and treasurer of the Tonofone Co., is spending her vacation with her parents at Paducah, Ky.

New Oro-Tone Product

The Oro-Tone Co., of this city, will soon be ready for the market with a new tone arm and reproducer especially designed to meet the demands of manufacturers who wish a dependable product at a price enabling them to install it in their more popular-priced machines. It is made of a special alloy and has a telescopic adjustment in length from seven and one-half to eight and one-half inches.

New Oro-Tone Tone Arm

General Manager Leigh Hunt, in speaking of the new product, says that in volume and quality of tone it will be found to be up to the usual Oro-Tone standard. It is constructed in such a manner that the correct weight or pressure will be registered on the record. The company expects to be able to make deliveries on the new tone arm about September 1.

The Oro-Tone Co. is now mailing to the trade the new catalog which was referred to in the last issue of The Talking Machine World. It is a handsome booklet of 30 pages illustrating various styles of tone arms and reproducers, attachments for playing lateral cut records on the Edison and for playing Edison records on Victor and Columbia talking machines. It also illustrates and describes the Oro-Tone Portotype, as well as an extensive line of supplies and parts, including steel needles, sapphire and diamond points, fibre needle cutters, automatic stops, motors and a line of radio supplies, including headsets, loud speaker units, batteries, and other accessories.

As One Manufacturer Views It

The Cheney Resonator, that admirable bimonthly publication of the Cheney Talking Machine Co., has in its current issue a most interesting editorial treatment of general business conditions with reference to the future, and pertaining especially to the talking machine business. The article is characterized by a candor of treatment which is highly to be commended. We quote in part:

"First of all, during the last few weeks some very important things have happened. The taxation question has been settled; not to everyone's liking to be sure, but settled. Then, the bonus question has been settled; by no means to every one's liking, to be sure, but settled.

"Then, the mischievous attempt to cure agricultural disturbances by unsound economic remedies has been finally defeated. Lastly, Congress has adjourned and can neither do good nor harm to business again until after the Presidential election.

"Meanwhile, production and consumption have at last met; the one now virtually balances the other. Rate and volume are under normal, but there is at least a balance. In a word, it appears that we have touched bottom, for bank clearings show steady gains once more, retail stocks are known to be very low, and the basic industries have shown very little in the way of unemployment conditions.

"All these facts can be discovered by any one who will take the trouble to look up the facts and figures which government reports, the monthly statements of the commercial agencies, and the figures of the bank clearings from week to week amply provide.

"This company desires to help in every way each one of its dealers to do more business and make more money. It will neither complain about them nor try to load them with unwanted stock in the future any more than in the past. This company is able and willing merely to 'stand by' when standing by is necessary, but it does not believe that the present time is at all a time for fear, nor for lacking confidence, nor a time when no business can be done.

"The company knows that the trouble with retail phonograph business is not lack of appreciative people, nor 'hard times,' for there are no hard times, but rather lack of imagination, and lack of the understanding that phonographs need to be sold, instead of being held on store floors until people walk in and insist upon buying them.

"'Business goes by fits and starts,' said Herbert Hoover the other day, 'and just now it is having a fit.' These are true words, as true as they are witty. But the fit is near its end, the start is already beginning. Let us work together and we shall have cause within a very short time to be glad."

Lambert Friedl a Visitor

Lambert Friedl, vice-president and general sales manager of the Adler Mfg. Co., was a visitor to the Edray Sales Corp., their Chicago representatives last week. He expressed himself as highly satisfied with the prospect for fine distribution of Royal phonographs, combination phonograph and radio, and neutrodyne radio models this Fall. The first of the Royal neutrodyne radio cabinet models has just been received at the offices in the Republic Building and has excited much admiration on the part of those who have seen and heard it.

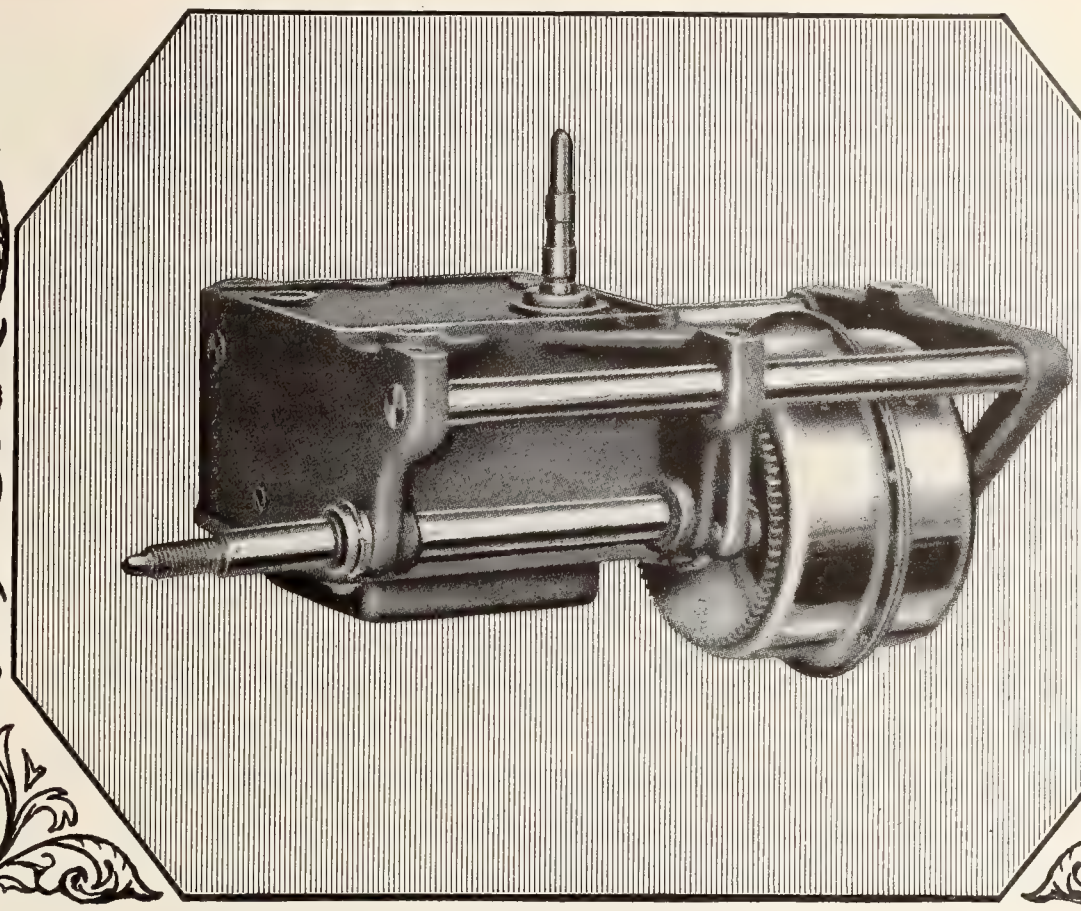
Columbia Items

W. C. Fuhri, vice-president and sales manager of the Columbia Phonograph Co., was a visitor to the Chicago offices the latter part of last month, in the course of a Middle Western trip.

John McKenna, manager of the Chicago branch, has just returned from a trip through Michigan, where he found the dealers with stocks in excellent condition and ready to place orders for Fall.

"Underlying conditions are really much better than they were last year," said Mr. McKenna. "Stocks in the hands of dealers are much lower than they were at that time and with the improved agricultural conditions I believe we are going to have a very excellent Fall and Winter business."

(Continued on page 122)



UNITED MOTORS Meet the Highest Standards

WITH the ambition to create a superior product as a greater urge than the thought of the material gain to be acquired, the men who have grouped themselves into a guild of craftsmen at the United Plant, painstakingly build into each motor more than mechanical perfection, more than the finest materials and rigid tests assure, but a personal pride in the fine work that they are doing that is reflected in the superior service that United Motors give.

High ideals, a creed of precision and accuracy, old world thoroughness and modern equipment have raised United Motors into a class of enviable merit. Our huge, modern, daylight plant is capable of immense production with no loss of careful workmanship and quality. United Phonograph Motors will enhance the value of the finest cabinets—and their inherent dependability assures long and satisfactory service.

UNITED MANUFACTURING AND DISTRIBUTING CO.
9705 Cottage Grove Avenue, Chicago, Illinois, U. S. A.

UNITED

Largest Independent Manufacturer of Phonograph Motors in the World

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

C. F. Baer, assistant manager of the Chicago office, is on a visit to the Minneapolis branch.

Leon Samuels to Tour Europe

Leon C. Samuels, exclusive distributor for the Vincennes Phonograph Co. at Vincennes, Ind., will sail from New York on August 27, on the steamer "La France," for a two months' trip to Europe. Although Mr. Samuels has recovered from his recent illness, he feels that the trip will be of immense benefit to him; while affording recreation and rest, it will give him the opportunity to investigate the European market and to extend their present export connections.

Mr. Samuels will be accompanied by an intimate friend, Harry Kahn, of Indianapolis, who is one of the heads of the People's Outfitting Co., which conducts a chain of important furniture stores. They will tour Italy, Germany, France, Switzerland and England and will return to New York on October 18. Mr. Samuels has just returned from a trip to Detroit, Cincinnati, Indianapolis and Louisville and reports having booked some excellent orders.

During Mr. Samuels' absence the office in 920 Republic Building will be in charge of his assistant, W. A. Ferguson, who will have some attractive new styles of Rivoli phonographs and Rivoli radio combinations to show visitors.

Hold Successful Sonora Conference

Sonora jobbers in the Middle West attended a very successful conference held recently at the Congress Hotel in that city. Plans for sales, advertising and production for the coming Fall were discussed in a series of meetings, and the jobbers were keenly enthusiastic regarding the outlook for Fall activities. The Sonora executive offices in New York were represented by S. O. Martin, president of the company; Joseph Wolff, first vice-president; Frank J. Coupe, vice-president in charge of sales; Warren J. Keyes, treasurer, and L. C. Lincoln, advertising manager.

Introduce Thorola Reproducing Unit

Frank Reichmann, inventor of the Thorite horn and the Thorophone loud speaker, has just designed a new reproducing unit known as the Thorola, which is being manufactured by the Reichmann Co. in this city. In discussing his new invention Mr. Reichmann stated: "The Thorola produces the highest violin notes and the lowest drum beats without distortion and with great volume. The super-sensitiveness of the Thorola, its ability to give greater volume on distant stations and to deliver more for your receiving set under all conditions, are based

Thorola Reproducing Unit

on the new design. This design uses for the first time the push-and-pull principle with a permanent adjustment. The horn is one piece thorite and cannot be thrown into resonance with any audible sound wave frequency."

Advocates Friestedt Inventory Plan

In the leading article in Printers' Ink Monthly for July, entitled "Mental Hazards That Stand in the Way of Sales," C. B. Larrabee sets forth a number of pet fetishes of business men that eat profits and takes occasion to refer to the time-honored custom of taking inventory in January when business was normally at high peak. In the article Mr. Larrabee comments upon the fallacy of the mid-Winter inventory and the wisdom of the Summer inventory as advocated by Arthur A. Friestedt, president of the U. S. Music Co., in the following words:

"Then there's the old idol of January inventories. Right in the middle of the busiest season the retailer just about closed up shop in order to take inventory. Not only that, but he intentionally kept his stocks low, when he should have had them full, in order not to show too much at inventory time. As someone has said, 'What's the use of special effort to increase Summer sales if you are going to drive away business in Winter by a foolish policy of inventories?'

"It is hard to realize just how serious this inventory fetish has been to business unless you have gone into the matter deeply. One manufacturer went on the road right after Christmas and found that dealers were letting their stocks drop to almost nothing on account of inventories.

"The solution, of course, is to shift inventory time to a dull season, whether that season is in May, July or October. The only reason for not doing so may be the impression that the Government insists on January 1 inventories. Such is far from the truth. The Government is only too glad to encourage off-season inventories because such a policy means a spreading of the rush times in the Department of Internal Revenue.

"This is a problem that affects manufacturers in a great many lines. They will do well to go into it deeply and show their retailers how dull season inventories build rush season profits."

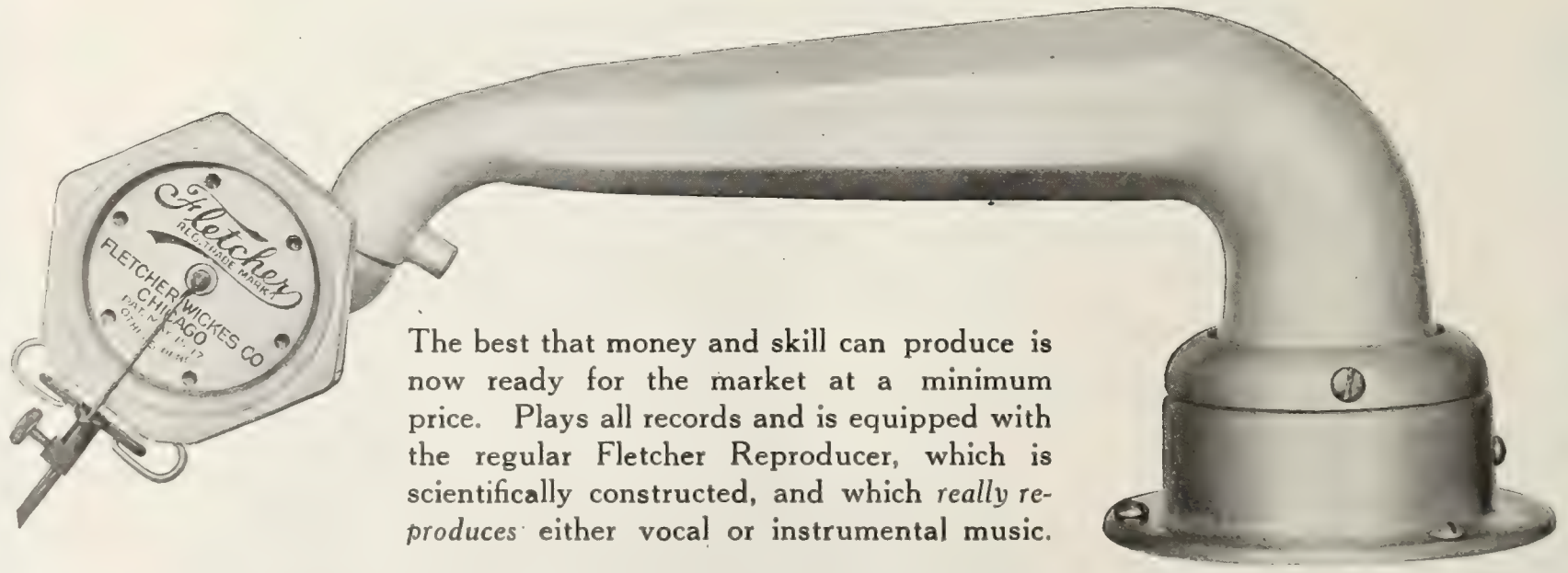
McKinnon Home From West

C. D. McKinnon, district sales manager of the Vocalion record division of the Aeolian Co., returned from an extended Western trip early in August and left on August 8 on his annual vacation.

A New Fletcher REG. TRADE MARK Product

No. 3 BRASS DRAWN TONE-ARM

One Piece Hexagon Taper, Non-Vibrating



The best that money and skill can produce is now ready for the market at a minimum price. Plays all records and is equipped with the regular Fletcher Reproducer, which is scientifically constructed, and which *really reproduces* either vocal or instrumental music.

Write for samples and quantity quotations specifying 8½" or 9½" length.
Money back guarantee covers all sample orders.

Fletcher "Straight" and Fletcher "Universal" still made and carried in stock.

FLETCHER-WICKES COMPANY

116-122 WEST ILLINOIS STREET, CHICAGO

BLACKMAN AND DEPENDABILITY
Blackman
TALKING MACHINE Co
28-30 W. 23 ST. N.Y.C.
ONE SUGGESTS THE OTHER

"The foundation of business is confidence, which springs from integrity, fair dealing, efficient service, and mutual benefit."
(*The Nation's Business.*)

"HIS MASTER'S VOICE" REG. U.S. PAT. OFF.
VICTOR WHOLESALE DISTRIBUTORS

This Edison Phonograph Survived Fire and Water

Instrument Removed From Burned Dwelling With Case Badly Scorched Found to Be in Playing Condition With Motor Undamaged

Fire and flood apparently have no terrors for Edison phonographs, according to an experience reported recently from Long Island, when a

The Edison After the Fire

Chippendale model Edison phonograph remained in playing condition after a fire had destroyed the home in which it had found a place.

The instrument had been sold by Roemmele Bros., well-known dealers of Richmond Hill, L. I., who, when they learned of the fire, immediately got in touch with the owner and accepted the burned Chippendale as part payment on a more expensive Edison phonograph. The damaged instrument was placed in the show window with the explanatory sign: "This beautiful Edison phonograph, which stood fire and water for more than five hours, still plays as good as ever," and the attention attracted by the display was so great that even the local newspapers commented upon it. Incidentally, some direct sales resulted from the effective display.

The accompanying photograph depicts the shape in which the phonograph was received at the Roemmele Bros. store. Although the case was badly damaged investigation showed that the motor was still in operating condition, though the heat had dried out all the grease and oil. The photograph was taken by J. T. Jackman, Edison traveling representative.

L. E. Latham Optimistic Over the Fall Outlook

Head of Prominent Distributor of Radio Discusses Trade Situation—T. F. Delaney in Charge of Phonograph Department

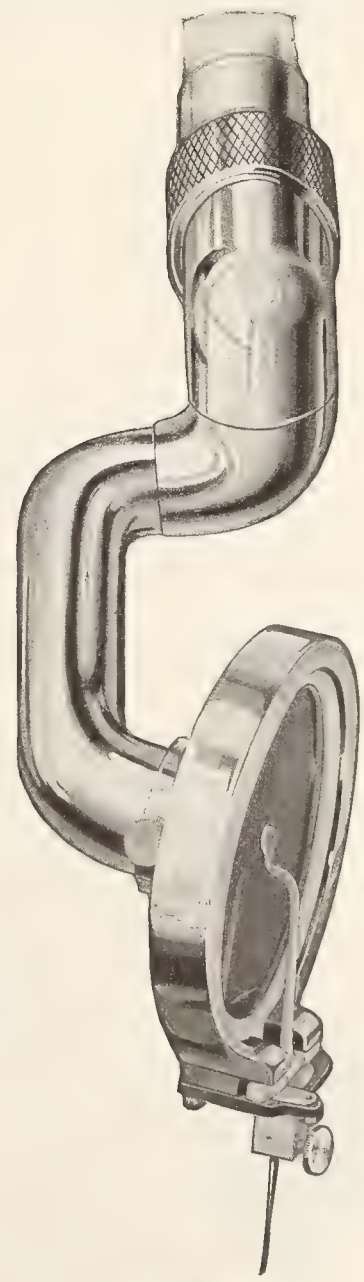
E. B. Latham & Co., New York, wholesale distributors of radio products, are making preparations to handle the Fall business and meet the requirements of the trade for the various lines which they are handling. In a recent chat with The World, L. E. Latham, sales manager of the company, said: "The Fall season should be from all indications the best that has ever been enjoyed by the radio industry, and at the present time we are ascertaining from the various manufacturers, their ability to deliver to us the required amount of merchandise. Having been assured of the manufacturers' ability to deliver, we are proceeding with plans so that the dealer will not suffer through any shortage during the coming season wherever it is possible to avoid it. Our phonograph department, under the direction of T. F. Delaney, is offering to the dealer the same degree of service that it has been the policy of the Latham Co. to give its clients. It is our hope to build up throughout the trade the same feeling of co-operation and good will that exists between our company and its customers."

The company has recently received samples of the new models of the Atwater-Kent Mfg. Co. and Mr. Latham is keenly enthusiastic over the possibilities that these new sets offer the phonograph trade. "I feel," said Mr. Latham, "that the company has surpassed even its previous record when it produced its five-tube receiver. This receiver is designed to fit into cabinets that will harmonize with the best of furniture, and is up to the usual Atwater-Kent standard of quality."

Sonora Jobbers Are Most Optimistic Over Outlook

A group of Sonora jobbers in the East visited the company's executive offices in New York last week for an informal conference, at which plans for sales, advertising and production for the coming Fall were discussed. Every jobber present voiced the opinion that 1924 Sonora sales would be wholly satisfactory, and the wholesalers commented particularly upon the confidence and optimism that is becoming more apparent each day among Sonora retailers. Among the Sonora jobbers who were represented at this informal gathering were the Greater City Phonograph Co., New York; Long Island Phonograph Co., Brooklyn, N. Y.; New England Phonograph Distributing Co., Boston, Mass.; Gibson-Snow Co., Syracuse, N. Y., and the Wil-Mer Corp., Philadelphia, Pa. All of the Sonora executives were present at the meeting, which was held under the direction of S. O. Martin, president of the company.

Mr. Edison Man:—
Don't Say
"KAN'T," say "KENT"
Write for catalog of complete line
The KENT No. 1
With "S" Sound Box
Has given complete satisfaction for years



TRADE MARK KENT
Reg. U. S. Pat. Off.
F. C. KENT CO.
Irvington, N. J.

Sleeper Radio Corp. Moving This Month in Line With Its Policy of Expansion

New Home to Be One of the Most Modern Factories in Long Island City—Will Have 20,000 Square Feet of Floor Space—Quantity Production Schedule—Plans Call for Close Dealer Contact

The Sleeper Radio Corp. now has under full swing extensive plans for expansion for the coming season. As the initial step the company is moving on August 15 to one of the most modern, concrete, daylight factories in Long Island City, taking 20,000 square feet of manufacturing space under long-term lease with

Gordon C. Sleeper

provisions in the lease for the erection of additional floors as needed. The new plant is at the corner of Washington and Sixth avenues, adjacent to the Pierce-Arrow and Famous Players-Lasky plants.

H. C. Doyle, treasurer and production manager of the company, is putting into effect in the new Type 54 Monotrol, which Mr. Doyle designed, the same ideas of progressive assembly that have made possible the huge output of the automotive industry. It is expected that by the first of September the company will be making one complete Monotrol every six minutes. Under the direction of Gordon C. Sleeper, president of the company, the sales program is being expanded to secure effective distribution in every part of the country.

In line with these plans a branch office at 10 South LaSalle street, Chicago, was opened some four months ago under the direction of John Lawrence McWeeny, formerly division manager of the Radio Corp. of America in the Chicago district. A second branch office has been opened in San Francisco under the direction of A. S. Lindstrom, one of the well-known sales engineers on the West Coast. Mr. Lindstrom is also secretary of the Pacific Radio Trade Association, which is giving the Pacific Radio Exposition in San Francisco this month.

Under the company's new plan of registered community dealers, a strong and effective contact is to be maintained from the executive offices of the Sleeper Radio Corp. with the hundreds of community dealers out in the field who make up the backbone of the company's distribution organization. All community dealers are appointed, however, through and upon recommendation of the zone distributors, and it is believed that the promotional work of the personal service department will go far to help the distributors.

Adler Co. Entertain Ad. Men

Louisville, Ky., August 5.—The members of the Advertising Club, of Louisville, made a tour recently of the immense plant of the Adler Mfg. Co. in this city, manufacturer of Royal phonographs and Neutrodyne products. Cyrus L. Adler, president of the company and a member of the club, was the host to a group of fifty advertising men, and subsequent to the meeting at the club, luncheon was served at the factory. The members of the club were greatly impressed with the magnitude of the Adler plant and the fact that it is working to capacity in the production of Royal phonographs.

Improvements in Portophone

The Thomas Mfg. Co., Dayton, O., manufacturer of the Portophone, announced recently several improvements in appearance as well as construction of this popular instrument. A new, round, solid leather carrying handle displaces the former flat leather strap type. A dropped motor board adds considerably to appearance and provides more clearance for the tone arm when the instrument is played with the lid closed. An attractive new black and white oval name plate appears on the inside of the lid and also a clear-cut design for showing the serial number has been worked out on the snap needle cup cover. The company reports an active demand for the Portophone, and new dealer accounts are being established throughout the country.

New Eagle Radio Soon

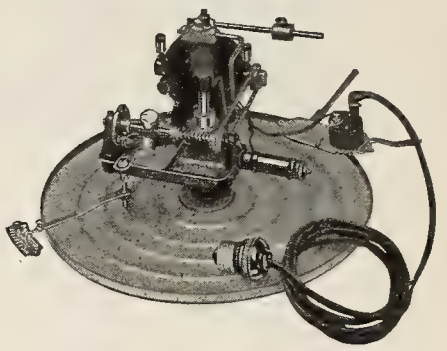
The Eagle Radio Co., 16 Boyden place, Newark, N. J., manufacturer of the Eagle neutrodyne receiver, will shortly announce a new model of this popular product. The Eagle Co., which is now appointing distributors throughout various parts of the country, has planned a sales campaign among the talking machine trade for the early months of the Fall season.

The PHONOMOTOR CO.

WM. F. HITCHCOCK, Proprietor

121 West Avenue Rochester, N. Y.

An Electric Equipment for the PHONOGRAPH



Fully GUARANTEED

Universal—alternating or direct current. Complete, with every part ready to run.

Sample, mounted on motor board, 12x12¾, $25.00 C.O.D. Money back if not satisfactory.

The PHONOSTOP

An automatic stop for all talking machines, 100% efficient.

STANDARD FOR EIGHT YEARS

Guaranteed.

Sold direct to manufacturers all over the world.

Nickel or Gold.

Your phonograph is worthy of the best stop.

This is the only one.

Your customers appreciate it

Our NEED-A-CLIP

A fibre needle clipper with hardened tool steel blade, retails at 75c, does its work perfectly, indefinitely.

WE ALSO SELL GENERAL PHONOGRAPH HARDWARE

Trade Prices upon application

The PHONOMOTOR

Trade-Mark Reg. U. S. Pat. Office

"Gee, that's the best plug I've seen yet"

That's exactly what seven of the largest phonograph and radio distributors in New York said when they first saw the

POLYPLUG

Eliminates all the annoyances so prevalent in the operation of the unsatisfactory screw type plug.

A few big features of the POLYPLUG, assuring highest efficiency, follow:

1. No necessity to take plug apart.
2. No necessity to tighten screws.
3. Positive contact always maintained.

POLYPLUG permits instantaneous changing from loud speaker to Headphone.

A Wonderful Feature

of the Polyplug—and only the Polyplug—is the tension slot enabling the phone cords to be pulled and jarred without the slightest disturbance to the actual contact.

Dealers: Write for complete literature and prices.

POLYMET MFG. CO.

70-74 Lafayette St. New York

Polymet TRADE MARK Registered

The CHENEY

THE MASTER PHONOGRAPH

The most perfect music-reproducing instrument

Announcing

The CARLYLE

To retail at $135

(East of the Rockies)

The Cheney Factories Achieve the Impossible

A Cheney in every sense of the word—to retail at $135. It had seemed impossible. All of the famous Cheney acoustic system, a cabinet worthy of a place with the other cabinets in the line!

Only the efficiency of our factories in Grand Rapids and the development of unsuspected economies could have made The Carlyle possible.

Here is a real leader—individual in its selling points, so superior in its tone quality that the difference is easily demonstrated, and so modestly priced that it comes within the price range of everyone who wants a phonograph.

The Carlyle is distinctively a Queen Anne model, 34½ inches long, 20¼ inches deep, 33¼ inches high. It is made in Biltmore mahogany beautifully finished, and is completely equipped with automatic stop, automatic needle adjuster, two reproducers for playing all records, and shelves for three record albums. Metal parts are nickeled.

The Carlyle rounds out The Cheney line—provides a wonderful value at every price level and offers range of selection for every buyer.

Important! Full Page Advertisements in Saturday Evening Post!

Beginning this Fall, The Cheney will be nationally advertised in FULL PAGES IN THE SATURDAY EVENING POST. This announcement is of utmost importance to every Cheney dealer, for it means increased business, increased profits, greater sales opportunities. The Cheney makes sales which otherwise would be lost. It appeals to discriminating buyers. It commands a high average sale price—and requires practically no service.

Ask us for details about the line. Watch for further announcements. The Cheney is the big profit-maker in many phonograph stores. Write for full information

CHENEY TALKING MACHINE COMPANY · CHICAGO

Decrease of Unemployed and Resumption of Akron-Canton Industries Aid Trade

Outlook for a Busy Fall Improving Daily—Record Sales Continue Fair—Dealers Planning Exhibits at Stark County Fair—Lorain Concerns in Temporary Quarters After Tornado

AKRON-CANTON, O., August 6.—Prospects are good for a good Fall business in talking machines, for words of encouragement come from all of the major industries. In the past two weeks hundreds of the unemployed have been absorbed in local industry and operating schedules are being increased right along. This looks good for Fall business and retailers are confident that the trade will be looking up within another thirty days.

Despite the inactivity in talking machine sales, records have maintained a fair volume throughout the Summer, particularly the dance recordings of the widely known bands. Some stores say that record sales are ahead of last year, due to more frequent releases by the several producing organizations.

Radio sales continue steady through this territory, with the dealers handling the line profiting liberally. Interest in this is on the increase in this locality.

Brunswick dealers of Canton have had numerous requests recently, urging them to make an effort to have Herb Wiedoeft and His Cinderella Roof Orchestra of Los Angeles return to Canton for another engagement. It is understood that the management of Moonlight Gardens, the new $75,000 open-air dance arena at Meyers Lake Park, is now negotiating with the band to have it return for a limited engagement in September.

Earl Woomer, who for several years was proprietor of a phonograph shop in Canton, has gone into another field.

At least four leading music houses of Canton will be represented with exhibits at the annual Stark County Fair, which opens Labor Day, and continues all week.

The Music Box, an exclusive record store recently opened in Tuscarawas street, West, has been forced to move to a new location as workmen began razing the building for a new structure. In the new location the shop will have almost double its former floor space.

Practically all of the Lorain, O., music houses handling talking machines and records, which lost heavily in the recent Lorain tornado, have been temporarily established and some are now in permanent homes. Quick work of reestablishing the stores on Broadway, where several of the music houses were located, prevented any great loss in revenue. It is understood all of the stores have been able to weather the financial loss resulting from the storm.

The M. O. Neil Co., Akron, largest department store there, recently made a big thing of portable talking machines, combining them with the sporting goods window, including canoes. The window was one of the most appealing used by the store in recent years, and, according to Miss Baer, head of the talking machine section, it brought many direct sales of portables to prospective campers and automobile tourists.

Earle G. Poling, well-known Victor dealer at Akron, O., plans to foster a series of concerts here again this Fall and Winter. In recent years Mr. Poling has been responsible for the bringing to Akron of some of the world's greatest concert artists. He says this year's series will bring several new artists to Akron for concerts. Mr. Poling not only gives his own time to making possible this annual popular-priced concert series, but makes his store headquarters for the ticket sale and uses his sales force in aid of the general exploitation.

An elaborate modern store front is being installed by the Smith Philips Music Co., East Liverpool, one of the best-known talking machine stores in the Upper Ohio Valley. More floor space will also be available in the talking machine and record departments when the alterations have been completed about September 1.

Employes of the Brunswick Music Shoppe, in the Arcade Market, joined with other shop attaches recently and journeyed to Turkey Foot Lake, near Akron, where they enjoyed the annual Arcade outing, always the big event of the year. The shops in the Arcade were closed throughout the day.

Erisman Reports Big Business Spurt in New England

BOSTON, MASS., August 8.—Arthur C. Erisman, of the A. C. Erisman Co., reports that the last two weeks in July saw a marked spurt in business in the talking machine, record and radio lines. The fact that the mail order business has started in is a sure index of a turn in the business situation, says Mr. Erisman. The repair business, too, is showing a marked improvement. Mr. Erisman is enthusiastic over samples of two new radio cabinets made by the Strand. One of these already is here, and the other is due on the 15th of the month. They are both made so as to hold the larger radio sets. Mr. Erisman has just become the New England distributor for the new Camera-Phone, which dealers are taking in large quantities.

George P. Donnelly, of the A. C. Erisman Co., is now doing special outside work for the house, visiting the big dealers in the large New England cities. J. H. Callahan, heretofore connected with Mr. Erisman's retail business, is now devoting his attention to the company's radio line. Henry M. Blakeborough is now taking the place of John O'Hara, one of Mr. Erisman's oldest employes, who is spending all his time outside in the field.

"Hear Caruso on the Pixie Grippa, it will astonish you"

The Pixie Grippa

A Miniature Gramophone at a miniature price but with a giant voice

The Pixie Grippa is a tiny gramophone; it only measures 7½ in. x 4¼ in. x 10½ in., and only weighs 6½ lbs., and yet it plays 12 inch records with all the tone, depth, and detail of a big machine. The Pixie Grippa is a triumph of manufacture. Every part is constructed on scientific lines, and is strong and durable and capable of really hard wear in the home or on the journey anywhere. It has no loose parts and all the working parts are hidden and the delicate mechanism of the sound box is securely encased. The Pixie Grippa has a Secondary Amplifying Horn which effects a 20 per cent. increase in tone, so that it will fill the largest room with great ease.

This Machine has been truly named "The Wonder of Wembley." Customers from every part of the world have insisted on purchasing this machine in preference to all other portables at the British Empire Exhibition.

The World's patents on this machine are now in process of completion and the Patentee is prepared to consider proposals for manufacture in U. S. A. and Canada under license terms.

PRICE	In Leatherette case	£2	9	6	$12.50
	In Oak Case	2	15	0	13.50
	In Solid Oak case	3	5	0	15.00

Sample Machine Prepaid Post free by parcel post all countries except Australia and New Zealand.

Trade Discounts available in cases containing 48 machines
Size 42 x 33 x 25=23 cubic feet

Sole Patentee

H. J. CULLUM

Perophone, Ltd.

76-8 City Road, E. C. LONDON, ENGLAND

Cables, PEROWOOD, LONDON

A very real Asset.

IT is not alone the ease with which Crosley Radio Receivers are sold that makes them a valuable line for you to handle. There is the additional advantage of knowing that every person who buys a Crosley will be a repeat customer.

The universal satisfaction that Crosley instruments give each in its own class, adds prestige to the reputation of your store and makes customers talk about the wonderful values obtained there.

That our claims for Crosley Receivers are not extravagant is proven by the fact that, during the last twelve months, more Crosley instruments were made and sold than any other kind of sets in the world.

The Crosley Franchise is a Very Real Asset.

Are you taking advantage of the opportunity that it offers you?

Write for complete catalog which shows the new as well as the widely known Crosley Radio Receivers.

CROSLEY

Better-Cost Less Radio Products

Good Jobbers Everywhere Handle Crosleys

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, JR., *President*

826 Alfred Street **Cincinnati, Ohio**

The Crosley Radio Corporation Owns and Operates Broadcasting Station WLW

There Is a Crosley to Fit Every Pocketbook and Preference

CROSLEY 50—A new one tube Armstrong regenerative receiver, very efficient.....$14.50

CROSLEY 50-A—A two tube audio frequency amplifier to combine with the Crosley 50....$18.00

CROSLEY 51—A two tube Armstrong regenerative receiver with a world wide reputation for good performance.....$18.50

CROSLEY 51-A—A one tube audio frequency amplifier to combine with the Crosley 51....$14.00

CROSLEY 51-P—A new portable. The Crosley 51 in a leatherette carrying case with space for batteries and head phones.....$25.00

CROSLEY 52—A three tube Armstrong regenerative long distance receiver for loud speaker reception.....$30.00

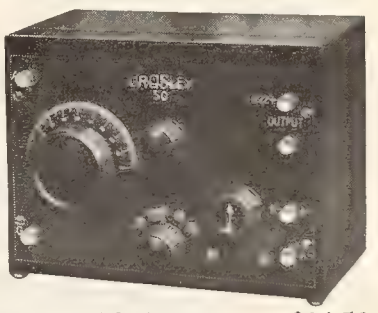
CROSLEY TRIRDYN 3R3—A very selective three tube receiver combining radio frequency, regeneration and reflex, the three great radio powers.....$65.00

CROSLEY TRIRDYN SPECIAL—A deluxe model of the Trirdyn 3R3 with battery space $75.00

CROSLEY TYPE V—A one tube regenerative receiver with a notable reputation.....$16.00

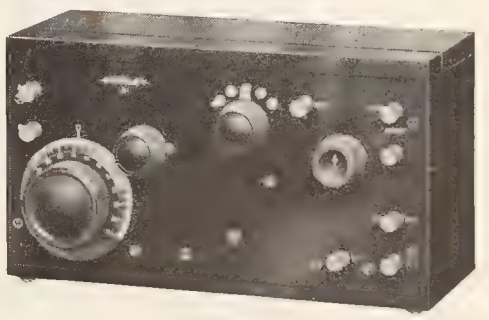
CROSLEY MODEL X-J — A powerful four tube set using radio frequency...$55.00

CROSLEY MODEL X-L—Same as the X-J in a Consolette cabinet with loud speaker $120.00

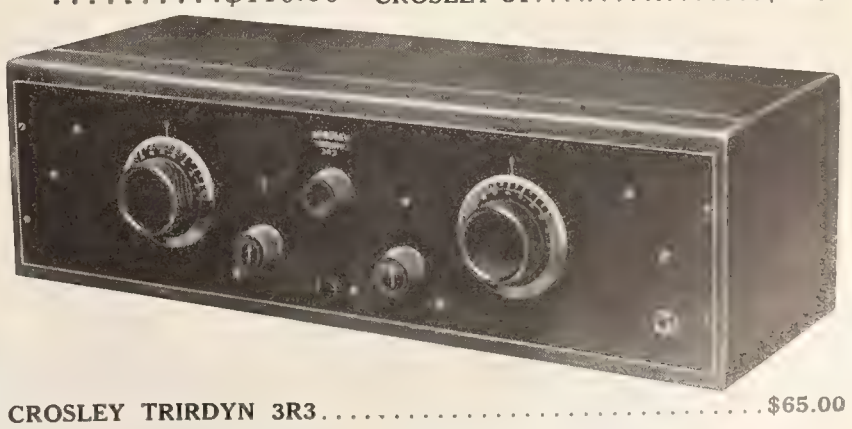


CROSLEY 50.....$14.50

CROSLEY TYPE 3-C—A three tube regenerative Consolette with loud speaker $110.00



CROSLEY 51.....$18.50



CROSLEY TRIRDYN 3R3.....$65.00

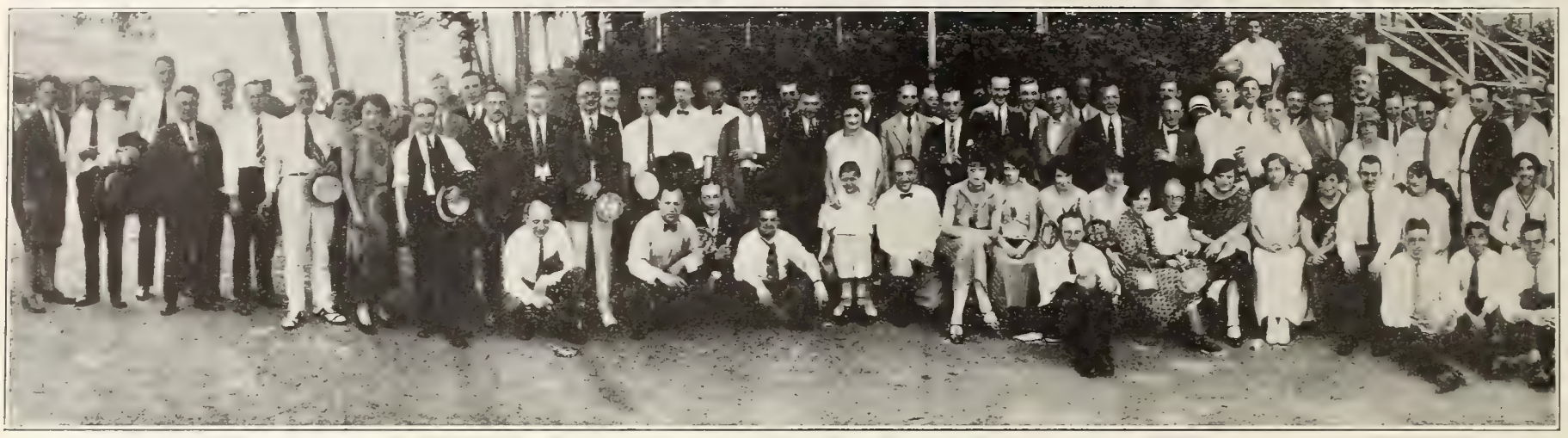
Prices Given Are Without Accessories

All Crosley Regenerative Receivers licensed under Armstrong U. S. Patent 1,113,149

Greater New York Talking Machine and Radio Men Enjoy Their Annual Outing

Two Hundred Members of the Talking Machine and Radio Men, Inc., Their Families and Guests Motor to Roton Point Park, Conn., for Annual Picnic—Aquatic and Other Sports Enjoyed

Wednesday, August 6, will be remembered by many as being the hottest day of the Summer, but to the talking machine and radio trade this fact was overshadowed by the fact that on this day the most successful outing of The Talking Machine and Radio Men, Inc., was held. Nearly two hundred members of the Association, together with their families and friends, left Lenox avenue and 124th street, New York, in a caravan of motor cars and drove to Roton Point Park, South Norwalk, Conn. Luncheon was served immediately upon arrival at the park and the entire day was given over to water and field sports. The one disappointment of the day was the absence of E. G. Brown, secretary of the association, who was seriously ill with an attack of acute indigestion. A telegram was sent Mr. Brown assuring him of the good wishes of the members, and the hope for his speedy recovery.



Members of the Metropolitan New York Talking Machine and Radio Men, Inc., at Annual Outing at Roton Point Park

The baseball game was between Sol. Lazarus' Radiola Out-Door Aerials and J. J. Davin's Victrola In-Door Aerials and lasted but two innings, when by common consent all the players rushed to don bathing suits. The Radiolas won to the tune of six to four. Josephson pitched for the winners and Archie Mayers was on the mound for the losing team. Irwin Kurtz, Henry Conn and O. P. Graffen were the umpires and in the opinion of the spectators it was these gentlemen who decided the issue. The ladies' field events drew a large number of entries and the following were the winners: Miss Wagner, in the fifty-yard dash, closed to members' families; Miss Duff, in the open fifty, and Miss L. Broadman in the potato race.

The water sports were keenly contested and were the real feature of the day. A. Getzou won the fancy diving contest with Miss Weidener a close second. In the fifty-yard dash for ladies Miss Weidener was first and Miss Goldfinger second. In the dash for members O. P. Graffen and M. Minkowitz finished one, two. The 150-yard relay race because of the large number of contestants was run in two sections, M. Berlow and O. Graffen winning the first section and P. Faucalla and M. Minkowitz the other.

The golf tournament was held at the Westport Country Club, arrangements being made for the use of the course by James Donnelly, a South Norwalk dealer. The tournament was conducted by Lloyd T. Spencer and attracted twenty entries. Messrs. Salzman, Nightley and Patterson were the winners, finishing in the order named. In the field events A. Mayers won the fifty-yard dash, Mr. Graham the 100-yard dash and Mr. Sklar was the winner of the fat men's race. The event that attracted most enthusiasm was the horse race with lady jockeys. J. J. Davin was the winning steed with Miss Weidener the Earle Sande. Nathaniel Kramer won second money, with Miss Wagner plying the whip. The three-legged race was won by N. Kramer and Miss Wagner, and the concluding event, a horse race, open, was won by A. Mayers and R. Daugherty.

The awarding of prizes took place at the conclusion of dinner and the evening was passed in dancing in the park pavilion over the waters of the Long Island Sound. At 10 o'clock the procession started homeward.

The manufacturers and jobbers who were rep-

represented at the outing and who donated prizes were: American Talking Machine Co., Blackman Talking Machine Co., Buegeleisen & Jacobson, C. Bruno & Son, Inc., Capitol Distributing Co., Chas. H. Ditson & Co., Dalrymple Whitney Radio Corp., De Forest Radio Tel. & Tel. Co., Emerson Radio Corp., General Phonograph Corp., Herbert-John Corp., Hughesville-De Tektor Radio & Cab. Co., J. Graham, care of Federal Tel. & Tel. Co., Knickerbocker Talking Machine Co., Lambert Friedl, care of Adler Mfg. Co., Walter Brunner, S. Lukas, Musical Instrument Sales Co., New York Talking Machine Co., North American Radio Corp., New York Album & Card Co., Outing Talking Machine Co., Inc., Progressive Musical Instrument Corp., Silas E. Pearsall Co., Sonora Phono. Sales Co., Stanley & Patterson, Tines Appliance Co., Inc., Tri-City Electric Co., The Magnavox Co., Triangle Radio Supply Co. and the Wholesale Radio Equip. Co.

Ben Bernie's Orchestra for New Hotel Roosevelt

Popular Organization Secures Exclusive Contract to Furnish the Dance Music for Latest Addition to New York's Hostelries

Announcement has been made that Ben Bernie and His Orchestra, which has become one of the most popular organizations of its kind in the country, has secured the exclusive contract for furnishing the dance music at the new Hotel Roosevelt, on Madison avenue at Forty-sixth street, the latest notable addition to New York's hostelries, which is expected to open about September 1.

Ben Bernie and His Orchestra, who record exclusively for Vocalion records and recently renewed their contract for another term, have toured the entire country with great success, playing at the leading hotels on the Pacific Coast and in other sections and appearing in lengthy vaudeville engagements.

Atwater-Kent Co. to Launch Fall Campaign

PHILADELPHIA, PA., August 8.—The Atwater-Kent Mfg. Co. is entering the Fall season with a line which may well be described as complete. In addition to the improved models of the Atwater-Kent open type of receiving sets, which have become well known in all parts of the country, the Fall line will include new models of the cabinet type. These cabinet models will retain all of the improvements and distinguishing features which have marked the Atwater-Kent line in the past, with the additional attractiveness of a cabinet set. In an announcement emanating from the headquarters of the company at 4937 Stenton avenue, this city, it is stated that these new models contain improvements considered by many to be the ultimate in radio design. The Atwater-Kent organization is equipped to take care of big Fall business. In addition to a well-organized sales staff, the company has a tremendously large factory with laboratories in this city. The human element in this large manufacturing plant has behind it a reputation for precision in the reproduction of electric products covering a period of many years.

For the coming Fall season a national advertising campaign, using nineteen leading magazines, will be launched.

Announces the New Freed-Eisemann Radio Panel

The Greater City Phonograph Co., 234 West Thirty-ninth street, New York City, distributor of Freed-Eisemann radio products, announced through Maurice Landay, president of the company, the new Freed-Eisemann radio panel. "This panel was particularly designed for the Victor console model phonographs and is as near specifications required for installation in Victor machines as possible. It contains a unique feature in that the parts are completely enclosed and not exposed as is usually the case in the radio phonograph panels. The set may be operated separately and independently or placed in a phonograph cabinet to be used as a combination radio phonograph," said Mr. Landay, in a recent chat with The World.

"The Greater City Phonograph Co. has been doing an excellent volume of business in the Sonora loud speaker and Sonoradio sets. We are looking forward to an excellent Fall trade, both in the radio and phonograph industries, and feel that with the Sonora phonograph and radio products, in addition to the Freed-Eisemann line, we have the necessary merchandise to satisfy completely the requirements of the talking machine trade."

The Manufacturers of Combination Sets

Are PROGRESSIVES in the talking machine field. They are looking into the future and preparing to meet a clearly forecast demand.

We have also looked into the future and are prepared to meet a demand, just as clearly forecasted for quality binding posts. We are PROGRESSIVES in our field.

EBY Posts are scientifically designed and beautifully finished and their price is right.

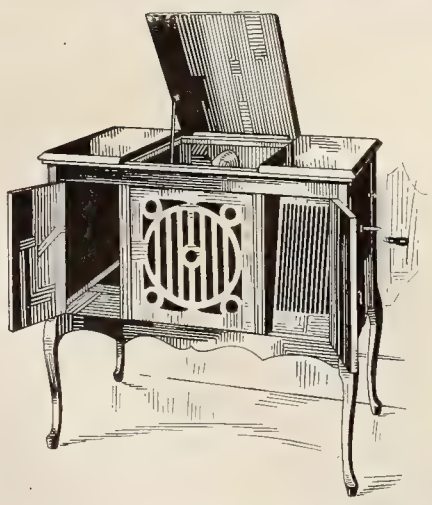
Our COMBINATION is QUALITY and SERVICE

EBY

EBYS are Binding Posts PLUS "With Tops Which Don't Come Off"

Get the GENUINE

H. H. EBY MFG. CO.
Philadelphia, Pa.



Rivoli

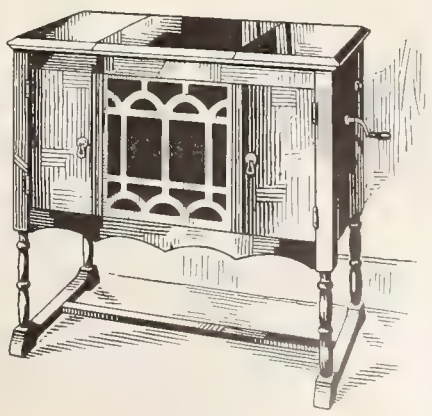
Two "Best Sellers" of the Month!

Extreme quality and most reasonable of prices are two outstanding features of RIVOLI—outstanding even when superlative design, construction, finish and TONE are vitally connected with the product. RIVOLI—from its attractive "leader"—Model No. 9—to the Louis XV model—offers a range of prices which makes the entire line one sure to appeal to the intelligent merchandiser of today.

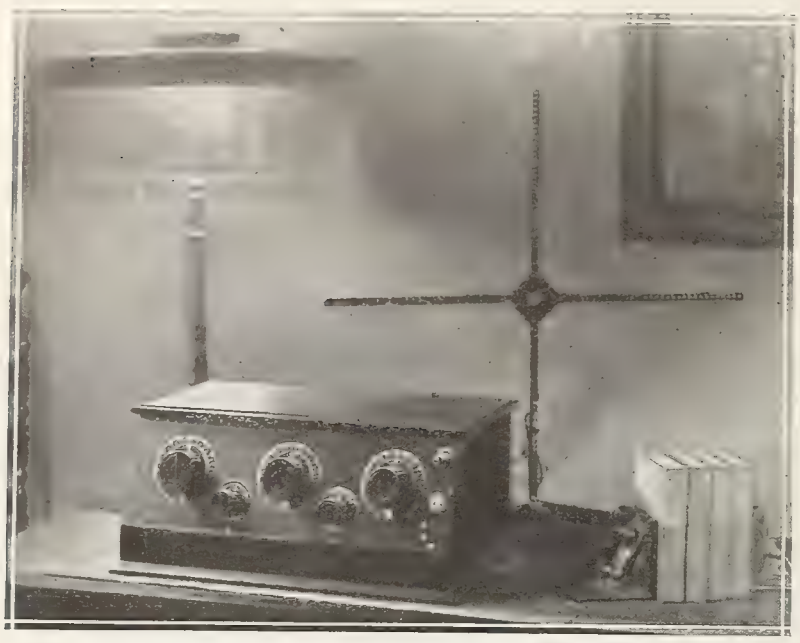
Then, too, there is RIVOLI-RADIO!

VINCENNES PHONOGRAPH COMPANY
VINCENNES, INDIANA

Full details as to Upright Cabinets in Mahogany and Golden Oak, and Console Phonographs in Adam Brown Mahogany and American Walnut will gladly be furnished by RIVOLI'S distributors.



LEON C. SAMUELS
930 Republic Building **428 American Furniture Mart**
CHICAGO, ILL.



Four Tube Reflex—Equivalent to Six Tubes

Inverse Duplex System
insures natural tone quality

The Stradivarius of Radio

The rich, full tones of the great masters lose none of their original charm with the new MERCURY Receiving Set. Orchestrations in all of their symphonic beauty as well as clarity and naturalness of the human voice, not to mention the current popular divertissements of broadcasting, are NOW yours to enjoy as though these great artists were guests at your own home.

The MERCURY Receiving Set operates with a loop or antenna, with dry batteries which are enclosed in the cabinet, or with storage batteries.

Price, complete with loop (not including tubes or batteries), $165.00.

Write now for full information.

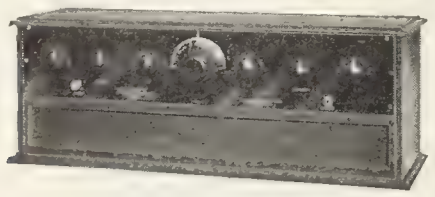
MERCURY RADIO PRODUCTS CO.
50 Church Street, New York City

MERCURY RADIO PRODUCTS COMPANY

Licensed under Grimes Patents—issued and pending

Shepard-Potter Co., Inc., Introduces the Thermiodyne

The Shepard-Potter Co., Inc., of Plattsburg, N. Y., is demonstrating to the trade the Thermiodyne TF-6 (pronounced Ther-my-o-dine), a new radio receiver that is meeting with considerable success. The Thermiodyne uses an entirely new principle in radio construction, dis-



Thermiodyne

covered and developed by Carl E. Trube, a graduate of Stevens Institute of Technology and a co-worker in the development of Neutrodyne. He aimed to make this receiver sufficiently powerful to bring in distant stations with fidelity of tone and clarity, entirely self-contained and independent of the directional loop and outdoor antennae. He experimented along lines exactly opposite to the commonly accepted theories of radio engineering practice and finally evolved the "Thermionic" circuit.

Thermionic frequency as used in the Thermiodyne TF-6 makes possible three tuned stages before the detector. These three stages with the detector and two stages of audio frequency amplification comprise the Thermiodyne TF-6 circuit. The six tubes are tuned with a single control calibrated in meters and kilocycles, exactly as the wave lengths of various stations are given in the published programs. The Thermiodyne TF-6 may be operated on storage or dry cell batteries and any standard tubes may be used. For distant stations a short length of wire strung in the room serves as an aerial, and it is stated that for nearby stations even this wire is not needed.

In announcing its selling plan the Shepard-Potter Co. stated: "Every set is sold with the 'Shepco' absolute money-back guarantee. All repairs and adjustments are made at the factory, relieving the dealer of all responsibility, and territorial rights are now being allotted to the distributors for our products. Our plans also provide for extensive national and local advertising and dealer helps."

Mr. Dealer, are you ready for the Fall?

Sonora Radio Speaker Aids "Sun's" Convention Scoop

With the aid of the Sonora radio speaker, the New York Sun scooped the New York evening papers on the results of every ballot of the recent Democratic Convention. It placed a radio set with Sonora speaker plugged in alongside a compositor with galley and extra type. As each delegation's vote was recorded over the radio necessary changes were made in the galley of type. At the end of each ballot the galley was rushed to press and an edition in the street in fifteen minutes, always one full ballot ahead of all other papers. A prominent member of the Sun editorial staff states that the splendid articulation of the Sonora radio speaker made this unique plan possible of accomplishment.

Sonora Radio Speaker in Use in New York Sun Office

Now Producing in New Plant

Bloomfield, N. J., August 6.—The Star Machine & Novelty Co., manufacturer of cover supports, has resumed full production facilities in anticipation of the coming Fall season. During the early part of the year a fire destroyed the company's plant. A new factory has been secured and full production has been attained.

Phonograph Parts and Supplies

MOTORS, TONEARMS, SOUNDBOXES, SPRINGS AND NEEDLES OUR SPECIALTY

Lowest Prices and Best Qualities Always Available for Delivery Anywhere

Send for Bargain List of Repair Parts and Motors

THE VAL'S ACCESSORY HOUSE, Inc.

110 No. Broadway **St. Louis, Mo.**

GLEANINGS from the WORLD of MUSIC

No Over-Production of Popular Prints in Sheet Music Trade at Present Time

Majority of Purchases Made by the Legitimate Sheet Music Merchant at the Present Day Are Made Strictly on Demand—Exploitation and the Publishers' Standing

The statement that there is an overproduction of popular prints is heard frequently enough to be sometimes taken for a fact. If calls for popular songs are somewhat under normal the statement makes an additional impression because reference can be made to current sales. When business is at its height and there are five or six popular airs luring customers to the music counters, and all the second-best numbers feel this activity, there is little or no talk of over-production.

Some years ago in the standard publishing field, both the publishers and dealers admitted that there were far too many novelties issued each month. These, during the war and period following, were greatly curtailed and they are now at a low enough figure to be readily absorbed by both the dealer and consumer. There was a very important reason why in the standard field over-production became a problem, but the same cannot be said for the popular end of the industry. In the standard field the consumption by the dealer of a given amount of issues was based upon his being a subscriber to new issues.

There is no such thing as a subscriber in the popular field; therefore there is no obligation on the part of the dealer to assume any responsibility for placing before music purchasers new issues of second-grade or mediocre caliber. So there can never be any over-production of popular songs that will confront the retailer as a problem.

Probably there are not half a dozen popular publishing houses that can gain the co-operation of the trade on a new issue on the mere announcement of its release, and in these instances the support of the dealer is obtained through the fact that such given popular houses have never failed to make the goods purchased move. That is a good enough criterion for any business man in order to induce him to buy goods and extend co-operation.

As a matter of fact, the majority of purchases made by legitimate dealers and others since the adoption of a thirty-cent retail price for popular prints has been based solely on demand. There has been no complaint from publishers on this score and neither should there be. The successful popular publisher adheres to the view that a demand must be created for his goods. He will only complain that where the demand was created, co-operation was not given.

The talk of over-production in the popular field is mostly a myth. Dealers must be shown the call for the goods or their past experience with particular houses justifies them in accepting the statement as to the merit of the offering. There can be no over-production of popular prints for neither the dealer nor the music-purchasing public are buying thirty-cent music in quantities where publicity has not attracted them to the offering. There may be some local instances where a number of counter sellers, or what are purported to be such, find space in the music departments. But these can never exclude meritorious works and publications for which a demand has been created.

The successful publisher has only one idea in view in his business with the dealer. That is co-operation on the songs for which he has created a demand. There is no gamble in this and when one has gone to the expense of exploiting a tune on a wide scale he deserves 100 per cent co-operation. These are the numbers that bring people into the store not only for the particular number desired, but for other sheet music and musical goods. Any publisher who produces a number that draws people into a retail establishment should expect, and should get, the dealer's support. His number or numbers should be given a conspicuous display. When the question of a window showing arises the number which creates sales should, and generally is given preference.

There may be any number of houses publishing popular music from the writer who issues his own composition, and the houses with one or two selections, to those who have a representative catalog carrying popular ballads, love songs, fox-trots, waltzes and blues—every type of offering for the popular music lover. But none of these numbers nor the publishers issuing them can be successful without having created a demand for their offerings. Having too many sources of supply does not make for over-production in the sense that the market is flooded with non-salable goods. Works of little or no merit are certainly not purchased in quantities and the few music counters that may be stuck with half a dozen copies of nondescript songs do not make an over-production problem for the popular music publishing industry. There is no way to keep anyone who is so minded from having printed what he thinks is a good song. Neither is there any law to make a dealer purchase songs merely because they are printed. In fact, he doesn't do it.

It is true that during the past two seasons there have been plenty of musical offerings from which to choose but no one distribution point should have an over-supply of any material. There has been a very good reason for the issuance of a great many numbers. When dance orchestras in the larger dance palaces can play easily from thirty to close to 100 numbers nightly they must have a wide variety of melodies to keep from becoming stale and to give a diversified entertainment during any given week.

Pushing Sam Fox Dance Hit as Vocal Selection

The Sam Fox Publishing Co., of New York and Cleveland, O., publisher of "There's No One Just Like You," which in recent weeks has proved so popular as a dance, is giving this number a wide introduction as a vocal offering. The lyric of the song is of the type that has a wide appeal, and this, together with the melody, which has already been widely accepted, should further its popularity with the music-loving public.

Adams With Jack Mills

Eddie Adams, for over fifteen years in charge of the Eastern retail stores division of the Remick organization, has joined Jack Mills, Inc., the well-known popular publishing house, and will henceforward devote his attention to the mechanical end of that progressive concern, assisting Irving Mills in the proper administration of this important phase of the music publishing business.

Author Gets Old Favorite

Maude Nugent's "Sweet Rosie O'Grady," which has been in the catalog of the Edward B. Marks Music Co., recently reverted back to the author with the expiration of the original copyright. The number, which continues in popularity and has become a standard seller, will, it is understood, be placed in the catalog of the highest bidder.

FIVE RECORD RECORD BREAKERS

MORNING Won't You Ever Come 'Round

CHARLEY, MY BOY

SUPERSTITIOU BLUES

THE DOODLE-UM BLUES

NOBODY'S CHILD

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST

IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

Elsie Baker Praises Chappell-Harms Ballads

Uses "My Thoughts of You" and "In the Garden of To-morrow" in Concert and Records Them for the Victor Co.

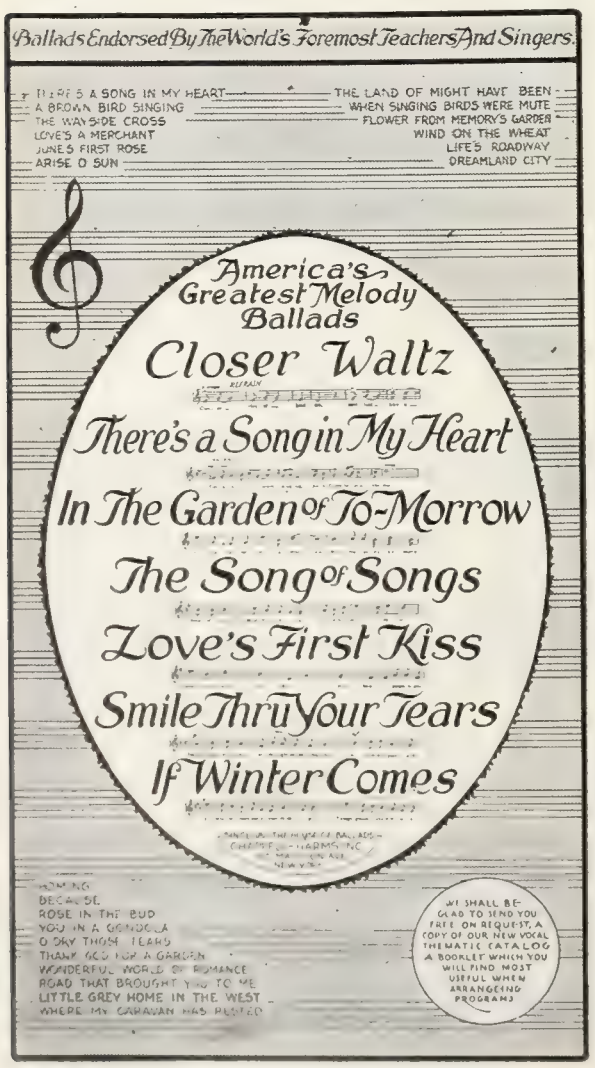
Chappell-Harms, Inc., who recently inaugurated a campaign on the two ballads, "My Thoughts of You" and "In the Garden of To-morrow," has received a letter from Elsie Baker, the well-known concert artist, which speaks for itself and is a tribute to the merit and wide appeal of these new offerings. The letter read:

"Gentlemen: Beg to acknowledge receipt of your recent publications, 'My Thoughts of You,' by Tilden Davis, and 'In the Garden of To-morrow,' by Jessie Deppen. These beautiful songs are very singable in their melodic lines and possess a most fitting text of delicate sentiment. No doubt you will be glad to hear I am programming them at all my concerts this season and have just finished recording them for the Victor Talking Machine Co.

"I always welcome the Chappell publications, for I find them to be songs of exceptional heart appeal and most excellently written.

"Thank you kindly for the copies of 'My Thoughts of You' and 'In the Garden of To-morrow' and I want, incidentally, to congratulate the publishers of such exquisite bits of melody. Most cordially yours,

"Elsie Baker."



"Tell Me You'll Forgive Me" Is Widely Popular

Garrick Music Sales Planning to Print Another Edition of 25,000 Numbers of Popular Waltz

Chicago, Ill., August 8.—The Garrick Music Sales, 4040 Dickens avenue, has announced that it is planning to print the seventh edition of its popular waltz hit "Tell Me You'll Forgive Me," the edition to comprise 25,000 copies. The company is also ordering additional sets of slides for this particular number to comply with the numerous demands of organists throughout the country. The waltz is being broadcast from radio stations in the leading cities and is featured by the following artists: The Blackstone Four, Jack Parker, Ray Hibbeler, Metro Four, The Melodians, Rick & Fleming (The How-do-you-do Boys), Schwartz and O'Neil, Originators' Orchestra, Little Symphony Orchestra, from KDKA, Pittsburgh; J. Remington Welch at McVicker's Theatre Organ from KYW, Chicago; Ralph W. Emerson at Barton Organ from WGN, Chicago; Rex Comedy Four, Andy Meiche, Joe Mertz, Columbia Musical Entertainers, Roy Miller, Charlie Ross, Ray Nobles, Geo. Chandler and His Musical Balloon, Jeske and Nuber, The Harmony Girls (Ingram and Carpenter), Irv. Metzger's Orchestra, The Harmony Five from WFAA, Dallas, Tex., and numerous others.

New Marks Fox-trot Hit Recorded by Whiteman

One of the latest Paul Whiteman records, recorded by his organization prior to departing on its present concert tour, is a fox-trot dance record entitled "Walla Walla." This number, first heard in musical comedy at the Lyric Theatre, New York, where it was an outstanding success, and given an arrangement in fox-trot form by Louis Katzman, one of the best dance arrangers in the country, has proved particularly popular with orchestra leaders. It is thought that this new offering will have exceptionally wide popularity during the balance of the Summer. E. B. Marks Music Co. is the publisher of this number.

Uke-Song Collection Popular

"Wendell Hall's Uke-Songs," a collection of fifteen famous radio ditties by Wendell Hall, celebrated Victor record and radio artist, is proving to be one of the most active sellers in the Jack Mills' Summer catalogs. Edited by F. Henry Klickmann, the book includes a preface by May Singhi Breen, and an intimate biography of the composer.

Art Landry Featuring Fox Hits on Coast Tour

Art Landry and His Orchestra, one of the latest musical combinations to make records for the Victor Talking Machine Co., is touring the Pacific Coast and playing in prominent theatres in the principal cities.

Herewith are shown Art Landry and Frank Pallma, Jr., of the Sam Fox Publishing Co., taken in Los Angeles, Cal., during the appearance of the Landry Orchestra at Grauman's Million Dollar Theatre, where they featured three Sam Fox successes, "Just Like a Beautiful Story," "Nola" and "Rosita." If the reception the Landry Orchestra has received in the Western territory is a criterion, the records of this musical combination should be among the most popular of those used for dance purposes.

Art Landry and Frank Pallma, Jr.

Two New Callahan Songs

J. Will Callahan, who will be remembered for his songs, "Smiles," "A Little Birch Canoe and You" and "That Old Fashioned Mother of Mine" and a series of other successes, has two songs in the Black and White Catalog of M. Witmark & Sons, the music for which has been contributed by Frank H. Grey. The numbers are "Give Me One Rose to Remember" and "Over the Miles." Forster, Music Publishers, Inc., of Chicago, also has two numbers by Will Callahan, "I'll Be Straying Back to Ireland" and "Wanting You So." The music for the latter is by the well-known composer, Lee S. Roberts, who in the past has been co-writer with Mr. Callahan in some of his outstanding successes.

A Summer Sales Booster

The book, "World's Favorite Songs," published by Irving Berlin, Inc., makes a timely item for the Summer season. This book contains a selected list of college songs, home songs, folk songs, children's songs, love songs, Southern songs, and other titles, which appeal in warm weather at outings, picnics, and other gathering places.

Feist Brings Out Slogan Song for Trade

"Sing a Little Song" Has All the Earmarks of a Real Psychological Appeal to the Public

Trade slogans have invariably proved helpful in popularizing the products of those industries adopting them. "Say It With Flowers," "Save the Surface and You Save All," and other familiar slogans have caught the popular fancy and have reacted favorably on sales. Why, then, should not the music trade have a slogan that has an equally good psychological appeal to the public?

"Sing a Little Song," a new Leo Feist, Inc., publication, is not only a cracker-jack slogan but carries a cheerful message as well. Here is the chorus:

Sing a little song when you're lonesome,
Sing a little song when skies are gray,
Sing a little song when your heart's broken,
Spread a little cheer along the way,
Sing a little song to hide the tear drops,
Pining only makes the day seem long,
If you hum a tune you will find that soon
Everything is right that's wrong.
When you're blue here's what to do,
Sing yourself a little song.

Sousa Gives Music Library

Washington, D. C., August 7.—The Library of Congress is to get the John Philip Sousa Music Library. On a report from Philadelphia that the March King was to give his musical collection to libraries throughout the country, reserving most of it for the Library of Congress, the news was received here with gratification by Carl Engel and his co-workers in the music division. It is planned to make a special exhibit of it.

Watch Your Record Releases
—For the Biggest Novelty Songs in Years—

"Oh-My-Yes"

(US GIRLS MUST HAVE OUR FUN)

Sung, Played and Danced Everywhere

and

"The tune they walk a mile to hear"

"Lady of My Cigarette"

The New Turkish Novelty Dance Tune

Phil Ponce Publications 1658 Broadway New York City

Edward B. Marks to Publish "Hugs and Kisses"

New Wendling and Brockman Number to Be Widely Exploited—Edward B. Marks Music Co. Big Drive on "Oh, How I Wish I Knew"

Having placed the publishing rights of their new waltz ballad, "Oh, How I Wish I Knew," in the hands of the Edward B. Marks Music Co., the nationally known writers, Pete Wendling and James Brockman, responsible for such successes as "Oh, What a Pal Was Mary," "I'm Forever Blowing Bubbles," etc., have made it a "double-header" by turning over to the same firm their big radio success, "Hugs and Kisses." It was the authors' original intention to publish the last-mentioned number themselves and to put a special drive behind it. Realizing, however, the wonderful facilities of the Marks organization to put over a real hit for them, the writers very wisely came to the above decision, and "Hugs and Kisses" will be one of the big plug numbers of the Marks catalog for the new season.

As for the other number, "Oh, How I Wish I Knew," Mr. Marks admits that in his entire publishing career of over twenty-seven years there have been very few instances where a waltz has appealed to him so strongly and it is his intention to make it the big waltz plug of the Fall season to follow "Colorado."

Byron Gay Suggests Test of the Copyright Law

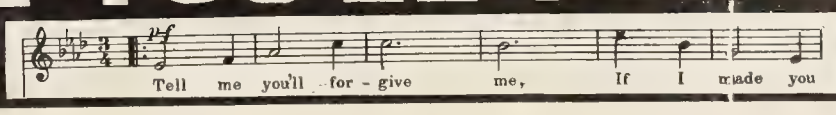
Byron Gay, the composer and author of "The Vamp," "Little Ford Rambled Right Along," "Fate," "Oh," "Sand Dunes" and other successes, is sending forth propaganda suggesting that a test case be made of the Copyright Law of 1909, which arbitrarily imposes a royalty of 2 cents per title on mechanical recordings. It is his contention that the present law does not give a monopoly to the composer, as intended, and that the fact that once permission is given for mechanical rendition any manufacturer can record the number by the payment of a 2-cent royalty per record proves his case. He further contends that competition for the use of musical numbers for mechanical reproduction purposes would work to the advantage of record manufacturers by giving them limited rights for periods on exclusive material.

Sherman, Clay & Co. List Many Successes

Giving Wide Exploitation to More Good Sellers Than Ever Before in History of House

Sherman, Clay & Co. are actively engaged in exploiting a series of songs on a national scale. All of the numbers have had unusual success in Pacific Coast territory. The collection comprises probably more successes than have ever before been presented by this enterprising Pacific Coast organization in any one season. The songs include "Cover Me With Kisses," words and music by Arthur Freed and originally introduced and sung with success by Mort Downey with the appearances of the S.S. "Leviathan" Orchestra; a waltz ballad entitled "Rock-a-Bye My Baby Blues," words by Larry Yoell and music by Billy Hill; "Patsy," words by Dick Coburn, music by Earl Burtnett, writer of "Do You Ever Think of Me?" and other successes, and Dick Winfree. Arthur Freed has supplied the words and Paul Reese the music for "My Old Town." There is a new fox-trot by Frank Galvin and Jack Coakley called "I Don't Know Why." "Oriental Love Dreams," which is several months old, in the same catalog, continues to have wide popularity. The lyric of this offering is by Harry D. Kerr and the music is by Earl Burtnett and Henry Miller. It is one of the feature program numbers with many dance orchestras and has been recorded by the talking machine and player roll manufacturers.

M. Davis, of Davis & Shaw, Denver, Colo., intends to retire from the music business in the near future.

WE PUBLISH THE SENSATIONAL RADIO WALTZ HIT
"TELL ME YOU'LL FORGIVE ME"
GARRICK MUSIC SALES
4040 Dickens Ave. CHICAGO


On RECORDS and PLAYER ROLLS

Berlin Number "Lazy" Proving Widely Popular

"What'll I Do?" is not the only success in the catalog of Irving Berlin, Inc. There are at least half a dozen other songs having good sales. Particularly is this true of the song "Lazy," written by Berlin and issued simultaneously with "What'll I Do?" "Lazy" has not attained the popularity of the above number, but it closely rivals it in point of sales. This is demonstrated by the fact that almost every order for "What'll I Do?" brings repeat requests for "Lazy" and its demand is also reflected in the prominence its title pages are given on the music counters of the country.

When dealers give a number a window display the consumer can invariably be sure that it is the type which has wide popularity. "Lazy" has had many exclusive window displays given it by dealers in various parts of the country.

Publishers Win Suit Against Movie Theatres

Federal Court in Philadelphia Decides Against Thirty-one Local Motion Picture Houses in Action Brought by Society

Philadelphia, Pa., August 8.—Proprietors of motion picture theatres are required to pay publishers a license fee for using copyrighted music according to a decision of Judge J. Whittaker Thompson in Federal Court here.

The movie men were taken into court two years ago when they refused to pay a "performing right fee" of 10 cents a seat a year to the music publishers, members of the Society of Composers, Authors and Publishers, New York.

The songs alleged to have been played for profit, thus infringing the copyright, have long since passed from current fancy, but the issue survived. Judge Thompson decided in favor of Irving Berlin and nine other New York music publishers, who were awarded $250 damages and $150 counsel fee from each of the thirty-one Philadelphia motion picture proprietors named in the suit.

Eleven other suits were begun, but in some of them the music publishers sued the wrong persons and there was no hearing in the remaining cases.

It was revealed in testimony taken before Walter V. Douglas, Jr., as Special Master, that the larger motion picture houses here and elsewhere have been paying an annual license fee of ten cents a seat to the songwriter's organization, and hotels, restaurants, cabarets and dance halls from $5 to $15 a month.

Rather than pay the fee, the smaller movie houses said they would play classical music or no music at all. Some of the defendants contended they had no control over the music their pianists chose, and if the latter dashed off a sentimental tune at a crucial moment in a love-making scene the employers were not responsible.

Furthermore, several of the defendants declared they had been asked by the publishers to "plug," or popularize, current songs.

Judge Thompson dismissed these arguments in one of the three cases he heard personally before referring the others to the master with the statement that music selected because it is fitting and appropriate to the action of that portion of the motion picture at that precise moment being shown upon the screen, and continuously changing with the theme of the motion picture, is played for the additional attraction to the audience and for its enjoyment and amusement.

The decision of Judge Thompson was hailed with much enthusiasm by the members of the American Society of Composers, Authors and Publishers, who said it was another victory in a long string. It was stated that of 15,000 motion picture theatres, 7,000 were already operating under licenses from the Society.

Besides Irving Berlin the victorious music publishers are T. B. Harms and Francis, Day and Hunter, the Broadway Music Corp., Jerome H. Remick & Co., Leo Feist, Inc., Shapiro, Bernstein & Co., Inc., McCarthy-Fisher, Inc., and Waterson.

Some Popular Marks Issues

Several numbers from the catalog of the E. B. Marks Music Co. are having wide popularity with dance orchestras in Atlantic Coast and other Summer resorts. They include "Colorado," a waltz; "Charleston Cabin" and "Ukulele Blues," both fox-trots, and "Walla Walla," a novelty.

Live Dealers—
are "BRINGIN' HOME THE BACON!"

This Great New Fox Trot Hit

Is already released on the following records: Edison 51351, Victor 19334, Columbia 136D, Vocalion 14835, Pathe 036091, Okeh 40102, Gennett 5494 (In Canada Starr-Gennett 9573). Dealers! Feature these Releases and Make Money.

—and Don't Forget!
"FORGET ME NOT (Means Remember Me)"

This Fox Trot is equally good as a song or dance. Record Releases: Columbia 135D, Victor 19312, Okeh 40123, Brunswick 2636, Vocalion 14833, Gennett 5441 (In Canada Starr-Gennett 9546). Further releases forthcoming.

"YOU CAN TAKE ME AWAY FROM DIXIE"

Is a wonderful dance number on Brunswick 2607 and Victor 19312. The National Quartet sing it on Okeh 40103—a Real Seller. Another vocal release: Vocalion 14799.

"MY DREAM MOON"

On Victor 19317 has an unusual appeal.

"DANSOPATION"

(Piano Solo) on Okeh 40121 is some tickler!

CHICAGO
CARRICK BLDG
TORONTO
199 YONGE ST

HEARST
MUSIC PUBLISHERS OF CANADA LTD.
HEAD OFFICE CANADA BLDG. WINNIPEG

NEW YORK
1658 BROADWAY
VANCOUVER
ARTS & CRAFTS
BUILDING

Slight Fire Ends Session of Talking Machine Men

Many Interesting Matters, Particularly Regarding Handling of Radio, Discussed Before the Meeting Is Forced to Adjourn

The officers of the Talking Machine and Radio Men, Inc., promised that the July meeting of that organization, held at the Café Boulevard, New York City, would prove particularly interesting and the promise was kept to the letter, for the session was ended by a fire which broke out in a room adjoining the luncheon room and drove the audience out, though not without their hats.

President Kurtz presided as usual. He first announced that the organization had become affiliated with the National Association of Music Merchants and then went on to say that it would declare a recess during August as usual and hold its next meeting on September 23 in connection with the radio show to be held at Madison Square Garden and the Sixty-ninth Regiment Armory.

Regarding the suggestion that the Association stand sponsor for a phonograph show in New York this Fall, or at least a combined phonograph and radio show, a report of the committee in charge of the matter was presented suggesting that it take advantage of the American Radio Exposition Co. to take space at the Sixty-ninth Regiment Armory. An effort to compile a list of those dealers who would participate in paying for the space failed to bring a show of hands. It was also agreed that, with two radio shows operated this Fall, it would not be feasible for the Association to run an exposition of its own.

Radio holds the interest of the members of the Association and as a result there will be radio features at the remaining meetings this year. At the September session Gordon C. Sleeper, president of the Sleeper Radio Corp., will address the members. At the October session the Emerson Radio Co. will have a display, and at the November meeting the Ware Radio Corp. will demonstrate its products before the talking machine men.

The speakers at the meeting last month were George Crouse, president of the Rader Appliance Co., who explained the new Run-A-Radio, an appliance that enables the radio receiver to be operated directly from the lighting circuit and eliminates the usual A, B and C batteries. The device was demonstrated at the meeting and attracted considerable attention.

Another speaker was James W. Marx, who explained a new type of instalment insurance designed to protect dealers selling merchandise on time. During the course of the meeting the Metropolis Trio demonstrated a number of songs published by Shapiro, Bernstein & Co. for exploitation during the coming season.

President Kurtz urged that the membership at large lend its support to the move for the organization of a radio division of the Better Business Bureau of the Associated Advertising Clubs of the World, with a view to checking the flood of questionable advertising that is doing so much harm to the legitimate radio dealers. He also stated that the organization was going to support strongly those radio manufacturers who adopted and maintained sound principles of merchandising calculated to protect the legitimate dealer and that the names of these concerns would be given to the Association members who would be asked to patronize and support them.

"Why Live a Lie?" Carries an Impressive Message

New Emotional Song by L. Wolfe Gilbert Is Proving a Tremendous Success

L. Wolfe Gilbert's latest song success, "Why Live a Lie?", published by Leo Feist, Inc., has already been acknowledged a success. It undoubtedly brings Gilbert back to the importance as a writer which he held for many years.

It is generally known in trade circles that the song, "Why Live a Lie?", made possible the reunion and remarriage of Mr. Gilbert and his wife, who, since a separation, has been in California. Hearing, however, "Why Live a Lie?" by radio, the song made a deep impression and brought Mrs. Gilbert East. Following the reunion Wolfe Gilbert was tendered a dinner by his many friends in the publishing business.

That "Why Live a Lie?" continues to carry a deep and impressive message to radio listeners is proved by hundreds of letters Gilbert continues to receive, 200 of which he recently turned over to his publisher. Among them the following, which speaks for itself:

"I am writing to you again. This time I want to tell you personally of what I think of your song, 'Why Live a Lie?' That song of yours, to me, it certainly hit me hard. Yes, it did, for it apparently is just what I am doing—simply living a lie.

"You know I am going to be frank with you, Marion Christian was the first one I heard sing it. Well, the first time I listened with interest but, then, after I heard Miss Christian sing it, and one other time, I just felt it was just slapping me in the face.

"Really, this is just a sudden outburst on my part, and I am not going to bore you further. However, I sometimes wonder just what your thoughts are when you write such songs. I think you must be a man of wide experience. I am a great radio fan and will listen to you again—I hope soon."

Feist Pricing Policy

Under the sales policy of Leo Feist, Inc., all new popular releases appear for thirty days in Class A of its catalog and orders and supplementary orders during that period are listed with an initial price offer. At the close of the thirty-day period such numbers appear in Class B of the catalog and wholesale at 20 cents a copy. Several of the recent issues added to the Feist catalog now appear in Class A. At the opening of the Fall season, September 1, however, such songs will be relisted in Class B. They include "June Night," "Moonlight Memories," "Sing a Little Song," "The Little Old Clock on the Mantel," "Look What You've Done With Your Eyes," "Why Live a Lie?" and "Blackin' Blues."

Announce National Drive on New Phil Ponce Song

Phil Ponce Publications, 1658 Broadway, New York City, which recently introduced the novelty, "Oh, My Yes," announced a national campaign on this offering. Both the title and the lyric attract attention, and dance orchestras everywhere seemingly have received it enthusiastically. It is booked for early release on many of the leading records.

In conjunction with the publicity and sales drive on the above song, the same firm is publishing a new number entitled "Lady of My Cigarette," described as a Turkish novelty dance tune.

Features Fox Numbers

John Philip Sousa and his famous band will play at Willow Grove, a resort near Philadelphia, for eleven weeks during the Summer and early Fall. Miss Marjorie Moody, well-known soprano soloist and concert artist, has been engaged by Sousa for the same period. Miss Moody is featuring in her repertoire two ballads from the Sam Fox Publishing Co.'s catalog, "Love Came Calling" and "Moon Dream Shore." The first is a very appealing love theme and the latter a charming Japanese melody. Both are likely to be popular throughout the country if present indications may be taken as a criterion.

Victor Wholesalers

The House of Mellor in Pittsburgh since 1831

EST. 1894

The Big 5 Popular Hits of the Universe!

"I Never Care 'Bout Tomorrow"

"Walla Walla"

"Colorado"

"Charleston Cabin"

"Ukulele Blues"

Masterfully Arranged by Arthur Lange, Louis Katzman and others for Dance Orchestra

Price 35c. Each, Any 4 for $1.00

Edw. B. Marks Music Co.
225 W. 46th St. N. Y. C.
Publishers of
Season's 3 Big Musical Comedies
"MOONLIGHT", "BYE BYE, BARBARA" and "HEART O' MINE"

Freed-Eisemann Offers Finance Plan to Dealers

Through Arrangements With Prominent Finance Company Retailers Are Relieved From Burden of Carrying Paper and Making Collections

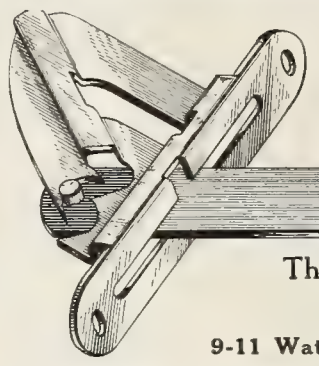
The Freed-Eisemann Radio Corp., New York, has solved one of the problems of the retail radio dealer, that of financing his time payments on radio apparatus by making arrangements for the handling of instalment paper by the Commercial Investment Trust Incorporated under a special plan that is calculated to relieve the retailer of much of his financial worries.

The plan calls for the payment of at least one-third down, a sum found sufficient to cover the cost of the necessary accessories and still leave something to apply to the stripped set. The terms are limited to a maximum of twelve months, payments to be made in amounts of not less than $10 per month.

Under the special arrangement the dealer has the customer fill in a special contract form after investigating his credit standing, and when the contract is turned over to the finance company the dealer receives at once 90 per cent of the face value of the paper, less the company's handling charges, which are set forth in a special schedule. When the customer has met his payments in full the remaining 10 per cent of the amount of the paper is remitted to the dealer.

One of the chief points of the arrangement is that the dealer is relieved of the work of collecting the accounts, the customer being required to make regular monthly payments to the Commercial Investment Trust Incorporation. The whole plan is a comprehensive one, and is based upon wide experience in handling instalment paper enjoyed by the Commercial Investment Trust Incorporated, New York, one of the leading concerns in that field, and which handles large amounts of automobile, piano and talking machine paper.

The Marchant Music House, of Greenville, S. C., recently has taken on the Edison line.



Patented
Dec. 9, 1919
Oct. 25, 1921
Nov. 7, 1922
Canada Applied

Automatic Lid Support

Finished in Nickel and Gold

Samples on request

The Most Dependable Lid Support on the Market

STAR MACHINE & NOVELTY CO.

9-11 Watsessing Avenue BLOOMFIELD, N. J.

National Phonograph Mfg. Co. Brings Out New Line

Five Fall and Winter Models Provide Wide Range of Styles and Prices

The National Phonograph Mfg. Co., 3 West Twenty-ninth street, New York City, has brought out its new line of talking machines for the coming Fall and Winter. The new line consists of five models, four of which are console and one upright. These models were designed to provide a wide range of styles, finishes and prices.

In announcing the line at this time, N. Halperin, head of the National Phonograph Mfg. Co., planned to allow the dealer time to make his plans now for the Fall season. The National line is being sold by a number of department stores with excellent results. Mr. Halperin reported that many of these stores found the construction of the line so good that they unhesitatingly placed a guarantee upon National instruments for a period of five years. The National factory at Canton, Pa., is busy. Orders for Fall delivery are already arriving and the National Co. is looking forward to a remarkable Fall season. This company also conducts a Boston office at 128 Summer street, which takes care of the New England territory. Coincident with the announcement of the new line the National Phonograph Co. is putting into effect its Fall sales campaign.

Ambler-Holman Receiving Sets Popular With Trade

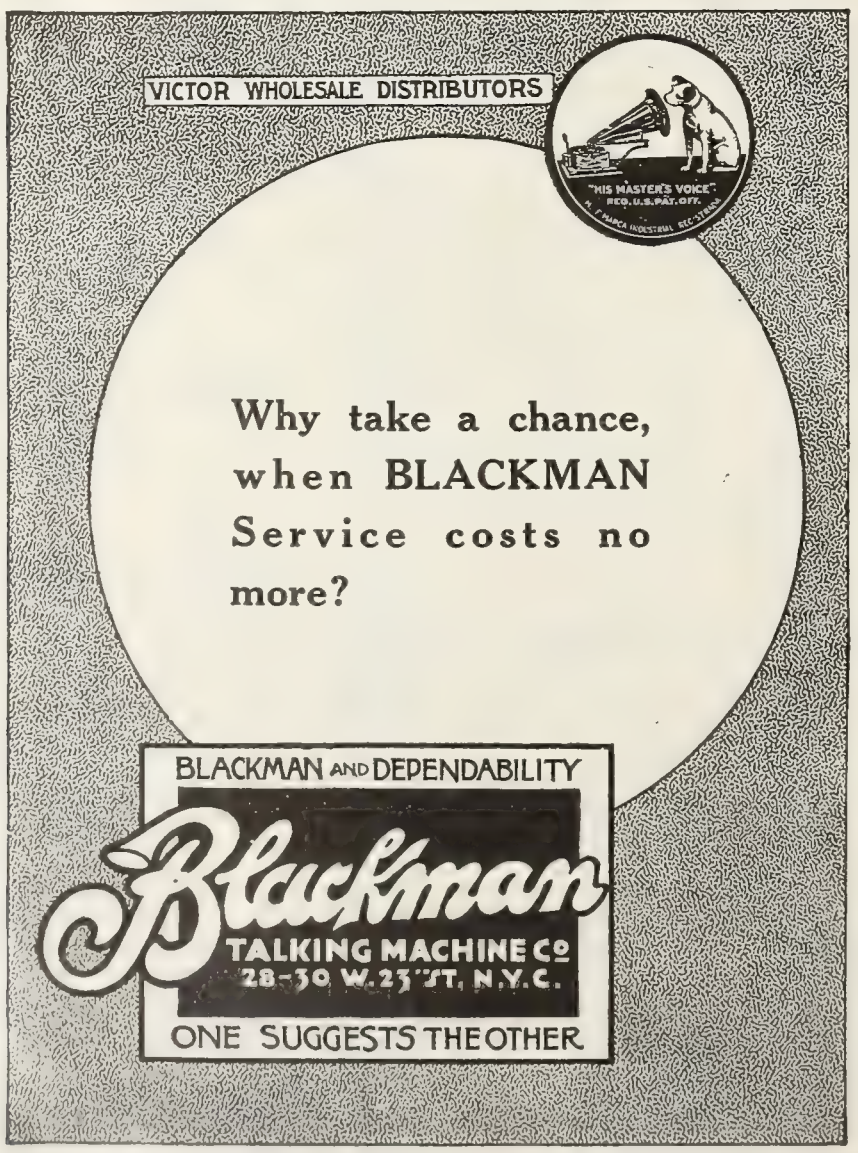
A radio receiving set which is attracting marked attention throughout the talking machine trade at the present time is the Ambler-Holman five-tube set, made by Ambler-Holman, at their laboratories, 1178 Broadway, New York City.

The Ambler-Holman receiver is attractively contained in a mahogany cabinet. A slanting panel of Formica Bakelite adds considerably to the general attractiveness of the set, which is designed not as a piece of mechanism, but rather as a musical instrument fit to grace any home. The cabinet has been constructed to include space for batteries in its interior. The assembling of the set has received particular attention. Nothing but the best of materials has been used. Five tubes, all hard, are used; one detector, two tuned radio frequency and two audio. Even in the shipping of the set nothing has been left undone, as each Ambler-Holman set is shipped in a cushioned container box.

Frank A. Holman, head of the organization and an authority on radio construction, pointed to the radio frequency transformer used which he described as the heart of the Ambler-Holman set. These transformers are the development of their own laboratories and are claimed to eliminate distortion. In referring to his merchandising policy Mr. Holman stated:

"We believe that the logical outlet for radio is through the talking machine dealer. While the mechanical side of radio is still vastly interesting, yet the great selling points of radio sets are their appearance and perfect performance. I believe that radio will be merchandised in the future on the same basis as the talking machine, i. e., on appearance and performance. We are concentrating our work on the merchandising of the Ambler-Holman set through talking machine dealers. We believe we have a set that particularly fills a trade need. We will soon begin a national advertising campaign that will make the Ambler-Holman set known from coast to coast and which will be of distinct benefit to our dealers. We have already a substantial number of talking machine dealers on our list and more are being added each day."

The Ambler-Holman set is distributed by the Capitol Distributing Co., New York City, which is enthusiastic over its merits and reports that it is enjoying much popularity among dealers.

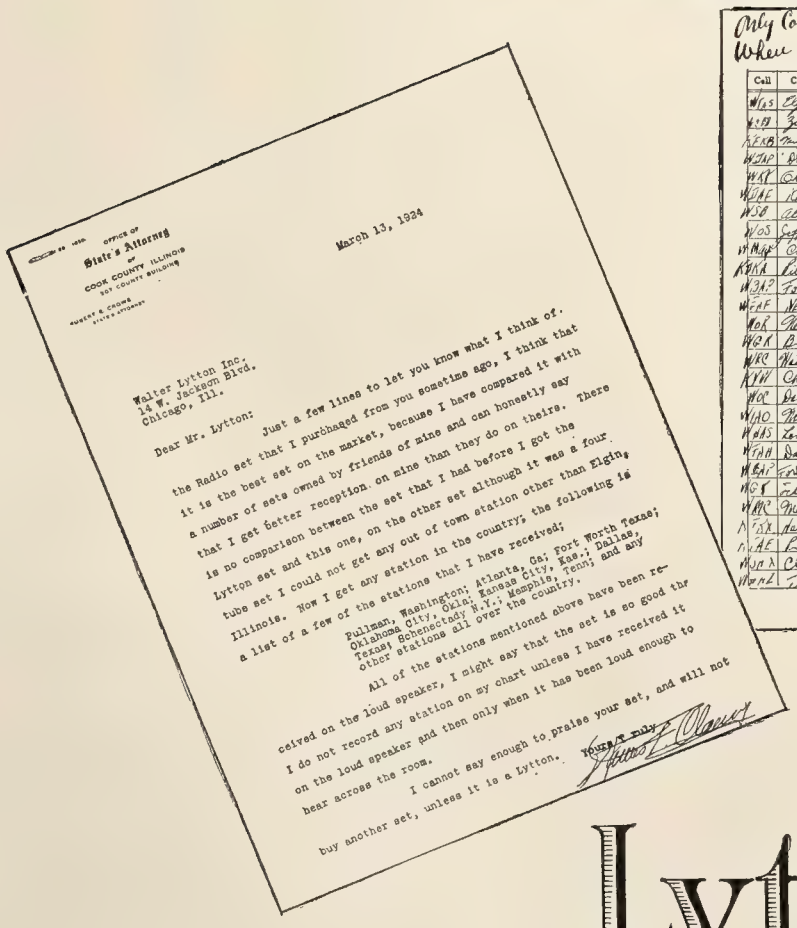


New Edison Organ Record

Among the recent Edison record releases is one of a thoroughly distinct character. On both sides of it organ selections have been recorded; the Prelude in C Sharp Minor, Op. 3, on one side and "Liebestraum" (Dream of Love) on the other. Both are played by Frederick Kinsley on the Midler-Losh pipe organ.

It is a well-known fact that the organ presents recording difficulties which have proved exceedingly great for the manufacturers of records. These latest organ selections of the Edison company are the outcome of very extensive experimentation and research as regards the recording method, and the result certainly represents a unique and worth-while contribution to the reproduction of the music of this great instrument.

Lytton
RADIO-PHONOGRAPH PANELS



State's Attorney
COOK COUNTY ILLINOIS
301 COUNTY BUILDING

March 13, 1924

Walter Lytton Inc.,
14 W. Jackson Blvd.
Chicago, Ill.

Dear Mr. Lytton:

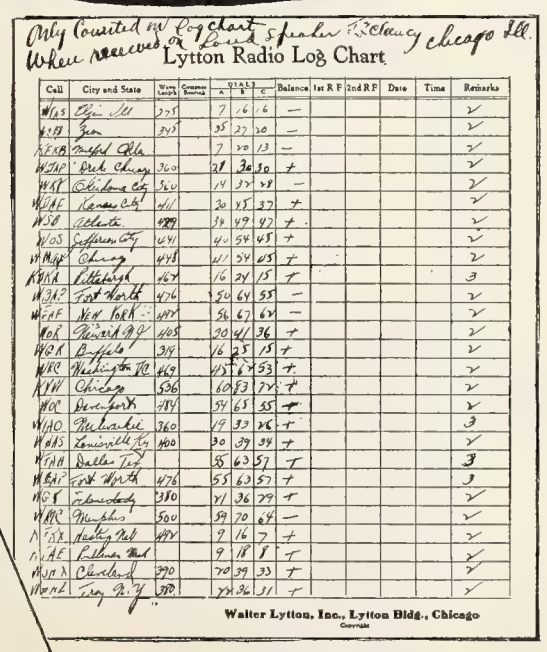
Just a few lines to let you know what I think of the Radio set that I purchased from you sometime ago, I think that it is the best set on the market, because I have compared it with a number of sets owned by friends of mine and can honestly say that I get better reception on mine than they do on theirs. There is no comparison between the set that I had before I got the Lytton set and this one, on the other set although it was a four tube set I could not get any out of town station other than Elgin, Illinois. Now I get any station in the country, the following is a list of a few of the stations that I have received;

Pullman, Washington; Atlanta, Ga; Fort Worth Texas; Oklahoma City, Okla; Kansas City, Kas.; Dallas, Texas; Schenectady N.Y.; Memphis, Tenn; and any other stations all over the country.

All of the stations mentioned above have been received on the loud speaker, I might say that the set is so good that I do not record any station on my chart unless I have received it on the loud speaker and then only when it has been loud enough to hear across the room.

I cannot say enough to praise your set, and will not buy another set, unless it is a Lytton.

Yours truly
James E. Chaney



Only Counted on Log Chart Where received on Loud Speaker. J. E. Chaney Chicago Ill.

Lytton Radio Log Chart

Call	City and State	Wave Length	Compass Symbol	DIALS A	B	C	Balance	1st R F	2nd R F	Date	Time	Remarks
WLS	Elgin Ill	345		7	16	16	—					✓
WJJD	Zion	345		35	27	30	—					✓
KFKB	Milford Okla			7	20	13	—					✓
WJAP	Port Chicago	360		28	36	30	+					✓
WKY	Oklahoma City	360		14	37	28	—					✓
WDAF	Kansas City	411		20	45	32	+					✓
WSB	Atlanta	429		34	49	42	+					✓
WOS	Jefferson City	441		40	54	45	+					✓
WMAQ	Chicago	448		41	54	45	+					✓
KDKA	Pittsburgh	461		16	24	15	+					3
WBAP	Fort Worth	476		50	64	55	—					✓
WEAF	New York	492		56	67	64	—					✓
WOR	Newark N.J.	405		20	41	36	+					✓
WGR	Buffalo	319		16	25	15	+					✓
WRC	Washington DC	469		45	67	53	+					✓
KYW	Chicago	536		60	83	77	+					✓
WOC	Davenport	484		54	65	55	+					✓
WHAD	Milwaukee	360		19	33	26	+					3
WOAW	Omaha Neb	526		30	39	34	+					✓
WFAA	Dallas Tex			55	63	57	+					3
WBAP	Fort Worth	476		55	63	57	+					3
WCAE	Pittsburgh	360		71	36	79	+					✓
WMC	Memphis	500		59	70	64	—					✓
KFAB	Scotts Neb	484		9	16	7	+					✓
WCAE	Pittsburgh			9	18	8	+					✓
WJAX	Cleveland	390		70	39	33	+					✓
WHAZ	Troy N.Y.	380		33	36	31	+					✓

Walter Lytton, Inc., Lytton Bldg., Chicago

LOG CHART

Noted for Distance Volume and Tone Quality

Manufacturers' Prices

3 TUBE - - $32.50
Lytton Patent Pending "Duplex" circuit giving one stage of radio-detection and three audio.

4 TUBE - - $37.50
Lytton Patent Pending "Duplex" circuit giving two stages of radio-detection and three of audio. A remarkable log reading set.

5 TUBE - - $42.50
Lytton two-tuned radio-frequency detection and two stage audio set. Note testimonial cut.

Produced by the originators of the "Duplex" Radio-Phonograph Panel. Manufactured to your special requirements for Fall and Winter 1924-5.

Radio Broadcast Receivers
List Price from $15.00 to $1000.00

Lytton inc.

Dept. 801
1120 Lytton Building
CHICAGO

Eastern Representative
Paul P. Graef
105 W. 40th Street, New York City

Bright Outlook for Fall Trade in Atlanta Causes Optimism Among Retail Dealers

Effective Tie-ups of Retailers With Appearances of Record Artists Have Favorable Influence on Record Sales—Wholesalers Busy Restocking Dealers—Trade Activities of the Month

Atlanta, Ga., August 8.—The month of July showed an appreciable picking-up in the talking machine trade here, and although sales have not reached the stage where the dealer feels that he is enjoying a boom season, indications point to a brisk Fall business. The general opinion is that the upward incline of sales has just started and that good business will be sustained and carry through the Fall and Winter months. The record business, which has been consistently good throughout the Summer, continues to go along in a satisfactory fashion. There are a number of reasons for the good showing made by the record departments. One is that a large number of recording artists have made appearances in Atlanta and the vicinity for the past six or seven months and dealers have displayed foresight in effecting tie-ups by means of window displays and advertisements with the visiting artists. Another reason for the brisk record sales is that several recording companies have contracted with local and popular artists to make records and these records are in good demand.

James K. Polk, Inc., distributor of Okeh and Odeon records, anticipates a large demand for the Okeh record 40151, "My Mother's Prayers Have Followed Me," coupled with "My Mother's Hands," which was recently released. Both selections are sung by J. Douglas Swaggerty, choirmaster of the Druid Hills Presbyterian Church here, who has a large following in Atlanta and the vicinity.

Reynolds C. Clark, one of the best-known musical instrument dealers in the South, and for years connected with the Conn Atlanta Co., has severed his connections with this company and will open his own store, the Clark Atlanta Music Co., at the location formerly occupied by the Conn establishment at Auburn avenue and Ivy street. The new concern is capitalized for $25,000 and will operate as a general music store, carrying a full line of talking machines and records, pianos, sheet music and band and orchestra instruments. Mr. Clark recently visited New York to make arrangements for the representation of the products of certain manufacturers and also to arrange for stock.

The enterprise shown by Aubrey B. Willis, of Rich Bros. & Co., in forming the Music Club, is beginning to bear fruit. More than 3,000 members are enrolled and the store is taking its place as the music center of the city. The regular concerts and entertainments which are given are exceptionally well attended and aside from the prestige which the establishment receives and the good will which it creates, returns, in terms of dollars and cents, are the results of this work. Musical associations and clubs of the city are co-operating with Mr. Willis, and several artists, prominent in local music circles, have entertained at the concerts.

M. E. Lyle, representative of the Manufacturers' Phonograph Co., reports that several prominent music houses have taken on the Strand product. The Strand-Timmons radio loud speaker attachment for phonographs, which proved so successful in use with the Strand radio-phonograph, was released a month or so ago for use on any make of phonograph and the unit has become very popular and a brisk Summer business is being done with this product.

Interesting Sonora Fair Exhibit in Honolulu

The sales department of the Sonora Phonograph Co., Inc., received recently an interesting photograph from a successful Sonora dealer in Honolulu. This enterprising merchant carried a very attractive exhibit at a fair in that city, using a Sonora valance and several posters to set off the models. The illustration will give some idea of the effectiveness of this display.

Attractive Display of Sonoras at Honolulu Fair

Kirkman Engineering Corp. Planning Fall Campaign

The Kirkman Engineering Corp., New York City, well known in talking machine circles, manufacturer of the K.-E. automatic stop, is making energetic plans to feature the K.-E. loud speaker this Fall. This concern is an electrical manufacturer of high standing and many years' experience. In addition, it has the advantage of years' of experience in the talking machine industry, through which it has become intimately familiar with the particular needs of the trade. The result has been a loud speaker of particular merit. The Kirkman Corp. designed the K.-E. loud speaker, having in mind the production of a loud speaker that would be a musical instrument in every respect. Many talking machine dealers have already taken on this product, and the energetic sales campaign planned by the company will, undoubtedly, interest many more.

The K.-E. phonograph unit, with its four-inch diaphragm, has also found much favor with the trade, and this extra large diaphragm, which is one of its features, is interesting many talking machine houses.

Serving Many Talker Dealers

The Times Appliance Co., New York City, distributor of radio sets and accessories, reports much interest on the part of the talking machine dealers regarding radio for the Fall season. Many new talking machine dealers have been added to the list served by the Times Appliance Co. during the past few weeks and a big Fall season is expected.

This company distributes R. A. C., Crosley, Sleeper, Fada and Workrite sets, and finds that the demand is well apportioned throughout the line. It is among the distributors co-operating heartily with the Sleeper Radio Corp. in the special plans and drive this company is conducting at the present time.

OKeh and Odeon Records

WHEN prompt, positive deliveries of complete orders on the famous Okeh "hill-country music," the new blues by America's foremost race artists, the new song and dance "hits," or the inimitable, imported Odeon recordings are wanted, write or wire

Wholesale Phonograph Division

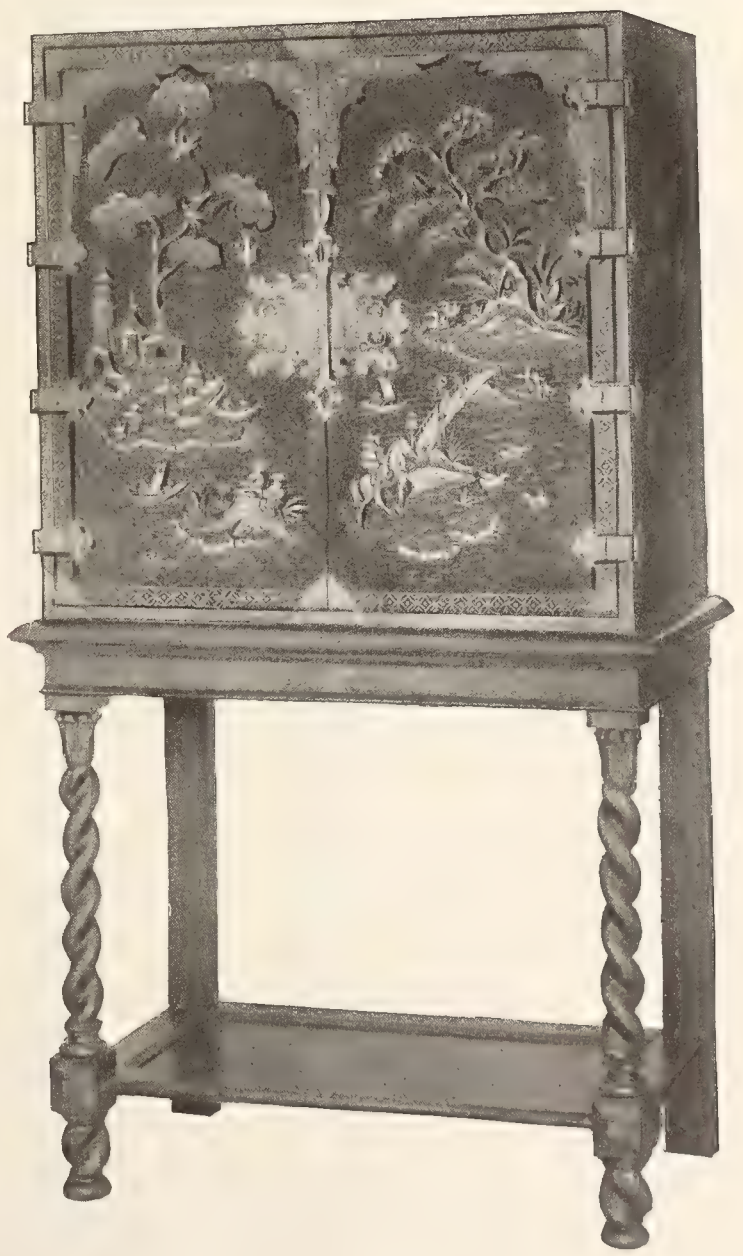
JAMES K. POLK, Incorporated

Offices and Show Rooms:

294 Decatur Street ATLANTA, GA.

Buy OKeh Needles—They Keep Record Sales Alive!

The ORSENIGO RADIO and PHONOGRAPH



"THE CAMBRIDGE"
Phonograph or Phonograph and Radio Combination.

An English cabinet with raised lacquer top and base of walnut.

Also on exhibition twenty other models embodying the French, English and Italian schools.

The Orsenigo Company, Inc.

383 Madison Avenue
at 46th Street
New York City, N. Y.

Factory: Long Island City, N. Y.

New Unbreakable Record for Children Introduced

"Singing Pictures" Possess Many Remarkable Qualities That Should Strongly Appeal

A new unbreakable record for children with many distinctive and original features will shortly be presented to the trade, according to the announcement of the New Record Corp., which occupies executive offices and recording rooms at 210 Fifth avenue, New York City. The records of this company, which are known as "Singing Pictures," through the use of this unbreakable composition, will carry a transparent playing surface, allowing for a multi-colored lithographed pasteboard base, carrying illustrations appealing to children. The product will be merchandised in sets of three double-faced records in a specially designed album retailing at a popular price.

J. M. Ehrlich, who for over forty years has been a successful manufacturer, is president of the new company. Robert Quait is vice-president and general manager. Mr. Ehrlich and Mr. Quait were the organizers four years ago of the Electric Recording Laboratories, which has been operating a private recording business.

Fred Lounsbury, the secretary and treasurer of the company, who will direct the sales, was the head of the former Kiddie Record Co. His interests, with those of his brother, Jesse Lounsbury, and associates of the Lenox Press, Plainfield, N. J., have been entirely absorbed by the New Record Corp. Jesse Lounsbury will continue his activities as direct head of the printing department of the company. Albert Bodine will manage the recording and plating departments of the company, and the manufacture of records will be under the supervision of James V. Hoff.

The new organization is equipped to record, plate and press its records. In addition, its printing plant will manufacture the illustrated record albums, the multi-colored record bases, labels, literature and other needed printed products, thus making possible all the manufacturing activities in the one organization.

Wolf Mfg. Industries Plan for Banner Fall Trade

Quincy, Ill., August 5.—The Wolf Mfg. Industries, of this city, are making plans for a banner Fall trade, and judging from all indications these expectations will materialize the early part of the Fall season. This company has made very rapid progress in recent years, and its Mastercraft line of phonographs is being merchandised by dealers in all of the leading trade centers.

Through the use of efficient manufacturing methods and adequate sales plans the company has found it possible to reduce its overhead materially, and Mastercraft dealers have benefited by this reduction in overhead. Some time ago the Wolf Mfg. Industries adopted a slogan, "Made Well to Sell," and this slogan has been followed as an ideal in all of the company's activities. Manufacturing facilities have been greatly increased during the past year, and two plants are now being devoted in their entirety for production of Mastercraft and radio instruments.

Boy Scouts to Participate in Harmonica Contest

William J. Haussler, of M. Hohner, Responsible for Scout Contest Arrangements

A harmonica contest in which several hundred Boy Scouts will participate has been arranged by William J. Haussler, vice-president and general manager of M. Hohner, manufacturer and importer of the Hohner harmonicas and accordions. Mr. Haussler recently made a trip to Kanohwahke Scout Camps at Tuxedo, N. Y., to complete details for the event.

The contest will be held under the auspices of the American Boy Scout Association, and John G. Heiler, Chief of the General Service, asked Mr. Haussler to arrange and supervise the affair, which is scheduled for the latter part of this month. All of the thousands of boys at the camps are interested in the coming contest and there is keen rivalry. The Marine Band model of the Hohner harmonica is in the official regulation equipment of the Boy Scouts.

Launches Sales Campaign in Talking Machine Trade

The Newport Radio Corp., 250 West Fifty-fourth street, New York, manufacturer of the Newport radio receiving sets, recently launched a sales campaign among the talking machine trade. The company is appointing jobbers in the music field throughout the country and expects to build up a sales organization for the benefit of the talking machine dealer. The set is contained in an attractive mahogany cabinet, and, according to T. W. Campbell, president of the company, the Newport set is the result of an intensive study by prominent and competent engineers. In a recent chat with The World Mr. Campbell stated: "The phonograph dealer is a most logical outlet for radio sets, and it is with this in view that our company is turning to the music industry to secure distribution. We have endeavored to adapt the Newport radio receiver to fit in with the requirements of the music trade as nearly as possible and feel that in its simplicity of operation and attractive design we have a real piece of merchandise for the talking machine dealer."

EST. 1894
EBM
Musical Specialism
Write Headquarters for Free Folder on Selected World-Famous Trade-Marked Musical Specialties
(Use List for Checking)
☐ Ross Gorman Selected Saxophone Solos
☐ "House of Hits" Popular Sheet Music Catalog
☐ "Markbro" Dance Catalog (American — Foreign) (Fox-Trots, Waltzes)
☐ Paul Lincke Catalog Orchestra
☐ George Rosey's Loose Leaf Orchestra Edition
☐ Hansen Edition — 28 Selected Specials by Palmgren, Sinding, Sibelius, etc.
☐ Carl Flesch Studies for Violin
☐ Ovide Musin Belgian School for Violin
☐ Shuebruk Books for Bandsmen and Lip Trainers
☐ Langenus Studies for Clarinet
☐ Dick's Ukulele Method
☐ E. B. M. Selected Saxophone Solos
☐ "Markbro" Selected Concert and Dance Numbers
☐ "Markbro" Selected Library Film Music
☐ "Markbro" Famous Violin Melodies (1st Position)
☐ Musical Comedy and Operette Successes
☐ E. B. M. Orchestra and Band Catalog
☐ Special Jazz Books — Tenor Banjo, etc.
☐ (Chords, Jazz Breaks, Modulations, etc.)
☐ "NYUSA" Brand Violin Accessories (Bridges, Pegs, Tailpieces, Bow Hair, etc.)
☐ "Golden Strad" and "Padua" Violin Strings
☐ "Boomerang" Professional Mouth Organs
☐ "NYUSA" Phonograph Needles
☐ "Burchard" Phonograph Needles (Best in World)
☐ Special Saxophone Accessories
☐ "NYUSA" Brand Mandolin Picks, Tuning Pipes, etc.
☐ Ross Gorman Clarinet Reeds (English Made)
☐ Ross Gorman Sax, Reeds (English Made)
Edw. B. Marks Music Co.
226 W. 46th Street, New York City

STYLUS BARS
Stylus Bar & Mfg. Co.
Clague Rd.
North Olmsted . . . OHIO

IN THE MUSICAL MERCHANDISE FIELD

Advertising and Display as Factors in Building Musical Merchandise Profits

Window and Interior Displays and Consistent Advertising of Musical Merchandise Are Important Considerations in Making the Department a Profit Producer

Talking machine dealers who are intelligently merchandising small musical instruments are finding this branch of the business profitable, while others who simply have installed departments and pay no further attention to securing business, trusting to people to come into the store for their sales, are not doing so well. The answer is obvious, although it would not seem so in view of the fact that so many retailers continue their ineffective methods without seeming to get wise to the fact that there is business to be had if the proper efforts are put forth to secure it.

Publicity and Display

Musical merchandise must be accorded the same amount of intelligent merchandising effort as is put behind talking machines, radio, or any other of the products which the talking machine dealers now handle. And of outstanding importance in the merchandising scheme of small goods is publicity, and this not only includes newspaper advertising and direct mail but also window displays and store displays. The dealer simply must bring the merits of the various instruments he handles to the attention of the people who are prospects for this class of merchandise and publicity is the one sure way of doing this. Simply installing a stock of musical instruments in the store, sometimes in what is called the musical instrument department, which is often only a wall case and small service counter hidden in the rear of the store where few customers or prospects ever go, certainly is not conducive to making this department pay. On the other hand, if the dealer advertises these products as they deserve and occasionally features them in attractive window displays there can be no question of the results. The experiences of many dealers throughout the country, many of whose successful merchandising efforts have been described in the columns of The World, bear this out.

Many Display Opportunities

Musical merchandise offers many opportunities for sales-pulling displays. Probably the most effective is the window of the store, although the interior display possibilities should not be neglected, and one dealer even utilized his store door for display purposes. The same principles of window display which apply in the case of talking machines and records regarding crowding, etc., with which every dealer is or should be familiar, hold true in the case of musical merchandise and there is no need of reiterating what has been emphasized so many times in this and other trade publications. As for the interior displays, there are many ways in which the dealer can bring his various small musical instruments to the attention of the people who come into the store to purchase talking machines, records, radio, etc. For example, there is the wall rack for musical merchandise. This rack occupies very little space and makes an attractive display in itself. Therefore, it should not be hidden in the rear of the store, but should be up front where the merchandise it contains can be seen. Also there are many places in the store where a fine-looking musical instrument such as a saxophone, violin, etc., can be displayed to advantage. One dealer has several of these instruments on the record service counter, placed in such a way that they do not interfere with the customers or sales people and yet so that everyone visiting this department cannot fail to see them. Another dealer places a single instrument in each record booth, with considerable effect from the standpoint of display, and the many inquiries received regarding these instruments indicate that they are noticed.

Uses Store Door for Display

A Western dealer has devised a clever plan which permits him to display a single musical instrument in the store door at night, literally making a miniature window of the plate glass in the door. He has built a box-like rack which can be hooked on to the door in the evening. The inside of the box, which corresponds to the interior of an ordinary store window and which is as wide as the plate glass on the door, is covered with black velvet. In this "window" is placed a single instrument, sometimes a saxophone, or a violin, or wind instrument, etc., and it is hooked to the door. On the "roof" of the window an electric light socket has been placed and this is connected to an outlet in the store so that the dealer simply turns on the light before he locks up for the night. Varied colored lights enable the dealer to add distinctiveness to his displays, which have resulted in much publicity and several sales.

No campaign for business is complete, whether it has to do with talking machines, records, musical merchandise or any other products, unless advertising of xarious kinds is included in the drive. That is the one way of reaching the masses. This is especially so in the case of newspaper publicity. Through circularizing or direct mail the dealer is able to reach a selected audience for his sales message. Of course, the latter involves the necessity of a mailing list, but the talking machine dealer without a mailing list is like an automobile without gas, so there should be no hitch in this respect.

Must Plan for Fall

Especially now that Summer is on the decline and the Fall season is about to open when business is sure to enjoy a marked revival the talking machine dealers handling musical merchandise should give serious consideration to the Fall business campaign—and the musical merchandise section should not be left out in the cold if full advantage is to be taken of sales opportunities.

Voorhies Heads Conn New Orleans Branch

Formerly in Charge of Musical Merchandise Department of Philip Werlein, Ltd., of That City—Has Had Wide Experience

New Orleans, La., August 7.—Howard V. Voorhies has been appointed manager of the Conn New Orleans Co., local retail branch of C. G. Conn, Ltd., manufacturer of Conn saxophones and band instruments, Elkhart, Ind. The new Conn manager has been in charge of the musical merchandise department in the Philip Werlein, Ltd., store for the past four years.

Mr. Voorhies has been well known in New Orleans as a professional musician since his discharge from the Navy in 1919. He was leader of the Elks' Roof Garden Orchestra for two years and was also connected with Max Fink's Orchestra at the Liberty Theatre and at the Oriental. He is now director of the Knights of Columbus Concert Band and Saxophone Band.

Saxophone Shoppe Chartered

Cleveland, O., August 6.—The Saxophone Shoppe, of this city, has been incorporated with a capital stock of $5,000 to buy, sell and deal in musical instruments. The incorporators were G. E. Lefevre, M. G. Lathrop, V. C. Burrows, W. A. Aichele and M. Crowl.

PAUL WHITEMAN and HIS ORCHESTRA

"The Maestro who Symphonized Syncopation"

Presenting America's Music Symphonically

THE Music Merchant who stocks pianos and does not stock Band Instruments and Saxophones misses continual opportunities to tie up with traveling organizations whose presence in the city creates considerable of a stir.

The forthcoming Paul Whiteman Transcontinental Tour (opening September 22) will touch the territory of practically all the big Buescher distributors. They will all have artistic window trims featuring the Whiteman Orchestra, newspaper electros and various other means of tying up with the great Orchestra.

The radio and the phonograph are always at work carrying the fine tone of Buescher instruments into the territory of all Buescher distributors.

If you do not carry Wind Instruments, let us give you some interesting figures and the names of some of our dealers to whom you might write with a view to learning just how profitable the Buescher line would be to you.

BUESCHER BAND INSTRUMENT COMPANY G-93 Buescher Block ELKHART, INDIANA

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 141)

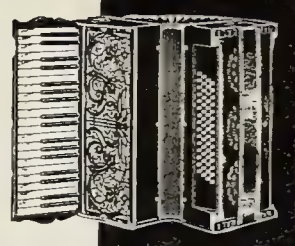
HOHNER Harmonicas and Accordions
THE WORLD'S BEST

This year will undoubtedly prove the biggest in the history of harmonica manufacturing and selling. It naturally follows that it will also prove a record-breaker in profits for Hohner dealers.

Ask Your Jobber

M. HOHNER

114-116 East 16th Street
New York City



HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

C. Seibert Appointed Leedy Assistant Sales Manager

Former Retailer and Drummer Widely Known and Well Qualified for New Post—To Cover United States and Canadian Territory

Charles Seibert, former drummer at the Orpheum Theatre, Peoria, Ill., where he has been for the past five years, is now connected with the Leedy Mfg. Co. in the capacity of assistant sales manager and will devote his entire time to calling on musical instrument dealers all over the United States and Canada.

Although Mr. Seibert has spent many years in the professional field he has also successfully operated his own store in Peoria. Dealers are going to realize the benefit of discussing their drum department problems with a man who not only has their own viewpoint in a retail way, but one who can go much farther by advising and assisting in a professional way. This will be a great help in eliminating the great danger that confronts the drum department, i.e., overstocking and purchasing slow-moving articles. In other words, intelligent advice along the lines of balancing stock.

Mr. Seibert's record as a professional drummer, tympanist and xylophonist is too lengthy to give here. However, he has been with such famous bands as Liberati, Innes and the Kilties, and has played in the leading vaudeville houses in Peoria, Kansas City, Oklahoma City, Houston and Dallas, and his acquaintance among professional drummers is very extensive.

George H. Way, Leedy sales manager, is now on an extensive trip with Mr. Seibert, introducing him to the trade.

Benjamin Landay Finds Good Outlook on Trade Trip

Benjamin Landay, vice-president of the Progressive Musical Instrument Corp., 319 Sixth avenue, New York City, wholesale distributor of musical merchandise and radio products, recently made a ten-day tour through the Middle West, visiting many musical instrument dealers. According to Mr. Landay, the musical instrument business particularly has been quite brisk throughout the Summer period. Radio, too, he said, in many parts of the country is having as wide a sale as during the earlier Spring period. Mr. Landay found business in the Middle West to be on an upward trend, particularly with musical merchandise dealers, who, with a prosperous Summer season as a background, look forward to large gains in the Fall.

When You Buy Drums

Ludwig TRADE MARK

Does the line sell? That's your question when you buy Drums for resale purposes.

A liberal margin, the right selling price, greatest consumer demand and strict dealer co-operation have made Ludwig Drums the best selling line of Drums and Accessories in the World.

Get full particulars about our direct-from-factory service. Send for complete catalogs, prices and discounts. We'll help you.

Ludwig & Ludwig

World's Largest Drum Manufacturers

1611 No. Lincoln Street Chicago, Ill.

Conn Boston Co. Tied Up With Elks Convention

Boston, Mass., August 7.—The occasion of the Elks' National Convention here last month permitted the Conn Boston Co., New England distributor for C. G. Conn instruments, to render visiting bandmen from the one hundred or so Elks' bands from all over the country hospitality and service. The company provided a free checking service for instruments and hand luggage and also made all sorts of repairs to the instruments of visiting Elks. In reciprocation for the courtesies extended many of the bands serenaded the Conn Boston headquarters and at many of the short impromptu concerts, held on the sidewalk in front of the store, thousands of listeners gathered, giving the store much desirable publicity.

A display of new burnished gold and jeweled Conn instruments, Leedy drums, Paramount banjos and other instruments, attracted considerable attention and caused much favorable comment. Spotlights played on the display during the evening.

Nearly one hundred bands were entered in the band contest, which was won by the Detroit Elks' Band, under the direction of Eugene La Barre. This organization is completely equipped with Conn instruments. Mr. La Barre was with Sousa's Band for some time as solo cornetist.

A Typical Example of Vega Co.'s Co-operation

An excellent example of co-operation is to be found in a recent accomplishment by the Vega Co., Inc., Boston, Mass., well known as the manufacturer of the Vegaphone and the Vega line of banjos. France & Goulette, in Manila, P. I., carry the Vega line in the Philippine Islands. They recently sent a rush order to the Vega Co. for thirty Vega banjos. Herbert Fandel, of the Vega organization, found that there was a steamer leaving for the Philippine Islands the next afternoon. Through intensive effort on the part of the shipping department, guided by Mr. Fandel, this shipment was packed and crated and on board the steamer safely before sailing time. This practically saved an entire month's wait on the part of the representatives.

Carl Nelson, head of the Vega Co., together with W. Waldo Nelson, returned to headquarters around the first of the month after a very enjoyable vacation spent motoring.

Sales of xylophones are on the increase throughout Texas, according to the musical merchandise house of Thomas Goggan & Bro., San Antonio.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 142)

Ukuleles Enjoyed Unusual Popularity This Summer

C. Bruno & Son, Inc., Making Plans for Extensive Fall Campaign on Its Products

Ukuleles and banjo-ukes have enjoyed a popularity this Summer that has never been equaled. C. Bruno & Son, Inc., importers and wholesalers of musical merchandise, New York City, report that their sales this Summer of ukuleles and banjo-ukes have substantially surpassed all previous records. Fred W. Kling, of the Bruno staff, in discussing the musical merchandise situation with The World, referred to this remarkable record in substantiation of the oft-repeated claim that there is always something selling big in the musical merchandise line. Talking machine dealers who have added musical merchandise have personally experienced this and found musical merchandise has practically no real dull season. Mr. Kling pointed out that whereas ukuleles have enjoyed the limelight for the past few months, with the close of the vacation season and the attendant return of students violins and violin outfits would supersede the ukes in their popularity, and so through the Winter the saxophone and other brass instruments would experience a growth in sales.

The Bruno organization is making energetic plans for Fall sales and a big season is looked forward to.

Borchard Opens Store

Camden, N. J., August 7.—A musical merchandise store was recently opened at 812 Broadway here by Gus Borchard, and a complete line of band and orchestra instruments is being carried. Mr. Borchard recently visited New York where he visited jobbers and arranged for supplies of stock. The opening display featured a line of Gretsch-American musical merchandise.

Improvements Made at Bacon Banjo Co.'s Plant

Groton, Conn., August 7.—In anticipation of heavy Fall demands, the manufacturing plant of the Bacon Banjo Co., Inc., of this city, has been completely overhauled and a number of improvements made that are destined to add to production facilities. The overhead shafting and pulleys have been done away with and each piece of machinery has been individually motorized. In addition to the safety and efficiency which this change has caused, there is also provided considerably more room for work. David L. Day, general manager of the company, reports that the entire line of Bacon banjos, mandolins, banjo ukes and accessories is moving well, and advance orders would indicate good Fall business.

Orpheum Banjos Sold Direct to the Dealer

A new sales policy for marketing Orpheum banjos was recently put in effect by William L. Lange, manufacturer of Paramount and Orpheum banjos, 225 East Twenty-fourth street. It calls for the marketing of these instruments direct from the manufacturer to the dealer. The plan was put in effect August 1. Mr. Lange calls attention of the trade to the fact that he has been manufacturing the Orpheum banjos for twenty-two years. At the same time he also announced a new line of Orpheums in preparation, which will be marketed as the super-Orpheum, in addition to the standard line of Orpheums. The new product will contain several new features that will interest the dealers.

The Lange plant has been enlarged in anticipation of a great increase in the volume of Orpheum sales. Five stories are now being used, the first floor being completely remodeled.

P'mico.
Musical Merchandise of Quality
New Catalog Showing Splendid Values
Write for your copy today!
Progressive
MUSICAL INSTRUMENT CORPORATION
319 Sixth Ave., New York

Buescher Instruments Used in Recording at New Plant

Oakland, Cal., August 2.—The first record made at the new Victor plant here was recorded by Art Landry and His Orchestra, equipped with Buescher instruments. The Hanson Music House, San Francisco, wired the Buescher factory as follows: "First record made in Victor Talking Machine Co.'s plant at Oakland by Art Landry and His Orchestra, using Buescher instruments and saxophones."

A Buescher official recently stated that in the West as well as in the East Buescher band instruments and saxophones seem destined to carry out their average of making 75 per cent of the popular records made. In the Eastern territory the Victor Co. has recently added Ted Weems and His Orchestra, George Olsen and His Orchestra and Ray Miller and His Orchestra, all using Buescher instruments.

The Most Valuable Band Instrument Franchise
In the World

It is agreed among music merchants that the agency for Conn instruments is the most valuable in the band and orchestra field, because of

the *Quality* of the instruments
—supreme achievements of master builders, the largest in the world, and only makers of every instrument used in the band.

the Prestige
—Conns are used and endorsed by Sousa and the other world-famous band, symphony and popular orchestra directors.

the Advertising
—Conn's advertising campaign, including double spreads in color in the Saturday Evening Post, is continuously bringing business to Conn dealers.

Write now for information about available territory.

C. G. CONN, Ltd.
834 Conn Building Elkhart, Ind.

CONN
WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE BAND AND ORCHESTRA INSTRUMENTS

CULTIVATE YOUR MUSICAL BUMP

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 143)

H. N. White Co. Introduces Instrument Called "Saxello"

New Instrument Is Perfected Model of Bb Soprano Saxophone With Elimination of Several of the Objectionable Features

The H. N. White Co., Cleveland, O., manufacturer of King band instruments, has just announced a new instrument called the "Saxello." This instrument is a perfected model of the Bb soprano saxophone designed to eliminate some of the objectionable features of the latter instrument, particularly the cramping of the wrist and fingers and the consequent difficult execution and uncertain grasp that is found on the average soprano saxophone.

R. M. White, secretary and sales manager of the H. N. White Co. and well known in the band instrument industry, predicts that the Saxello will meet with a ready sale throughout the trade. Commenting upon the new instrument, Mr. White said: "The practical improved playing features of the instrument itself, and its attractive design, together with the advertising campaign that we have planned for it, are going to make it easier for the dealer to sell the Saxello than to compete with it. Of unusual interest to the trade is the publicity campaign that we have planned for the purpose of introducing the Saxello everywhere. We believe that it is one of the most complete and effective campaigns ever planned in the musical instrument field. Window displays, counter cards and folders in color, full pages in the trade press, mailing pieces and Jumbo advertisements are bound to attract unusual interest in our new product.

"We have decided not to restrict the sales possibilities of this instrument to dealers who now handle the King line, but the Saxello may also be merchandised by dealers in territory where the King line is not represented. We believe that the Saxello offers dealers an opportunity to secure one of the most valuable selling franchises in the industry and we have taken the Saxello out of the competitive class by having the trade name copyrighted and the design patented."

Jordan-Marsh Department Headed by William Titus

Appointed Manager of Small Goods Department—Martin Band Instruments and Saxophones Featured in Window Displays

Boston, Mass., August 7.—The small goods department of the Jordan-Marsh Co., one of the largest department stores in this city, through a number of changes and additions to the stock carried, has become one of the best small goods departments in New England. The department was recently enlarged and placed under the management of William Titus, prominent in Boston music circles and well versed in musical merchandise from long experience.

Martin band instruments and saxophones, made by the Martin Band Instrument Co., Elkhart, Ind., are featured prominently and a complete stock of Martin products is kept and frequent displays are made, with the result that the agency has become a most valuable one.

Window displays and special store displays were made during the recent national convention of the Elks and the result was that a great number of the members of the various Elks' bands and drum corps visited the store during the week. One of the features was a show window displaying attractively all sorts of Martin band instruments and Sousaphones, an Irish harp and a Stone De Luxe drum outfit.

Ludwig Music House Now Enlarging Floor Space

St. Louis, Mo., August 6.—The Ludwig Music House, one of the oldest music houses in the Middle West, is undergoing a period of expansion and changes are being made that will completely alter the headquarters at 716 Pine street and will quadruple the floor space and make the store one of the finest in the city. Since the establishment of the concern in 1876 it has grown to such an extent that many changes have been found necessary.

A saxophone department has been installed under the management of Edward C. Barroll, nationally famed saxophonist, and a complete line of Buescher saxophones is carried. The store also features a full line of Buescher instruments, manufactured by the Buescher Band Instrument Co., Elkhart, Ind.

This concern stands sponsor for the recently formed Ludwig Saxophone Band, which was organized by Edward C. Barroll.

Elkhart, Ind., Organizing Own Symphony Orchestra

Elkhart, Ind., August 6.—A symphony orchestra is in the process of formation in this city, which is the home of about six of the world's largest band instrument factories, many of the workmen being able musicians. A meeting of those interested was held recently in the cafeteria of C. G. Conn, Ltd., Plant No. 2.

C. G. Sickafus, a member of the sales department of C. G. Conn, Ltd., is one of those most actively interested in organizing the orchestra and he reports encouraging progress. He recently stated that the nucleus of the organization had been formed and preliminary rehearsals have been held under the direction of Hobart A. Davis, flute soloist.

The Hammann-Levin Co., Inc., has taken on the Weymann stringed instruments as exclusive agent for Baltimore. The firm features banjos, guitars, mandolins and ukuleles in its display.

BACON BANJOS
Played by Leading Musicians and Orchestras
Sold by Representative Music Merchants
BACON BANJO CO., Inc.
GROTON, CONN.

Complete Repair Department Opened by Progressive Corp.

Progressive Musical Instrument Corp. Installs Repair Department With Experts in Charge for Giving Service to Music Dealers

The Progressive Musical Instrument Corp., importer and wholesaler of musical merchandise, 319 Sixth avenue, New York, has opened a repair department as a service to music dealers. The service will cover the entire range of musical instruments.

Men who are thoroughly familiar with the art of making violins, banjos, saxophones, clarinets, etc., will be employed. An expert violin repair man has been secured from Germany. Prompt service is assured to dealers, according to A. W. Landay, general manager of the firm.

Record Sales of Leedy Drums

Omaha, Neb., August 4.—Nearly five hundred Leedy drums were sold during the month of July by George A. Smith, local small goods dealer and agent for the Leedy Mfg. Co., drum makers of Indianapolis, Ind. Mr. Smith now has over four hundred drums on order at the factory, sold to members of the Omaha public schools drum corps. The organization of this corps is the work of Mr. Smith and the local Rotary Club.

Edw. Biel Home From Maine

Edward Biel, sales manager of the Progressive Musical Instrument Corp., 319 Sixth avenue, New York City, recently returned to his desk following a two weeks' vacation spent in Maine and Canada.

FRED C. BUCK
Banjoist and Arranger
"Waring's Pennsylvanians"
and His
Weymann Orchestra Banjo
The Most Prominent Banjoists Are Playing Weymann Instruments
Write for Agency
H. A. WEYMANN & SON, Inc.
1108 Chestnut Street Philadelphia, Pa.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 144)

Widespread Enthusiasm in the Harmonica Being Manifested in a Concrete Manner

Forty Thousand Harmonica Players in Philadelphia Typical of Interest in This Instrument Throughout the Country—Interesting Report of Fred Sonnen, Hohner Virtuoso

That the popularity of the harmonica throughout the country is growing by leaps and bounds is an undisputed fact to those in a position to know. Constantly one hears of the formation of harmonica bands and orchestras and enthusiastic comment of dealers handling these small instruments regarding the satisfactory volume of sales.

Hohner harmonicas are in the van of popularity, according to reports of retailers, and there is a sound reason for this. The national campaign which the firm of M. Hohner has carried on now for many months is bearing fruit, and dealers everywhere are cashing in on this publicity.

Thousands of Harmonica Enthusiasts

Forty thousand boys have enrolled for harmonica orchestras in Philadelphia, according to Albert N. Hoxie, Jr., head of the Music Division of Philadelphia's Boy Council, who has organized the Civic Junior Symphony Orchestra in that city, an outgrowth of the city harmonica contests and the organization of harmonica bands. While children are by far in the lead as harmonica enthusiasts, according to Mr. Hoxie, there is a fair representation of adults and even some entire families.

Interesting Harmonica Facts

The widespread interest in the harmonica in Philadelphia is typical of what is taking place throughout the country. In this connection a report of Fred Sonnen, harmonica virtuoso, who was sent to Philadelphia to help in its musical activities, largely through the efforts of William J. Haussler, of M. Hohner, is of considerable interest. This report reads in part as follows:

"A great amount of interest in the harmonica was aroused during the recent Boys' Week in Philadelphia. Never before have I seen such a vast amount of enthusiasm as that manifested by the people of this city in their harmonica contest.

"Through the courtesy of the Boy Council of Philadelphia, arrangements were made for me to call at the various schools, and requests from more than 165 principals were received for me to appear at their schools in order to demonstrate the playing of the harmonica. A most hearty reception was accorded to me at each school where I appeared and keen interest was shown in the playing of the harmonica.

"Due to the closing of the school term, I was able to call at only sixty-five schools, and out of this number fourteen have made arrangements to form harmonica orchestras. They were very eager to start and did not care to wait until the Fall. The rest of these schools will organize their harmonica orchestras at the beginning of the next school term.

"It was gratifying to me to observe the large number of boys who joined the harmonica orchestras in the various schools. There were as many as 200 boys in the orchestras of some of the schools, and the greatest amount of interest was displayed not only by the boys who are eager to learn, but their teachers and principals as well. In most of the schools many of the teachers also made an effort to learn how to play the harmonica.

"The harmonica orchestras meet after the school session and more than an hour is devoted to practicing. The interest of the members is so intense that the time seems altogether too short for them and they are always looking forward eagerly to the following meeting.

"I was called upon to give recitals, not only in the schools in Philadelphia but in churches, clubs, institutions and at various affairs. At every place I met with the same hearty response and the greatest amount of interest and enthusiasm was shown in the harmonica.

"From the many contestants in the recent Philadelphia harmonica contest fifty of the best players were chosen and an orchestra formed. These boys met every week at the mayor's office in City Hall, and I arranged the orchestra in four different parts in order to teach them perfect harmony. This is the best harmonica orchestra in Philadelphia and consists of expert amateurs.

"In one of the churches where I performed my program was broadcast. I played five classical selections and a few sacred songs. Here, as well as at all other places where I appeared, I was earnestly requested to play again in the near future. In fact, they liked the music of the harmonica so well that it was planned to organize a harmonica orchestra in this church in the Fall.

"A feature of particular note is a small band that I organized, consisting of six colored boys —five brothers and their father, who is seventy-five years old. One of these boys won the third prize in the harmonica contest in Philadelphia last year, and when I learned that he had several brothers and a father who could play the harmonica I immediately made arrangements for the formation of this band. These six colored boys are doing some very fine work, indeed."

Ready Now!

The "KING" Saxello

TRADE MARK

An Instrument Without Competition

AN INSTRUMENT THAT EVERY SAXOPHONE PLAYER WANTS

THE SAXELLO is not a novelty instrument, but an instrument designed to eliminate certain objectional features common to ordinary Soprano Saxophones.

Improvements in design and construction embodied in the Saxello, together with the copyrighted name and application for patent rights, take it out of the competitive class. So desirable are its many practical improved playing features that it has won instant favor.

The advertising and merchandising campaign, one of the most complete and effective ever planned in the musical instrument field, including Trade Papers, Mailing Pieces and Dealer Helps designed to quicken sales, coupled with the liberal profits and selling features of the instrument itself, furnishes the most remarkable sales opportunity of the year.

This new "King" instrument offers the opportunity for dealers everywhere to secure one of the most valuable selling franchises in the industry.

Dealers who are not yet holders of the "King" franchise should write now and secure information about our dealer proposition, which incorporates such important points as: exclusive agency franchise, protected territory, and liberal discounts, which will mean their participation in Saxello profits.

PATENT APPLIED FOR

MAIL THIS

THE H. N. WHITE COMPANY
5215-54 Superior Avenue, Cleveland, Ohio

Please send me full particulars of the Saxello Campaign and your Agency proposition.

Name _____

Address _____

City _____ *State* _____

How the Euclid Music Co. Is Pushing Buescher Line

Cleveland, O., August 8.—One of the most effective direct mail campaigns devoted to musical instruments which has appeared here is being sent to prospects by the Euclid Music Co., which operates five stores here and in Detroit.

This is in the form of a large folder tying up with the Nite Caps on Lake Erie, who are a group of artists broadcasting from radio station WJAX, commencing midnight on the first Saturday of each month. These artists include some of the leading instrumentalists and best-known orchestras in the Middle West, all of whom either play or are accompanied by Buescher instruments.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 145)

Buegeleisen & Jacobson's Comprehensive New Catalog

Attractive Catalog Shows Complete Line Carried by These Prominent Musical Merchandise Importers and Wholesalers

Buegeleisen & Jacobson, importers and wholesalers of musical merchandise, New York City, are about ready to mail their annual catalog to the trade. The B. & J. catalog is usually considered among the most complete and authoritative pieces of literature in the musical merchandise field. The forthcoming issue will even surpass all others, according to Samuel Buegeleisen, head of the organization. In this connection Mr. Buegeleisen stated: "The 1924 catalog is a distinct departure from the average book. All the cuts we have used are new and show the merchandise exactly as it appears. We have gone to the trouble of reproducing many of the items in their exact natural colors, which we believe will be of a distinct advantage to the dealer in making his selections. A complete cross index is another feature that I believe the dealer will find advantageous.

"The new catalog contains 162 pages describing concisely the entire line. To mention all of the items would take too long, but it features, of course, the Stewart line of banjos, guitars, lutes, mandolins, ukuleles; Wondertone tenor-banjos; Durro violins, bows and strings; Abbot saxophones and band instruments and many imported numbers from some of the best-known European houses. I believe that the music merchant will find the new catalog an important aid in the selection of his merchandise for the Fall, and, as usual, we are giving our guarantee with every item. We guarantee to take back at our expense any merchandise that is not satisfactory in every detail."

Weymann Line for Kitt Co.

Philadelphia, Pa., August 8.—H. W. Weymann, head of the musical merchandise house of H. A. Weymann & Son, Inc., returned from a trip to Washington recently with the report that Homer L. Kitt Co. has been appointed Weymann stringed instrument distributor in that city. The Kitt firm has the entire "Keystone State" line of instruments.

Large Band Instrument Sale Made by C. H. Taylor & Co.

Chicago, Ill., August 6.—What is considered the largest individual sale ever made to any one band was recently reported by C. H. Taylor & Co., which sold 1,000 instruments to the Department of Constabulary in Chicago.

The band is completely equipped with Holton and U. S. A. band instruments, Bettoney woodwinds and Ludwig drums. Four seven-foot drums are to be used in addition to the usual number of smaller bass and snare drums. Phillip G. Sutton has been appointed as general director of the band.

Window Display Links Records and Instruments

Philadelphia, Pa., August 7.—Linking the record department with the musical merchandise department in a recent window display, H. A. Weymann & Son, Inc., stimulated interest in both lines of merchandise. The central figure of the display was a photograph of Waring's Pennsylvanians, a popular Victor recording orchestra, and the fact was made known that this aggregation uses the Buescher and Weymann instruments. A slogan in the display read: "They use the best instruments to make the best records."

Test Ludwig Banjo Head

Chicago, Ill., August 7.—The banjo heads manufactured by Ludwig & Ludwig and known as "Selected" have been subjected to an unusual test to ascertain their strength. The test, which consisted of hydraulic pressure, was made at the Lewis Institute, this city, a light gauge head being used. It is interesting to note that the head did not break until a pressure of 1,600 had been exerted.

Dealers Help Form Band

A large saxophone band, to be known as the Crawfordsville Saxophone Band, is being organized in Crawfordsville, Ind., by L. Rush Hughes with the co-operation of the local musical merchandise stores.

VEGAPHONE BANJOS

A Source of Profit

Vega Banjos are ever increasing in popularity. They are in demand and quickly sold, with good profits as a result. Nationally advertised and endorsed by professionals, Vega Banjos are quickly sold to the musical public.

WRITE FOR DEALER INFORMATION

THE VEGA CO.
155 COLUMBUS AVENUE
BOSTON, MASS.

BRUNO

THE OLDEST AND LARGEST MUSICAL MERCHANDISE HOUSE IN AMERICA

Exclusively Wholesale

ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

Changes in the Musical Merchandise Retail Field

Borchard Musical Inst. Co. Opens—Kranz-Smith Adds Small Goods—Detroit Firm in New Home—Layton Bros. Opened Department

The Borchard Musical Instrument Co., Camden, N. J., opened recently with a full line of musical merchandise and sheet music.

The Kranz-Smith Piano Co., Baltimore, Md., recently added a complete line of small goods in its store at Charles and Fayette streets.

The Williard Bryant Music House, Detroit, recently moved and is now located at 1425 Broadway, where it has much larger floor space and a better location.

Layton Bros., Ltd., Montreal, recently opened a new musical merchandise store at 550 St. Catherine street. A seventy-foot window display comprising small goods was one of the features of the new store which attracted considerable attention.

Sterchi Bros. Enjoying Good Demand for Vocalion Records

Knoxville Concern Appointing Numerous New Dealers and Also Featuring Vocalion Records Successfully in Own Chain of Stores

KNOXVILLE, TENN., August 5.—Sterchi Bros., who for some time past have been distributors for Vocalion Red records, report a steadily increasing demand for those records and the establishment of a number of new dealers in the leading cities of the South. The entire chain of Sterchi stores handle the Vocalion records and feature them strongly.

Since Sterchi Bros. have been handling the Vocalion records several local musicians have recorded for those records, including M. S. Mason, of Dyersburg, the popular banjo player, and George Reno, of Knoxville, the blind musician who is widely known in this city. The records of these two men have had a wide sale locally.

New Gennett Foreign Record Bulletins Issued

The Starr Piano Co., Richmond, Ind., recently issued new bulletins of Irish, Spanish and Italian Gennett records. Each booklet gives a complete listing of the records which have been released up to the present time of the music of these various countries. The Gennett foreign record library is most complete and Gennett dealers have found the Irish and Italian recordings especially good sellers. The Irish catalog includes vocal records on the fiddle, on the accordion and on the Irish pipes, with concerted pieces for accordion, guitar and banjo; for orchestra, for violin, piano, etc.

Dealers Appreciate the F. D. Pitts Co. Service

BOSTON, MASS., August 8.—The F. D. Pitts Co., of this city, exclusive wholesale distributor of radio, predicts that the coming radio season will be exceptional in every way. Last Spring this house inaugurated a department particularly catering to the talking machine dealer. Accordingly, a large number of talking machine retailers in the New England territory are now using Pittsco service and as the Fall season approaches increasing numbers are being added to the list. A substantial number of inquiries from talking machine dealers is being received relative to the Fall season. The Pitts Co. has a large sales staff which is actively at work at all times in the field, not only selling merchandise, but co-operating with the dealer in his merchandising problems. An extensive sales campaign is being planned for the coming Fall season and particular attention is being paid to co-operation with the talking machine dealer.

E. J. Yerick in New Position

TROY, N. Y., August 9.—E. J. Yerick, formerly manager of the F. C. Henderson Co., at Albany, N. Y., has resigned his position with this company and has accepted the management of the talking machine department of Cluett & Sons' store, of this city. Mr. Yerick is well known to the talking machine trade and his many friends in talking machine circles tender him their best wishes in his new position.

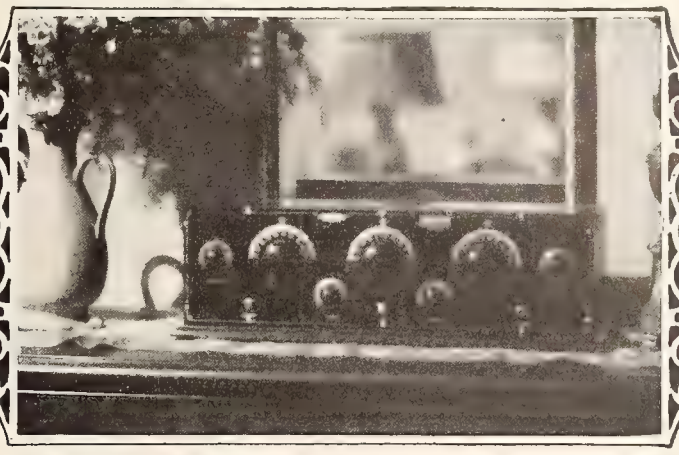
MOTORS

Ready for Delivery

Double Springs; play two 10-inch Records; suitable for Portable Phonographs. Sample, $3.75. Larger motor playing two to three 12-inch Records; suitable for Phonograph selling for $100. Sample, $5.75.

MERMOD & CO., 16 East 23d St. N. Y.

Telephone Ashland 7395



Plus Clearness

HERE is a new receiving set--- designed as all fine sets, to give volume, selectivity, distance and simplicity of operation --- But *PLUS* one feature that marks its superiority in the music trade field---*CLEARNESS OF RECEPTION.*

The A-C DAYTON POLYDYNE XL5 is a receiver that will be welcomed with open arms by the radio public. It has been developed to meet the demand among those people who want to *enjoy* radiocasting. It enables them to find their favorite program --- then listen to it with complete enjoyment, free from distortion and interference.

Your radio customers want radio satisfaction, they want a receiver that not only insures perfect clearness of reception, but is also a thing of beauty that will fit into the arrange- of any room in the house.

You can profitably sell the XL5. It is licensed by the Polydyne Corporation and carries a triple guarantee to the owner. It is priced reasonably---its performance far exceeds many sets that cost more.

We will gladly send complete information about the A-C DAYTON POLYDYNE XL5 and our attractive dealer plan.

LICENSED BY POLYDYNE REGISTERED CORPORATION

Makers of Electrical Devices for over Twenty Years

THE A-C ELECTRICAL MFG. COMPANY

DAYTON, OHIO

A-C DAYTON XL-5

Dealers Improve Facilities to Handle Fall Business

Leon Tobias, secretary of Van Veen & Co., Inc., New York City, manufacturers of talking machine wareroom equipment, recently returned from an extensive trip. Mr. Tobias found the trip well worth while, as it not only developed actual orders, but a number of inquiries from dealers for new equipment and improvements to take care of Fall business. These orders not only called for talking machine booths, but booths for radio equipment as well. Van Veen & Co., Inc., have in process, and recently equipped, a number of warerooms.

Extensive work has been done for the Griffiths Piano Co. in both the Passaic and Paterson stores. In Baltimore, Md., a new department has been installed for the Muller Victrola Shop, and in Newburgh, N. Y., the John Schoonmaker Department Store has extended its record department to take care of 10,000 records.

These installations, together with increased orders for work during the season ahead, indicate that the talking machine trade is making energetic plans for Fall business.

Otto Heineman Home Soon

Otto Heineman, president and founder of the General Phonograph Corp., manufacturer of Okeh and Odeon records, Heineman motors and other products, is expected back at his desk within a week or ten days after spending six weeks in Europe. During his stay abroad Mr. Heineman has been visiting the leading European cities, spending the greater part of his time in Berlin, where he has been conferring with the directors of the Carl Lindstrom organization relative to important record plans that will be announced upon Mr. Heineman's return.

Lopin's, Charleston, W. Va., was recently incorporated to deal in musical instruments with a capital stock of $10,000.

Nyrad Distrib. Co., Inc., Plans Big Trade Campaign

Strong Organization of Men Acquainted With Trade Problems Featuring Radio

The Nyrad Distributing Co., Inc., 250 West 108th street, New York City, distributor of radio and phonograph products, has planned an intensive sales drive during the Fall season in behalf of the products it represents. This firm, organized purposely by talking machine men to serve phonograph retailers, is exceptionally well qualified to assist in simplifying dealer problems in stocking and selling radio products. The head of the company is Emanuel Blout, for many years one of the leading distributors for the Victor Talking Machine Co. Cass B. Riddle, of the company, is director of sales, and several particularly well-known talking machine men are members of the sales force, including S. Semels, Otto Goldsmith and John Sheppard.

The company, during the coming months, will particularly feature the new model of the Sleeper Monotrol. Other radio products, for which it is the distributor, include the Pooley-Atwater-Kent combination, Music Master products, Eveready batteries and other necessary adjuncts.

The Nyrad Distributing Co., Inc., besides its sales force of talking machine men who have made a study of radio problems, has a technical staff for the purpose of aiding the dealer in particular localities where radio reception is found troublesome. Its long experience as a talking machine distributor makes available first-hand knowledge of solution of the varied problems that confront the dealer.

Lester L. Leverich Resigns

Lester L. Leverich, connected with the Columbia Phonograph Co., Inc., for the past twelve years and advertising manager of the company for the last five years, resigned from the company's service August 1. Mr. Leverich is widely known in advertising circles in the talking machine trade and possesses an intimate knowledge of advertising and sales problems concerning every phase of the industry. He is generally recognized as a thoroughly equipped advertising man and conversant with all details of this important work.

Dealers should be prepared to supply

Brach Radio Antenna Sets

Sets include the Famous Brach Arrester—
Type 223, Type 210 or Storm King.
Sets Retail at $5.50, $5.00 or $4.00

Ten Sales In One

Dealers everywhere welcome these complete Antenna Sets, in which everything required is supplied the radio fan in a single purchase, and everything is of the highest class—conforming to the requirements of the National Board of Fire Underwriters.

Quickens Sales, Avoids Answering Questions, Increases Profits.

Send for Terms

L. S. BRACH MFG. CO.
Newark - - - New Jersey

Royal Knight Receiver Now Using the McCall Circuit

Gotham Wireless, Inc., to Advertise Product in Nation-wide Campaign—Quantity Deliveries Are Now Available for the Trade

Gotham Wireless, Inc., 131 West Fourteenth street, New York, manufacturer of the Royal Knight radio receiving set, is the first to use the McCall circuit, for which many distinctive features are claimed, notably its sensitiveness and powerful volume. This circuit, which is the invention of Floyd S. McCall, former chief engineer of the Michigan Radio Corp. and a graduate of Carnegie Institute of Pittsburgh, has aroused much attention among radio experts. Many talking machine dealers for whom the Royal Knight, introduced by Gotham Wireless, Inc., is manufacturered are already demonstrating and selling this product. The manufacturer is carrying out a campaign among consumers and advertising copy has appeared in the leading daily papers of the country. L. M. Samuel, president of Gotham Wireless, Inc., is making plans for a more intensive advertising program which will include space in the magazines of national circulation and which program will enable distributors and dealers to effect beneficial tie-ups. It is also understood that the licenser of the McCall circuit is also to supplement this advertising with national publicity.

L. M. Lehr, sales manager of Gotham Wireless, Inc., has spent the past several weeks in Middle West territory closing negotiations for distribution in some of the larger trade centers. Production of the Royal Knight is well under way and quantity deliveries for the Fall are now available.

The most important plans have been concentrated on arrangements for distribution through progressive talking machine dealers. Both the interior and exterior of the cabinet design were perfected after an investigation among retailers to determine what was wanted. The co-operation to the trade in the line of dealer service arranged by the company in exploiting its goods is most extensive.

First Coast-to-Coast Radio Experiment Under Way

The first railway train radio receiving experiment to extend from coast to coast was begun on the Broadway Limited of the Pennsylvania Railroad on August 7, according to an announcement by the road. The test, which is being conducted by K. H. Stark, chief engineer of F. A. D. Andrea, Inc., was begun as the train left the station at 3:55 p. m.

A five-tube Fada neutrodyne set was installed in a Pullman stateroom. Two horizontal wires had been stretched along the roof of the car. After the train reached Chicago the equipment was removed to other trains, along the way, until San Francisco was reached. Mr. Stark said he hopes to bring back valuable information concerning "dead" areas, the intensity of various broadcasting stations throughout the country, and other useful data. Passengers, however, will not have the apportunity of "listening in."

Mrs. Bessie S. Steinert Dead

Boston, Mass., August 9.—Mrs. Bessie S. Steinert, prominent in musical circles, died at her Summer home in Beverly yesterday. She was the wife of Alexander Steinert, treasurer of M. Steinert & Sons, of Boston, Victor wholesalers. Mrs. Steinert was instrumental in helping many young musicians to complete their studies and start their careers and has other good works to her credit.

RADIOTIVE

The loud speaker of merit.

Will stand up where others fail, because it is electrically, mechanically and acoustically correct.

Protected by 20 patents.

RADIOTIVE CORP.

21st Avenue and 53rd Street
BROOKLYN, N. Y.

Going Like Hotcakes

The Sensation of the Year with the Music Trade!

Why the tremendous success of the Carryola and Carryola Master?
Why have they surpassed all expectations in point of sales?
Why are the biggest and best-known dealers in the country concentrating on these two portables?

Here are the reasons:

BUILT RIGHT! SOLD RIGHT!

BUILT RIGHT—The Carryola and Carryola Master are quality machines—beautiful, with wonderfully full, clear tones—leaders in their respective classes. The Carryola, 12x12x6 ins., has a remarkable tone for a machine so compact. High-grade, dependable motor. Carryola weighs only 10 lbs. Has space in top for 10 records. Sturdily built throughout. Looks the part of quality.

The Carryola Master is an exquisite instrument. All parts perfectly co-ordinated. It is the only portable with the Add-A-Tone Reproducer, which gives greatly increased volume and wonderfully improves the tone. Reproducer is reversible for Edison Records. Diaphragm is indestructible. It has the easy-winding Silent Motor. Plays in excess of two selections with one winding. Complete in details—needle cup, felt protectors to prevent rattling when being carried. Always assembled and ready to play. Space for 15 records.

The CARRYOLA MASTER

Retail Price $25.00
West of Rockies $27.00

Both the Carryola and the Master have sturdy 3-ply veneer cases; genuine Dupont Fabrikoid coverings, nickeled trimmings, continuous piano type hinges. They are machines that anyone can be proud to own, you can be proud to sell.

SOLD RIGHT—Carryola and Carryola Master are exceptionally low-priced, considering their excellent quality. Two big-value machines. Priced for quantity sales. Stop to think—where is the big market for portables? It's within the Carryola price range. You can reach and win the big part of your market with these two portables. Small investment—quick turnover. The profitable portables. And every sale means more phonograph record sales, more customers in your store, more interest in everything you have to sell.

Sold only through recognized music channels. We protect Carryola dealers. An ably financed organization with every facility for efficient, low-cost production. Liberal discounts; live sales aid, display cards, direct-mail helps, advertising electros. These are some of the factors that make Carryola the big money-making line.

Write for complete information now and begin to cash in on these sensational sellers. They are money makers now and every month in the year.

CARRYOLA COMPANY OF AMERICA
373 Broadway **MILWAUKEE, WIS.**

New York Office
37 W. 37th St.

San Francisco Office
57 Post St.

The CARRYOLA

PROFITABLE PORTABLES

The CARRYOLA

Retail Price $16.00
West of Rockies $17.50

Demand for More Expensive Instruments Continues in the St. Louis Territory

Sales of Small Instruments and Portable Models Improve—Outlook Is Bright—Sells 1,500 Records to One Customer—Paul Gold With Lowenstein's—Jobbers and Retailers Optimistic

St. Louis, Mo., August 7.—There was more activity in the talking machine business in the second half of July than in the first half, partly because the unseasonable weather of the first half hindered the development of seasonable business. August also has started off in an encouraging manner. Sales of smaller machines and portables were slack in the early part of the Summer, compared to other seasons, but last month there was improvement in these lines which continued over into August. The movement of high grade machines which was noted the month before continues.

Sells 1,500 Records to One "Fan"

How 1,500 Victor records were sold in eighteen months by one salesgirl to one customer is told in a recent publication of the Koerber-Brenner Co., Victor distributor. The salesgirl was Miss Elizabeth Weemer, of McLaughlin's, Paducah, Ky. The purchaser was J. H. Baldwin, a Paducah business man who became a "fan" after buying a Victrola console, Style 300.

Advertising Creates Big Business

The July business of the Silverstone Music Co. was three times as good as that for July a year ago. The reason, as given by Paul Gold, retail manager, is that in July a year ago the company stayed off of newspaper advertising and the July just past it went in strong for that kind of advertising.

The Silverstone Co. handles Edisons exclusively.

Paul Gold in New Post

Paul Gold, retail manager of the Silverstone Music Co. for the past two years, resigned August 1 to take charge of the music department of Lowenstein's department store at Memphis, Tenn. The firm will move September 1 into its new building at Main and Union streets, Memphis, Tenn., in which Mr. Gold will have a very handsome department. The firm handles Victors and Brunswicks.

Columbia Distributors, Inc., Make Display

The Columbia Distributors, Inc., of this city, during the week beginning July 28, had a successful display of the newest Columbia consoles at the Hotel Statler. A large number of dealers from St. Louis and surrounding territory viewed this display and are very enthusiastic over the possibilities of this new and extraordinary Columbia production.

Mr. Blanton, of the Terry Music Shop of El Dorado Ark., was a visitor to St. Louis during the past week and states that the business outlook in his section is good.

The following new accounts have been opened in this territory for the Columbia line: Kirkland Piano Co., 204 North Twelfth street; Freeman Rug & Furniture Co., Paris, Tenn.; Schupp Music Co., Mascoutah, Ill. Many others are now under way.

Good Demand for Campfone

H. S. Schiele, vice-president of the Artophone Co., reports a good demand for the company's Campfone portables. Recent visitors to the Artophone Corp. store were A. A. Seale, Hot Springs, Ark.; Walter Sannebeck, Mexico, Mo., and C. L. Fitzgerald, Sedalia, Mo.

Erk Mayer in Texas

Erk Mayer, formerly with St. Louis houses, is now selling portables in Texas for the Thomas Mfg. Co. of Dayton, O.

Interesting News Brieflets

J. L. Stevener, manager of the retail talking machine department of the Aeolian Co. of Missouri, has returned from a vacation trip to Louisville and Lexington, Ky.

Miss Birdie Crane, of the talking machine department of the Lehman Piano Co., has returned from a vacation trip to Chicago and Milwaukee.

A. D. Armstrong, of the Armstrong Furniture Co., Memphis Tenn., was here recently increasing his Edison stock for the new store into which the firm is moving.

C. J. Jacoby, talking machine dealer of Alton, Ill., brought his two daughters and the feminine employes of his store to St. Louis for a sightseeing trip.

L. C. Schooler, traveling in southern Illinois and Kentucky for the Silverstone Music Co., is sending in increased orders. G. Manne, of the same house, has started through Arkansas and Tennessee to line up the Fall trade.

L. S. Buchanan, president of the Fay-Buchanan Music Co., has returned from a trip of two and a half months to the Pacific Coast and Honolulu, accompanied by his father, W. H. Buchanan, secretary of the company, and his mother. E. E. Fay, vice-president of the company, is spending his vacation at Atlantic City.

Miss Rena Wilson, of the Scruggs, Vandervoort & Barney talking machine department, has returned from a vacation motor trip to Chicago and the lakes.

Murdock Neutrodyne Popular

Chelsea, Mass., August 8.—The Murdock neutrodyne radio receiving set is being actively featured by a large number of talking machine dealers. The Murdock set is one which through its quality, appearance and performance is being found an excellent sales article by the talking machine retailers. It is a five-tube set and is manufactured under the Hazeltine neutrodyne patent, by the Wm. J. Murdock Co., of this city, a pioneer in the radio field, having made radio equipment since 1904. Three branch offices are conducted by the company in New York, Chicago and San Francisco.

Dan R. Murdock, treasurer of the company, is giving much attention to sales promotion for the coming Fall and an energetic sales campaign is being put in effect which will, undoubtedly, make a sales record for Murdock sets. A. S. De Veau, New York manager, reports considerable activity in his territory. In addition to the branch office in New York City, the Murdock neutrodyne is distributed by the Capitol Distributing Co.

The Artophone Corporation

Twenty-four-hour service on OKeh Records

Note the following popular selections:

Hill Country Music

Blues Numbers by Famous Negro Artists

Race Record Importations

Complete lists of all language records, late dance and song hits, late types of standard selections

1103 Olive St., St. Louis, Mo.

203 Kansas City Life Bldg., Kansas City, Mo.

Columbia School Model for Canadian Pacific R.R.

The Columbia Phonograph Co., Inc., received word recently from its Canadian connections that several Columbia special school model phonographs had been sold to the Canadian Pacific Railway. Although this instrument is designed specially for school use, it is being used to advantage in clubs, hotels, Summer cottages, camps, steamers, private yachts, etc., as it can be transported conveniently from one

Columbia School Model

room to another. The Canadian Pacific Railway purchased the instruments for use in the Canadian Pacific Railway Recreation Club in Montreal, a camp at French River and a camp at Nipigon.

The Columbia special school model phonograph is so constructed that it runs freely on a large rubber-covered wheel, whereby it can be moved from room to room very easily. It has a three-spring model W motor, with the new No. 12 reproducer, shelves for records with all exposed metal parts heavily nickeled. It is finished in mahogany or walnut.

Gled Radio Co.'s New Set

Philadelphia, Pa., August 7.—The Gled Radio Co., of this city, manufacturer of the Gled receiving sets, has just placed on the market a six-tube portable radio set which is claimed to be capable of bringing in clear broadcasting stations up from 10 to 1,500 miles. The uses of a portable set during the Summer vacation are many and it is expected that the Gled set, with its many features, will be heartily welcomed by the talking machine trade. The portable set is complete in itself as everything necessary to operate the set is self-contained, or else space has been provided. This equipment even includes a built-in loud speaker, the Music Master unit being used. The set is contained in a black leatherette case simulating in style and appearance an attractive overnight bag. It is planned to merchandise this set through the talking machine dealer.

Pathé Developing Fall Plans

The Pathé Phonograph & Radio Corp., Brooklyn, N. Y., is developing well-laid plans for the coming Fall and Winter seasons that are destined to result in one of the biggest seasons the company has experienced. Both Eugene A. Widmann, president of the company, and A. R. Saunders, general sales manager, have returned to headquarters in anticipation of coming events. Mr. Widmann was away on a well-earned vacation and Mr. Saunders is back from a business trip. Pathé phonographs, records and radio will be pushed stronger than ever the coming season and active co-operation with dealers will continue to be one of the distinguishing features of Pathé service.

COLUMBIA

Distributors Inc.

St. Louis, Mo.

CINCINNATI 222 W. 4TH ST. — 1327 PINE ST. — NEW ORLEANS 517 CANAL ST.

More Profits *for* Columbia Dealers

Columbia dealers are enabled to affect a quicker turnover and hence larger profits because of the following Columbia dealer advantages.

1 *Widest Classification of Records.* Embracing Negro, Foreign Language, Popular, and Symphony records.

2 *Complete Service . . .* Complete stocks in St. Louis, Cincinnati and New Orleans enable us to supply your needs without delay . . . We also maintain a complete phonograph repair department.

3 *Most Beautiful Models . . .* The beauty of the Columbia cabinets in Upright and Console styles win their instant admiration.

4 *Improved Records . . .* By the improved process of making Columbia records, all surface noises are eliminated.

5 *10% Monthly Return Privilege.* By this arrangement the dealer is allowed to return, once every month, 10% of his current record purchases. A Columbia dealer's stock is never burdened by slow moving or bad records.

Wide-awake dealers, alert to a growing demand for a phonograph and record of superior quality are enthusiastically receiving the beautiful new Columbia models and the wonderful Columbia new process records.

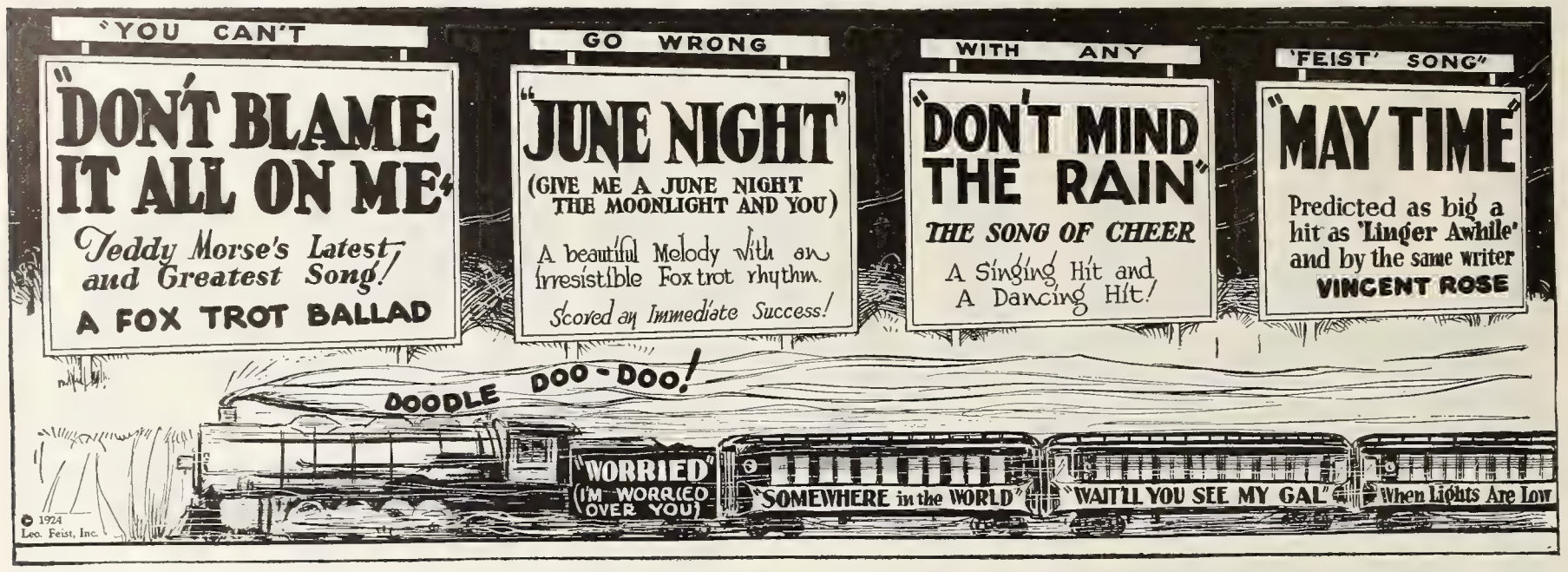
Address all inquiries to nearest branch.

EXCLUSIVE DISTRIBUTORS IN

Eastern Missouri Southern Illinois Kentucky Southern Indiana
Southern Ohio Western Tennessee West Virginia
Arkansas Mississippi Louisiana

COLUMBIA DISTRIBUTORS INC.

SAINT LOUIS, MISSOURI



Brendonne Corp. Making Radio "Talker" Combination

The Brendonne Corp., 42 Main street, Orange, N. J., which for a number of years has manufactured talking machines of the highest artistic type, both as regards original and exclusive cabinets and tone qualifications, is now manufacturing combination talking machines and radio receivers. In addition to talking machines and receiving sets, in individual sets and in combinations, the Brendonne Corp. is placing before the trade a new radio detector and amplifying tube. All of its products, manufactured under patents granted or pending, are produced in its plant at Rockaway, N. J.

The products of the Brendonne Corp. are the inventions of W. Harrison Cole, one of the pioneers of the talking machine industry. The company plans a national advertising campaign on its radio tube and its receiving sets, as well as its combination machines. E. Berlow, the sales and advertising manager, is arranging with representatives of the company, who are now distributing the firm's products, to co-operate in the Fall plans of the firm.

Run-A-Radio to Be Introduced to Trade Sept. 1

The rectifying apparatus, known as Run-A-Radio, which operates from electric light sockets and eleminates storage batteries, and which is manufactured by the Rader Appliance Co., Inc., West New York, N. J., will be placed on the market after September 1. It is the invention of George B. Crouse, formerly a technical expert in the laboratories of the Sperry Gyroscope Co., where he supervised the work on radio-gyro-compasses. He is the inventor of the duplex compass, a device for giving accurate indications of a ship's heading, allowing guns to be aimed by compass. For a time Mr. Crouse was chief engineer of the Ford Instrument Co.

J. C. Hindle is vice-president of the company and will be in charge of sales and advertising. He has a long experience in these lines, having been actively engaged in sales promotion for many years. He was a member of a well-known advertising firm and brings to the Rader Appliance Co., Inc., qualifications which will prove valuable in presenting "Run-A-Radio" to both the trade and public.

Kennedy Radio Unit to Fit New Victrola Models

The Colin B. Kennedy Corp., St. Louis, Mo., manufacturer of Colin B. Kennedy radio sets, has just introduced to the trade a Kennedy radio unit to fit Victrolas Models 215, 400, 405 and 410. The units are mounted on standard panels which the dealer can fit right into the Victrola without cabinet work. These units are exactly like those sold in the regular Kennedy receivers, except that they are mounted on the panel instead of being placed in cabinets.

Kennedy Radio Unit for Victrolas

Three-tube and four-tube Kennedy units are now ready. Type 410GA is the Kennedy three-tube receiving unit, mounted on a highly polished black formica panel and finished with gold-plated fittings. The entire panel is then mounted on a special wood panel with ebony finish for mounting in the Victrola. Type 421 is the standard Kennedy four-tube receiving unit. This type has the new engraved metal panel. It is mounted like the other unit to fit Victrola cabinets. Type 420 is the same as 421, except that a black formica panel is substituted for the engraved metal panel, and dials and fittings are of German silver.

Either Kennedy unit can be used in Victrola Models 215, 400, 405 and 410 simply by screwing it into the place provided for it.

EVERY-THING FOR THE RADIO DEALER

ZIMMERMAN · BITTER
CONSTRYCTION · COMPANY

A wise dealer will prepare in advance for the Fall business.

Our vast experience in equipping musical merchandise and radio stores is at your disposal.

Complete stock on hand ready for immediate shipment.

quality ZB design

Record Racks — Display Cases
Hearing Rooms — Musical Instrument
Service Counters — Cases, Etc.
Prices on request

ZIMMERMAN-BITTER
CONSTRUCTION COMPANY
325-27 East 94th Street, New York
Telephone Lenox 2960

ASK US ABOUT OUR SHEET MUSIC AND MUSICAL INSTRU-MENT CASES

Wall-Kane Needle Co. Preparing for Fall Demand

The Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., manufacturer of Wall-Kane, jazz and concert needles, has experienced good business straight through the Summer months. In anticipation of particularly large business during the coming Fall season the Wall-Kane Co. has not only rearranged manufacturing facilities at the headquarters, as announced last month, but has also put in effect an energetic Fall campaign featuring the entire line of needles.

Vincent Lopez, well-known orchestra leader and Okeh record artist, recently wrote the Wall-Kane Co. an enthusiastic letter of commendation on the Wall-Kane jazz needle and its remarkable fidelity in reproducing his various recordings. N. Cohen, president of the Wall-Kane Co., has made good use of this letter not only in his advertising but in reprints which he has mailed to Wall-Kane dealers and distributors. In this publicity a picture of Mr. Lopez and His Orchestra, with a reproduction of the letter, is featured.

Ware Corp. Announces New Popular-Priced Receiver

New Radio Set Designed to Appeal to the Masses Who Desire a Quality Product at a Price They Can Meet

An announcement that is certain to be greeted with interest by radio dealers throughout the country was made recently by the Ware Radio Corp. In brief, this announcement stated that the company is placing on the market a radio receiving set that will sell for $100. The need for a receiving set that would suit the average pocketbook has long been felt and the Ware Corp. feels that in this new product it has the receiver for which a great many people have been waiting and at a price that is satisfactory. Investigation of the phonograph business showed that instruments retailing in the neighborhood of $100 are the largest sellers and it would seem as if the intersection between the line of buying resistance due to cheapening a product and the line of buying power due to lowering its price is at this figure in the phonograph business. As the radio business is in many ways analogous to the phonograph business the company feels that the new receiving set will broaden the market for its product.

The new set, the Ware Type T receiver, is a three-tube Neutrodyne with one tube reflexed. It is claimed that the distorted and disagreeable sounds that have been associated with certain radio sets are practically eliminated in this new article. The Type T uses UV 199 dry cell tubes, and all the batteries are encased in a handsome cabinet. One Filament rheostat controls the filaments of all three tubes.

In its announcement to the trade the company said: "The selectivity of the type T enables it to tune in on one local station and exclude all others. When it does not encounter interference from nearby stations it is not infrequent that stations 1,000 to 1,500 miles away are heard with this set. The instrument is extremely simple to operate, having but two tuning adjustments. We are formulating an aggressive advertising campaign to push the sale of these sets through high-class dealers and anticipate a nation-wide demand for the instrument."

Getting Ready for the First Radio World's Fair

For the past two months a small army of scenic artists, carpenters and electricians has been at work on the booths and decorations for the First Radio World's Fair to be held in Madison Square Garden and the Sixty-ninth Regiment Armory, New York, from September 22 to September 28, under the direction of James F. Kerr and U. J. Herrmann. Hotel reservations for the week of the show have already been received from jobbers and dealers in many important trade centers, and it is expected that the trade from coast to coast will be represented among the visitors to the Fair. Two hours each day will be assigned to jobbers and dealers for interviews with the exhibitors and during these two hours the public will not be admitted to the show.

The Bronx Radio Cabinet, New York, was recently incorporated at Albany.

Phonograph Repair Parts

We carry a full line of repair parts for every motor made. Sixty-eight different types of main springs

Write for a catalog showing our complete line of parts and supplies

ATLAS PHONO-PARTS CO.
728 Atlantic Ave., Brooklyn, N. Y.
Phone, Nevins 2037
Difficult repair work given prompt attention

New Home for Heim's Music House in Danbury, Conn.

Old-established Concern Purchases Three-story Building on Main Street, That City, to Provide Facilities for Expanding Business

Danbury, Conn., August 11.—LeRoy A. Jackson and Frank W. Hanson, proprietors of Heim's Music Store, have purchased the three-story building at 221 Main street to which the business of the company, now located at 270 Main street, will be moved early in the Fall. It is understood the price was in the neighborhood of $50,000.

The building, which has a frontage of twenty-seven feet, will be remodeled extensively before being occupied by the music house.

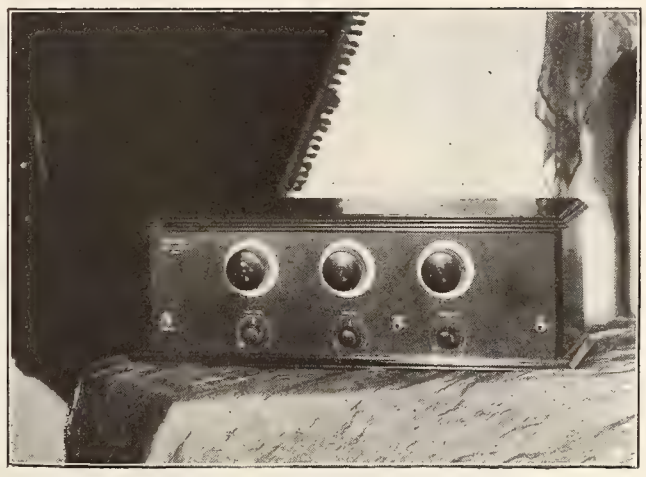
Messrs. Jackson and Hanson succeeded to the business of Heim's music store in August, 1919, after the death of William C. Heim, founder of the store, both having been in Mr. Heim's employ, Mr. Hanson for ten years and Mr. Jackson for eight years. They have built up a large business and are operating branch stores in Brewster, N. Y., and Ridgefield.

Fay Luyster Resigns

Marion, Ill., August 9.—Fay Luyster, who is well known throughout this section as one of the most progressive talking machine merchandisers in the local trade and who has been unusually successful as the manager of the talking machine department of the Cline-Vick Stores, Victor dealer, operating a chain of seven stores in this State, has resigned.

Spent Vacation in Texas

The World is in receipt of a card from A. H. Curry, president of the Texas-Oklahoma Phonograph Co., Edison distributor, Dallas, Tex., and F. C. Beattie, vice-president, who evidently have been enjoying the bull fights and tortillas of Mexico.



NEWPORT
RADIO RECEIVER
SERIES V

You will be proud to show this receiver to your customers

The Newport Radio Receiver is built for discriminating people. It combines the four prime features of a radio set, quality, selectivity, volume and range, without sacrificing any one of them.

The Newport Radio Receiver is not an experiment at your expense. It has been designed by competent engineers; it has been subjected to rigorous tests; and it has been tested and approved by some of the leading authorities in the industry.

The Newport Radio Receiver will not squeal. It operates at less by 30% A and B battery expense than the average set. It is built of the finest materials obtainable. It is a receiver that will not jar the atmosphere of the finest appointed homes. It is built in three attractive designs ranging from $115.00 up.

It has the four prime features of radio: quality, selectivity, volume and range.
* * *
It will not squeal.
* * *
It is inexpensive to operate (at least 30% less A and B Battery than the average set).
* * *
It is attractive in appearance.
* * *
It is made of the best materials.
* * *
It has been designed by competent engineers.
* * *
It has been approved by leading authorities in the industry.
* * *
It combines the elements of practicability and beauty.

Please
Address:
T. W. Campbell

The NEWPORT is a good receiver built in a piece of fine furniture

NEWPORT RADIO CORP.
250 West 54th Street
New York City

Fourth Birthday of F. A. D. Andrea, Inc., Marks Progress

Celebration of Fourth Anniversary of Founding of Prominent Radio Manufacturer Emphasizes Fine Record of Development in That Time

The celebration of a fourth birthday is not always a vital event in the commercial world, but popular radio is so young that it has scarcely yet begun to think about having birthday anniversaries. However, during the month of July one of the leading exponents of this industry held a celebration upon its fourth birthday and at this celebration a pleasing record of growth and development was acknowledged. The concern which held this event was the manufacturer of the nationally known Fada products, F. A. D. Andrea, Inc., New York, N. Y.

In July, 1920, in a small storeroom at Jerome avenue and 176th street, New York, the firm of F. A. D. Andrea, Inc., began its business career. The personnel of the organization consisted of its prime mover, Mr. Andrea, and two helpers. July, 1924, found the Andrea plant still on Jerome avenue, but now in much enlarged quarters at No. 1581, and with its staff grown to more than 600 employes. Those four years were not without their problems, but a firm belief on the part of the organization's founder that radio had come to stay and to grow made possible the present peak in its development. That same belief causes him to regard the future with optimism.

At the time when the Andrea company was launched radio was in its infancy, as far as the general public was concerned. Various companies both in this country and abroad had for some years engaged in the manufacture of radio parts which were sold in comparatively limited quantities to amateurs and experimenters. But the real growth of the industry was yet to come. Mr. Andrea was one of the pioneers who foresaw something of its amazing climb to popular favor.

"My first experience with work on radio parts," Mr. Andrea said when questioned about his early interest in the industry, "came during the war. At that time I was a sub-contractor on tool and die work for the Frederick Pearce Co., at 18 Rose street, New York. Here work was being done for the Government. It was here that experiments were made to produce the Seibt variable condenser which, previous to the war, had been manufactured in Germany.

"From the Pearce Co. I went to the De Forest Radio Tel. & Tel. Co., one of whose activities was the manufacture of aeroplane antennae. There, as superintendent in charge of factory

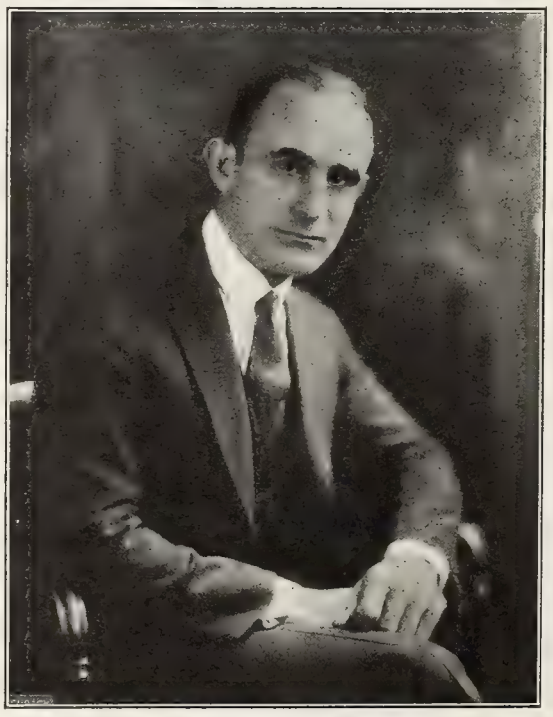


Photo Bachrach **F. A. D. Andrea**

production, a still wider familiarity with radio parts was acquired. And the more thoroughly I became acquainted with the subject the more thoroughly convinced I became that radio was anything but a child's game or pastime for amateurs and a few experimentalists.

"Consequently, when I had managed to save a little money, I determined to go into business for myself as a manufacturer of parts. At the outset, in our storeroom shop, production was limited to rheostats, crystal detectors, receivers and sockets. Our first month's sales amounted to $77.50. During the peak of this year our monthly output carried a value far in excess of one million dollars."

The difference in these figures, however, did not come about without weeks and months of hard work, during which a large part of the profits made were turned back into the business for research and experimental work. Mr. Andrea's interest along chemical and mechanical lines had been developed when, as a boy, he attended night schools in New York. Although born in Italy, he was brought to this country as a baby. His parents having died when he was a small boy, he was forced to earn his own living, first by selling newspapers and, later, at the bench in an electro-plating concern. His only chance at an education was in these night classes, which, in turn, led to work as an expert mechanic and toolmaker and eventually to the radio.

"Since our beginning was a small one, on account of lack of capital," Mr. Andrea explains, "we knew that our only chance of success was to play the game on an absolutely square basis. This meant working for good will. It meant being honest with the dealer to the last degree. Furthermore, from the outset, we made it an ironclad policy to discount all our bills. That was not always easy, for in order to do it, in the beginning, there were times when Saturday night found us lucky to have carfare home. But it is a policy which has paid in the long run, a policy that can be recommended without qualifications to every man who wants to set up in business for himself.

"Stability—that's what we tried for. That's what we need in the radio trade to-day. Any industry that is new has its fly-by-night outfits. Their aim is to make as much as they can as fast as they can. And in the doing of it they injure the entire trade. The problem that faces the radio manufacturer to-day is how to give honest, efficient service in the face of 'gyp' competition. It can be done. It must be done if an organization or the industry is to be permanently successful.

"As for our own plans and purposes, they are to produce the best and most efficient radio receivers and parts which we know how to make, and we quickly sensed the value of the Neutrodyne circuit, which we were the first to exploit commercially. For nearly a year our engineering experts have been at work on experiments designed to improve and broaden our present line. As a result, we expect soon to announce several new developments which I firmly believe will meet the increasing critical public demand. For our aim is constantly to keep pace with the growth which the radio industry is bound to experience."

Size 13 x 13 x 7½"
Wonderful Loud, Clear Tone.
Mahogany finish or Leatheroid covering. Weight, 13 lbs.

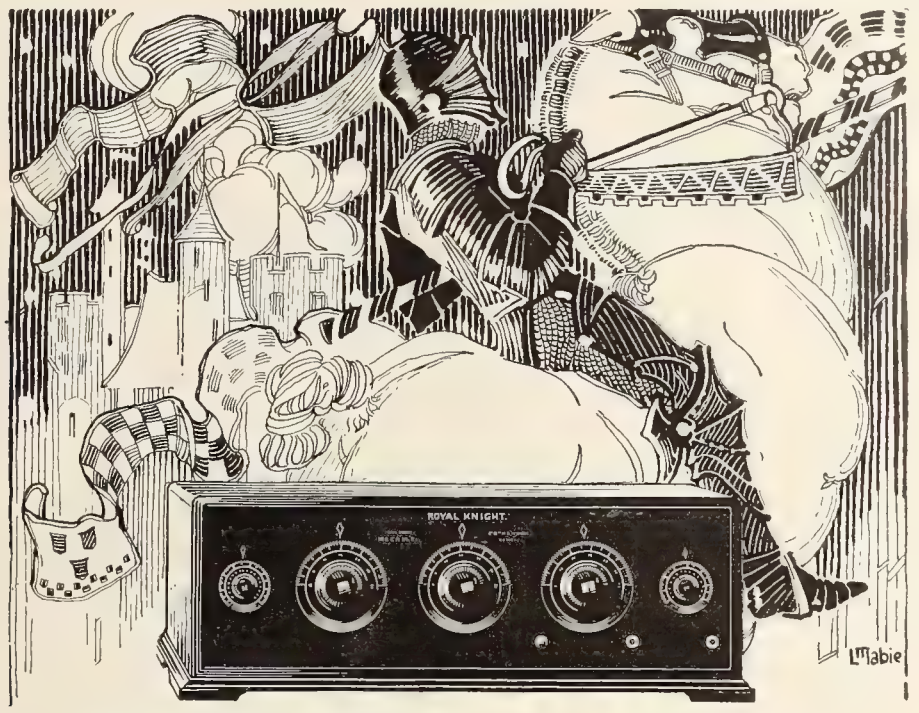
NEW IMPROVED
Fulton "AUTOMATIC" Portable
Model No. 25
Sample to Dealers **$12.50** *Discount in Quantities*
CASH WITH ORDER

This remarkable new portable is equipped with a durable motor, and a new feature patented throw-in-arm. No parts to disconnect when closing up. Simply close the lid, and the tone arm falls in automatically with it; open the lid and the tone arm comes up in position ready to play.

Phonograph and Accessories. Repair Parts for All Makes. Puritone and Truetone Needles at 25c per M in lots of 10 M and up.

Fulton Talking Mach. Co. 253 Third Ave. New York City

SOUTHERN VICTOR WHOLESALERS
The Corley Company
RICHMOND VIRGINIA



The ROYAL KNIGHT—the first to use the McCALL Circuit

The **ROYAL KNIGHT** is a phonograph dealer proposition.

BECAUSE

The design both interior and exterior was perfected only after an investigation was made among dealers to determine what was wanted.

BECAUSE

The **ROYAL KNIGHT** is super-sensitive, easy to operate, and will give satisfactory volume on almost any station it can hear.

BECAUSE

The **ROYAL KNIGHT** can be retailed at a price proven to be popular and still show the dealer enough profit to keep him interested.

BECAUSE

The **ROYAL KNIGHT** will give maximum service with minimum servicing.

To interested jobbers and dealers we have a sales and advertising plan that will make profits.—WRITE US.

The ROYAL KNIGHT With the McCall Circuit

GOTHAM WIRELESS, INC., 131 West 14th Street, NEW YORK CITY

Featured Sonora Speakers in Tie-up With Convention

The accompanying photograph shows how Gimbel Bros., well-known New York department store, hooked up five Sonora speakers to a radio set in order to keep their customers

How Gimbel Featured Sonora Speakers

informed of the recent presidential convention proceedings. Chairs were placed in front of this display and were available for all patrons of the Gimbel store. The merchandising department of this prominent store placed an order for 5,000 Sonora speakers when they were first introduced and the results of their sales campaign in behalf of these products have well justified their confidence in placing such an order.

A beautiful and effective window display, featuring the Italian Renaissance Sonora, occupied the display windows of Bames, Inc., 107 Peachtree street, Atlanta, Ga., recently. The instrument attracted much attention as it was exquisitely carved and ornamented.

Royal Elec. Lab. Planning Extensive Sales Campaign

The Royal Electric Laboratories, of Newark, N. J., manufacturers of the Royalphone head sets and adjustable phonograph loud speaker units, have laid extensive plans for a Fall and Winter sales campaign among the talking machine trade. This company has been carrying on for the last two years special experimental work on the new unit which they are placing on the market. The unit will function both in connection with a horn and be utilized as a regular loud speaker or may be attached to the tone arm of a phonograph and used in this manner. "We are strong believers in the manufacture of one or two articles and thus make them as near perfect as possible rather than spread our energies over a variety of lines and run the chance of not being able to give the proper amount of attention to any one product. It is with this idea in mind that the Royal Electric Laboratories are confining themselves to the manufacture of head sets and units alone rather than attempting the manufacture of a variety of lines," said Mr. Lehrfeld, president of the company. "We have also attempted to do away with any confusion in the attachment of the unit either to the loud speaker, horn or the tone arm of the phonograph, and have indicated plainly by a notice on the base and by means of arrows the exact method of regulating the unit in regard to tone and volume. Every unit before it leaves the factory is thoroughly tested, and a letter of instruction is packed in every box containing a unit," continued Mr. Lehrfeld.

Announces Reduction in Price

The Radio Corp. of America, manufacturer of Radiola products and Radiotrons, announced this week a reduction in price of several products. All types of Radiotrons are reduced in list price from $5 to $4, and the two models of the Radiola loud speaker, designated as models S H and U Z 1325, are reduced in list price from $36.50 to $25. These reductions have already been announced to the trade and public, and it is stated that increased economy and efficiency in production enabled the Radio Corp. of America to revise prices on these products.

Progressive Balloons a Hit

The Progressive Musical Instrument Corp., 319 Sixth avenue, New York, supplied one of the big hits of the annual outing of the Talking Machine and Radio Men, Inc., held Wednesday, August 6, in its distribution of balloons with the name plate of the organization inscribed thereon and "Radio" printed in large characters. From lunch time to the hour for the homeward hegira, the balloons were much in evidence, so much so that the name "Progressive" was indelibly connected with "Radio" and memories of the 1924 outing will bring recollections of the Progressive balloons.

Alterations are progressing rapidly in the new music store which is to be opened by R. A. Curran and Guy Wooster in Sharon, Pa. Both the partners recently returned from an extensive buying trip to New York.

Latest Figures on Exports and Imports of "Talkers"

Figures on Exports Show Substantial Increase for the Twelve Months Ending in June—Interesting Data on Exports and Imports in Detail

Washington, D. C., August 9.—In the summary of exports and imports of the commerce of the United States for the months of May and June, 1924 (the latest period for which it has been compiled), which has just been issued, the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during May, 1924, amounted in value to $28,698, as compared with $92,525 worth which were imported during the same month of 1923. The eleven months' total ending May, 1924, showed importations valued at $529,356, as compared with $528,984 worth of talking machines and parts during the same period of 1923.

Talking machines to the number of 7,020, valued at $235,819, were exported in May, 1924, as compared with 6,065 talking machines, valued at $215,430, sent abroad in the same period of 1923. The eleven months' total showed that we exported 64,403 talking machines, valued at $2,517,129, as against 55,446 talking machines, valued at $2,127,948, in 1923.

The total exports of records and supplies for May, 1924, were valued at $187,541, as compared with $161,154 in May, 1923. The eleven months ending May, 1924, show records and accessories exported valued at $1,425,069, as compared with $1,119,707 in 1923.

The countries to which exports were made in May, 1924, and the values thereof are as follows: France, $1,365; United Kingdom, $1,027; other Europe, $10,575; Canada, $21,379; Central America, $11,968; Mexico, $20,486; Cuba, $11,431; Argentina, $9,859; Chile, $3,719; Peru, $8,086; other South America, $22,597; China, $10,449; Japan, $50,730; Philippine Islands, $11,271; Australia, $19,274; New Zealand, $4,779; other countries, $16,824.

The Figures for June

The dutiable imports of talking machines and parts for June, 1924, amounted in value to $33,549, as compared with $86,441 worth, which were imported the same month of 1923. The twelve months' total ending June, 1924, showed importations valued at $562,905, as compared with $615,425 worth of talking machines and parts imported during the same period of 1923.

Talking machines to the number of 6,039, valued at $232,658, were exported in June, 1924, as compared with 5,795 talking machines, valued at $243,117, sent abroad in the same period of 1923. The twelve months' total showed that we exported 70,442 talking machines, valued at $2,749,787, as compared with 61,241 talking machines, valued at $2,371,065, in 1923.

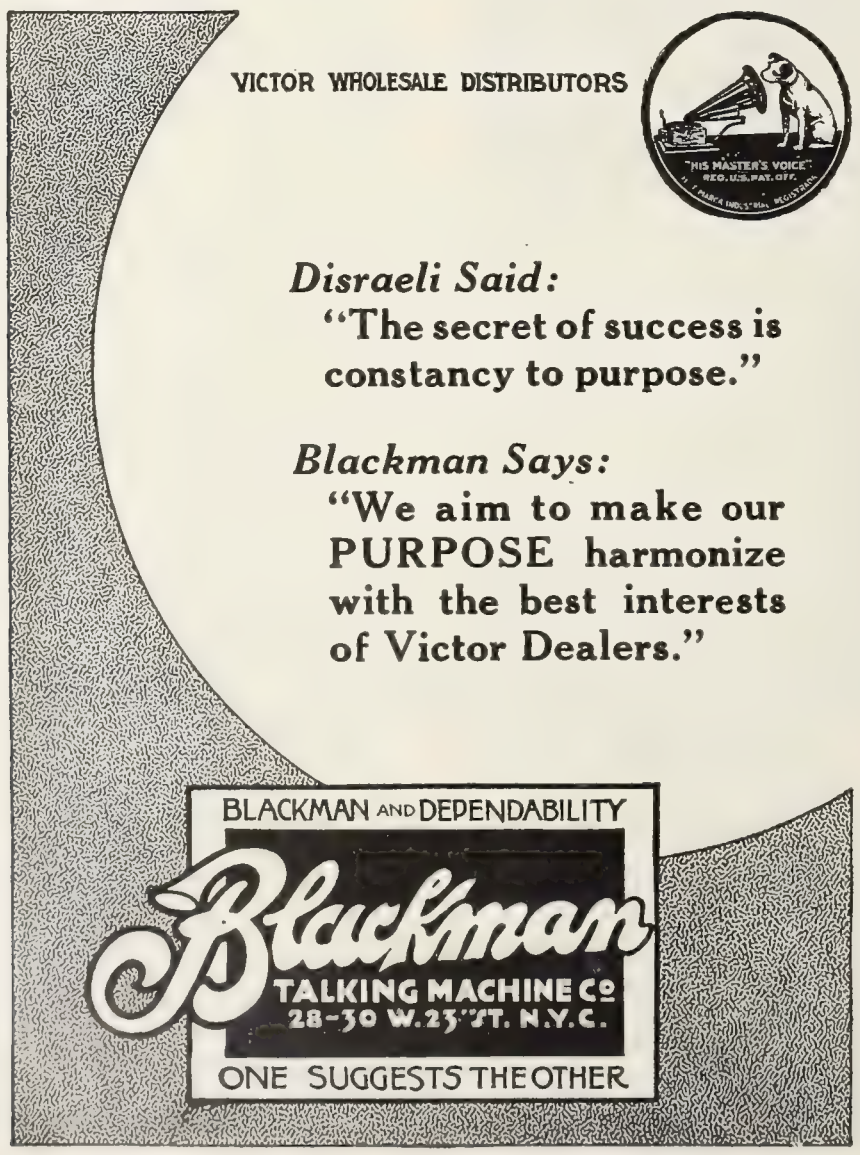
The total exports of records and supplies for June, 1924, were valued at $151,811, as compared with $123,194 in June, 1923. In the twelve months ending June, 1924, records and accessories were exported valued at $1,576,880, as compared with $1,242,901 in 1923.

The countries to which exports were made in June, 1924, and the values thereof are as follows: France, $7,371; United Kingdom, $12,572; other Europe, $15,894; Canada, $27,519; Central America, $6,574; Mexico, $10,489; Cuba, $10,318; Argentina, $8,228; Chile, $19,867; Peru, $1,683; other South American countries, $19,128; China, $5,225; Japan, $49,579; Philippine Islands, $9,512; New Zealand, $16,382; other countries, $7,551.

Home From European Trip

Mrs. A. Glander, of the record publicity and sales division of the General Phonograph Corp. and editor of the popular house organ, "The Okeh Record," returned to New York a few days ago on the steamer "Homeric," after spending several weeks abroad. Mrs. Glander, who sailed from New York on the "Berengaria," made the trip abroad solely as a vacation, and while there visited London, Paris, Switzerland and other points of interest.

E. L. Sampter, of the General Phonograph Corp., is at present away on a two weeks' vacation, which he is spending in the wilds of northern Michigan preparing some interesting fish stories for his friends.



Three Big Jobbers Take on the Garod Corp. Line

The Garod Corp., 120 Pacific street, Newark, N. J., manufacturer of the Garod Neutrodyne radio receiving sets and licensed under the Hazeltine patents by the Independent Radio Manufacturers, Inc., has recently placed on the market two new models, and extensive plans are under way to merchandise these sets throughout the talking machine trade. Several jobbers have already been appointed in the music field, among these being Laurence H. Lucker, of Minneapolis, and Harger & Blish, Des Moines, Ia., for the State of Iowa. E. A. Corwin, 33 Eleventh street, San Diego, Cal., has also been appointed distributor for the Garod Corp. on the Pacific Coast. Mr. Corwin will maintain offices in Los Angeles and San Francisco as well.

"The new models should be particularly acceptable to the phonograph trade, not only in view of the fact of the excellent performance of the set itself, but also the attention that has been given to the cabinet finish and design. The Garod 'Georgian' is set in an upright cabinet with a built-in loud speaker, concealed battery and accessory drawer, finished in burled walnut. The Garod Model V is enclosed in a mahogany cabinet.

"The factory at the present time is prepared to turn out quantity production so that all the demands of the trade may be met during the coming Fall and Winter seasons. We feel that in the new models we have a most suitable line for the phonograph dealer, particularly in that the cabinets have been designed with special attention and care," said Laurence Gardner, secretary of the Garod Corp., in a recent chat with The World.

Victor Standard Records Pushed During Month

The records chosen for special sales efforts by Victor dealers according to the sales plan for standard records during the past month were as follows: For the week of July 18, record No. 17701, coupling "Hawaiian Waltz Medley" and "Kilima Waltz," both played by Lua and Kaili, on Hawaiian guitars. Record No. 770, containing John McCormack's rendition of "Mavis" and "Little Grey Home in the West," was the other record emphasized during this week. For the week of July 25 record 6064, "Invitation to the Waltz" and "Rigoletto," piano selections played by Alfred Cortot, famous French pianist, and record 17474, "Silver Threads Among the Gold," sung by Elsie Baker, and "When You and I Were Young, Maggie," sung by C. Harrison, were the records called to the attention of the dealers.

"La Capinera" and "Caro mio ben," both sung by Galli-Curci and contained on record 629 and record 18728, containing two saxophone solos, "Valse Erica" and "Saxophobia," both played by Rudy Wiedoeft, were the records billed for special sales attention during the week of August 1. The past week was set aside for the pushing of two ever popular numbers, record 6095, with Humoresque" and "Serenade," both played by Mischa Elman, and record 55116, "I Love a Lassie" and "She Is My Rosie," both sung by Sir Harry Lauder.

Alto Mfg. Co. Moves

Chicago, Ill., August 7.—The Alto Mfg. Co., of this city, manufacturer of needle cutters and automatic stops, has moved from 1801 Cornelia avenue to 1647-51 Wolfram street. In its new home the company will have increased facilities for the production of its various phonograph acessories, and J. Brandstetter, head of the Alto Mfg. Co., is making plans for an active Fall trade. The Alto needle cutter is now being merchandised by dealers throughout the country, and the automatic stop recently introduced by the company is meeting with considerable favor.

"Putting a Sounder Heart In Radio"

Encouraging Radio

BRENDONNE

THE BEST RADIO TUBE IN THE WORLD
With a Guarantee that Means Something

Backed by a Million Dollar Corporation
Advertising Nationally

TYPE 201-A

Detector—Amplifier—Oscillator

LIST PRICE **$3.50** EVERYWHERE

IMMENSE VOLUME
ABSOLUTE CLARITY
SOUNDEST CONSTRUCTION

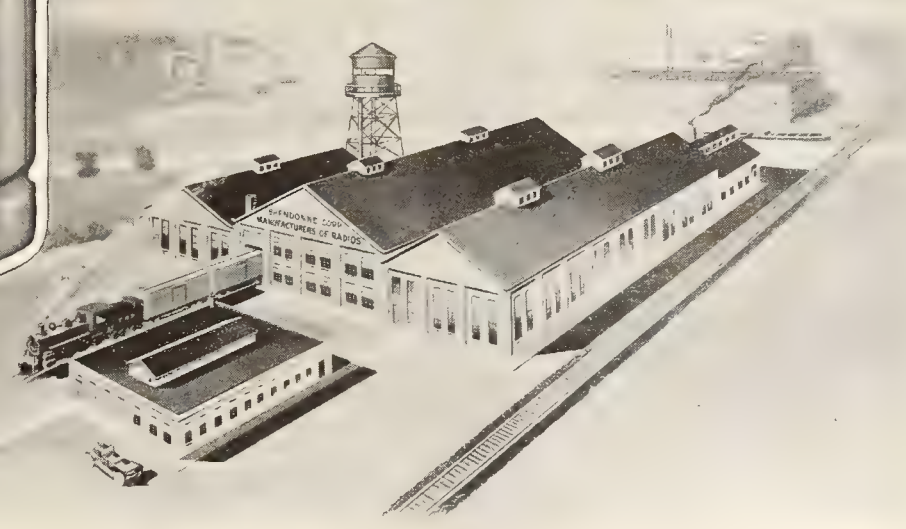
Perfect Oscillation in all Circuits

WHOLESALE **$2.25** LESS 2% 10 DAYS TO RATED DEALERS

A Tube is only as good as its FILAMENT—THAT'S THE SECRET that makes BRENDONNE Tubes the best in the world.

Patents in Process

SOLD
Manufacturer-Direct-to-Dealer



THE FACTORY BEHIND THE TUBE

OUR GUARANTEE

We authorize dealers to replace any BRENDONNE Tubes that light but prove unsatisfactory. New tubes or money will be refunded upon receipt of any such tubes—without questions.

A Brendonne distributorship is going to be worth something. Connect with Brendonnes now and meet the coming demand for the radio tube that will gratify the radiowers and make money for you.

SALES POLICY

Dealers will be given exclusive sale of BRENDONNE Tubes in their section. We will cooperate with dealers in their advertising, providedthey maintain the full list price of $3.50. *Their name will appear in all local advertising.*

Dealer-Agents Wanted Everywhere

BRENDONNE CORPORATION

ORANGE, NEW JERSEY

Gulbransen Co. Declares Common Stock Dividend

Chicago, Ill., August 8.—A. G. Gulbransen, president of the Gulbransen Co., has announced that his company has declared a 2 per cent dividend on common stock, payable on August 15. The announcement is accepted as reflecting the splendid condition of the company's business and its financial strength. Particularly interesting is the fact that a dividend has been declared in spite of the large amount of building expansion engaged in by the company during the year.

The annual convention of the National Council of Traveling Salesmen's Association, of which the National Piano Travelers' Association is a member organization, will be held at the Hotel Pennsylvania, New York, on August 26, 27 and 28. An elaborate program of direct value to traveling men generally is being prepared for the sessions.

Dealers!
Jobbers!

Here is a quick turnover profitmaker you cannot afford to overlook—

Agfa
ROLL-FILM FILM-PACK

A Size for Every Camera

Thousands of dealers and jobbers are reaping NEW, great profits selling FILMS— get your share of this business.

The famous AGFA noncurling FILM is superior in speed and clearness to the ordinary film—but costs no more—and gives you a greater profit!

QUICK! Send NOW for details of interesting proposition.

AGFA PRODUCTS, Inc.
114 East 13th Street
New York

—you can make the profit, too!

The Radio Dealers have been cashing in on the most phenomenal loud speaker that the industry has yet produced. It was evident at once to the fans of this country that a perfect loud speaker, sturdily built, carrying a loud sweet volume, is an incomparable bargain at $10.00. In a nutshell, this is the reason such large profits have been made on the SPARTAN LOUD SPEAKER. Your radio department can make this profit, too, this fall. Get in touch with us for information.

SPARTAN ELECTRIC CORPORATION
Manufacturers and Distributors
Electrical Supplies and Radio Parts
Wireless Apparatus
Brass Specialties

Telephone Worth 2773-2774

99 Chambers Street New York, U.S.A.

Live Dealers Stocking Needed Radio Accessories

L. S. Brach Mfg. Co. Marketing Radio Antenna Sets in Attractive Cartons

The L. S. Brach Mfg. Co., Newark, N. J., one of the best-known manufacturers in the electrical and radio industry, which has long manufactured radio parts of various descriptions and which has been particularly successful with the famous Brach lightning arrester, is placing in the hands of dealers the "Brach radio antenna sets." This is a complete radio aerial outfit, comprising ten different adjuncts to the radio receiver. Everything required is made in a single purchase, boxed in individual cartons in a manner that can be readily merchandised. This method of giving the purchaser of a receiving set the necessary accessories boxed in one unit aids sales and assures efficiency of reception without requiring the radio enthusiast to delve for information and necessary supplies.

The method of the Brach Co. and several other manufacturers of placing before the trade accessories and necessary parts in individual cartons so that the goods can be easily merchandised is a progressive move that bears indications of creating a new era in the stocking of parts. This move will particularly appeal to the music dealer. While it is generally recognized that the music dealer should avoid stocking miscellaneous radio parts, there is no need, in order to keep his business simplified, to avoid the carrying of well-advertised, nationally known, efficient and successful radio adjuncts, some of which will, naturally, be considered as part stock.

Such goods attractively boxed for retail sales and placed on the market, backed by a merchandise campaign, should and probably will receive the attention of all talking machine dealers. Such parts that do not require technical experts in order to be incorporated as an accessory to a receiving set should have a wide sale.

A good many products are now coming under this head and they will be readily sold by talking machine dealers. Indeed, to give proper service to his clients it may become a necessity for the dealer to handle all widely known radio adjuncts. Properly presented, there will be no reason for him to avoid them. They will add greatly to his profits and increase the visits of the customer to his store, both of which are so important that progressive dealers will not stand idly by and see either profits or customers going elsewhere.

Such co-operation from talking machine dealers, however, will only be extended to manufacturers who properly introduce their goods and who are prepared to merchandise them on a simplified plan.

Radiola Super-VIII Featured

The advertising department of the Radio Corp. of America has just issued a new folder featuring the Radiola Super-VIII that is being used to splendid advantage by Radiola dealers. It is an eight-page two-fold folder, printed in

Cover of Radiola Booklet

light blue and black, handsomely illustrated. The copy has an interesting news appeal and the cover of the folder shown in the accompanying illustration will give some idea of its attractiveness. Merchandising literature of this sort is of inestimable value in showing the radio in its ultimate surroundings.

Two New Directors for the Wiley B. Allen Co.

R. B. Miller Named Secretary and L. S. Lindsey a Director of San Francisco Music House After a Quarter Century of Service

SAN FRANCISCO, CAL., August 7.—Two important new additions have been announced to the official family of the Wiley B. Allen Co., R. B. Miller having been elected secretary and a director in that company, and Lawrence S. Lindsey a member of the board of directors.

The promotions represent a tribute to the long service and loyalty of both men, who joined the Wiley B. Allen Co. staff twenty-five years ago as office boys and have worked their way up through the various departments.

F. Bowman & Son Add Radio to Their Stock

Realizing that this year marks one of the big years in the sale of radio receivers, and that the dealers who enter the field are in for the big profits to be gained, F. Bowman & Son, 938 Hamilton street, Allentown, Pa., have secured the distribution of the most generally accepted radio receivers of the best-known manufacturers. The receivers that are carried at the present time include the Radio Corp. of America line, Atwater-Kent receivers and DeForest.

Plant Working Full Capacity

A. P. Frangipane, secretary of the Mutual Phono Parts Mfg. Corp., New York City, who seems to be most happy when he is working the hardest, was exceedingly busy during the past month. Nathan Garfinkel, treasurer of the company, together with his family, was away several weeks on a well-earned vacation. This also took away from the office Miss Evelyn Garfinkel, who has charge of the office affairs, leaving all management to Mr. Frangipane.

The Mutual factory has been working to full capacity on Fall orders. Both Mr. Garfinkel and Miss Garfinkel have returned from their vacations much benefited and have enthusiastically taken up the work for the Fall.

Fulton's New Portable Styles

The Fulton Talking Machine Co., 253 Third avenue, New York City, now manufactures its automatic portable in three designs. Its latest is the new model 25, carrying an improved motor and a high quality fabrikoid case.

In addition, is importing a new popular-priced portable which is being marketed under the trade name "Eveready." This portable carries several new features which should aid it in attracting attention.

Control Wendell Music Co.

IDAHO FALLS, IDAHO, August 5.—Announcement was made here to-day of a change in the ownership of the Wendell Music Co. Dr. J. W. West and A. O. Andelin, who have been stockholders in the company since the establishment of the business in Idaho Falls in 1921, have acquired the majority of the stock in the business, which will be operated under the firm name of the Andelin Music Co.

An Interesting Side Line

The Agfa Products, Inc., 114 East Thirteenth street, New York, is producing a product which will prove a profitable and interesting side line for the talking machine dealer, in the form of the Agfa roll-film and the Agfa film-pack. The company has prepared interesting literature which explains its proposition in detail and investigation of the plan on the part of the dealer might prove profitable.

Chamber Gets Action From Revenue Department

Treasury Department Instructs Revenue Collectors Regarding Exemption of Musical Instruments From Jewelry Tax

The Music Industries Chamber of Commerce recently called the attention of the Commissioner of Internal Revenue to the fact that collectors in different parts of the country were attempting to apply the "jewelry tax" to musical instruments, in spite of the express exemption secured by the Chamber for such instruments in the Internal Revenue Act of 1924. In reply, the following letter has just been received from the Treasury Department:

"Reference is made to your letter under date of July 22, with respect to the apparent misunderstanding of local deputy collectors concerning the exemption of musical instruments and of the provisions of section 604 of the Revenue Act of 1924.

"This office appreciates your co-operation in this matter, and you are advised that proper steps will be taken to see that all collectors of internal revenue are furnished with correct information with respect to the exemption provisions of the Revenue Act of 1924 in the case of musical instruments."

If further demand is made by revenue collectors for the payment of the "jewelry tax" on musical instruments by members of the industry, they are requested to communicate with the Music Industries Chamber of Commerce, 45 West Forty-fifth street, New York City.

Schaefer Buys Out Partner

MISSOULA, MONT., August 1.—W. B. Schaefer has recently purchased the full interest of his partner, William Rehmer, in the music business operated here for several years under the name of the Schaefer-Rehmer Music Co.

Maine Music Co. Opens Branch Store in Portland

PORTLAND, ME., August 5.—The Maine Music Co., which has been operating as a music store for thirty-four years, recently opened a store at 17 Forest avenue, this city. Harry Seaford is manager of the new store, and it is certain that the many years of experience which he possesses will stand him in good stead in this new venture. He was originally with Cressy & Allen and later became salesman and manager for M. Steinert & Sons. For the past seven years he has conducted a general music store.

The Maine Music Co. carries a complete line of Victrolas and Victor records and represents a number of piano manufacturers. Radio sets and accessories also are merchandised in a successful manner.

Will Handle Gretsch Line

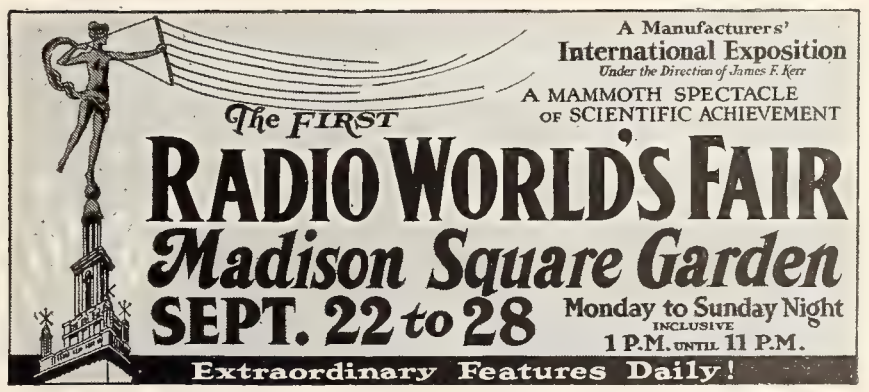
BALTIMORE, MD., August 12.—Cohen & Hughes, Victor talking machine distributors, announced this week that they have entered the musical merchandise field and will distribute "small goods" in Maryland, Pennsylvania and other Eastern territories. The firm will represent the Fred. Gretsch Mfg. Co., of Brooklyn.

Cline Music Co. Moves

ASTORIA, ORE., July 25.—New quarters in the Carruthers Building, at the northwest corner of Twelfth and Commercial street, have just been secured by the Cline Music Co.

Utica Concern Bankrupt

UTICA, N. Y., August 5.—The Boucher Piano Co., of this city, has filed a petition in bankruptcy. Liabilities are $10,069 and assets $5,503.



100,000 Square Feet!

Devoted to the De Luxe Exhibition of the Very Newest in Radio and Phono-Radio

SETS
MODELS
CIRCUITS
ACCESSORIES

Assembled by the manufacturers for observation by dealers, jobbers, and the public.

FIRST TIME IN AMERICA

Representative Displays by Famous Manufacturers of
ENGLAND, FRANCE, BELGIUM,
ITALY, SWITZERLAND

Direction U. J. HERRMANN and JAMES F. KERR

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

POSITION WANTED—Married man, ten years' sales experience, understanding all details of retail phonograph and radio business, wishes position as manager or salesman with reliable firm in or near New York City. Address "Box 1426," care The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Commission salesmen, experienced, for a line of talking machines and piano benches. State age, territory covered, sales experience, lines sold, and send reference with answer. Salesmen covering one state thoroughly preferred. The H. Lauter Co., Indianapolis, Ind.

POSITION WANTED—A competent record making expert with a considerable knowledge of and experience in radio development seeks connection with a concern desiring services of such a man in recording laboratory for radio collected and amplified recording. Address "Box 1427," care The Talking Machine World, 383 Madison Ave., New York City.

WANTED—TRAVELING SALESMEN—Old established house, in the business 19 years, has an attractive opening for a high-grade salesman. Only capable man, accustomed to producing substantial income desired. Commission basis with drawing account. Exclusive territory. Must be experienced and acquainted in the music trade and able to promote the sale of portable phonographs among retail dealers only. Indicate your qualifications fully. Address "Box 1406," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Resident salesmen with following among music trade to sell highly efficient radio set and complete line of parts. Representation desired in following cities: Buffalo, Cleveland, Pittsburgh, Philadelphia, Boston, Washington, Baltimore, Atlanta, New Orleans and other populous centers. A real future for men of the right calibre. Write Box B. D., Room 416, 38 Park Row, New York City.

POSITION WANTED—Phonograph repairman on all makes (electric), 20 years' experience, wishes position as outside repairman. Highest credentials from present employers. Address "Box 1428," care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Talking machine man with all-round repairing, assembling and polishing experience; have the best of references. Address "Box 1429," care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Wish to connect with live wood-working organization, local or out of town. Fifteen years phonograph industry, construction, finish, mechanism and road. Capable of taking charge. References. Address "Box 1430," care The Talking Machine World, 383 Madison Ave., New York City.

MUSIC BUSINESS AVAILABLE

Advertiser can put responsible party in touch with an excellent opportunity to take over a going and growing music business in a town of 22,000 in Indiana. Pianos, players, small musical goods, sheet music, Edison Disc phonographs and Edison records, Victrolas and Victor records. Business of several years' standing. Located on principal business street. An experienced piano and phonograph man—or partnership— can make a good thing of this chance. Ample territory in and around the town. Replies should include proper personal and bank references. This advertisement will appear only once. Address "Box 1425," care The Talking Machine World, 383 Madison Ave., New York City.

RADIO MANUFACTURERS

I want a manufacturer's line of accessories, sets, or both, to sell to jobbers, department stores and other big buyers. Have wide acquaintance with this trade in Mid-West, South and Northwest and can secure maximum value. Can also handle job lots to advantage. Give preliminary details in reply. J. K. Morgan, 4206 No. Hermitage Ave., Chicago, Ill.

FOR SALE

Beautiful American walnut wall case, for musical instruments or radio sets, dimensions about nine feet high, twenty feet long, twenty inches deep. Custom built. Will sacrifice. Call any time. International Phono. Co., 103 Essex St., New York City.

PHONOGRAPHS FOR SALE

500 high-class mahogany varnish finish, 50-inch upright phonographs, all complete. Sacrificed prices in car loads or entire lot. Ship any time. The Houghton Mfg. Co., Marion, O.

FOR SALE

Music business in prosperous city of 3,000 (Home of the Welch grape juice plant). No old stock. Finest location. Rent reasonable. (Crops were never better). Right place for right man. Good reason, and particulars on application. G. W. Kennan, Jewelry, Optometrist, Music. Springdale, Ark.

POSITION WANTED—Recording engineer with 25 years' experience and his own outfit is open for engagement. Address "Box 1435," care The Talking Machine World, 383 Madison Ave., New York City.

WANTED

Wide-awake salesmen calling on the music, piano and phonograph trade in any part of the United States. Can easily make five hundred dollars a month. Must have established trade. This is a side-line commission proposition. Will allot exclusive territory. Sales will increase rapidly. Commission paid on all repeat orders. This is no experiment. Several salesmen are now making big money. This proposition will not interfere with your present work. Write today before the best territory is taken. Address "Box 1423," care The Talking Machine World, 383 Madison Ave., New York City.

ADDITIONAL LINES WANTED

Sales organization covering the state of California and thoroughly familiar with the music and department store trade wishes additional lines of musical merchandise from manufacturers only on a straight commission basis. Address "Box 1434," care The Talking Machine World, 383 Madison Ave., New York City.

FOR SALE

High grade shop handling leading line phonographs, records, radio and other musical instruments in Long Island's fastest growing town. Pressure of other business prevents personal attention. Excellent location and exclusive territory. Address "Box 1431," care The Talking Machine World, 383 Madison Ave., New York City.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

BIG DISCOUNTS
On Nationally Advertised Radio Goods Make More Money for Dealers. *Write for Bargain Catalog*
AMERICAN RADIO & REC. CO.
Dept. G 6 WEST 14TH ST. KANSAS CITY, MO.

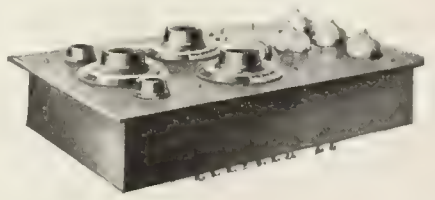
WANTED—Salesmen now calling upon the talking machine trade to handle as a side line a small novelty nationally known in the trade. An excellent chance to add to your income. Sample will fit in your pocket. Write today for particulars. "Box 1415," care of The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Manager, young man, 25, who sold phonographs and records in store doing annual business of $50,000, desires connection where tact and initiative are appreciated. Can also trim windows. Address "Box 1433," care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—By capable sales and advertising manager. Standard lines. Address "Box 1432," care The Talking Machine World, 383 Madison Ave., New York City.

Capitol Distributing Co. Announces Song-Bird Panel

The Capitol Distributing Co., 25 West Eighteenth street, New York announces that it now has ready for distribution the new Song-Bird phonograph panel, illustrated herewith, which has been especially designed to meet the demand for a radio set to be installed in modern phonographs. It is particularly suited for the



New Song-Bird Phonograph Panel

Victrola No. 210, but can be adapted for any standard talking machine.

This new panel employs five tubes of tuned radio frequency and is mounted on a two-tone mahogany panel that will harmonize with the wood finish of most phonographs. Three tuning dials operate the set.

Henry E. Dilcher, prominent in musical circles of Allentown, Pa., has purchased an interest in the music business of Frank Geary at 717 North Fifth street. The firm will be known as the Geary & Dilcher Music House and will handle a large line of instruments.

The Toledo Talking Machine Co.
Toledo, Ohio
Wholesale Victor Exclusively

TEST IT.
OUR VICTOR
Record Service
has a reputation for efficiency.
Suppose you try it.
E. F. DROOP & SONS CO.
1300 G. STREET, WASHINGTON, D. C.
231 N. HOWARD STREET, BALTIMORE, MD.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY MANAGER

More Settled Feeling Noticeable Among Gramophone Retailers and Manufacturers

Despite Adverse Factors Trade Generally Is Looking Forward to Better Times This Fall—Associations Propose Novel Trade Agreement—Columbia Exhibit at B. E. E.—The News

London, England, August 1.—Here we are within a few weeks of the opening month of the season, everybody busily preparing and looking forward optimistically to a good time. What are the grounds for this? One needs to probe beneath the surface for an answer, because at the moment there is really no visibly apparent cause.

The experience of merchants generally the last few months has been most unpleasant from the viewpoint of sales. The cost of living shows no material or early return to normal, and high rate of taxation in all official departments, coupled with still a great deal of unemployment (well over a million men and women remain on the labor bureau registers), eats up money, leaving the people no spending surplus for luxuries, etc. This is just a plain statement of fact, clearly indicating the reason why gramophone and record firms are not enjoying the prosperity of normal times.

Examining the situation further, we are faced with the adverse trade effect brought about by the repeal (on August 1) of the McKenna import duty on foreign goods. Perhaps, very naturally, dealers and the public imagined the result would be a general reduction of prices; hence the withholding of orders. The position is now getting clearer and the view developing that prices of gramophone goods will not be affected to any great extent. There may be a slight reduction on accessories, but chief components and standard lines are being listed in new catalogs at present figures. This is justified because German manufacturers, for instance, are taking advantage of the repeal of the tariff duty to pocket most of it to make good, in some measure, past losses on export business. Price increases have therefore been advised on certain German goods and Swiss manufacturers have also revised figures.

All this is becoming general knowledge and dealers now realize they must not expect to profit by delaying the placement of orders any longer. Hence do we find a more settled feeling and spirit of optimism pervading trade circles. Orders are now coming in and while no great rush can be expected yet awhile, gramophone and record firms are progressively busy. Already a number of new models have been announced and from inquiries made other new lines will be forthcoming within the near future.

Novel Trade Agreement Proposed

Certain associations, including the M. T. A., which is a retail dealers' association, all affiliated with the Federation of British Music Industries, have under consideration a new trade idea, the primary object of which is to make possible a definite revenue for the federation. If this is so, it is a laudable object because the federation merits the support of all members of our industry. But one is forced to question the principles of the proposed agreement as a means to secure revenue. In effect the agreement seeks an undertaking from M. T. A. dealers to confine their purchases to members of the manufacturers' association, who, in turn, will agree to supply only dealers of the M. T. A. Seems to be a sort of mutual admiration society.

To understand the situation it should be stated that M. T. A. dealers represent only about one-quarter of the total number of retailers in the United Kingdom, and the association of manufacturers about half the manufacturers. It is true, that this scheme applies only to the pianoforte trade, but it involves the interest and freedom of M. T. A. dealers who, for the most part, also sell gramophone goods. The revenue would be derived by 2-shilling stamps issued by the federation, the cost to be equally divided between dealer and manufacturer, 1 shilling each on every instrument sold.

Richard W. Lawrence Honored

Richard W. Lawrence, president of the Music Industries Chamber of Commerce of the United States, was the guest of honor at a luncheon tended him by the Grand Council of the Federation of British Music Industries on July 21 and at which Frank B. Allen, president of the Council, occupied the chair.

In responding to an address of welcome by Colonel Tatton, the organizing director, who told of the activities of the British Federation, Mr. Lawrence outlined comprehensively, but briefly, the operations of the Music Industries Chamber of Commerce of the United States, stressing particularly the great work accomplished for the advancement of music while keeping the movement free from any taint of trade influence.

Frank E. Wade, president of the Amphion Co., Syracuse, N. Y., who accompanied Mr. Lawrence to England, was also a guest.

Emerson Records for England

The president of the Emerson Phonograph Co., Mr. Abrams, concluded his visit here last month and had the satisfaction of returning home with something in his pocket. I am not at liberty to divulge details at the moment, but can say that a mutually satisfactory agreement was fixed up between Mr. Abrams and a well-known London gramophone house for Emerson representation in this country. More anon.

Columbia at the B. E. E.

Of the few gramophone firms exhibiting at the British Empire Exhibition, Columbia takes a leading place. The new Grafonolas and the New Process records are daily demonstrated by expert salesmen to a host of admirers, and in this way the company derives a big publicity for its products. The comparative value of this advertising is much greater and more direct, I should say, than that obtained through ordinary newspaper channels of publicity, because, in a sense, the cold print of advertisements is inanimate, being unable audibly to demonstrate the musical qualities of an instrument as is possible at the exhibition. Visitors go away attuned to a fine appreciation of Columbia machines and records and well supplied with literature for home study, all of which ensures good sales results.

The Columbia stand is decidedly attractive, the salon walls being decorated with a frieze of colored paintings representing well-known scenes, pictured in music, with art studies of the artists responsible for them.

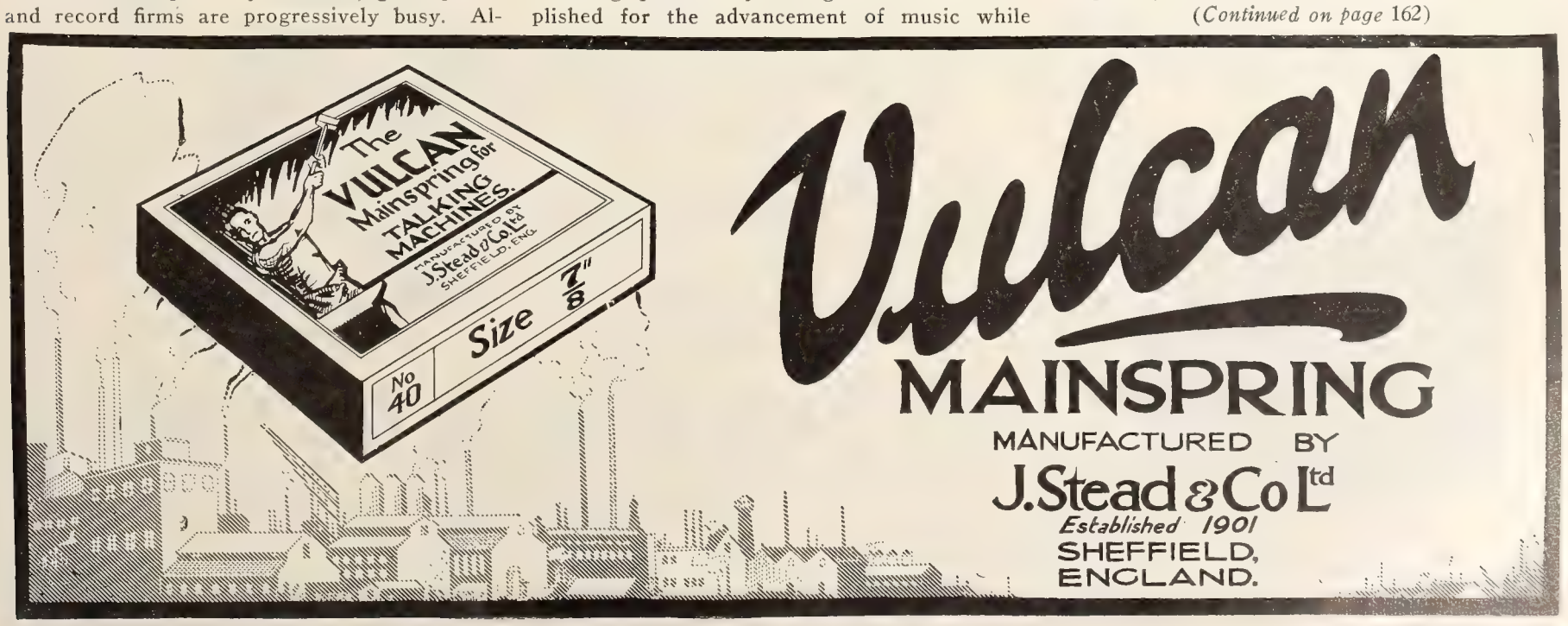
Manufacturers' Association Elects

At the annual meeting of the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers, held on Wednesday, June 25, at the offices of the Federation of British Music Industries, H. J. Cullum M. B. E. (Messrs. Perophone & Lockwoods), was unanimously elected president for the ensuing year, with Geo. Murdoch (Murdoch Trading Co.), as vice-president. A vacancy on the gramophone section of the committee was filled by the election of C. W. Howell (Scala Record Co.). The accounts showed a satisfactory financial position.

A Successful Cameraphone Trip

That wonderful little gramophone, the Cameraphone, the size of a camera as its name im-

(*Continued on page* 162)



FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 161)

Hornless, Table Grand, Upright and Horizontal Cabinet Grands

Actual Manufacturers **Export a specialty**

REX GRAMOPHONE COMPANY
59 Chiswell Street, LONDON, E. C., England
Cable Address "Lyrecodisc, London"

plies, has made a second trip to the States in charge of Mr. Pollak. This gentleman reached London on July 16, after what he describes as a very successful trade tour through the States and around the West Coast. By all accounts it seems that the American trade is very keen to handle a gramophone of the novelty and size of the Cameraphone, which, by the way, is made here by the firm of Lee & Pollak, 11 Finsbury Square, London.

Royal Visitors at Wembley Exhibit

The "His Master's Voice" wonderful exhibit at the British Empire Exhibition, Wembley, continues to interest and attract a daily army of visitors, and it is no wonder that the companies regard this as a powerful advertising assert on a national—almost an international—scale.

Among early visitors were their majesties the King and Queen, and the Duke and Duchess of York. The King asked many questions, being interested to hear that the "H. M. V." factories at Hayes employ over 3,000 as against the pre-war figure of 800. Remarking upon the great improvement made in recent years, His Majesty thought that the recording (by the company) of his opening speech from wireless broadcasting was a great achievement.

A New Needle Device

Under the name of ""Multiholder," a new device to avoid constant needle changing has just been marketed. It is in the form of a magazine, holding four needles, with shank which fits into the stylus as one would fit an ordinary needle. After each playing it is only necessary to slightly turn the holder in order to bring into use a fresh needle. There is ample clearance on the record. The multiholder is ingenious and will cater to a wide public.

Dealers Discuss Important Subjects

At the monthly meeting of the Committee of the Gramophone Dealers' Association several important subjects came up for review. The question of wireless, which has been receiving the attention of the committee for some time, was again considered. Many points regarding the commercial possibilities of wireless to a gramophone dealer were discussed and the committee resolved to form a strong wireless committee to watch over the interests of members and advise them from time to time as to the best method of developing their wireless business. The committee strongly recommend gramophone dealers to take up the wireless business.

The report of the Folkestone meeting was reviewed and the various suggestions put forward at that meeting in regard to second-hand gramophones were considered. The committee strongly recommends dealers to make a special point of always thoroughly overhauling and reconditioning these machines before putting them up for sale again.

The "policy of sending records out on approval," which was also discussed at the convention, was again brought up for consideration. The opinion of the committee is that this system is a dangerous one, for it creates a deterioration in the newness of dealers' stocks. It was resolved that the following recommendation be made to gramophone dealers: "That it is in the best interests of the retail trade that dealers should not send records to customers on approval." It was further recommended that where dealers have customers who are unable to come to the shop (such as invalids) an assistant should take the records to try over in the homes of such customers. This would obviate any possibility of the customer playing the records several times and then returning them.

The annual general meeting will be held on September 26 at headquarters.

The Pixie Grippa

With a kindly thought of the youngsters, the father of the now famous "Grippa" portable schemed to build an enchanting magic box for their especial use. Building better than he knew, and he knew "some," there evolved a true gramophonic achievement to which the Pixies, mightily pleased, gave their name.

Strongly built and receiving all the care that goes into the construction of a big machine, the Pixie Grippa was so successful as quite to belie its name in the matter of volume and detail of reproducing the music of the engraven disc. It is really wonderful for a small portable measuring but 10½ x 7½ x 4¼.

The specially designed tone arm has a gooseneck fitting and equipment includes large single spring motor, special sound box with amplifying horn additional to the sound chamber, the whole put up in a strong dovetailed box with cover of blue-grained waterproof leatherette. Other models are in solid oak, leather covered, and decorated nursery design.

Of particular interest is an ingeniously clever arrangement of sliding forward the turntable and motor to permit of playing twelve-inch records. Details, prices and illustrations are given in the Perophone Co.'s announcement elsewhere.

H. J. Cullum, the sole patentee, tells me that big orders have been placed for the home and foreign markets and that he is prepared to treat with a good organization in U. S. A. and Canada for manufacture of the Pixie Grippa under license terms.

Mr. Cullum is planning a trip to the States in the Fall to arrange contracts in good time for 1925 trade.

The CAMERAPHONE

The PORTABLE of PORTABLES

The Smallest **REAL** Gramophone in the World!

Full Volume Without Loss of Definition

THE PORTABLE WITHOUT A 'SCRATCH' OR 'BLUR'

No loose parts, no adjustments necessary, but always ready for immediate action.

SPECIFICATION:—

MOTOR—Genuine Swiss.
TONE ARM—Highly Plated Gooseneck.
CASE—In selected Oak, Mahogany or De Luxe Leather.

Dimensions over all 7x6x4¾

PRICE
In Oak
£3 3 0
In Mahogany
£3 10 0
In De Luxe Leather
£4 10 0
BUT WORTH DOUBLE
Liberal Trade Discount

BRITISH MADE THROUGHOUT

Fully Patented in all Countries

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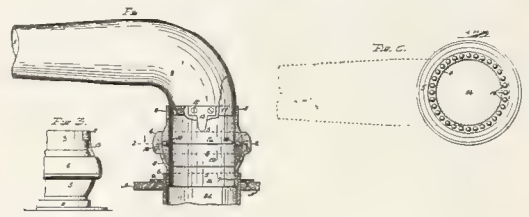
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

Washington, D. C., August 9.—**Tone Arm.** Frank Stevens, Philadelphia, Pa., assignor to Charles R. Keegan, same place, Patent No. 1,492,761.

This invention relates to tone arms used on phonographs to convey the reproduced sounds from the sound box to the horn or amplifier within the cabinet, and its objects are to provide a universally movable arm, to eliminate friction in its motions, particularly to the lateral



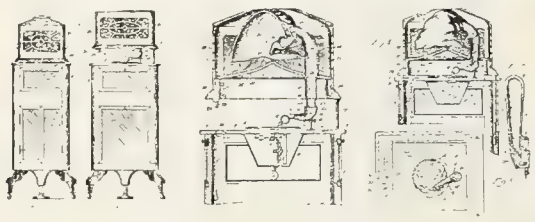
or horizontal motion produced by engagement of the stylus with the sound spiral and to afford other advantages.

Figure 1 is a side elevation, mostly in section, of the invention; Fig. 2, a plan view at the plane of line 2—2 in Fig. 1, with the portions thereabove removed, and, Fig. 3, a detail view showing the application of the stabilizing clips.

Phonograph. Charles S. Spitzer and John Gloub, Chicago, Ill. Patent No. 1,496,911.

This invention relates to phonographs. One object of the invention is to provide an improved phonograph in which the amplifier is enclosed and constructed so that the sound will be deflected through its enclosure in substantially all directions, this object being attained by providing an amplifier. Another object of the invention is to provide an improved amplifier and an improved tone arm.

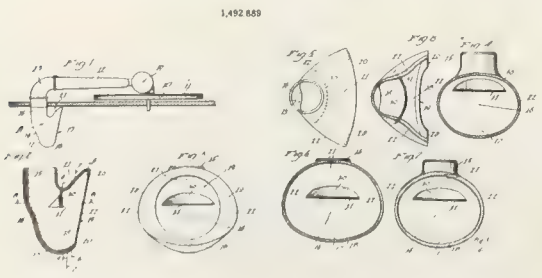
In the drawings: Figure 1 is a front elevation of a phonograph. Fig. 2 is a side elevation,



the cover containing the amplifier being shown in its raised position. Fig. 3 is a vertical longitudinal section. Fig. 4 is a side elevation of the amplifier, the cabinet and cover being shown in section. Fig. 5 is a horizontal section taken on line 5—5 of Fig. 2. Fig. 6 is a detail section of the tone arm.

Sound Amplifier. Alfred K. Miller, Los Angeles, Cal. Patent No. 1,492,889.

This invention relates to new and useful improvements in sound amplifiers and has for its object to provide a device for amplifying sounds but also a device which will, in accomplishing its purpose of amplification, not introduce into the amplified sounds other sounds which are



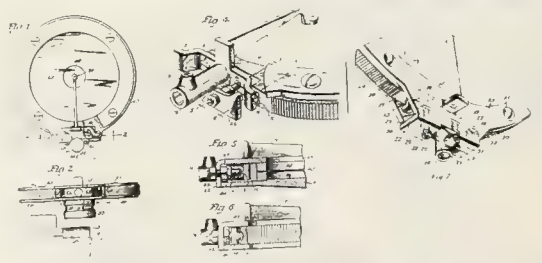
foreign to those received by the amplifier and which may be objectionable. On the other hand, it is, in some instances at least, an object of the invention to provide the device in such form that it will (relatively speaking) qualify the amplified sounds by bringing out more strongly certain kinds of sounds not amplified in an ordinary amplifier or phonograph horn, but weakly amplified, and are therefore comparatively lost or drowned out in the larger amplification of other sounds. The particular construction and design shown in the accompanying drawings is one which has been found very effective for the clear amplification of vocal and instrumental sounds and tones of a phonograph; amplifying those sounds and tones and at the same time keeping their natural and proper qualifications and eliminating a great many of the objectionable sounds and tones that are usually prevalent in phonographic reproductions. For instance, in phonographic reproductions there is a distinct tonality, usually due to the horn or amplifier itself, and is one of the tonalities that enter into that characteristic tone quality that is known as "phonographic." The present sound amplifier does away with such objectionable tone qualifications.

Figure 1 is an elevation illustrating an arrangement of the sound amplifier with a phonograph machine; Fig. 2 is an enlarged longitudinal central vertical section of the sound amplifier; Fig. 3 is a front end elevation of the same; Fig. 4 is a vertical section taken as indicated by line 4—4 of Fig. 2; Fig. 5 is a plan of the amplifier; Fig. 6 is a section taken as indicated by line 6—6 on Fig. 2; Fig. 7 is a section taken as indicated by line 7—7 on Fig. 2, and Fig. 8 is a horizontal section taken as indicated by line 8—8 on Fig. 2.

Sound Reproducer. Frank C. Hinckley, Bridgeport, Conn., assignor by Mesne assignments to the Columbia Phonograph Co., Inc., New York. Patent No. 1,498,098.

The object of the invention is to improve sound reproducers by providing a new form of pivotal support for the so-called stylus-bar of the reproducer and by so arranging the support that certain of the co-operating parts thereof shall also function as housing means for the same. The pivotal support is such that it can be put under pressure without the use of springs and without at the same time materially, if at all, increasing the turning or rocking friction on the pivotal means. This latter accomplishment is particularly important since it insures that little or none of the sound energy is lost in overcoming frictional resistance in or at the pivotal bearing.

Figure 1 is a plan or face view of the reproducer with parts broken away and parts in dotted outline to more clearly show the hidden



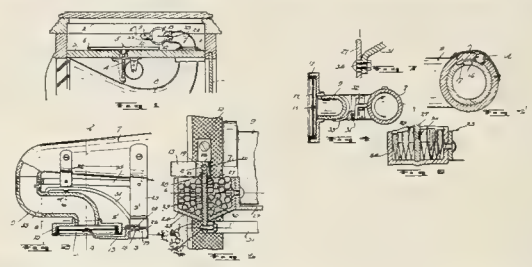
construction; Fig. 2 is a section, taken on line 2—2 of Fig. 1; Fig. 3 is an end elevation of the stylus-bar bridge showing the intermediate and terminal knife edges as in the same straight line and in contact with their supports; Fig. 4 is a view exposing the bridge, and Figs. 5 and 6 are sections, taken on lines 5—5 and 6—6, respectively, of Fig. 4. Fig. 7 is a perspective view, showing in complete assembly the various parts comprising the invention.

Talking Machine. Charles T. Ward, Cipar, Saskatchewan, Canada. Patent No. 1,498,003.

The object of this invention is to provide means whereby a used needle can be quickly replaced by a new needle and without requiring the releasing of an adjustable part, such as a jam screw, as is customarily employed.

A further object is to construct a device attachable to the tone arm and the sound box, the device providing a compartment for the storing of new needles and being arranged so that the attendant by rotating the sound box can effect the discharge of the used needle and the insertion of a new needle selectively picked from the storage compartment.

Figure 1 is a vertical sectional view through the upper part of a talking machine and showing the tone arm and sound box in side elevation and with the invention mounted thereon. Fig. 2 is an enlarged detailed horizontal sectional view at 2—2′ Fig. 1, certain parts being shown in plan view. Fig. 3 is an enlarged de-

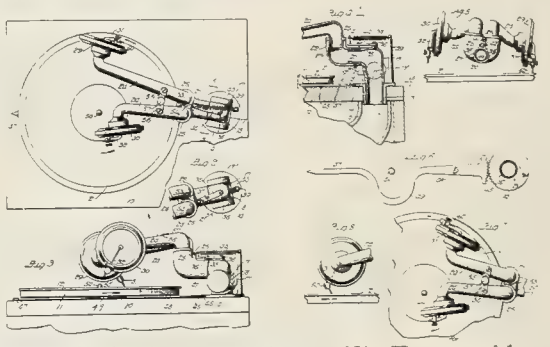


tailed vertical sectional view at 3—3′ Fig. 2. Fig. 4 is a vertical sectional view at 4—4′ Fig. 2. Fig. 5 is an enlarged detailed vertical sectional view at 5—5′ Fig. 2. Fig. 6 is a horizontal sectional view at 6—6′ Fig. 3. Fig. 7 is a horizontal sectional view at 7—7′ Fig. 3.

Phonograph Repeater. Frank T. Sweigart, Chicago, Ill. Patent No. 1,498,700.

This invention relates to improvements in phonograph repeaters, and is especially concerned with the provision of means whereby an ordinary disk record can be repeatedly played with substantially no delay between the reproductions.

The objects of the invention are: (1) To provide a repeating mechanism which is entirely



automatic in its operation. (2) To provide a repeating mechanism comprising two reproducers and means for alternately bringing these reproducers into the proper co-acting relation with the beginning of the sound groove in a phonograph record, whereby the record can be repeatedly reproduced without interruption. (3) To provide a repeating mechanism of the character described which can be quickly and easily adjusted to repeat records of any size; and (4) To provide a repeating mechanism of the character described which is simple in construction, economical to manufacture, easy to operate and reliable.

Figure 1 is a plan view of a phonograph embodying the repeating mechanism, portions thereof being broken away showing one of the reproducers in contact with the record; Fig. 2 is a fragmentary plan view showing the position of certain portions of the mechanism when the other reproducer is in contact with the record; Fig. 3 is a side elevation of the improved mechanism; Fig. 4 is an enlarged sectional detail, portions of the mechanism being broken away; Fig. 5 is a vertical, transverse section taken on line 5—5 of Fig. 1; Fig. 6 is a horizontal section taken substantially on line 6—6 of Fig. 4; Fig. 7 is a plan view showing a modified embodiment of the invention; and Fig. 8 is a side elevation of one of the reproducers used in the construction shown in Fig. 7.

Automatic Phonograph. Roy Lynn Gerding, Philadelphia, Tenn. Patent No. 1,498,621.

The primary object of this invention is the

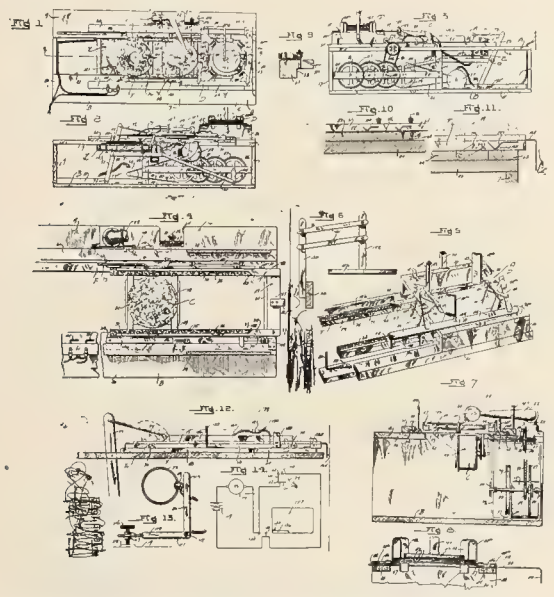
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 164)

provision of a phonograph embodying means for automatically playing a plurality of records independent of manual aid.

A further object is the provision of a compactly arranged phonograph embodying a playing mechanism, means for automatically supplying phonograph records to the playing mechanism, and means for removing records after being played, the various parts of the automatic phonograph co-operating in such an effective manner that but a very short period will elapse between the playing of different selections.

Further objects of the invention are a novel type of mechanism for individually dispensing the records from a supply container; an improved transfer mechanism which co-operates with record playing mechanism and record releasing mechanism in the automatic selection, playing, and disposal of records.

Figure 1 is a plan view of the improved phonograph showing the various details thereof in playing position. Fig. 2 is a longitudinal cross sectional view taken substantially on the line 2—2 of Fig. 1; Fig. 3 is a side elevation of the



improved phonograph showing the position of the various details thereof just prior to the placement of a new selection and reproducing means in co-operative playing relation. Fig. 4 is a fragmentary plan view, partly in section, showing the important details of this invention. Fig. 5 is a perspective view of an improved record supporting and release mechanism embodied in this invention. Fig. 6 is a side elevation of a follower member as utilized in connection with the apparatus illustrated in Fig. 5. Fig. 7 is a transverse cross sectional view, taken substantially on the line 7—7 of Fig. 1. Fig. 8 is a cross sectional view, taken transversely through important details of the record release mechanism, showing the manner in which the same are co-operatively arranged for supporting and dispensing records. Fig. 9 is a cross sectional view, taken substantially on the line 9—9 of Fig. 10. Fig. 10 is a fragmentary view, partly in section, showing a type of switch structure embodied in this invention. Fig. 11 is a fragmentary view, partly in section, showing the manner in which a portion of a carriage mechanism utilized in this invention is maintained stationary, in order that another portion of said carriage mechanism may move. Fig. 12 is a fragmentary view, partly in cross section, showing co-operating details of an improved type of carriage mechanism utilized in this invention. Fig. 13 is a side elevation of a type of switch structure utilized in connection with the tone arm of the improved phonograph. Fig. 14 is a diagrammatic representation of an electric circuit embodied in the actuating mechanism of the improved automatic phonograph.

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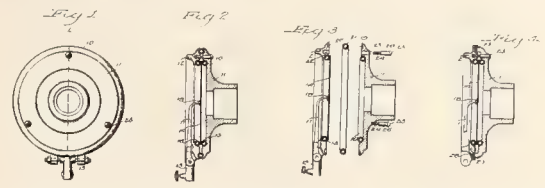
Sound Reproducer. George W. Slight, Brooklyn, N. Y. Patent No. 1,500,008.

This invention relates to sound boxes for recording and reproducing machines. In the usual construction of sound boxes for reproducing and recording machines a sound box casing,



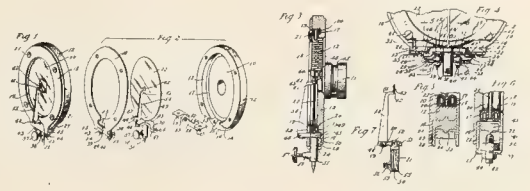
which is either one piece or two pieces rigidly connected, is provided, and a resilient member is mounted between the sound box and the tone arm so as to eliminate the possibility of rattling and to introduce a certain resiliency in the mounting of the sound box. The diaphragm is mounted in the rigid casing and the only vibrations transmitted into the tone arm are the vibrations of the diaphragm which take place between the center and the periphery of the diaphragm. The vibration of the diaphragm, which consists of the movement of the diaphragm as a unit, is practically eliminated by the rigid casing.

The general object of this invention is the provision of a simple and efficient sound box for recording and reproducing machines, adapted for projecting into the tone arm all the vibrations received by the stylus arm. This object is accomplished by providing a two-section casing, one section of which is adapted to be attached to the tone arm and the other section adapted to carry the stylus arm, interposing between the sections a resilient member and attaching the sections to one another so that the section carrying the stylus arm may move relative to the other section.

Figure 1 is a side elevation of the sound box; Fig. 2 is a section along the line 2—2, Fig. 1; Fig. 3 is an exploded view of the sound box as shown in Fig. 2; Fig. 4 is a modification of the sound box.

Sound Box. Theodore C. Roberts, New York, and Frank C. Hinckley, Stratford, Conn., assignors by Mesne assignments to the Columbia Phonograph Co., Inc., New York. Patent No. 1,499,946.

This invention relates to an improved sound box which can be used for sound recording, but is particularly suited for sound-reproducing machines. It has for its primary object the production of a sound box in which an accurate reproduction of recorded sounds will be produced with fidelity to the original quality, pitch,



and volume; and in which extraneous vibrations and other detrimental influences usually experienced in the mechanical reproduction of sound are eliminated. Heretofore, these deficiencies have been met—to an extent—by compromise, so that while a true reproduction of all kinds of musical sounds was never possible, the reproduction of certain qualities of sound was brought to a more or less perfect state; while, on the other hand, other sound qualities were sacrificed. In other words, the reproduction was attuned to a certain class of reproduction and could, therefore, only imperfectly reproduce other classes. This invention contemplates the perfect reproduction of all qualities of sound, and to this end its various elements are so co-ordinated as to produce a sound box of true universality.

An important feature of the invention is the pivotal mounting of the needle-arm in such a manner as to permit the greatest freedom of action; and which also permits adjustment to such accuracy as to practically eliminate all lost motion and looseness.

It is also an object to provide a sound box in which wear at the pivot is reduced to a negligible quantity, and which permits adjustments to certain pre-determined standards by mere assembling of the parts, and without dependence upon the skill or judgment of the assembler.

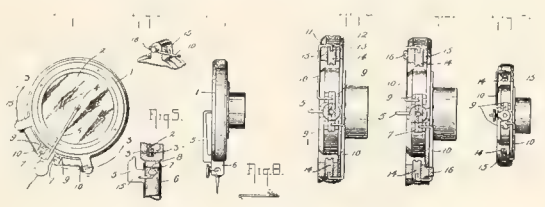
A still further object is to so inclose the parts as to protect them from dust, and prevent their being tampered with, or deranged.

Figure 1 is a perspective view of the completely assembled sound box, according to the present disclosure. Fig. 2 is an extended perspective view showing the several parts separated. Fig. 3 is a central vertical sectional view of the sound box, shown partly in elevation. Fig. 4 is a fragmentary front view of the lower portion of the sound box, shown partly in elevation and partly in section, and with the cover plate partially broken away, to disclose the constructional details. Fig. 5 is a sectional detail view taken along the line 5—5 of Fig. 4, and showing the arrangement of the upper knife edges of the pivotal support. Fig. 6 is a sectional detail view taken along the line 6—6 of Fig. 4, and showing the arrangement of the lower knife edges of the pivotal support. Fig. 7 is a vertical semi-sectional view of the needle-arm structure.

Phonograph Reproducer. Joseph Hoffay, New York. Patent No. 1,499,658.

This invention relates to sound boxes for phonographs, and more particularly to the means for mounting the stylus lever or carrier on the sound box, whereby the desired degree of tension on the diaphragm may be had.

The present invention is in the nature of im-



provement on devices disclosed in prior patents, as follows: 1,326,932, January 6, 1920; 1,291,887, January 21, 1919, and in prior application Serial No. 242,988 filed July 2, 1918.

In the present invention the free mounting of the stylus carrier disclosed in prior cases and held it to its bearing by resilient means is preserved. In the present invention yielding forces are also applied to the diaphragm, said forces acting in opposite directions so that the diaphragm is quickly responsive to vibrations and also quickly returns to its normal state when displaced therefrom. These yielding forces also hold the stylus carrier to its fulcrum.

An important feature of the present invention resides in the provision of means whereby these yielding forces may be readily adjusted, and preferably this adjustment is accomplished by providing spring arms extending from the fulcrum in opposite directions.

Fig. 1 is a front elevational view of the improved sound box; Fig. 2 is an end elevation of the same; Fig. 3 is a bottom view partly in section along the line 3—3, Fig. 1; Fig. 4 is a bottom elevational view; Fig. 5 is a section through the stylus carrier and showing particularly the knife edge for supporting the stylus carrier on the sound box; Fig. 6 is a view similar to Fig. 3, but showing a slightly modified construction, and Figs. 7 and 8 are a detail.

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Advance RECORD BULLETINS for September, 1924

Victor Talking Machine Co.

LIST FOR AUGUST 1

45421 Honey Chile (Lyman-Huerter), Lucy Isabelle Marsh 10
Hush-a-Bye-Baby (Sherwood-Arthur), Lucy Isabelle Marsh 10
19365 Ida! Sweet as Apple Cider.....Frank Crumit 10
Roll Them Roly Boly Eyes.....Frank Crumit 10

INSTRUMENTAL RECORD

19364 Out of the Dusk to You...Victor String Orch. 10
Eleanor .....Victor String Orch. 10

DANCE RECORDS

19374 Two Blue Eyes—Fox-trot, Jan Garber and His Orch. 10
Sally Lou—Fox-trot..Geo. Olsen and His Music 10
19369 Blackin' Blues—Fox-trot, Waring's Pennsylvanians 10
Ukulele Blues—Fox-trot, International Novelty Orch. 10

RED SEAL RECORDS

1025 The Song of the Swan (Il Canto del Cigno) (Piccianti-Saint Saens) In Italian, Beniamino Gigli 10
Paquita (Spanish Serenade) (Buzzi-Peccia)—In Italian .....Beniamino Gigli 10
1024 Scherzo (Tschaikowsky).....Jascha Heifetz 10
Vivace (From Quartet in D Major, No. 35) (Haydn-Auer) .....Jascha Heifetz 10
1023 Bird of Love Divine (Birch-Wood), Hulda Lashanska 10
Love Came Calling (Bainbridge-Zamecnik), Hulda Lashanska 10

"FEATURE" RECORDS

629 Capinera, La (The Wren) (Sir Julius Benedict) —In Italian; Flute Obbligato.....Galli-Curci 10
Caro mio ben (Canst Thou Believe?) (Giordani) —In Italian .....Galli-Curci 10
18728 Valse Erica—Saxophone .....Rudy Wiedoeft 10
Saxophobia—Saxophone .....Rudy Wiedoeft 10

LIST FOR AUGUST 8

19378 Any Old Time at All.....Lewis James 10
Deep in My Heart.....Franklyn Baur 10
19350 (1) Music Everywhere, (2) The Bird of Passage, (3) Cradle Song, Anna Howard-Laura Littlefield 10
(1) Bella Napoli, (2) Jolly Miller, (3) Tempest, Anna Howard-Laura Littlefield 10

INSTRUMENTAL RECORD

19349 Cuckoo Waltz ...International Novelty Quartet 10
Lena—Schottische.International Novelty Quartet 10

DANCE RECORDS

19381 San—Oriental Fox-trot, Paul Whiteman and His Orch. 10
I Can't Get the One I Want—Fox-trot, Paul Whiteman and His Orch. 10
19377 Just Hot—Fox-trot....Waring's Pennsylvanians 10
Red Nose Pete—Fox-trot, Ted Weems and His Orch. 10
19380 June Night—Fox-trot..Waring's Pennsylvanians 10
Only You—Fox-trot.International Novelty Orch. 10

RED SEAL RECORDS

6464 Athalia—War March of the Priests (Mendelssohn), Mengelberg and New York Philhar. Orch. 12
Festival March of the Boyars (Einzugsmarsch der Bojaren) (Halvorson), Mengelberg and New York Philhar. Orch. 12
6450 Hungarian Rhapsody No. 12—Part 1 (Liszt)—Piano Solo.....Olga Samaroff 12
Hungarian Rhapsody No. 12—Part 2 (Liszt)—Piano Solo.....Olga Samaroff 12
1026 I Love You (Harlan Thompson-Harry Archer), Reinald Werrenrath 10
Suppose I Had Never Met You (Thompson-Archer) .....Reinald Werrenrath 10

"FEATURE" RECORDS

6095 Humoresque (Dvorák)—Violin Solo, Mischa Elman 12
Serenade—Standchen (Schubert)—Violin Solo, Mischa Elman 12
55116 I Love a Lassie.....Sir Harry Lauder 12
She Is My Rosie.....Sir Harry Lauder 12

LIST FOR AUGUST 15

45422 Love Is Mine (Teschemacher-Gartner), Richard Crooks 10
For You Alone (O'Reilly-Geehl), Richard Crooks 10
19388 Hinky Dinky Parlay Voo, Billy Murray-Ed Smalle 10
We Don't Get Much Money, But We Have a Lot of Fun.....Billy Murray-Ed Smalle 10

INSTRUMENTAL RECORDS

55223 Devotion (Herbert).....Victor Herbert's Orch. 12
Sweethearts—Selection (Intro.: "On Parade," "Angelus," "Pretty as a Picture," "Cricket on the Hearth," "Jeannette's Wooden Shoes," "Sweethearts") (Herbert), Victor Herbert's Orch. 12
19348 (1) Broom Dance, (2) Bummel Schottische, Victor Band 10
(1) Gossiping Ulla, (2) On the Bridge of Avignon .....Victor Band 10

DANCE RECORDS

19389 Walla-Walla—Fox-trot, Paul Whiteman and His Orch. 10
Dixie's Favorite Son—Fox-trot, Paul Whiteman and His Orch. 10
19386 Pickin' 'Em Up and Layin' 'Em Down—Fox-trot.....The Benson Orch. of Chicago 10
The Doodle-Um Blues—Fox-trot, The Benson Orch. of Chicago 10
19387 Rock-a-Bye My Baby Blues—Waltz, The Troubadours 10
Tears of Happiness—Waltz, The Benson Orch. of Chicago 10

RED SEAL RECORDS

6453 Good-Bye (Tosti) .....Rosa Ponselle 12
Serenade (Tosti) .....Rosa Ponselle 12
6451 Spanish Dance (Sarasate)—Violin Solo, Efrem Zimbalist 12
Humoresque (York Bowen)—Violin Solo, Efrem Zimbalist 12

"FEATURE" RECORDS

6360 On the Road to Mandalay.....Werrenrath 12
Danny Deever .....Werrenrath 12
35725 Gypsy Love—Concert Waltz, International Concert Orch. 12
Gypsy Baron—Sweetheart, International Concert Orch. 12

LIST FOR AUGUST 22

45423 Three Fishers Went Sailing (Kingsley-Hullah), Kathryn Meisle 10
Afterwards (Lemon-Mullen).....Kathryn Meisle 10
19392 Old Plantation Melody.....Wendell Hall 10
Pickaninny Lullaby .....Wendell Hall 10

INSTRUMENTAL RECORD

19395 Nearer, My God, to Thee (Adams-Mason), Mark Andrews 10
Abide With Me (Lyte-Monk)...Mark Andrews 10

DANCE RECORDS

19391 By the Waters of Minnetonka—Fox-trot, Paul Whiteman and His Orch. 10
Meditation from "Thais"—Fox-trot, Paul Whiteman and His Orch. 10
19394 Africa—Fox-trot.....Jack Shilkret's Orch. 10
Virginia—Fox-trot.....Waring's Pennsylvanians 10
19393 My Beautiful Brunette—Fox-trot, International Novelty Orch. 10
Love Me—Tango Fox-trot, International Novelty Orch. 10

RED SEAL RECORDS

1020 A Love Song (Sears-Levey)..John McCormack 10
Little Yvette (Weatherly-Wood), John McCormack 10
1027 Mazurka in F Sharp Minor (Chopin)—Piano Solo.....Ignace Jan Paderewski 10
Mazurka in A Flat (Chopin), Ignace Jan Paderewski 10
1019 Lolita (Serenade) (A. Buzzi-Peccia)—In Italian, Titta Ruffo 10
Perjura! (Fickle Maiden!) (Miguel Lerda de Tejada)—In Spanish.....Titta Ruffo 10

"FEATURE" RECORDS

797 Hungarian Dance No. 5 (Brahms), Stokowski and Philadelphia Orch. 10
Hungarian Dance No. 6 (Brahms), Stokowski and Philadelphia Orch. 10
45329 Lilly Dale (H. S. Thompson)—With Criterion Quartet .....Kline 10
The Gypsy's Warning (Henry A. Coard), Baker 10

Columbia Phonograph Co.

COLUMBIA NEW PROCESS RECORDS

DANCE RECORDS

157-D June Night (Baer)—Fox-trot, Ted Lewis and His Band 10
I Wonder What's Become of Sally? (Ager)—Fox-trot.....Ted Lewis and His Band 10
160-D I Can't Get the One I Want (Handman)—Fox-trot, Paul Specht and His Hotel Alamac Orch. 10
Mandalay (Burtnett-Lyman-Arnheim) Fox-trot, Paul Specht and His Hotel Alamac Orch. 10
153-D Where the Dreamy Wabash Flows (Baer)—Fox-trot .....California Ramblers 10
You Know Me, Alabam' (Ager)—Fox-trot, California Ramblers 10
155-D It Ain't Gonna Rain No Mo' (Hall)—Fox-trot, The Original Memphis Five 10
Red Hot Mamma (Wells-Cooper-Rose)—Fox-trot .....The Original Memphis Five 10
152-D—Before You Go (Schonberger-Lyman)—Fox-trot.....Leo F. Reisman and His Orch. 10
Tell Me Radio (Silver)—Fox-trot, Leo F. Reisman and His Orch. 10
161-D Nightingale (Brockman)—Waltz, Columbia Dance Orch. 10
Moonlight Memories (Rose)—Waltz, Columbia Dance Orch. 10
164-D Houston Blues (Thomas)—Fox-trot, Fletcher Henderson and His Orch. 10
Muscle Shoals Blues (Thomas)—Fox-trot, Fletcher Henderson and His Orch. 10
156-D Oh! Eva (Warren)—Fox-trot, Ferera's Novelty Trio 10
If I Stay Away Too Long From Carolina (Young-Squires)—Fox-trot, Ferera's Novelty Trio 10

POPULAR SONGS

149-D You Know Me, Alabam' (Ager)—Comedians, with Orch. Accomp.....Van and Schenck 10
Shine (Dabney)—Comedians, with Orch. Accomp. .....Van and Schenck 10
151-D I Can't Get the One I Want (Handman)—Comedienne, with Orch. Accomp...Dolly Kay 10
Hard Hearted Hannah (Yellen-Bigelow-Bates) —Comedienne, with Orch. Accomp., Dolly Kay 10
162-D Maytime (Rose)—Tenor Solo, with Orch. Accomp. .....Lewis James 10
Land of My Sunset Dreams (Hall)—Tenor Solo, with Orch. Accomp.....Lewis James 10
143-D I Wonder What's Become of Sally? (Ager)—Solo, with Orch. Accomp.....Joe Schenck 10
Lena You're Leaning All Over Me (Lewis-Young)—Solo, with Joe Schenck at the Piano .....Gus Van 10
159-D Often (Creamer-Anderson)—Comedian, with Orch. Accomp.....Jay C. Flippen 10
Something Tells Me You Are Going Far Away From Here (Creamer-Anderson)—Comedian, with Orch. Accomp.....Jay C. Flippen 10
154-D Jump Fritz (I Feed You Liver)—(Jentes)—Tenor and Baritone Duet, with Orch. Accomp. .....Billy Jones-Ernest Hare 10
It Looks Like Rain (Hall)—Tenor and Baritone Duet, with Orch. Accomp., Billy Jones-Ernest Hare 10

NEGRO SPIRITUALS

163-D Hope I'll Join the Band, Fisk University Jubilee Singers 10
You Better Get Somebody on Your Bond, Fisk University Jubilee Singers 10

NOVELTIES

145-D Lightning Express—Vocal Solo, with Guitar and Harmonica Accomp...Ernest Thompson 10
Jessie James—Square Dance, with Banjo and Harmonica .....Ernest Thompson 10
147-D Little Brown Jug—Guitar and Harmonica, with Vocal Chorus.....Ernest Thompson 10
How Are You Goin' to Wet Your Whistle? (Byrne-McIntyre-Wenrich) — Vocal Solo, with Guitar and Harmonica Accomp., Ernest Thompson 10
158-D Life's Railway to Heaven—Vocal Solo, with Guitar and Harmonica Accomp., Ernest Thompson 10
Yield Not to Temptation—Vocal Solo, with Guitar and Harmonica Accomp., Ernest Thompson 10
150-D Johnson's Old Grey Mule—Solo, with Fiddle and Guitar.....Riley Puckett 10
Chicken Don't Roost Too High for Me—Vocal, with Fiddle and Guitar...Riley Puckett 10
I Don't Love Nobody—Vocal, with Fiddle and Guitar .....Gid Tanner 10
146-D Shout Lou—Square Dance, with Banjo Solo, Samantha Bumgarner 10
Fly Around My Pretty Little Miss—Square Dance, with Banjo Solo, Samantha Bumgarner 10

BAND SPECIALTY

50010-D Tangled Tunes—Part I (Arr. by Alford)—Silver Stars Band 12
Tangled Tunes—Part II (Arr. by Alford)—Silver Stars Band 12

SOME CLASSICS

20020-D Song Without Words (Chant Sans Paroles) (Tschaikowsky, Op. 2, No. 3)—Violin Solo, with Maurice Eisner at the Piano..... 10
Prelude to "The Deluge" (Saint-Saens)—Violin Solo, with Maurice Eisner at the Piano 10
20021-D Rock Me to Sleep, Mother (Leslie)—Mezzo-Soprano Solo, with Orch. Accomp., Barbara Maurel 10
Boy of My Heart (Rapoport)—Mezzo-Soprano Solo, with Orch. Accomp...Barbara Maurel 10

RECORDS BY COLORED ARTISTS

14025-D Pinchbacks—Take 'Em Away (Smith-Johns)—Piano Accomp. .....Bessie Smith 10
Ticket Agent Ease Your Window Down (Williams)—Violin and Piano Accomp., Bessie Smith 10
14026-D Good Looking Papa Blues (Williams)—Clarinet and Piano Accomp.....Clara Smith 10
Don't Advertise Your Man (Foster)—Ukulele

"BLACKIN' BLUES"

"Blackin' Blues" is about the weirdest thing yet — One of those "Shivery" fox trots and just a little "Low Down"

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As a Struttin' Fox Trot song "Pickin' 'em Up and Layin' 'em Down" is a tune that'll be the talk of the town!

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and Piano Accomp.....Clara Smith 10
14024-D Black Star Line (A West Indian Song) (Dowell-Williams) ..... George-Roscoe 10
My Jamaica (A West Indian Song) (Grainger-Monrose) ..... George-Roscoe 10

Brunswick Records

15079 Saetergjentens Sondag (The Chalet Girl's Sunday) (Jorgen Moe-Ole Bull)—In Norwegian, Karin Branzell
Synnoves Sang (Synnoves Song) (Bjornson-Kjerulf)—In Norwegian.....Karin Branzell
15080 At Night (Engel-Rachmaninoff)—Tenor, with Piano and Violin; Piano Accomp. by Frederic Persson, Violin Obbligato by Frederic Fradkin .....Mario Chamlee
Tell Me Why (Pourquoi?) (Tschaikowsky)—Tenor with Piano and Violin; Piano Accomp. by Frederic Persson; Violin Obbligato by Frederic Fradkin.....Mario Chamlee
15081 Music Box (Op. 32) (Liadou)—Pianoforte Solo, Leopold Godowsky
Blayera (Spanish Dance, Op. 5) (Granados)—Pianoforte Solo.....Leopold Godowsky
5199 Break o' Day (O'Reilly-Sanderson)—Soprano, with Orch. .....Virginia Rea
Carmena Waltz (Walton-Wilson) — Soprano, with Orch. .....Virginia Rea
5200 Day by Day the Manna Fell (Conder-Gottschalk)—Baritone, with Orch.....Lloyd Simonson
Eternal Mind the Potter Is (Dayton-Spohr)—Baritone, with Orch.....Lloyd Simonson
25018 An Irish Melody (Londonderry Air) (Bridge)—String Quartet.....New York String Quartet
Molly on the Shore (An Irish Reel) (Grainger)—String Quartet.....New York String Quartet
2644 American Republic March (Thiele)—Concert Band.....Walter B. Rodgers and His Band
Gate City March (Weldon)—Concert Band, Walter B. Rodgers and His Band
2645 My Lord's Going to Move This Wicked Race (Negro Spiritual)—Mixed Voices, Dixie Jubilee Singers
Golden Slipper (Negro Spiritual)—Mixed Voices, Dixie Jubilee Singers
2646 Dog on the Piano (Shapiro)—Fox-trot, for Dancing.....Isham Jones Orch.
Mahsi (Alford)—Fox-trot, for Dancing, Isham Jones Orch.
2647 Moonlight Memories (Rose-Terriss)—Fox-trot, for Dancing, Herb Wiedoeft's Cinderella Roof Orch.
Chimes Blues (Rose-Johnson-Stafford)—Fox-trot.....Herb Wiedoeft's Cinderella Roof Orch.
2648 Barb-wire Blues (Trumbauer)—Fox-trot, for Dancing .....Mound City Blue Blowers
You Ain't Got Nothin' I Want (McKenzie-Slevin)—Fox-trot, for Dancing, Mound City Blue Blowers
2649 Mexicali Rose (Stone-Tenney)—Waltz, for Dancing; with Vocal Duet, Castlewood Marimba Band
I Miss You Most at Gloaming (Nobles-Harrison-Rose)—Waltz, for Dancing, Castlewood Marimba Band
2650 Mandalay (Lyman-Arnheim-Freed) — Comedian, with Orch., Al Jolson with Abe Lyman's California Orch.
Who Wants a Bad Little Boy? (Fisher-Burke)—Comedian, with Orch., Al Jolson with Abe Lyman's California Orch.
2651 I Can't Get the One I Want (Handman-Rose-Ruby)—Comedienne, with Orch....Marion Harris
There'll Be Some Changes Made (Higgins-Overstreet)—Comedienne, with Orch., Marion Harris
2652 Hard Hearted Hannah (Yellen-Bigelow-Bates)—Comedienne, with Orch.....Margaret Young
The Grass Is Always Greener (Egan-Whiting)—Comedienne, with Orch.....Margaret Young
2653 Morning (Won't You Come 'Round?) (Silver; Vocal Arr. by Arthur Johnston)—Vocal Trio, with Orch.....Keller Sisters and Lynch
Where the Dreamy Wabash Flows (Friend-Baer; Vocal Arr. by Arthur Johnston)—Vocal Trio, with Orch.....Keller Sisters and Lynch
2654 Oh! My! Yes (Austead)—Tenor-Baritone, with Orch. .....Ernest Hare-Billy Jones
The Big Butter and Egg Man (Friend-Santly)—Tenor-Baritone, with Orch., Ernest Hare-Billy Jones
2655 Elder Low-Down at a Camp Meeting (Easton)—Comedian and Chorus, Ham Tree Harrington and Chorus
If I Can't Come in, Please Don't Let Nobody Come Out (Harrington)—Comedienne and Comedian.....Cora Green-Ham Tree Harrington
2639 Jealous (Malie-Finch-Little)—Fox-trot, for Dancing; Vocal Chorus by Charles Kaley, Abe Lyman's California Orch.
If You Do What You Do (Turk-Handman-Cantor)—Fox-trot, for Dancing, Abe Lyman's California Orch.
2640 I Want to Be Happy (From "No, No, Nanette") (Caesar-Youmans) — Fox-trot, for Dancing; with Vocal Quartet.....Carl Fenton's Orch.
No, No, Nanette Medley (Intro.: "You Can Dance With Any Girl at All." "Tea for Two" and "Where Has My Hubby Gone Blues") Caesar-Youmans) — Fox-trot, for Dancing; Piano passages by Phil Ohman, Carl Fenton's Orch.
2641 Ray and His Little Chevrolet (Grossman-Stanley-Baskette)—Fox-trot, for Dancing; Vocal Chorus .....Bennie Krueger's Orch.
Forsaken Blues (From "Topsy and Eva") (Rose-Straight)—Fox-trot, for Dancing, Gene Rodemich's Orch.
2642 Maytime (De Sylva-Rose)—Fox-trot, for Dancing .....Bennie Krueger's Orch.
June Night (Friend-Baer)—Fox-trot, for Dancing.....Bennie Krueger's Orch.
2643 Sally Lou (Frey-Field-Meskill)—Fox-trot, for Dancing .....Ray Miller and His Orch.
I Can't Get the One I Want (Those I Get, I Don't Want) (Rose-Ruby-Handman)—Fox-trot, for Dancing.....Ray Miller and His Orch.

Edison Disc Records

ALREADY RELEASED SPECIALS

51357 Hard-boiled Rose.....Billy Jones-Ernest Hare
He Looks at Her and Then He Goes Ha-Ha-Ha-Ha-Ha .....Billy Jones-Ernest Hare
51361 The Wreck on the Southern Old 97..Vernon Dalhart
I Wasn't Scared, But I Just Thought That I Had Better Go.....Ernest Hare
51363 Minstrelsy of Other Days—Part 1, Empire Vaudeville and Minstrel Co.
Minstrelsy of Other Days—Part 2, Empire Vaudeville and Minstrel Co.
51366 The First Is the Last—Fox-trot from "Flossie," Atlantic Dance Orch.
Won't You Dream of Me?—Vocal Waltz, Jos. Phillips and Harry Raderman's Dance Orch.
51365 What Has Become of Hinky Dinky Parlay Voo? Al Bernard and Chorus
I'm Gonna Bring a Watermelon to My Girl Tonight .....Billy Jones-Ernest Hare
80796 Were My Song With Wings Provided (Si mes vers avaient des ailes), Gregor Skolnik and His Orch.
Vienna, City of Departing Fairy Tales (Wien, Sterbende Marchenstadt), Gregor Skolnik and His Orch.
80800 Prelude in C Sharp Minor, Op. 3—Played on the Midmer-Losh Pipe Organ...Frederick Kinsley
Liebestraum (Dream of Love)—Played on the Midmer-Losh Pipe Organ.....Frederick Kinsley
82325 (a) The Bird Song, (b) The Night Wind, Frieda Hempel
Elf and Fairy.....Frieda Hempel
80801 Constellation Waltz.....Bellini Ensemble Unique
Valse Russe.....Bellini Ensemble Unique
82323 Liebesfreud—Violin Solo .....Albert Spalding
Souvenir Poetique—Violin Solo.....Albert Spalding

FLASHES

51356 Somewhere in Napoli—Waltz; Song by Vernon Dalhart.....Harry Raderman's Dance Orch.
In Dreams With You—Waltz; Song by Charles Hart.....Harry Raderman's Dance Orch.
51358 Monkey Doodle—Fox-trot; Song by Arthur Hall .....The Merry Sparklers
When Katinka Shakes Her Tambourine (From "Vogues")—Fox-trot; Song by Arthur Hall, Nathan Glantz and His Orch.
51359 How You Gonna Keep Kool (From "Keep Kool")—Fox-trot .....Georgia Melodians
In Spite of All—Fox-trot.....Georgia Melodians
51362 You'll Never Get to Heaven With Those Eyes—Fox-trot; Song by Billy Jones, Atlantic Dance Orch.
I'll Keep on Dreaming (Until My Dreams All Come True)—Fox-trot; Song by George Wilton Ballard.....The Merry Sparklers

GENERAL GROUP

51360 Tune in on L-O-V-E.....Billy Jones
In Nineteen-Ninety-Nine.....Al Bernard
51367 Cold Weather Papa.....Emma Johnson
Black Star Line (A West Indian Chant), Ernest Hare
51364 Swing Low, Sweet Chariot.....The Southern Four
(a) Shout All Over God's Heaven, (b) Standin' in the Need o' Prayer.....The Southern Four
51370 Like a Star That Falls From Heaven, James Doherty
On the Banks of the Wabash, Far Away, James Doherty

TWO FINNISH RECORDS

59303 Syystunnelma—Autumn Sensation...Otto Pyykkonen
Aamulaulu (Morning Song).....Otto Pyykkonen
59304 Kesaillalla (A Summer Night).....Otto Pyykkonen
Soipa kieli .....Otto Pyykkonen

Edison Blue Amberol Records

4887 Pal of My Dreams.....Charles Hart
4888 Teapot Dome Blues—Fox-trot....Georgia Melodians
4889 Little Pal of Long Ago...Charles Hart-Helen Clark
4890 Bringin' Home the Bacon—Fox-trot; Song by Vernon Dalhart.....Kaplan's Melodists
4891 Savannah (The Georgianna Blues)—Fox-trot, Georgia Melodians
4892 Down Where the South Begins, Billy Jones-Ernest Hare
4893 Burning Kisses—Fox-trot.....Kaplan's Melodists
4894 Paradise Alley (From "Paradise Alley")—Fox-trot; Song by Arthur Hall, Harry Raderman's Dance Orch.

Aeolian Records

(VOCALION RECORDS)
OPERATIC
September, 1924

70040 Il Lacerto Spirito (Full of despair and desolate) (From "Simon Boccanegra") (Verdi)—Bass, in Italian; Aeolian Orch. Accomp., Virgilio Lazzari 12
La Calunnia e un Venticello (Ah, Calumny is like a zephyr) (From "Barber of Seville") (Rossini)—Bass, in Italian; Aeolian Orch. Accomp. .....Virgilio Lazzari 12
38008 Ewig war ich (Deathless was I) (From "Siegfried") (Wagner)—Soprano, in German; Orch. Accomp. (Recorded in Europe), Helene Wildbrunn 12
Isoldes Liebestod (Isolde's Love-Death) (From "Tristan and Isolde") (Richard Wagner)—Soprano, in German; Orch. Accomp. (Recorded in Europe).....Helene Wildbrunn 12
24062 Walzer der Musette—aus "Boheme" (Musetta Waltz, from "The Bohemians") (G. Puccini)—Soprano, in German; Orch. Accomp. (Recorded in Europe).....Claire Dux 10
Befreit, o welche Seligkeit—aus "Troubadour" (Oh Joy! He's Saved, from "The Troubadour") (Verdi)—Soprano-Baritone, in German; Orch. Accomp. (Recorded in Europe) Claire Dux-Joseph Schwarz 10

STANDARD

60061 Alice, Where Art Thou? (J. Ascher)—Soprano; Aeolian Orch. Accomp.....May Peterson 10
Good-night, Good-night, Beloved! (Longfellow-Nevin)—Serenade—Soprano; Aeolian Orch. Accomp. .....May Peterson 10

INSTRUMENTAL

35043 Artist's Life (Künstlerleben) (Joh. Strauss)—
(Continued on page 168)

ADVANCE RECORD BULLETINS FOR SEPTEMBER—(Continued from page 166)

"THE ROLL OF HONOR"

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ADVANCE RECORD BULLETINS FOR SEPTEMBER—(Continued from page 167)

Waltz, in concert time (Recorded in Europe), Stern's Orch. (Hotel Adlon—Berlin) 12
Children of Spring (Frühlingskinder) (Waldteufel)—Waltz, in concert time (Recorded in Europe)..Stern's Orch. (Hotel Adlon—Berlin) 12
35044 Celebre Serenata (Toselli) (Recorded in Europe),.....Michailow with Ensemble 12
The Enchanted Song (Das Zauberlied) (Erik Meyer-Helmund) (Recorded in Europe), Michailow with Ensemble 12
14844 Marche Lorraine (Ganne), Lt. F. W. Sutherland and His 7th Reg. Band 10
Regiment de Sombre et Meuse (Turlet)—French March, Lt. F. W, Sutherland and His 7th Reg. Band 10

DANCE

35042 (1) Oh, Peter; (2) Some of These Days (Wiedoeft-Brooks)—Fox-trot.....The Ambassadors 12
(3) June Night; (4) Ida (Sweet as Apple Cider) (Baer-Leonard)—Fox-trot...The Ambassadors 12
14834 Land of My Sunset Dreams (Hall)—Waltz, Vocal Chorus by Irving Kaufman, Ben Selvin and His Orch. 10
Moonlight Memories (Terriss)—Waltz, Ben Selvin and His Orch. 10
14833 Only You (From "I'll Say She Is") (Johnston)—Fox-trot, Emil Coleman and His Club Trocadero Orch. 10
Forget-me-not (Means Remember Me) (Conrad-Gillen)—Fox-trot, Emil Coleman and His Club Trocadero Orch. 10
14830 Please (Young-Lewis-Cooper)—Fox-trot, The Bar Harbor Society Orch. 10
Love Is Just a Gamble (Cobey)—Fox-trot, The Bar Harbor Society Orch. 10
14829 Maytime (Vincent Rose)—Fox-trot; Under the direction of Louis Katzman..The Ambassadors 10
Ukulele Blues (May Breen)—Fox-trot; Under the direction of Louis Katzman, The Ambassadors 10

VOCAL

14835 Bringin' Home the Bacon (Bannister-Colwell)—Accomp. by Selvin's Orch.....Billy Jones 10
A New Kind of Man (With a New Kind of Love) (Clare-Flatow)—Accomp. by Selvin's Orch. .....Ernest Hare 10
14836 Where the Dreamy Wabash Flows (Friend-Baer) Orch. Accomp. .....Irving Kaufman 10
I've Got a Thousand Plows and Cows and Chickens (Walter Donaldson)—Orch. Accomp. .....Irving Kaufman 10
14837 Where Is That Old Girl of Mine? (Kahn-Jones)—Ballad, Accomp. by Selvin's Orch., Irving Kaufman 10
What Did I Get by Loving You? (Collier-Reid)—Ballad, Orch. Accomp.....Irving Kaufman 10

RACE (VOCAL)

14831 Barrel House Blues (Moore-Smith)—Piano Accomp. by Fletcher Henderson..Rosa Henderson 10
My Right Man Blues (Henderson-Wilson)—Piano Accomp. by Fletcher Henderson, Rosa Henderson 10
14832 Chicago Monkey-man Blues (Lovie Austin)—Piano Accomp. by Edgar Dowell, Rosa Henderson 10
How'm I Gonna Get 'Em (When you keep on holdin' 'em back) (Edgar Dowell)—Blues, Piano Accomp. by Fletcher Henderson, Rosa Henderson 10

DANCE—RACE

14838 Do That Thing (Bechet)—Fox-trot, Vocal Chorus by Rosa Henderson, Fl. Henderson and His Club Alabam' Orch. 10
Honky Tonky Blues (Dowell)—Slow Fox-trot, Fl. Henderson and His Club Alabam' Orch. 10

MEXICAN (DANCE AND VOCAL)

14824 Suenos De Tango (Tango Dreams) (Enrique Delfino—"Delfy")—Tango Argentino, The Ambassadors 10
El Rosal Enfermo (The Feeble Rosebush) (Pinto-Palmerin) — Ballad — Tenor, con orquesta .....Gaston Flores 10

FIDDLING RECORDS

14839 Cumberland Gap (Hoe-down)—Accomp. by Banjo Picker, Uncle "Am" Stuart (Old-time Fiddler) 10
Grey Eagle (Hoe-down), Uncle "Am" Stuart (Old-time Fiddler) 10
14840 Sourwood Mountain (Hoe-down)—Accomp. by Banjo Picker, Uncle "Am" Stuart (Old-time Fiddler) 10
Waggoner (Hoe-down), Uncle "Am" Stuart (Old-time Fiddler) 10
14841 Sally Gooden (Break-down)—Piano Accomp., Vocal Choruses by Gene Austin, Uncle "Am" Stuart (Old-time Fiddler) 10
Leather Breeches (Break-down)—Accomp. by Banjo Picker, Uncle "Am" Stuart (Old-time Fiddler) 10
14843 Billie in the low ground—Puncheon-floor dance, Uncle "Am" Stuart (Old-time Fiddler) 10
Rye-Straw (or) The Unfortunate Pup—Puncheon-floor Dance, Accomp. by Banjo Picker, Uncle "Am" Stuart (Old-time Fiddler) 10

Odeon Records

(RECORDED IN EUROPE)

3100 I Know a Lovely Rendezvous (Ich weiss ein entzuckendes Nachtlokal) (Nelson), Marek Weber and His Orch. 12
If You Cannot Dance (Wann du nicht Kannst) (Korner) .....Marek Weber and His Orch. 12
3101 Serenade (Moszkowski), Daios Bela and His Orch. 12
Serenade (Gounod) ..Dajos Bela and His Orch. 12
3102 My Old Kentucky Home (Foster), Edith Lorand and Her Orch. 12
Plantation Medley (Shine On; Old Black Joe; Kingdom Comin') (Arr. Maud Powell), Edith Lorand and Her Orch. 12
3103 Tres Joli (Waldteufel), Marek Weber and His Orch. 12
La Femme a la Rose (Woman Is Like a Rose) (Gabaroche) ....Marek Weber and His Orch. 12
3104 In the Rose Garden (Formanowsky), Dajos Bela and His Orch. 12
Carmencita (Weber)..Dajos Bela and His Orch. 12

Okeh Records

DANCE RECORDS

40130 Spain (Jones)—Fox-trot, Vincent Rizzo and His Hotel Sylvania Orch. of Philadelphia 10
Just Leave Me Alone (That's All I Ask of You) (Davis Chapman)—Fox-trot, Vincent Rizzo and His Hotel Sylvania Orch. of Philadelphia 10
40130 Driftwood (Gold)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
Tammany Medley (Intro. "The Sidewalks of New York"; "The Bowery"; "In the Good Old Summer Time"; "Tammany")—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
40132 Sally Lou (Frey)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
Rubetown Frolics (Kaufman)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
40133 I Wonder Where My Easy Rider's Riding Now (Bayersdorffer-Brown)—Fox-trot, Johnny Bayersdorffer and His Jazzola Novelty Orch. 10
The Waffle Man's Call (Loyocano-Seaglione)—Fox-trot, Johnny Bayersdorffer and His Jazzola Novelty Orch. 10
40134 Step Henrietta (Meyer)—Fox-trot, Harold Oxley and His Post Lodge Orch. 10
Burning Kisses (Wenrich)—Fox-trot, Harold Oxley and His Post Lodge Orch. 10
40135 Nightingale (Brockman)—Waltz—Whistling Obbligato by Sibyl Sanderson Fagan, Vincent Rizzo and His Hotel Sylvania Orch. of Philadelphia 10
Believe Me (Wolff)—Fox-trot, Vincent Rizzo and His Hotel Sylvania Orch. of Philadelphia 10
40142 Honolulu Rose (Heagney)—Waltz, Ferera's Hawaiian Quintette 10
Waikiki Is Calling Me (Platzman)—Waltz, Ferera's Hawaiian Quintette 10
40148 Mandalay (Burtnett-Lyman-Arnheim)—Fox-trot, Finzel's Arcadia Orch. of Detroit 10
Lots O' Mama (Schoebel)—Fox-trot, Finzel's Arcadia Orch. of Detroit 10
40149 June Night (Just Give Me a June Night, the Moonlight and You) (Friend-Baer)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
Maytime (Rose)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10

VOCAL RECORDS

40136 I'm Going Where the Climate Fits My Clothes (Austin-Bergere) Baritone with Orch., James Barton 10
Fabricatin' Phil (Wells-Cooper)—Baritone with Orch.. .....James Barton 10
40139 Go 'Long, Mule (Creamer-King)—Novelty Duet, Charles Sargent and John Marvin 10
Farewell Blues (Schoebel-Ehrlich-Robbola)—Novelty Duet..Chas. Sargent and John Marvin 10
40140 Jump Fritz (I Feed You Liver) (Henshaw-Manuel-Jentes)—Tenor-Baritone Duet with Orch., Billy Jones and Ernest Hare 10
It Ain't Gonna Rain No Mo' (Hall) Baritone with Banjo Accomp. Ernest Hare 10
40141 My Daddy's Dreamtime Lullaby (Herscher-Keefer)—Tenor with Orch..Charles Harrison 10
I Hate to Think What Would Happen to Me (If Anything Happened to You) (Landers-Wendling-Kortlander)—Tenor with Orch., Bruce Wallace 10
40143 The New River Train—Harmonica, Guitar and Singing .....Henry Whitter 10
The Stormy Wave Blues—Harmonica-Guitar Duet .....Henry Whitter 10
40144 I Can't Get the One I Want (Handman-Rose-Ruby)—Baritone with Orch.....Earl Rickard 10
You'll Never Get to Heaven With Those Eyes (Clark-Leslie-V. Monaco)—Baritone with Orch., Earl Rickard 10
40145 When Dixie Stars Are Playing Peek-A-Boo (Bernard-Henning)—Baritone Solo—Yodel Obbligato with Orch. Accomp., Al Bernard-Frank Kamplain 10
Eva (Won't You Roll Your Big Eyes?) Anderson-Lamont) — Baritone Duet with Orch. Accomp.....Al Bernard-Ernest Hare 10
40146 I Wonder What's Become of Sally (Yellen-Ager) —Tenor with Orch.....Bruce Wallace 10
Why Live a Lie? (Gilbert-Koehler)—Baritone with Orch. .....Arthur Fields 10
40151 My Mother's Prayers Have Followed Me (Armont-Ackley) — Baritone Solo with Piano Accomp. by Mrs. R. L. Forster, J. Douglas Swagerty 10
My Mother's Hands (Mrs. M. E. Wilson)—Baritone Solo with Piano Accomp. by Mrs. R. L. Forster.....J. Douglas Swagerty 10
7004 Dixie Cowboy—Fiddling Solo, Vocal Chorus, Fiddlin' John Carson 12
John Henry Blues—Fiddling Solo, Vocal Chorus, Fiddlin' John Carson 12

INSTRUMENTAL RECORDS

40138 Country Fair Polka Band (Recorded in Europe), Danubia Municipal Band 10
My Lisa (Polka) Band (Recorded in Europe), Danubia Municipal Band 10
40147 The Frolic of the Elves (Warren)—Piano Solo, Elinor Remick Warren 10
Dedication (Schumann-Liszt)—Piano Solo, Elinor Remick Warren 10

COMIC DIALOGUE RECORD

40137 Buddys (Brooks) Dialogue, Shelton Brooks and Company 10
The Old Veterans (Brooks)—Dialogue, Shelton Brooks and Company 10

LATEST RELEASES OF RACE RECORDS

8146 Every Woman Needs a Man (Martin-Weaver)—Contralto Solo with Guitar Accomp. by Sylvester Weaver .....Sara Martin 10
Got to Leave My Home Blues (Martin-Weaver)—Contralto Solo, with Guitar Accomp. by Sylvester Weaver .....Sara Martin 10
8147 Get Yourself a Monkey Man, Make Him Strut His Stuff (Butterbeans-Morton)—Contralto-Baritone Duet with Piano Accomp. by Clarence Williams .....Butterbeans and Susie 10
When My Man Shimmies (Edwards) Contralto-Baritone Duet with Piano Accomp. by Clarence Williams .....Butterbeans and Susie 10
8148 Room Rent Blues (Newton)—Fox-trot, King Oliver's Jazz Band 10
I Ain't Gonna Tell Nobody (Jones)—Fox-trot, King Oliver's Jazz Band 10
8149 You've Got to Prove It to Me (Tyus-Tyus) Contralto-Baritone Duet with Piano Accomp. by Clarence Williams.....Effie Tyus-Chas. Tyus 10
I Want to Go Back to the Farm (Tyus-Tyus)—Contralto-Baritone Duet with Piano Accomp. by Clarence Williams...Effie Tyus-Chas. Tyus 10
8150 Michigan Water Blues (Williams)—Fox-trot, George McClennon's Jazz Devils 10
New Orleans Wiggle (Bocage-Piron)—Fox-trot, George McClennon's Jazz Devils 10

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5472 Address of Welcome to Benevolent Protective Order of Elks (Boston, July 7, 1924), Hon. James M. Curley
The Elks' Eleven O'Clock Toast, Hon. James M. Curley
5468 When the Wind Blows North (Then I Start Going South) (Davis-Shuster-Phillips)—Fox-trot .....Bernie Cummins and His Orch.
Jimminy Gee (Little-Malie-Finch)—Fox-trot, Bernie Cummins and His Orch.
5477 Tenpenny Bit (Irish Jigs)—Flute, Piano Accomp. by Miss McGoldrick.....Tom J. Morrison
The Banks of Ireland and the Ships Are Sailing (Irish Reels)—Piano Accomp. by Miss McGoldrick..P. J. Conlon-T. Morrison-T. Higgins
I-5475 Nozze De I Zefiri (Vals) (Hall), Royal Marimba Band
La Croce Di Guerra—One-step, La Orquesta de Neva
5478 The Plains of Boyle—Hornpipe, Piano Accomp. by Miss McGoldrick, P. J. Conlon-T. J. Morrison
The Salt Hill Pipes—Jigs, Piano Accomp. by Miss McGoldrick, P. J. Conlon-T. J. Morrison-T. Higgins
5486 Perfect Rag.....Ferd (Jelly Roll) Morton
New Orleans (Blues) Joys (Morton), Ferd (Jelly Roll) Morton
5488 Chicken Reel—Fiddle Solo, with Piano Accomp. .....Tweedy Brothers
Repaz Band—Piano Solo.....Charles W. Tweedy
G-2544 A Huphata—Polka, Original Frankische Bauern Kapelle
Echoes Aus Der Heimat—Waltz, Original Frankische Bauern Kapelle
S-5489 Cielito Lindo—Vals.....Orquesta Texana
La Paloma (Yradier), Marimba "La Centro Americana"
5494 Hard-hearted Hannah (Yellen-Bigelow-Bates)—Fox-trot.....Windy City Jazzers
Bringing Home the Bacon (Bannister-Colwell-Van Schenk)—Fox-trot.....Windy City Jazzers
5497 O Sole Mio (Capua)—Violin Accomp., The Golden Bird, Lorraine Evan
The Herd Girl's Dream (Labitzky)—Violin Accomp..... The Golden Bird, Lorraine Evan
5498 I Need You (To Drive My Blues Away) (Wilson-Henderson)—Fox-trot, Birmingham Blue Buglers
Dancin' Blues (Biese-Altiere-Williams)—Fox-trot .....Birmingham Blue Buglers
5500 I Need Some Pettin' (Fiorito-King)—Soprano, Orch. Accomp. .....Vera Cole
The Grass Is Always Greener (Egan-Whiting)—Soprano, Orch. Accomp.....Vera Cole
5484 Irish Medley ("Believe Me If All Those Endearing Young Charms," "O'Brien's Favorite," "The Boys of Kilkenny")—Tenor and Irish Pipes, Piano Accomp. by Frank O'Neill, Dean-Mack
Irish Medley ("Last Rose of Summer," "Reels of Bogie")—Tenor and Irish Pipes, Piano Accomp. by Frank O'Neill.....Dean-Mack
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Moana Chimes (Costello-Motzan)—Waltz, Ferera's Hawaiian Serenaders
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5502 Knock at the Door (Olson-Johnson-Kassel-Clark)—Fox-trot .....The Vagabonds
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10093 The House of a Friend (Penn)—Tenor; Violin Obbligato by Herbert Soman, Piano Accomp. by Thomas Grisel.....Henry Moeller
Give Me One Rose to Remember (Callahan-Grey)—Tenor; Violin Obbligato by Herbert Soman, Piano Accomp. by Thomas Griselle, Henry Moeller

Pathe Phono & Radio Corp.

(NEEDLE CUT RECORDS)

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036114 June Night—Fox-trot .....Lanin's Arcadians
I Wonder What's Become of Sally?—Fox-trot, Dance Orch.....Lido Venice
036115 You'll Never Get to Heaven With Those Eyes—Fox-trot .....Lanin's Arcadians
Mimosa—Fox-trot .....Casino Dance Orch.
036116 Nightingale—Waltz...Harry Barth's Novelty Orch.
Coppelia (Valse Lente)—Waltz, Max Terr and His Orch.
036117 Africa—Fox-trot .....Original Memphis Five
Superstitious Blues—Fox-trot, Original Memphis Five
036118 The Grass Is Always Greener (In the Other Fellow's Yard)—Fox-trot, D. Onivas and His Orch.
Frasquita—Fox-trot.....D. Onivas and His Orch.
036119 Sally Lou—Fox-trot.....Hollywood Dance Orch.
Sun Kissed Cottage—Fox-trot, Hollywood Dance Orch.
036120 Yvonne—Fox-trot.....Southampton Society Orch.
Kota—Fox-trot.....Southampton Society Orch.
036121 Somebody Loves Me (from "George White's Scandals")—Fox-trot.....Golden Gate Orch.
Caressing—Fox-trot.....Golden Gate Orch.
036122 Charleston Cabin—Fox-trot, Fry's Million Dollar Pier Orch.
Where the Dreamy Wabash Flows—Fox-trot, Fry's Million Dollar Pier Orch.
036123 Mandalay—Fox-trot.....Piedmont Dance Orch.
A New Kind of Man With a New Kind of Love For Me—Fox-trot...Piedmont Dance Orch.
036124 Scotch And Soda—Fox-trot....Tuxedo Syncopators
Please Tell Me—Fox-trot.....Tuxedo Syncopators
036125 Dream Boat—Waltz.....Jos. Samuels Orch.
A Perfect Kiss—Waltz.....Jos. Samuels Orch.

POPULAR VOCAL

032062 She's Everybody's Sweetheart.....Frank Sterling
A Man Never Knows When a Woman's Gonna Change Her Mind.....Ernest Hare
032063 I Wonder What's Become of Sally?, Charles Warren-Frank Sterling
Sadie O'Brady.....William Rundle
032064 Tune In On L-O-V-E.....Billy Jones
The Grass Is Always Greener (In the Other Fellow's Yard).....Billy Jones
032065 Why Live A Lie?.....Frank Sterling
The Last Sweetheart of Mine.....Frank Sterling
032066 Put Away a Little Ray of Golden Sunshine for a Rainy Day, Frank Wright-Frank Bessinger (The Two Franks)
Rock-A-Bye My Baby Blues, Frank Wright-Frank Bessinger (The Two Franks)

INSTRUMENTAL

021124 Liberty Bell—Accordion Duet.....Peppino-Perry
Imp March—Accordion Duet.....Peppino-Perry
021125 Kol Nidre—Violin Solo.....Benjamin Scherzer
Eili, Eili—Violin Solo.....Benjamin Scherzer

YODLING

021126 Nightingale Song—Yodling, Frank Kamplain-A. Franchini
Cuckoo Song—Yodling..Frank Kamplain-A. Franchini

Emerson Records

LATEST DANCE AND SONG HITS

10773 I Can't Get the One I Want—Fox-trot, Pennsylvania Syncopators

Where Is That Old Girl of Mine?—Fox-trot, Emerson Dance Orch.
10775 Oh! Sarah! Won't You Please Pull Down That Shade?—Fox-trot.....Glantz and His Orch.
Hinky Dinky Parlay Voo—Fox-trot, with Vocal Chorus by Jack Kaufman, California Melodie Syncopators
10776 It Had to Be You—Fox-trot, California Melodie Syncopators
Maytime—Fox-trot .....Emerson Dance Orch.
10772 Oh! Desdemona—Blues Fox-trot, Pennsylvania Syncopators
To Die for Love of You (Morir Por Tu Amor) —Waltz .....Pennsylvania Syncopators
10774 I Wonder What's Become of Sally—Tenor Solo, Orch. Accomp. .....Arthur Fields
Why Live a Lie?—Tenor Solo, Orch. Accomp., Arthur Fields
10781 You're in Love With Everyone But the One Who's in Love With You—Tenor Solo, Orch. Accomp. .....Sidney Mitchell
Dreamy Delaware—Tenor Solo, Orch. Accomp, Sidney Mitchell
10782 Wait'll You See My Gal—Fox-trot, The Original Memphis Five
Red Hot Mamma—Fox-trot, The Original Memphis Five

STANDARD AND NOVELTY SELECTIONS

10778 Out Where the West Begins—Baritone Solo, Orch. Accomp. .....Royal Dadmun
Bedouin Love Song—Bass Solo, Orch. Accomp., Charles Laird
10779 Hunting Song (From "King Arthur")—Tenor and Baritone Duet, Orch. Accomp., Reed Miller-Lane Rogers
Down the Trail to Home, Sweet Home—Tenor Solo, Orch. Accomp.....Walter Scanlan
10780 Castle Valse Classique—Novelty Waltz; Xylophone Solo, Orch. Accomp...Geo. Hamilton Green
"Llewellyn" Waltz—Novelty Waltz; Saxophone Solo, Orch. Accomp.....Rudy Wiedoeft

Regal Records

9679 Mandalay—Fox-trot.....The Chiclet Orch.
You'll Never Get to Heaven With Those Eyes —Fox-trot.....Sam Lanin's Dance Orch.
9680 Charley, My Boy—Fox-trot, Fletcher Henderson and His Orch.
Doodle-Doo-Doo (Vocal Chorus, Bob Thomas) —Fox-trot .....Missouri Jazz Band
9681 He's a New Kind of Man—Fox-trot, Sam Lanin's Dance Orch.
Hard Hearted Hannah—Fox-trot, Fletcher Henderson and His Orch.
9682 I Can't Get the One I Want—Fox-trot, Fletcher Henderson and His Orch.
Charleston Cabin—Fox-trot...Six Black Diamonds
9683 June Night—Fox-trot.....The Chiclet Orch.
The Grass Is Always Greener—Fox-trot, Fletcher Henderson and His Orch.
9684 Maytime—Fox-trot.....Sam Lanin's Dance Orch.
Where the Dreamy Wabash Flows—Fox-trot, Fletcher Henderson and His Orch.

VOCAL RECORDS

9685 The Grass Is Always Greener—Tenor Solo, with Orch. Accomp.....Billy Jones
I Can't Get the One I Want—Baritone Solo, with Ukulele Accomp.....Arthur Fields
9686 He's a New Kind of Man—Tenor Solo, with Ukulele Accomp. .....Vernon Dalhart
Maytime—Baritone Solo, with Orch. Accomp., Arthur Fields
9687 Why Live a Lie—Baritone Solo, Orch. Accomp., Arthur Fields
Main Street Wasn't Big Enough for Mary—Baritone Solo, Orch. Accomp.....Arthur Fields
9688 Where the Dreamy Wabash Flows—Baritone Solo, Orch. Accomp.....Arthur Fields
Sweetest Little Rose in Tennessee—Baritone Solo, Orch. Accomp.....Robert Craig
9689 A Kiss in the Dark—Contralto Solo, Orch. Accomp. .....Jane Bartlett
Marcheta—Tenor Solo, Orch. Accomp..Billy Burton

VOCAL BLUES RECORDS

9690 Barrel House Blues—Comedy Solo, Piano Accomp. .....Sally Ritz
Clearing House Blues—Comedy Solo, Piano Accomp. .....Viola McCoy

Domino Records

366 Maytime—Fox-trot .....Rialto Dance Orch.
Hard Hearted Hannah—Fox-trot, Club Alabam' Orch.
367 Mandalay—Fox-trot.....Gotham Dance Orch.
Where Is That Old Girl of Mine—Fox-trot, Gotham Dance Orch.
368 Where the Dreamy Wabash Flows—Fox-trot, Club Alabam' Orch.
Doodle-Doo-Doo, (Vocal Chorus, Fred King)—Fox-trot .....Hal White's Syncopators
369 He's A New Kind of Man—Fox-trot, Rialto Dance Orch,
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VOCAL RECORDS

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373 Why Live a Lie—Baritone Solo, with Orch. Accomp. .....Lee Knight
Sweetest Little Rose in Tennessee—Baritone Solo, with Orch. Accomp.....Edward Clarke
374 He's a New Kind of Man—Comedy Solo, with Orch. Accomp.....Cliff Stewart
The Grass Is Always Greener—Tenor Solo, with Orch. Accomp.....Billy West
375 Maytime—Baritone Solo, with Orch. Accomp., Edward Clarke
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1383 Charley, My Boy—Fox-trot, Fletcher Henderson and His Orch.
Hard Hearted Hannah—Fox-trot, Fletcher Henderson and His Orch.
1384 I Can't Get the One I Want—Fox-trot, Fletcher Henderson and His Orch.
Doodle-Doo-Doo (Vocal Chorus, Bob Thomas) —Fox-trot .....Missouri Jazz Band
1385 He's a New Kind of Man—Fox-trot, Roseland Dance Orch.
Charleston Cabin—Fox-trot...Six Black Diamonds
1386 June Night—Fox-trot.....Hollywood Dance Orch.
You'll Never Get To Heaven With Those Eyes—Fox-trot .....Roseland Dance Orch.
1387 Mandalay—Fox-trot .....Hollywood Dance Orch.
Maytime—Fox-trot .....Roseland Dance Orch.
1388 Where the Dreamy Wabash Flows—Fox-trot, Fletcher Henderson and His Orch.
The Grass Is Always Greener—Fox-trot, Fletcher Henderson and His Orch.

VOCAL RECORDS

1389 Why Live A Lie—Baritone Solo, with Orch. Accomp. .....Arthur Fields
Maytime—Baritone Solo, with Orch. Accomp., Arthur Fields
1390 He's a New Kind of Man—Comedy Solo, with Ukulele Accomp.....Bob White
I Can't Get the One I Want—Baritone Solo, with Ukulele Accomp.....Arthur Fields
1391 The Grass Is Always Greener—Tenor Solo, with Orch. Accomp. .....Billy Jones
Main Street Wasn't Big Enough For Mary—Baritone Solo, with Orch. Accomp. Arthur Fields
1392 Marcheta—Tenor Solo, with Orch. Accomp., Hugh Donovan
A Kiss in the Dark—Contralto Solo, with Orch. Accomp. .....Jane Bartlett
1393 Where the Dreamy Wabash Flows—Baritone Solo, with Orch. Accomp.....Arthur Fields
Sweetest Little Rose in Tennessee—Baritone Solo, with Orch. Accomp.....Robert Craig

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Brown Eyes—Fox-trot	Lee Sims	Sullivan-Schwartz-Mintz
Daisies—Medley		
Driftwood—Fox-trot	Eubie Jones	Kahn-Gold
Hard Hearted Hannah—Fox-trot	Horace O. Prell,	Yellen-Bigelow-Bates
I Can't Get the One I Want—Fox-trot	Carl Ober,	Rose-Ruby-Handman
Mandalay—Fox-trot	Lee Sims	Burtnett-Lyman-Arnheim
Maytime—Fox-trot	Eubie Jones	De Sylva-Rose
Night Time in Araby ("Geo. White's Scandals")—Fox-trot	Robert Billings,	De Sylva-McDonald-Gershwin
Oh! Papa! (Please Make John Behave)—One Step	Tom Blake	David Elman
Only You! (I'll Say She Is)—Fox-trot	Eubie Jones,	Johnstone-Johnstone
Plain Jane (Plain Jane)—Fox-trot	Eubie Jones,	Cook-Johnstone
Pretty Soon—Fox-trot	Eubie Jones	Malie-Finch-Little
Spain—Fox-trot	Lee Sims	Kahn-Jones
There's a Sad Little Girl for Ev'ry Happy Little Boy —Fox-trot	Eubie Jones	Ray Hibbeler

FOREIGN WORD ROLLS

Die Avoide—Hebrew	Sung by D. Roitman...S. Gozinsky
Durch Schlechte Chaverim—Zym Electric Chair—Hebrew	Harry Berman
Gam Se L'Toivoh—Hebrew	David Meyerowitz
Geloibt iz Hinzer Boirele—Hebrew	Rubin Doctor
Moishe Mach Es Noch a Muhl—Hebrew,	Kanapoff-Kammen
Nieman Kogo—Waltz—Polish	Walenty J. Bonk
Repique De Campanas—Tango—Spanish	A. Gracia Godoy
Wrrrraz—Polka—Polish	T. Roszaka

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THE HEIGHT ADJUSTMENT FEATURE. A slight turn of the adjustment screw (H in above cut) makes it possible to operate this No. 4 with the raising and lowering lever, just the same as the Edison, regardless of the length of needle used. **No other attachment offers this feature.**

THE AUTOMATIC WEIGHT ADJUSTMENT. You always get the correct weight on the record you turn the attachment to play. No weights to shift, no adjustments to make. **No other attachment offers this feature.**

THE ORO-TONE SELF-ADJUSTING REPRODUCER. Compression spring S is compressed by plunger P when pivot screws X are seated. The spring automatically releases or compresses as a result of contraction or expansion due to heat, cold or other causes. This spring tension insures perfect even pivot point contact under all conditions and permits a flexible vibration of the stylus bar without binding and without looseness. **No other attachment offers this feature.**

HELPS CLOSE SALES

"I find the No. 4 Automatic a valuable asset in closing the sale of an Edison," is what one dealer writes us.

MAKES SELLING EASIER

Another Edison dealer tells us, "When I come in contact with a customer who inquires about playing other records on the Edison I attach the Oro-Tone in a second and demonstrate the full, rich tones reproduced by the Oro-Tone from other records. It is a big help and I would not be without it."

Samples on 30 Days' Approval

PRICES	
Nickel	$7.00
Antique Bronze	9.00
Gold	9.00

Less 40% Discount to Dealers

POSITION FOR PLAYING VICTOR AND OTHER LATERAL CUT RECORDS

New ORO-TONE No. 40

Tone Arm and Reproducer

HERE is a new ORO-TONE tone arm and reproducer built to meet the requirements of those who want dependability and strictly first-class performance at low prices. This tone arm is adjustable to 7½, 8 and 8½ inches; it gives a loud, clear tone; it cannot get out of order; it gives the proper weight and position on the record and plays all records. The finishes are nickel and gold—giving at an exceptionally low price a tone arm unbeatable in appearance, quality and performance.

POSITION FOR PLAYING EDISON AND OTHER HILL AND DALE RECORDS

Samples and Prices on Request

1000 TO 1010 GEORGE ST.,

The Oro-Tone Co.
QUALITY FIRST

CHICAGO ILLINOIS U. S. A.

The NEW EDISON
PHONOGRAPH

THE best method of selling the New Edison is to let the customer do it for herself—it almost invariably clinches the sale!

Read more about this plan on pages 36 and 37, inside

THOMAS A. EDISON, Inc.
Orange, New Jersey

You don't need a fortune to become an Edison Dealer—ask nearest Edison Jobber

---

Jobbers of the New Edison Edison Records the Edison Diamond Amberola and Blue Amberol Records

CALIFORNIA
Los Angeles — Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Edison Phonograph Distributing Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—Edison Phonograph Distributing Co.

INDIANA
Indianapolis—Phonograph Corporation of Indiana.

IOWA
Des Moines—Harger & Blish.

LOUISIANA
New Orleans—[illegible] Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Iver Johnson Sporting Goods Co. (Amberola only).

MICHIGAN
Detroit—Phonograph Co. of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW JERSEY
Orange—The Phonograph Corp. of Manhattan.

NEW YORK
Albany—American Phonograph Co.
New York City—J. F. Blackman & Son. (Amberola only).
Syracuse—Frank E. Bolway & Son, Inc.
W. D. Andrews Co. (Amberola only).

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only).

TEXAS
Dallas — Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

CANADA
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Babson Bros. (Amberola only).

VOL. XX. NO. 9

SINGLE COPIES, 25 CENTS
PER YEAR, TWO DOLLARS

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

Published Each Month by Edward Lyman Bill, Inc., at 383 Madison Ave., New York, September 15, 1924

Victrola

REG. U.S. PAT. OFF.

The word "Victrola" as well as the picture "His Master's Voice" is an exclusive trademark of the Victor Talking Machine Company. Being registered trademarks they cannot lawfully be applied to other than Victor products.

"HIS MASTER'S VOICE"

REG. U.S. PAT. OFF

Victor Talking Machine Company, Camden, N. J.

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

Sonoradio

CLEAR AS A BELL

Sonora

Phonograph
and Radio
All in One

Model 242
$225

Announcing a NEW Sonoradio Model
Sonora Phonograph and Three Tube Neutrodyne

The New Sonoradio Model 242 is now ready for immediate delivery to dealers. This model consists of a three tube neutrodyne radio set together with a standard Sonora Phonograph of high quality. The radio set has one stage of reflex, thereby equaling four-tube capacity.

The radio set is built especially for use with dry cell tubes—UV 199 or C 299. A special tray is provided for batteries in an enclosed compartment within the cabinet. In addition there are two record albums provided.

The Sonora Phonograph equipment is on one side of the cabinet and the receiving set on the other. Sounds from both phonograph and radio pass through the same tone passage.

Here, indeed, is an exceptionally meritorious article of merchandise that can be sold in quantity this Fall. Write for details of the Sonora franchise and selling plans.

Sonora Phonograph Co., Inc., 279 Broadway, New York City

Makers of Sonora Phonographs, Sonora Radio Speakers, Reproducers and Sonoradios

Canadian and Export Distributor: C. A. Richards, Inc., 279 Broadway, New York

The Talking Machine World

Vol. 20. No. 9 | New York, September 15, 1924 | Price Twenty-five Cents

K. R. Moses Now Crosley Sales Promotion Manager

New Department Created by Mr. Crosley to Take Care of Problems of Distributors and Dealers—Long Connected With the Trade

Powel Crosley, Jr., president of the Crosley Radio Corp., Cincinnati, O., announced recently the appointment of K. R. Moses as sales promotion manager of the company. This new department was created by Mr. Crosley to take care of the rapid expansion of the company's business, and especially with regard to the problems of the distributors and dealers.

Sales promotion is not new to Mr. Moses, as he was identified with the talking machine

K. R. Moses at His Desk

industry for ten years, and is well known to hundreds of distributors and dealers throughout the country. For six years he was sales manager of the Amberola phonograph division of Thomas A. Edison, Inc., and prior to joining the Crosley organization was associated for four years with Shultz Bros., Omaha, Neb., exclusive Edison jobbers. The sales problems of the radio dealer and jobber are almost parallel to those experienced by phonograph dealers in the early days of that industry, and Mr. Moses, with his previous experience and knowledge, is ideally qualified to co-operate with Crosley dealers in the development of business-stimulating methods.

Promotions in Federal Tel. Mfg. Corp. Staff

Louis Gruen Appointed Assistant Vice-President—Other Important Posts Covered

B. G. Hubbell, president of the Federal Telephone Mfg. Corp., Times Building, New York, manufacturer of Federal products, announced this week that Louis Gruen had been appointed assistant vice-president of the company, in charge of the New York office. Mr. Gruen, who has been associated with the New York offices of the company for the past year, has achieved considerable success in the introduction of the company's radio products to the talking machine trade. He is well known in the phonograph industry, having been identified with the trade for many years.

E. Steinhilber, who has been a member of the Federal organization in New York for a number of years, has been appointed metropolitan manager of the radio parts division, and John Graham, who is well known to talking machine dealers in New York territory, is now metropolitan manager of the radio phonograph division of the company.

Standard T. M. Co. Buys Out the C. C. Mellor Co.

Prominent Pittsburgh Victor Jobber Now Owns Building, Stock, Etc., of Wholesale Division of the C. C. Mellor Co., Pittsburgh

PITTSBURGH, PA., September 6.—It was announced this week that the Standard Talking Machine Co., 305 Pennsylvania avenue, this city, well-known Victor jobber, had purchased the wholesale Victor business, building, stock and good will of the C. C. Mellor Co., also a Victor jobber in Pittsburgh. The local trade is keenly interested in this announcement, and the Standard Talking Machine Co. has been congratulated upon this expansion. Joseph C. Raush, president, and Wallace Russell, manager of the company, are planning to give Victor dealers in this territory every possible form of co-operation and service in the development of their activities. The Standard Talking Machine Co. is one of the foremost Victor jobbers in the country and the building that it occupies at 305 Pennsylvania avenue is considered a model Victor wholesale establishment.

T. T. Evans, formerly manager of the Victor wholesale division of the C. C. Mellor Co., has been appointed sales manager of the Standard Talking Machine Co., and brings with him from his former organization George C. Baish, Walter J. Fritz and Anthony L. Herrle. This sales force will be combined with the present Standard sales organization, including C. E. Willis, record department manager; E. A. Ferguson, H. R. Riddle and H. A. Davies.

Sherman, Clay & Co. Now Radio Distributors

Big San Francisco Wholesale and Retail Music House Adds Representative Line of Radio

SAN FRANCISCO, CAL., September 6.—One of the most important happenings on the Coast this past month was the announcement made by Sherman, Clay & Co., that, starting on September 1, they would handle radio apparatus, both as wholesalers and retailers. This announcement, which was made the latter part of last month, was much discussed by the trade, and the fact that the company would act as jobbers met with approval, as the consensus of opinion seems to indicate that the company will probably confine itself to music trade channels, with the exception of certain classes of radio stores, and the knowledge which the Sherman, Clay house has of the problems of the retail music merchant will enable the company to give co-operation, most complete and understanding.

The lines to be carried by the company include the Radio Corp. of America's complete line of radiolas and super-heterodynes, Crosley sets and a special line made by Gilfillan Bros., to be installed in Victrolas. Eveready dry batteries, Philadelphia batteries and chargers, Music Master loud speakers and Worthington loud speakers will also be carried.

L. W. Sturdevant has been appointed manager of Sherman, Clay & Co.'s radio department, and Henry Wolfe is to have charge of the service department, which will be one of the most complete on the Pacific Coast.

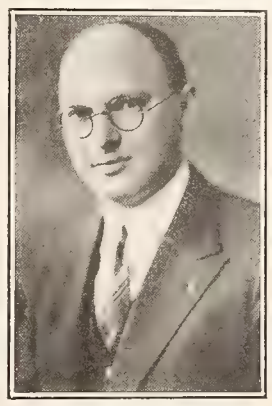
Brunswick Sales Conference

Harry A. Beach, Eastern sales manager of the phonograph division of the Brunswick-Balke-Collender Co., has advised Brunswick dealers in the metropolitan territory that the conference of Brunswick retail salesmen originally scheduled for the latter part of this month will take place on October 13 and 14.

Gross-Brennan, Inc., Makes Its Debut in the Trade

Both Members of Firm Well and Favorably Known—Will Act as Manufacturers' Representatives With Headquarters in New York

The many friends in the trade of Benjamin Gross and Herbert A. Brennan, both of whom are well known in the radio and phonograph industries, will be gratified to learn that they have formed the firm of Gross-Brennan, Inc., with headquarters in the Canadian Pacific Building, 342 Madison avenue, New York. The company has been organized for the exclusive purpose of representing radio and talking machine manufacturers in the East, and the location of



Benjamin Gross

Herbert A. Brennan

its headquarters is ideal for this purpose, as the Canadian Pacific Building is one of the most popular and most accessible office buildings in New York.

Benjamin Gross has for several years been one of the most active figures in the radio trade, having organized the Radio Stores Corp. and officiated as its president and general manager since February, 1922. He was formerly in the electrical contracting business and has a host of friends throughout the electrical and radio trades. Mr. Gross is the eighth vice-president of the National Radio Trade Association, in charge of merchandising, and recently organized the New York Jobbers' Association. In addition he is chairman of the jobbers' section of the Radio Trade Association, and his thorough familiarity with every phase of radio merchandising well fits him for his new activities.

Herbert A. Brennan is well known to talking machine and radio jobbers from coast to coast, as he has traveled extensively in recent years in his various sales executive connections. For the past two years Mr. Brennan was sales manager for the Cutting & Washington Radio Corp. and established jobbing connections for this company in every part of the country. He was associated with the Victor Talking Machine Co. for four years as metropolitan representative and he is generally recognized as a most capable and successful sales executive. Mr. Brennan is a director in the National Trade Association and is active in the work of this organization.

Gross-Brennan, Inc., has already made arrangements to handle several important lines of radio products and full details regarding these lines will be announced in a few weeks. The members of the firm expect to devote their entire time to co-operating with the trade along practical lines, and they are open for any suggestions from jobbers and dealers that will make this co-operation effective.

The Knight-Campbell Music Co., Denver, Col., prominent music merchant and Victor wholesaler, has secured a license for the operation of a Class A radio broadcasting station operating on 226 meters with a power of five watts. The call letters assigned to the station are KFDL.

See second last page for Index of Articles of Interest in this issue of The World

The Store Concert as a Sales Stimulator

Gotham Dealer Finds Concert a Real Sales Producer and Now He Plans a Series of Them—Opportunity Is Open to All Retailers

The talking machine dealer who conducts his business as does the grocery merchant or the hardware dealer, or any person who deals in merchandise which has but a utilitarian value, is overlooking the biggest factor which makes for the success of a music store. The talking machine dealer has an advantage denied merchants in most lines. The first step in merchandising any article is usually creating a desire for it. With the talking machine dealer this step is unnecessary, for every person has an inherent desire for music and the sole task left him is to show the instruments he carries are the logical ones to satisfy this desire and the purchasing of such instruments is well within the power of everyone, regardless of the condition of his pocketbook.

To this end, therefore, the live dealer will stress music and the logical sequence will be the demand for instruments that will give the people the power to enjoy and satisfy their desire in their own homes. The talking machine dealer is particularly fortunate in that the instrument which he sells is capable of being enjoyed by all and has an appeal to everyone, whereas other musical instrument dealers must make their appeal to a selected few—those capable of performing on this or that instrument.

One Dealer's Concert Program

An interesting example of the manner in which a talking machine dealer can arouse interest in music with a direct tie-up with the products he is handling is a concert recently given by Joseph Friedman's Music House, 66 Clinton street, New York. This was given in the store and attracted a thousand or more prospective customers. The expense was comparatively nothing in comparison with the results which were gained by the store immediately following the event and for weeks following. Four local musicians were engaged, comprising a quartet consisting of a violinist, pianist, 'cellist and flutist. The following program was rendered:

1 March ..... Stars and Stripes Forever
2 Selection ..... Faust Selection
3 Valse ..... Danube Waves
4 Jewish Selections ..... Yosel, Yukele, Yankele
5 What'll I Do?
Mr. Radio Man
6 Waltz ..... Waiting
7 Don't Mind the Rain
8 The Chupe Kleid
Mein Goldele
9 Waltz ..... Dolares
10 March ..... Toska Porodinia

Attractive programs were printed and distributed to those entering the store, with a footnote following the order of selections, stating that those played could be had on either talking machine records or player rolls. Intermissions followed the playing of each number, during which the people circulated through the store and the record of the selection played was heard for comparison purposes. It will be noted that, while the program was widely varied, the bulk of the selections were of Jewish music, as the store is located in the heart of the East Side, the largest Jewish section in the country, and it caters largely to this class of trade.

Results Prove Most Satisfactory

Joseph Friedman, in commenting on the concert, stated that the results were more than satisfactory. Records were sold in great volume on the night of the concert and for the week following and a number of machine sales were made that were directly attributable to it. When it is taken into consideration that, aside from the immediate benefits, this dealer has built up a prestige and good-will that are certain to result in future benefits to the business, the concert can be said to be successful. So enthused is Mr. Friedman over the results that he is planning to conduct a similar series of concerts in the near future.

Make the Store a Music Center

While all dealers may not feel that exploitation work of this sort is sufficiently beneficial to be undertaken, there are other ways of making the talking machine store the music center of the community and linking the business with current musical activities, a tie-up that will result in nothing but good to the dealer. The music season of 1924-25 is rapidly approaching and it will be to the benefit of the dealer to keep himself informed of local and nearby appearances of those artists whose recordings he carries, and by window displays and letters to his mailing lists push the sale of these records. A little extra exertion along these lines will be more than repaid by the returns in dollars and cents.

Hockett-Cowan Open Branch

TULARE, CAL., September 3.—The Hockett-Cowan Music Co., which has its headquarters at Fresno, recently established a branch store at 118 Tulare street here. A complete stock of musical instruments is being carried.

'Tis Said, "It Can't Be Done"!!—We Have the Answer!!

NYACCOFLEX

NYACCOFLEX offers the biggest opportunities in the Radio and Phonograph Industries. Do you want a sales getter? Here it is.

NYACCOFLEX is a reflex combining the best features of the most powerful present-day circuits, two tubes do the work of five. Cuts battery cost 60 per cent. OPERATES A LOUD SPEAKER. Gets distance, volume, is selective and can be logged.

NYACCOFLEX embodies a phonograph of the finest quality with a durable motor, a nickel-plated tone arm and a well balanced sound box, and is equipped with a NYACCO Record Album.

NYACCOFLEX is an all year round combination for home and out-door use, that has no superior at a $55.00 list.

List Price

$55.00

Less Usual Discount
(*without Accessories*)

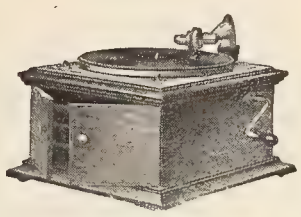
JOBBERS! Territory is being allotted now. Be in time. Write for particulars.

New York Album & Card Co., Inc.

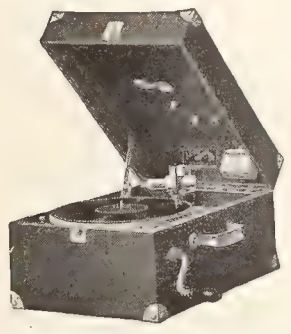
New York: 23-25 Lispenard Street

Chicago: 415-417 S. Jefferson Street

Victor supremacy is the supremacy of performance



Victrola VI, $35
Mahogany or oak



Victrola No. 50 (Portable)
$50
Mahogany or oak

Dealers in Victor products experience a high degree of satisfaction in knowing the goods they handle have proved their superiority and are recognized as the standard of the world.

Victrola No. 105
$180
Mahogany, oak or walnut

Victrola No. No. 350
Mahogany, **$235**; electric, **$275**

Victrola No. 230
Mahogany, **$375**; electric, **$415**
Walnut, **$440**; electric, **$480**

Victrola No. 300
$250
Electric, **$290**
Mahogany, oak or walnut

Victrola No. 410
$300
Electric, **$340**
Mahogany

"HIS MASTER'S VOICE"
REG U S PAT OFF

There is but one Victrola and that is made by the Victor Company—look for these Victor trade marks

TRADE MARK
Victrola
REG U S PAT OFF

Victor Talking Machine Company, Camden, N. J.
Victor Talking Machine Co. of Canada, Ltd., Montreal

H. H. Roemer Made Zenith Sales Promotion Director

Announcement of Appointment of Widely Known Sales Executive by Prominent Radio Manufacturer Welcomed by the Trade

Eugene F. McDonald, Jr., president of the Zenith Radio Corp., Chicago, Ill., has announced the appointment of H. H. Roemer as director of sales promotion, with headquarters at the company's executive offices in the McCormick Building, Chicago. This is a new department that has been created by the Zenith Radio Corp. as an important step in its plans to co-operate with its jobbers and dealers to a greater extent than ever before.

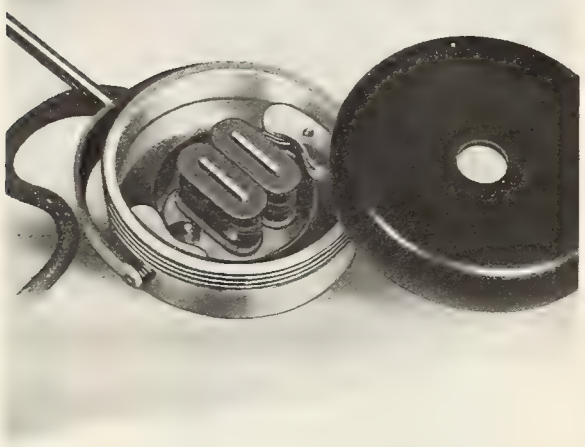
The appointment of H. H. Roemer to this important post will be welcome news to the Zenith organization everywhere, as he is generally recognized as one of the most capable and thoroughly experienced sales executives in the radio industry. He was recently general sales manager of the DeForest organization and in this capacity visited jobbers and dealers from coast to coast. His previous experience includes a thorough training in merchandising, sales promotion and publicity, and he is ideally qualified to work in close co-operation with the Zenith

H. H. Roemer

distributors and dealers in the development of their sales activities.

Mr. Roemer was one of the first radio sales executives to appreciate and understand the importance of the talking machine dealer as a sales outlet for radio products and, in a recent chat with The World regarding his activities with the Zenith Radio Corp., he said: "My belief and confidence in the music trade as a sales outlet for radio products is but an echo of my company's newly adopted policies. The Zenith Radio Corp. has studied the music dealers' problems, and its executives are all originally of the music trades or are still identified with certain of the largest manufacturers in the country. They realize that dependability is one of the greatest essentials in a product to be handled by the music dealer and that the performance must equal the claims. Jobber and dealer protection comes next, protection in territorial limitations and a franchise that measures up to the character of merchandising which must of necessity run higher in cost in this industry than in other lines.

"We all realize the value of limiting claims to actual facts and our dealers have enough margin in surprising performance to remain well within the facts. This is one of the principal reasons for our withholding from the public a most important announcement in connection with the Super-Zenith receiving set which will be displayed at the Radio World's Fair, to be held in Madison Square Garden, New York, next week. We have concluded to withhold all details regarding this set until that time as a protection that will enable Zenith merchants to prove that all the claims made for this new set can be depended upon absolutely. For eight months four laboratory models of the Super-Zenith have been traveling over the country, locked and sealed, and tests made in hundreds of so-called poor radio spots have proved the claimed performance under the most exacting conditions. The Super-Zenith has shown that it will create sales where distribution heretofore has been impossible, and we know that this new set will receive a hearty welcome from our jobbers and dealers as well as the discriminating public."



For *Uniform* Tone —Use ARMCO Ingot Iron

The high purity and uniformity of ARMCO Ingot Iron gives unequalled uniformity of tone—clean, strong pull and quick release in the receiver coil assures clear, sharp reception.

Used by the world's largest manufacturers of telephone and radio equipment, ARMCO Ingot Iron is the standard material for solid core work—possessing unequalled uniformity and easy working qualities.

We are exclusive manufacturers of bright, cold-rolled strips and cold drawn bars. Write or phone nearest office for booklet of Electrical Uses and prices.

EDGAR T. WARD'S SONS CO.

Boston Chicago Cleveland Detroit Newark Philadelphia

ARMCO Ingot Iron

New Partnership Formed

William Waldman, Victor dealer, 601 Ninth avenue, New York, recently purchased in conjunction with Joseph Fishew, the Victor store known as the Lenox Talking Machine Co., for the past thirteen years located at 312 West 145th street, New York. Mr. Fishew was connected for seven and a half years with the Morris Music Shop, 659 Lenox avenue, as manager. The new enterprise will be known as Fishew & Waldman Music Stores, Inc., and will carry a full line of Victor talking machines, pianos and musical merchandise.

Selectron Canadian Rights Go to McLagan Phono. Corp.

Important Arrangement Closed With Maximilian Weil Whereby Revolutionary Radio Invention Will Be Developed in Canada

Toronto, Can., September 12.—A large financial transaction that will have an important bearing on the future success of radio in the Canadian field has just been completed whereby the well-known McLagan Phonograph Corp., Ltd., of Stratford, Ont., has secured from the inventor, Maximilian Weil, the mechanical, electrical and acoustical engineer of New York, the Canadian rights to the Selectron, a revolutionary radio invention.

The Selectron, shown at the recent Music Convention in New York and at the Electrical Testing Laboratories, was viewed by the McLagan interests as a decidedly important contribution not only to the radio field, but as a solution of the radio talking machine combination.

The Selectron is manufactured in two models; Type "A" for the manufacturer of phonographs and Type "B" for the dealer to be sold for use with talking machines now in the homes of the country. It makes available the amplifying horn of the talking machine for radio loud-speaking purposes. At the same time it in no wise interferes with the function of the talking machine. The talking machine tone arm and sound box are not used in any manner and are always ready to perform their service. The radio loud speaker is likewise free at all times to function. They both, however, use the amplifying chamber, each without interference with the other.

The fact that a company with the large resources and output of the McLagan Phonograph Corp., Ltd., should turn its attention to the Canadian radio field is evidence that radio has entered a period of conservative and progressive development.

Brunswick Line to Be Carried by J. N. Adam Co.

Buffalo, N. Y., September 9.—The J. N. Adam Co., heretofore Victor exclusively, has opened a Brunswick account and is featuring this line of instruments, together with the Victrola. Brunswick and Victor records will be featured on a par by the store management.

The Brunswick Co. considers opening of this account a bright feather in its cap, since the Adam Co. has declined for years offers to open departments for other high-grade phonographs.

The J. N. Adam music store is one of the largest in the downtown section of the city. It is under the management of Mrs. Loretta Spring, who, since joining the staff early in the Spring, has made it one of the most progressive in the city. In spite of the fact that many dealers suffered one of the worst Summer seasons in the history of their business, the J. N. Adam Co. brought its monthly balances up during the season, greater than those of last Summer.

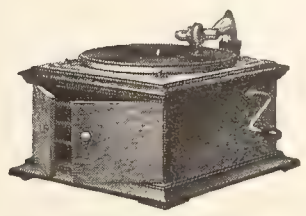
Seven windows of the main department store are being devoted to Brunswick displays, and thousands of invitations have been sent out to persons to visit the store and view its line.

Adds New Radio Line

Many representative radio departments throughout the country have taken on the new Console Speaker produced by the Pathé Phono. & Radio Corp., of Brooklyn, N. Y. This new speaker is most attractive, combining a radio table, a built-in loud speaker and room for batteries. It does away with the exposed horn and unsightly batteries and provides an attractive resting place for the receiving set. Strawbridge & Clothier, the large Philadelphia department store, is among the many who have added the console speaker.

Victor supremacy is the supremacy of performance

Victrola IX, $75
Mahogany or oak



Victrola VI, $35
Mahogany or oak

Victrola No. 111
$225
Electric, $265
Mahogany, oak or walnut

The satisfaction, prestige, and profit which are part of the business of every dealer in Victor products, reflect it.

Victrola No. 360
Walnut, $235; electric, $275

Victrola No. 220
$200
Electric, $240
Mahogany, oak or walnut

Victrola No. 240
$125
Mahogany, oak or walnut

Victrola No. 405
Walnut, $250; electric, $290

There is but one Victrola and that is made by the Victor Company—look for these Victor trade marks

"HIS MASTER'S VOICE"
REG U S PAT OFF

TRADE MARK
Victrola
REG U S PAT OFF

Victor Talking Machine Company, Camden, N. J.
Victor Talking Machine Co. of Canada, Ltd., Montreal

Increasing Sales Through Right Methods

Clarence T. Hubbard Gives Concrete Illustrations of the Right and Wrong Ways of Selling and Shows Why Sales Efforts Often Fail

"What race are you training for Jim?"

"None," replied Jim Wheeler, of Wheeler's Music Store. "I have a number of important releases coming in Friday and I want to get set for them."

"But this is only Tuesday," returned the friend who stopped him. "You don't have to do those things today, do you?"

"The way I look at it, Charlie," replied Wheeler, "is that I wouldn't be owner and manager of this store if I didn't do a few things I didn't exactly have to do."

And in these words there hangs more than a tale—there hangs the retail talking machine dealer's opportunity.

Securing Important Facts

Here is a talking machine retail sales incident which will serve as a right-to-the-point illustration. A man came into the store and from his appearance he never looked like a $125 order. Note the specific language which the salesman used.

"Good morning, what may it be my privilege to show you this fine morning?"

"I want to see what you have in the way of phonographs—the table kind," returned the visitor.

"All right sir. I'll put on another light over here. You can't judge the good looks of these machines without proper light. Won't you sit down?" A chair was offered.

The customer, put in a very pleasant frame of mind, accepted the invitation.

"What is your favorite music?"

"Piano solos," replied the prospect.

The above is worth noting in particular The average salesman would overlook this point. This salesman before even showing the machine learned the man's favorite music. His battle was half won in advance. He didn't immediately plunge into the mechanics of the instrument.

Showing Merits of the Instrument

Then the machines were shown. This was done slowly and carefully. With skillful presentation the salesman got the prospective customer to ask questions regarding the merit points of the model he was most interested in, all of which were fully explained. Then he played a few piano records.

After this demonstration, and further inspection, the visitor said—"I like both of these two models right here."

"Both are good," replied the salesman. "You won't be disappointed with either. May I ask, sir, where you live?"

The above words are also worth noting particularly. The visitor named a locality which was immediately recognized by the salesman and he asked the visitor if he knew so-and-so living there. For ten minutes they talked the talk of the customer's town. The talking machines were entirely forgotten. Then the salesman left his customer alone for a few minutes while he chose carefully a few records his previous conversation lead him to believe were best for the purpost. The customer was the next to speak and stated that he would take one of the models.

Closing the Sale

After the visitor had made himself a customer-to-be in stating definitely that he did not want to look around anywhere else, but that he would take one of the two models indicated, he mentioned that it was his wife whom he wanted to please and he didn't know which of the two models to select. He said his wife couldn't get to town. The salesman suggested that he call his wife on the telephone from the store at the store's expense which the customer did and the sale was closed. This was a real sale, constructively produced and not only sold a machine, but also sold the store and created a happy and more-than-satisfied customer.

The Wrong Way to Sell

Contrast this with the following sales attempt. A customer came into another store. The salesman remained leaning against the shelf in back of his counter until the customer came up to him. "How do!" he greeted, "What's on your mind this morning?" This was said pleasantly enough.

"A darn good deal," was the unexpected reply. The customer was jarred, though not seriously. "I am having trouble with my radio," he exclaimed.

"Most everyone does," answered the salesman.

He didn't make a sale. Neither did he make a satisfied customer. Neither did he help his store. His whole sales conversation even though pleasant enough was not sales lifting. He didn't show his customer any new radio developments. He didn't probe into the way it was handled, perhaps, by the user. He didn't "throw himself" into the customer's problems, in short—he did only that which he had to and no more.

Creating Good Will for Future Sales

A dealer, for further example, repaired an old machine for a man. It was in poor condition, hardly worth repairing, but of the make the store handled. The salesman knew his customer would eventually have more trouble. He didn't wait to let the trouble or dissatisfaction develop itself, he followed up the customer and called him up personally to see how everything was going with the patched up machine. A friend in another line of business knowing of his action said—"Why don't you leave well-enough alone?" "I could," replied this dealer of wisdom, "But to leave this man alone until he developed his own trouble would not be well enough. I know I have stepped into a lot of trouble—but if I hadn't, a year from now that man would make me far more trouble with his talk against my repair service and the machine I handle. I wouldn't hear of it perhaps, but I'd be putting in twice the effort trying to get sales which I'd be wondering why at that time were slow. If I tell him too strongly that his machine is hopeless he'll think I just want to sell him a new one. I'd rather nurse along the one he has. Someday when he gets ready, he will buy."

You'll find that nearly every retailer of success has lifted his way by doing many things he didn't have to.

Let me cite a few incidents of sales building based on "doing things beyond the expected."

A man in a small town wrote an article for a business magazine widely read in all lines. It dealt with " service" in making retail sales. A local dealer read the article, agreed with it but didn't stop there. He wrote the man who was a newspaper man in his town, got him to come to his store, made him a customer and through a demonstration of the service he wrote about succeeded in getting his own establishment written up.

A talking machine dealer heard of a shore cottage colony being wired for electricity. He immediately put in a direct mail campaign suggesting the purchase of radio.

Challenge yourself with the question— "Am I living up to all expected of me as a talking machine dealer?"—"or by chance am I at fault in not going a bit further?" The bit further may be the means of adding to your sales.

F. B. Morrison Joins Sales Force of the Brunswick Co.

F. B. Morrison was recently added to the sales force of the Eastern phonograph division of the Brunswick-Balke-Collender Co., replacing H. L. Obert, who resigned recently to enter another field of activity. Mr. Morrison will cover territory comprising Long Island, Westchester and Rockland counties.

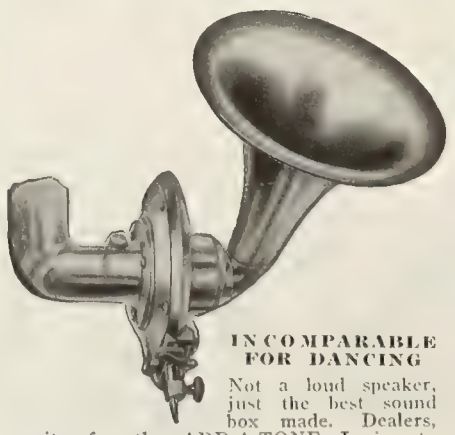
Mr. Morrison is possessed of a wide experience in the talking machine field, having been long connected with the Edison Co.

THE ORIGINAL ADD-A-TONE

Many of our dealers have commended us for the success they have met with this product. They say it has added to the intrinsic and musical value of the phonograph; it has performed all we originally claimed for it, and proved for the dealer—**a good seller.**

We warn the dealer **against buying imitations:** there is a number of them now on the market.

We give to our customers and prospective buyers of the ADD-A-TONE the assurance that we will, by court procedure, protect them in every manner and form possible.



INCOMPARABLE FOR DANCING

Not a loud speaker, just the best sound box made. Dealers, write for the ADD-A-TONE Junior to our sole Distributor, Samuel Eshborn, 65 Fifth Ave., New York City.

UNIQUE REPRODUCTION CO., Inc. 32 Union Square NEW YORK

Cable Address: Addatone, N. Y.

"Proof of the Pudding"

Steinert & Sons, New England's foremost music merchants, operating a chain of stores, made their first AUDAK installation in

DECEMBER 1923

More were installed in their other stores in

JANUARY 1924

Still more were put into use in

APRIL 1924

Again Steinert's installed more Audaks in

MAY 1924

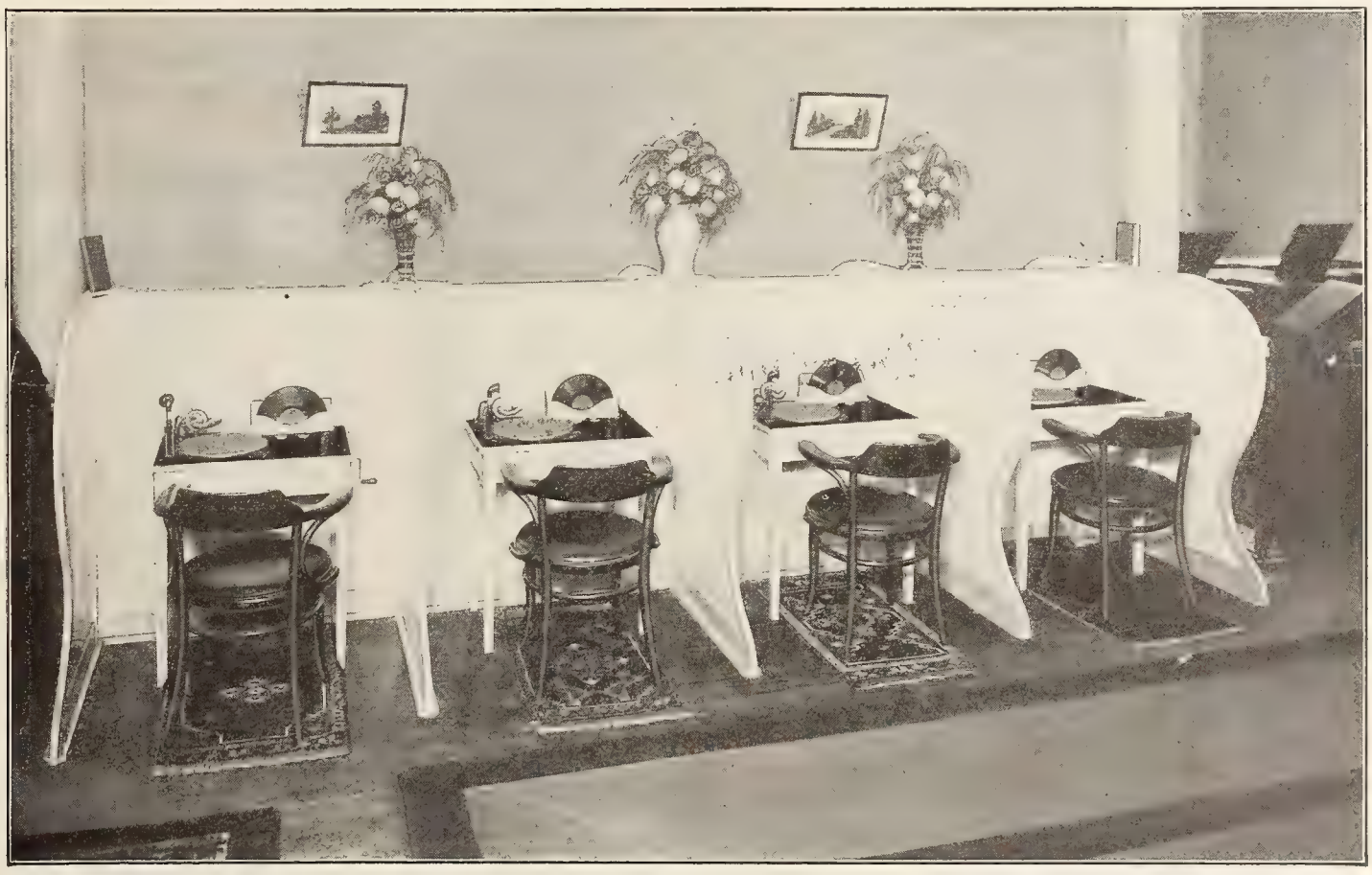
and further additions were made by the same firm in

JULY 1924

The AUDAK SYSTEM has placed the record sales of thousands of progressive dealers on a more profitable and business-like basis.

IT WILL DO THE SAME FOR YOU

Now is the time to improve your record sales facilities and realize a better profit.



This highly attractive arrangement for AUDAK units may easily, quickly and inexpensively be put up. It makes the store in general very attractive and is highly practical as well.—In this installation there are eight AUDAK units in a space where formerly only a SINGLE fair-sized booth was placed.

THE AUDAK SYSTEM

The Modern Method of Demonstrating and Selling Records

Without the Use of Booths

Write for detailed information. Representatives in Principal Cities

AUDAK CO., 565 Fifth Ave. New York, N. Y.

In Canada, Manufactured and Distributed by McLAGAN Phonograph Corp., Ltd., Stratford, Ont.

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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Cable Address: "Elbill," New York

NEW YORK, SEPTEMBER 15, 1924

Studying the Cost of Distribution

THE cost of distribution, or, in other words, the increasing percentage which overhead is taking in the ultimate price of merchandise, presents a problem to which the best business brains of the country are being increasingly applied. There is a triple interest in this problem; first, that of the manufacturer who is desirous that his product be sold at the lowest price commensurate with quality and a fair margin of profit to the dealer; second, that of the dealer, who, as a matter of self-preservation, necessarily requires a net margin of profit sufficient to warrant a reasonable return upon his investment of capital and effort; and, third, that of the ultimate buyer, who wants goods brought to him at as low an expense for the service of distribution as possible, without the sacrifice of efficiency and convenience.

Manufacturers and dealers are studying the problem carefully, and now the ultimate buyer, as represented through the Department of Commerce, is investigating it, and, through the great resources at its command, place at the disposal of the two former classes facts and figures without which no ultimate solution may be had.

The first results of this study will shortly be available in the form of a series of bulletins. Those already announced include the following titles: "Budgetary Control of Retail Stores," "Community Advertising," "Retail Store Location" and "Cancellations and Returns of Merchandise." Each of these deals with a vital problem of retail merchandising, no matter the line in which the retail dealer may be engaged, and the talking machine dealer, whose problems fundamentally are very similar to those of merchants engaged in other lines, should find much of value in them if they live up to their announcement.

Excessive cost of distribution on the part of the retail talking machine dealer is largely due to a lack of adequate accounting systems, which causes him, in a majority of cases, to indulge in expenditures which have no true relation to the volume of business which he does. As a result his overhead in many cases amounts to a proportion that decreases his margin of net profit dangerously. The first remedy for this condition is a true knowledge of the real situation of his business so that he may eliminate waste and at the same time learn to spend the money represented in his overhead with a greater degree of efficiency. To accomplish this end, simple and practical information is needed, which many times in the present day is not available to the smaller dealer especially and which is not possessed by a surprisingly great number of the larger ones.

If the results of the Government's investigations will supply a groundwork of this information in a simple and practical form, based on the actual facts as they exist and unadorned with theoretical suggestions which have little or nothing to do with the actual situation, they will constitute one of the most valuable works which the Department of Commerce has ever performed and one which will yield direct results to the three great classes in modern commerce—the manufacturer, the distributor and the ultimate buyer.

Placing Another Burden on Music

CONSIDERABLE surprise has been expressed in music trade and professional circles in the United States because of the announcement that the Japanese Diet has finally passed a new tariff bill in which the import duties on phonographs, gramophones, talking machines as well as parts and accessories are fixed at 100 per cent ad valorem, meaning an increase of more than 100 per cent over the former duties on complete machines and an increase of approximately 400 per cent in duties on parts.

While it may be admitted that the Japanese Government is badly in need of additional revenue, it is felt that the extra burden was levied on phonographs without due thought being given to the status of these instruments and their accompanying records. It is significant, too, that no other musical instruments were included in the 100 per cent ad valorem class.

In the United States we have had experience with the talking machine from an educational angle. The supreme test came during the war, when the Government cut down, or curtailed seriously, all industries regarded as non-essential, and yet allowed the musical instrument factories, even those engaged in the production of war supplies in part, to operate on a very liberal schedule, using materials and man-power that might well have served the armed forces.

This consideration was due to the fact that talking machines and records, for instance, were regarded not only as educational mediums, but, in their role as reproducers of music, as powerful factors in the maintenance of the morale of the members of the Army and Navy and of those of our citizens who remained at home. Even when it became necessary to raise heavy revenue to carry on the war and excise and luxury taxes were imposed, the assessments originally made on talking machines and records were quickly cut and the taxes on those instruments were among the first to be eliminated.

The status of the talking machine and its records has likewise been recognized in European countries, and no doubt, if proper representations are made to the Japanese Government, these new import duties will be cut down to the former or to a more equitable level, even if they are not eliminated entirely. Music is so generally recognized as a necessity that a tax on instruments that produce it seems illogical and thoughtless.

Showing the Way in Instalment Selling

ALTHOUGH the manner in which talking machine dealers handle instalment accounts in their new radio departments has been frequently criticized from within the trade as being too lenient as compared with the handling of term sales in other lines, it is interesting to learn that this trade of ours is looked upon as showing the way to the better class of electrical dealers and others who are handling expensive radio sets and have not had the experience of doing any great amount of business on an instalment basis.

In discussing the question of handling radio equipment on a time sale basis, the merchants' service department of one of the largest concerns in the country specializing in store equipment says regarding the status of the electrical dealers in this connection: "The smaller dealers generally complain that the music stores and department stores are setting the pace in this respect. The smaller specialty shops are as a rule not equipped financially to handle sets on the instalment plan, and they lack experience in

handling the details of a credit business. Most of them agree, however, that with the coming of (radio) sets priced at more than $300, they will have to go on a credit basis if they expect to sell large numbers of such sets.

If the talking machine store is to be regarded as the logical retail outlet for radio apparatus, in view of the strong musical appeal of the broadcasting program, then it is admittedly in preferred position for handling the more expensive equipment—the sort of equipment that in price or character is comparable with the better grades of talking machines. To have this fact admitted by competitors in a new field is in itself significant as to actual conditions and highly complimentary to our industry.

No Seasonal Lull With Foreign Records

REGISTER another hit for the foreign record as a means for keeping business up to par during the Summer. A number of dealers in New York and other cities who have been handling foreign record business for some time past report that this section of the record trade stood up best right through the hot months because a great majority of the foreign record buyers are so situated that they have not the time and, in some cases, the needed money to go away for vacation periods.

Anything that tends to keep sales on a sound basis right through the twelve months is worthy of consideration, and if handling foreign records is calculated to keep things moving in the Summer retailers might do well to look into this field more carefully. The average purchaser of records in the English tongue or compositions that may be classed as American lets up on his buying as a rule, for he has other interests to attract him. The foreign-born citizen, however, stays pretty close to home and keeps right on buying those things which appeal to him.

Nor is this substantial business with the so-called foreign population confined to the sales of records, for these musically inclined folks do much to keep the machine business active. One dealer, for instance, reported to The World that during July and August of this year eight out of ten machines were sold to the foreign-born customer. The figures should prove enlightening to those dealers who have considered handling foreign records more or less in the nature of service and without any great idea of profit.

In many cities of the country, particularly the East, the combined foreign-born population often exceeds 50 per cent of the total population. Many of them, of course, buy the usual run of popular and classic records, but there are still enough who favor the airs of their native countries to make the labor of catering to their special requirements well worth while. Moreover, they buy all year around, and trade of that sort is well worthy of cultivation.

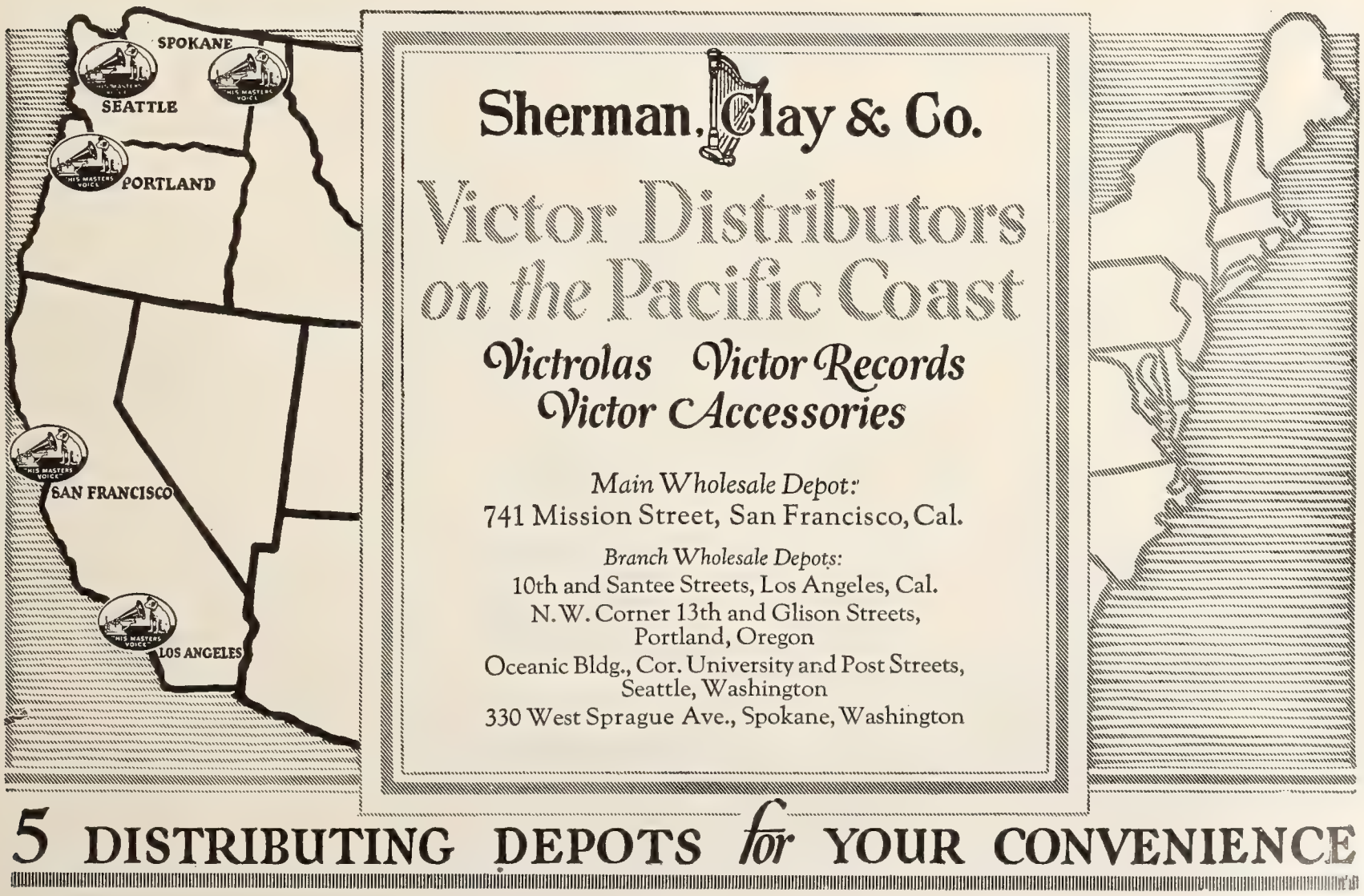
Figures Show the Industry Still Progresses

ACCORDING to a report just issued by the Department of Commerce in connection with the 1923 census of manufactures, the value of the products of plants devoted primarily to the production of talking machines and records was $107,276,240, a gain of 9.2 per cent as compared with the 1921 figures, despite the fact that the number of such establishments during the two years has dropped from 154 to 109.

It is likewise interesting to learn that the greatest number of these establishments, twenty-four, are located in Illinois, New Jersey coming second with seventeen and New York third with sixteen. The remainder of the plants are distributed among a dozen or so other states.

The fact that there has been a 10 per cent increase in the value of the products is significant, for 1920 was regarded as one of the peak years in talking machine production, all things considered, and it was felt that there had been a dropping off in the actual value of the products during the years that followed. If the census report is even fairly accurate, it means that those plants which have survived have enjoyed a demand that has made increased production necessary.

Those who have been keen to herald the passing of the talking machine industry, or at least its gradual decline, will find little consolation in a census report that offers figures in direct contradiction to their pessimistic claims.



Now Is the Time to Plan the Fall Drive

Dealers Who Have Definite Plans for the Fall Campaign and Get a Running Start Will Reap Full Benefit of the Seasonal Revival

The Summer is now practically over, together with the so-called dull days, and the trade is once again facing the revival of business which usually marks the entrance of cooler weather and the settled down routine of the public following vacations and other diversions which take people away from their homes a good deal. The situation of the talking machine trade this year is different than in any other year in its history for many reasons, chief among which is the more varied lines which are now handled in most stores, with all that this means in wider sales appeal and broadened business scope. During the year many retailers have added to the lines of talking machines they handle, radio departments have been installed in many stores and the experience gained during the year should place the dealers in a position to cash in this Fall; musical merchandise and sheet music is also more widely represented in talking machine stores.

Sales Volume Depends on Effort

Taking it all in all the forgoing means that the talking machine trade is better equipped to do bigger and more profitable business. But as has been remarked many times these are the days when merchandise must be sold, and the sales volume of the merchant regardless of season depends upon the intelligent effort of the dealer and every member of his organization. It cannot be denied, however, that a well directed sales campaign started in the early Fall will bring better returns in point of sales than a business drive during any other season. The reason for this is that in the Fall most people are home and they are seeking home diversions, also the holidays are in the immediate offing and many people already begin to think of suitable gifts for their loved ones, although they may not actually make the purchase of a talking machine, radio or musical instrument until later in the season. The big point is that the campaign started early gets home to many people at a propitious time and if the drive is sustained throughout the Fall and Winter period the cumulative effect will have a tremendous influence on sales during the holidays, although this represents a comparatively small part of the season's business.

Intelligent Planning

There is a good deal said about intelligent selling but too little attention is given to intelligent planning. Before a dealer can sell intelligently he must have prospects to sell to and before these are available some kind of campaign is necessary. It may be advertising, canvassing, a series of window displays or some other method of digging up live prospects, but in every case the drive to be successful must be intelligently planned and executed.

Too much emphasis cannot be placed on the need for careful planning of the Fall business drive. The beginning of Fall is really the most important time of the year for the talking machine dealer and it makes a great difference whether the retailer gets off to a running start or opens his campaign about the time the season is half gone. There are many things to consider in a well rounded campaign, probably the most important of which is the advertising. Most dealers depend to a large extent on the effectiveness of their advertising to bring in business. There is also the canvassing route to sales and the importance of this cannot be stressed too much. A canvassing campaign in itself requires careful planning. Window displays, if they are to be effective, cannot be conceived in a moment and then hastily thrown together, that is, not sales pulling windows Direct mail also plays an important part in the talking machine business and this has been found to be a very effective way of boosting sales of machines, records and other products where the direct mail drive has been carefully planned.

Featuring Different Products

With the great diversity of products at the command of the well equipped talking machine dealer the Fall or any other seasonal campaign becomes more complicated. The talking machine, radio and musical merchandise require different forms of presentation in all kinds of publicity and the dealer must determine to what extent he is going to push each line. Certainly an advertisement in the daily newspaper devoted to talking machines and musical merchandise loses its effectiveness unless very large space is used and the ad can be blocked off into sections. There is a growing tendency among dealers who make a study of the effect of their publicity to segregate the various types of instruments advertised. For example: Radio is advertised in small space and talking machines are advertised in an entirely separate ad which may even be a page or two removed from the radio publicity. This is a good advertising principle to follow at all times. It also applies to window displays. It is better to change the window often and devote an entire display to one product than to show a little bit of everything and not much of anything and without any effectiveness.

Early Bird Still Catches the Worm

The fellow who gets on the job just a little bit ahead of his competitor in the race for Fall business has an advantage. Those dealers who have been decrying the dullness of business due to natural trade decline during the Summer now have no excuse for the cessation of sales activities. Business is always "better" in the the Fall and one of the reasons is that dealers are more generally alert to the opportunities for sales and they spend more time in actually going after business. Work does it, whether it be Summer or Fall, and those retailers who plan their campaigns and then use some intelligence in executing them will have no reason to complain this Fall. This is proved by the experiences of the trade during past years.

EIGHT POPULAR VICTOR ARTISTS

In Concert and Entertainment
Personal Appearance of
Eight Popular Favorites on One Big Program
A live attraction for live dealers and jobbers
Bookings now for season 1924-1925
Sample program and particulars upon request
PHILIP W. SIMON Manager
1674 Broadway New York City

Popular Ensembles including
Campbell & Burr - Sterling Trio - Peerless-Quartet

First Radio World's Fair to Open September 22

Most Complete Exhibition of Its Kind to Be Shown at Madison Square Garden and Sixty-ninth Armory—Plans Practically Completed

The first Radio World's Fair to be held under the direction of U. J. Herrmann and James F. Kerr in Madison Square Garden and the Sixty-ninth Regiment Armory, New York, September 22 to 28, is practically completed as far as arrangements go, and when the doors are opened next Monday evening the public will see the largest and most complete show of its kind ever assembled. The fair has caused wide interest and discussion even in financial circles and it is felt that this exhibition might be the occasion of securing the active assistance of prominent financiers.

For the past two months a small army of scenic artists, carpenters and electricians have been at work on the booths and decorations for the show. Every possible preparation for the convenience of visiting jobbers and dealers has been made. A "Jobbers and Dealers Bureau" has been formed, which will greatly expedite business transactions between manufacturers and merchants. In addition to arranging business appointments and furnishing information concerning the show, this bureau will act as a general information department and will take care of hotel accommodations and give other helpful aids. The exposition will be open to the public at 1 p. m. every day, and the wide interest manifested indicates record attendance.

Morris Stockman, dealer in phonographs and records at 240 West Eighty-sixth street, New York, made an assignment to Frank Drucker on August 20 for the benefit of his creditors.

HONEST QUAKER

REG. U.S. PATENT OFFICE & CANADA

Main Springs and Repair Materials

TRADE MARK

Never Claiming Perfection but forever seeking it we offer a Service to the Phonograph Industry that is used by successful merchants in every part of the world.

OUR CREED:

Never shall any item be illustrated in our catalogue unless we are in a position to fill your orders promptly. Never shall any of our merchandise be other than exactly as illustrated, and never shall anyone in our organization be authorized to make any statement that is not authentic, consistent with proper and good business dealings and such as we would expect from you.

Everybody's
TALKING MACHINE CO. INC.
PHILADELPHIA, U.S.A.

REPLACEMENT PARTS FOR EVERY MOTOR, TONE ARM and REPRODUCER

How Elbel Bros. Built a Large Business

An Interesting Analysis by Don Elbel of the Methods Which He Practiced in Developing a Leading Middle West Retail Business

It has been truly said that "experience is the best teacher," but it is equally true that much wasted effort can be eliminated through studying the principles which have led to the success of others in the same line of endeavor. Elbel Bros., Victor dealers of South Bend, Ind., who started years ago on a "shoestring", now have one of the most successful talking machine retail houses in the Middle West and the practical theories of business operation which Don Elbel, who has been connected with the concern for ten years, has applied and which have been largely instrumental in the success of this concern are of unusual interest in that they emphasize some of the so-called "old-fashioned" but fundamental ideas of creating successful business.

Mr. Elbel emphasizes particularly the need for sustained effort, and he also points out the value of association with successful business men in the search for business knowledge and the importance of completing what once has been undertaken.

The following paragraphs, which contain some worth-while thoughts for both employer and employe, outline clearly the maxims which Mr. Elbel applies to his business and which have helped make the concern the success it is to-day:

Learn How First

This means years of disappointments and that spirit which makes you "come back" stronger every time you are apparently "knocked down." Thousands of years ago one of the wise sages said: "There is no royal road to learning." I believe already, with a few signs of present unemployment, the first requirement made of any individual applying for work, manual or office, will be to subject him to a strict old-fashioned apprenticeship. This does not mean the idea of a hundred years ago—to work absolutely without pay for years—but to work on an underpaid scale until he shows signs of being of real value to a concern, then advanced slowly but steadily enough to inspire a desire to accomplish. Under this simple idea we would eliminate the present method of a man "selling himself" to an employer, with the break against the employer in a sad proportion, causing the much-discussed "labor turnover." Here I employ the old maxim, "A man who never does more than he gets paid for never gets paid for more than he does." If he enters your employ at a wage he thinks less than he is worth it is with the idea of showing you he can make good. It breeds the proper confidence that established so many corporation presidents out of errand boys during the generation just past.

Finish the Job

When you know how—do it! Plenty of fellows can and do start—darn few finish. Here enters another old maxim about perseverance—nothing new, except that it is seldom applied or required nowadays. I recall well an incident when I first started to sell Victrolas. I was the entire department. (Our store was an old-established successful piano house and gave me little encouragement in establishing a talking machine department.) I was seventeen years old. I wrote the advertisements (if there were any); canvassed for the prospects, house to house; sold the instruments; polished and delivered them myself; collected and repaired them also. One of my first repair jobs was to replace a broken mainspring. Nobody knew how to show me the method—so in good old-fashioned faith I simply started. Well, I started in the afternoon expecting confidently to repair this motor before closing time—6 p. m. To make a long story short I entirely went through the process of tearing down the motor, replacing the spring and reassembling it five times before I successfully got the springs "hooked." Now this required no special intelligence, but I finished the job, and that's the point.

Personal Salesmanship

I believe that there is a much-abused idea that the most successful man must be a "go-getter"—some abnormal cyclone that can blow away the senses of the prospects and hypnotize them, so to speak, into premature action. I believe this misconceived idea keeps many men from entering the sales profession and discourages many more before they complete their "apprenticeship." I find most men who try selling give it up in about a year as a bad job. One year will never complete what I choose to call a salesman's apprentice period—any man who has become successful as a "specialty salesman" in any line will tell you it takes from three to five years before you get into the real money. This aforesaid type of salesman (the "steam-roller" kind—usually an egotistical liar) is not equal, in my estimation, to the "steady plugger." Of course, every man is not adapted to the selling game. He must understand, first of all, "the human equation"—the psychological moment to close, how to crowd the prospect continually without being abrupt and other well-known sales methods. But he can still be an ordinary human—not a super-genius. A great salesman once said: "Closing a deal is 90 per cent personality and 10 per cent merchandise." I believe this is absolutely true on the "one-time basis," but not for repeat business. Nevertheless, you have to give every new prospect you approach your 90 per cent. Don't waste time selling "talking points." Sell yourself. I do not mean bragging. I mean reflect confidence. Work for a legitimate house, sell legitimate merchandise, be associated with successful men and be honest with yourself (by this I mean keep your moral ideals of business above reproach) and you will automatically reflect confidence. Thus reflecting confidence on your very face and in your very manner the law of average will get you an entré and close more deals for you than anything you can say or do.

Sales Organization and Canvassing

I speak only of the kind I know—retail organization of about twenty or less. This should include the greatest share of retail music stores. The first principle drilled into me, and which I believe goes farthest toward establishing the confidence and love of your employes, is this: Never expect them to do anything which you could not or would not do yourself.

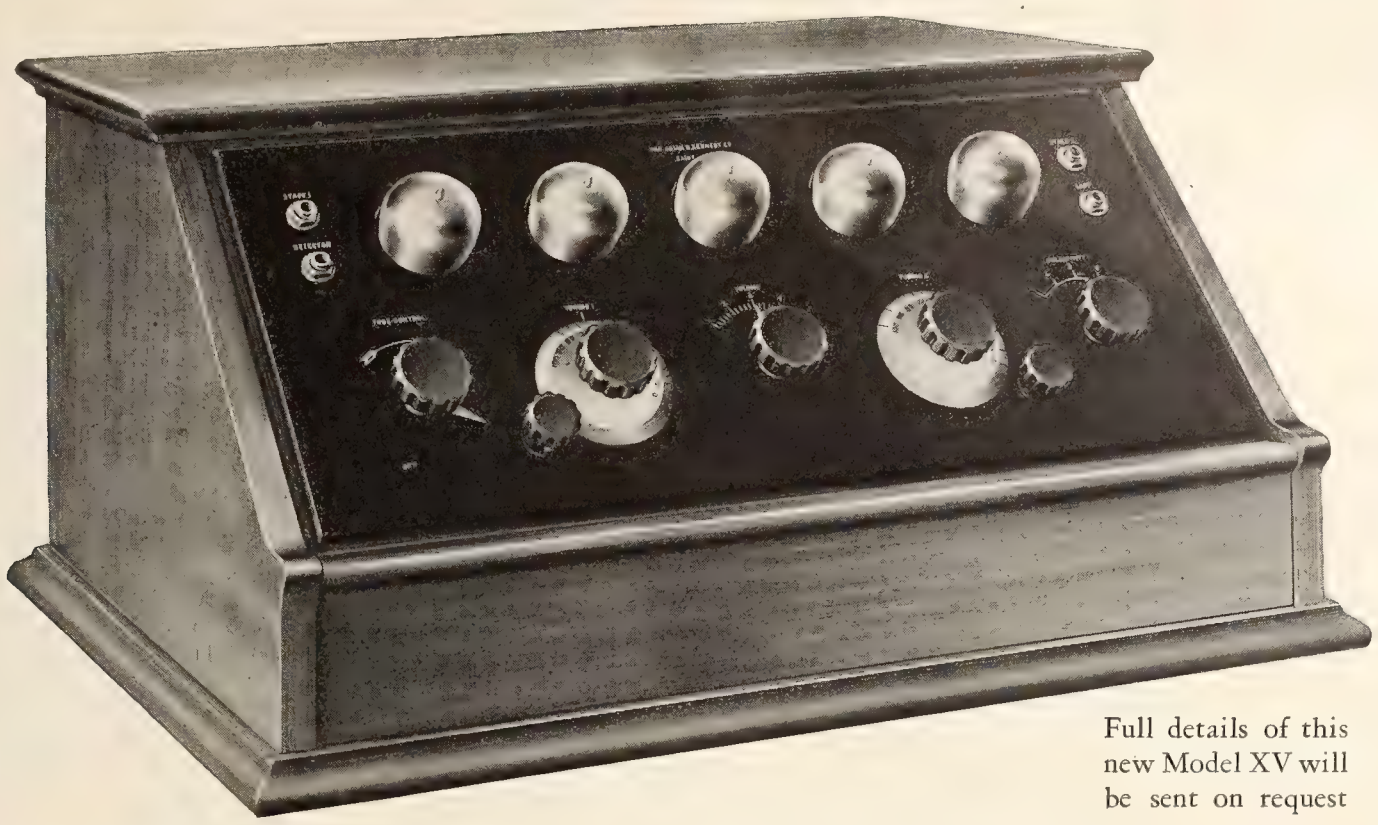
I believe employes despise the "mahogany-desk manager" who is "too good" to pitch in and help anywhere in the store when needed. I believe they make a greater effort to do things your way if they realize you are a "top notcher" yourself and know exactly how it should be done. For instance: When sales slow down, for time immemorial in the music business, it has been found that the old-fashioned house-to-house canvass is the only method of producing results. Now, I do not believe in "canvassers"—cheap hirelings. But instead, your very best salesmen can make an approach and get an audience with practically every housewife without her even suspicioning they are canvassing. He gets the real information because he can sense a live prospect immediately, while the lesser experienced man wastes hours talking to those whom he only guesses are prospects. Your best salesmen can average one live prospect to every thirty houses. We find thirty houses about one good morning's canvassing if done well and audiences obtained—talking "service," of course, and trying also to adjust any complaints on our instruments that they encounter. Salesmen sometimes think they are "too good to do soliciting." But such are not good men. For a truly good salesman is the restless type and despises chair-warming and yearns to get out and at 'em when they slow up. These real successful ones have learned by many sad years that canvassing is the one sure method when all others fail. But after months of a rush season it is human nature to delay a return to the canvassing job.

When the Manager Canvasses

In the early years of the writer's experience he practiced the habit of canvassing thirty houses every morning. To-day, although most of my time is administration of sales promotion and advertising, still when these periods of slackening occur, I say some morning (after the boys have been complaining about no prospects), "Come on fellows, I'll go with you; let's pair off and start a systematic canvass." I do not consider it beneath my dignity to "pull door bells." On the contrary, it's great to get outdoors and brush up against the public and find out all over again just what the every-day problems of your outside men are. Then—you and your men are all "on your mettle," for they check you up and they figure you are checking them. You are their equal while you are doing this work—not their superior—and they inwardly respect you for it. Often since 1921 I have kept this up for a solid month. The rivalry is keen and every man is on his toes.

Before closing I wish to leave the impression that my humble opinion of success is that you can't upset the old, time-proved ideas. Intelligence and perseverance still are winners.

STARR PIANOS STARR PHONOGRAPHS
GENNETT RECORDS
Represent the Highest Attainment in Musical Worth
The STARR PIANO COMPANY
Established 1872 Richmond, Indiana



Full details of this new Model XV will be sent on request

Added to the Kennedy line—

An ultra-selective receiver for cutting through powerful local broadcasting

HERE'S the set that answers the question, "Will it tune out strong local stations and tune in distant concerts on the loud speaker?" It will. And it brings back any desired station whenever it is on the air, for once the dial position for a certain station is noted, that station always comes in on its own setting.

Five tubes—two of tuned radio frequency amplification, one detector, two of audio frequency. Works well on an inside aerial or a loop where an outside aerial cannot be put up. A wonderful set for distant reception; you needn't wait until after midnight when the locals close down.

One of the advantages of being a Kennedy dealer is that you have back of you a manufacturer who originates—not imitates. You are therefore offering the buyer a more advanced set than he can buy elsewhere. Kennedy sets are non-radiating—they do not interfere with nearby sets. The Kennedy line now includes several standard models—three, four and five tube sizes—all noted for superior tone quality.

Attention
Victor Dealers

Complete Kennedy three and four-tube radio units can now be supplied without cabinets, but fitted with panels to insert in Victor models 215, 400, 405 and 410. These radio units are recommended by Victor Talking Machine Company and can be placed in the Victor models named without cabinet work. Also adaptable for other makes.

Write for full information.

If you are interested in a Kennedy dealer proposition, write and we will advise whether your territory is still open

THE COLIN B. KENNEDY COMPANY
Saint Louis

KENNEDY

The Royalty *of Radio*

0720-9

Practical Pointers on Radio Installation

Satisfactory Radio Operation Depends Largely on the Proper Installation of Sets—Some Profit-Building, Customer-Winning Tips

The final test of a radio receiving set, and a test that keeps it sold, is that made in the home of the customer. And upon the performance of the receiver depends the entire success of the dealer's campaign for radio business. With the great number of complete receiving units now on the market, receivers that have been thoroughly tested by the manufacturers and guaranteed by them, the retailer has little to worry about regarding the actual performance of the outfit under proper conditions, but there are various little details in the matter of installation and adjustment that have a distinct bearing upon the successful operation of the set in the home.

The Importance of Antenna Installation

In the first place, with the great majority of receivers it is necessary to erect an antenna either of the indoor or outdoor type, and the manner in which the antenna is installed has much to do with the performance of the outfit. It is not simply a matter of stretching a wire across the roof or running it around the molding of the room as an antenna, and hooking on another piece of wire to serve as a ground. Improper wiring will reduce the efficiency of even the best receiver to a noticeable degree.

Experience growing out of long practice has proved that a short ground wire is most desirable—in fact, it should not be more than one-tenth the length of the antenna leader. Otherwise, fine tuning will be made difficult. Also, the ground wire should not be placed parallel to the lead-in but should run in an opposite direction. The reason for this is that when two wires are parallel for any distance the ground acts as a condenser.

The Proper Insulation of the Antenna

Wherever possible the ground wire should be connected to the hot water pipe, preferably by a copper band that may be clamped tightly to the pipe by means of a bolt. If the water pipe is not available the ground may be connected to a radiator or register, but under no conditions should it be attached to a gas pipe. Before having the ground wire attached the pipe should be rubbed down with sandpaper to provide for a perfect contact. Carelessness in the attaching of the ground wire has resulted in the poor performance of many sets. The wire used should be heavy and not less in cross diameter than the cross diameters of the combined antenna wires.

Where an outside antenna is used it is very necessary that it be brought into the house through an insulated bushing and kept away from the sides of the window or from any part of the building that might cause it to ground. Upon the proper insulation of the antenna both at the terminal points and all along the lead-in wire depends in no small measure the clearness and range of reception.

Avoiding Carelessness in Vital Essentials

It is natural to assume that the dealer will see to it that the A battery is fully charged, that the B battery registers the proper voltage, and that the tubes are in operating condition at the time the receiver is installed, but it is surprising how many times carelessness in these essential matters is brought to light.

Where the receiver operates with dry cell tubes it is desirable that a felt mat be placed under the receiver to protect it from jars such as those caused by persons walking about the room and which interfere with the operation of the set to a slight degree. Special mats for this purpose are available at small cost, but in the absence of these the dealer should have no trouble securing a piece of felt that will answer the purpose.

In placing the set in the room it is well to keep it away from the window and thereby avoid the operating troubles that come as a result of the effect of dampness on various parts of the equipment. Likewise, it is well to have the loud speaker in front of, or at one side of, the receiver instead of placing it on top where it is liable to cause a feed back of energy in the audio frequency leads and produce tones that are muffled and unnatural.

Getting Best Results From Speaker

It sometimes happens, too, in the attaching of the loud speaker that the dealer or his service man do not make the proper positive and negative contacts and thereby prevent the speaker from producing the best results. In a properly constructed set the pin of the phone plug makes contact with the negative side of the jack and the sleeve with the positive side. The positive phone cord, that usually marked with varied colored thread, in contrast to the plain marking of the negative cord, should therefore be attached to the sleeve of the phone plug and the negative cord to the pin.

If there is any doubt as to the positive and negative connections, it is easily possible to test for oneself by alternating the positions of the phone cords in the plug, until the loudest and clearest tones come from the speaker. This is an important matter for the reason that when the connections are incorrect the current flows through the magnetic field of the phone in a direction opposite to that planned for in the construction, and in time will cut down the efficiency of these very necessary accessories.

In many apartments where it is not feasible to have an antenna installed, or where objection is made to an inside aerial, sets designed for loop reception are strongly favored.

How to Improve Reception

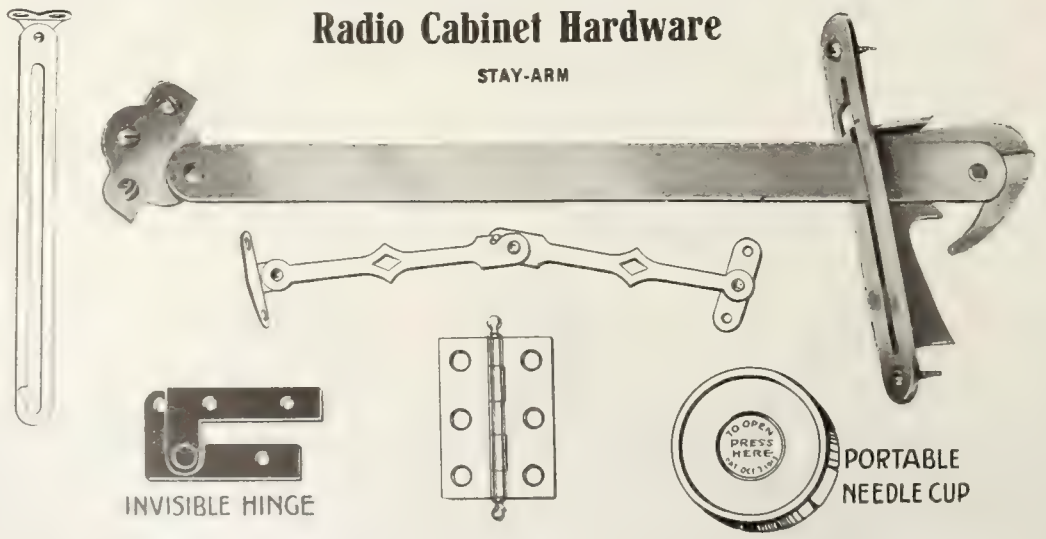
It sometimes happens that a loop receiver which operates most satisfactorily in the dealer's store fails to respond properly when installed in the home of the purchaser, the range being extremely limited and the signals weak. In such a case reception can usually be improved by attaching a ground wire to one side of the loop, the side which gives best results. If this causes the receiver to howl, the attachment of a small fixed condenser in series with the lead will remedy matters. The effect of grounding the loop is to greatly increase the volume, although it cuts down the directional quality of the loop to a certain degree.

There are many similar hints regarding radio receiver installation that should prove of direct value to the dealer in eliminating much trouble and keeping customers satisfied. Actual experience will acquaint the dealer or his employes with those methods best calculated to perfect the operation of the particular receiver or receivers featured, under the various conditions met with in the locality served by the store. It often happens that a little adjustment will make a world of difference in results.

FULL LINE of HARDWARE

FOR UPRIGHT, CONSOLE AND PORTABLE PHONOGRAPHS. IN NICKEL, GOLD AND SPECIAL FINISHES.

Radio Cabinet Hardware



We have been catering to the hardware needs of the talking machine and radio industries for a number of years. Consequently we are in a position to give attention and service of the highest calibre.

H. A. GUDEN CO., Inc.

227 CANAL STREET NEW YORK, N. Y.

Ben Bernie's Orchestra at New Hotel Roosevelt

Popular Dance Organization to Be a Feature of New York's Latest Hostelry—Orchestra Records Exclusively for Vocalion Records

The opening of the new Hotel Roosevelt at Forty-fifth street and Madison avenue, New York, a palatial hostelry and the latest addition to the chain of high-class hotels operated by the United Hotel Co., was held early this month with Ben Bernie's Orchestra supplying music for the dancing that is part of the service of every modern hotel.

Before the Roosevelt opened the public was informed of the engagement of Ben Bernie's Orchestra through the medium of large signs placed in the show windows of the stores that line the street level of the hotel, each of the signs announcing in large letters the fact that this popular orchestra recorded exclusively for Vocalion records.

Fishew & Waldman, New York City, have incorporated with a capital stock of $20,000 to operate music stores and deal in phonograph and radio supplies. The incorporators are J. Fishew, W. Waldman and G. Wartell.

The Bestone V-60 five-tube receiver in beautiful, distinctive, antique polychrome cabinet, with built-in high-grade loud-speaker and battery compartment.

List, $165.00

Bestone V-60

The Aristocrat of Radio

answering the music dealer's radio problems—

The Bestone V-60 Super-toned five-tube receiver, the latest development in Radio, has been expressed by leading newspaper radio editors to be the ideal radio receiver and to excel all others in tone quality and total elimination of distortion, rasping noises, whistles and howls, and yet—it will equal the distance and volume of any other receiver on the market. Though extremely selective, a novice can secure maximum results, as the tuning is limited to only two dials. The cabinet, as illustrated, a distinct departure from the ordinary straight-line type, is finished in a beautiful subdued antique polychrome that will harmonize with the furnishings in the finest home.

and most important—

To avoid the price-cutting demoralization now so prevalent in the radio field Henry Hyman & Co., Inc., will distribute Bestone V-60 Receivers, direct and solely to the musical trade.

Write to-day for further details regarding the popularly priced receivers that will outsell any other receiver on comparative demonstration—that excel others, at double the price, in appearance, and the assurance against cut-rate competition.

Manufactured, Guaranteed and Distributed by

Henry Hyman & Co., Inc.

476 Broadway 212 W. Austin Ave.
NEW YORK CHICAGO

Bestone V-60 five-tube receiver in beautiful polished walnut cabinet.

List, $115.00

Bestone V-60 receiver on panel for Victrolas and other phonographs.

List, $85.00

Otto Heineman, Just Home From Abroad, Analyzes European Business Situation

President of the General Phonograph Corp., Who Spent Six Weeks in the Leading Business Centers Throughout Europe, Optimistic Over the Outlook Both Here and Abroad

Otto Heineman, president and founder of the General Phonograph Corp., New York, returned to his desk recently after a six weeks' stay abroad. While in Europe Mr. Heineman visited the important trade centers, and, as usual, made a careful investigation of business and economic conditions. At Berlin he spent quite some time in conference with the directors of Carl Lindstrom, Ltd., and he returned to America on the steamer "Columbus" accompanied by Mrs. Heineman, who had previously spent several months abroad.

In a chat with The World regarding European conditions, Mr. Heineman said: "Before I sailed for Europe I gave your publication an optimistic resumé of conditions for the Fall trade, and I mentioned that I considered the nomination of General Dawes as very important, for it would give the European countries an adequate idea of the American attitude towards the Dawes plan. Since that time the European nations at the London conference have signed the agreement regarding the Dawes plan and on September 1 it became effective. This really means that American business men have been able to consummate what all the politicians of Europe failed to accomplish. American business men with a sense of sound economics have devised a plan for the financial and political reconstruction of Europe that cannot fail to be a success.

"Of course, we are keenly interested in knowing how America will benefit by this Dawes plan and the reconstruction of Europe. American investors will help to carry over the $200,000,000 loan which Germany is getting under the Dawes plan. This sum will be used as the foundation for the new German Gold Bank, which will be under the supervision of international bankers, with America represented by one of its foremost financiers. The new Gold Bank will issue new gold notes and will be able to supply German industry with its much needed working capital. All industries in Germany have been idle to a considerable extent because of the acute money shortage, but it is now hoped that these conditions will show a marked improvement.

"With German industries in working condition, there will be an active demand for such raw materials as copper, oil, cotton, wheat and other products. It is quite natural that Europe, and particularly Germany, will look to America as a source of supply for these raw materials, and especially as Germany needs them very badly and has not been able to buy because of its inability to finance properly. International bankers estimate that these purchases will be on a very large scale, which should help our export and general business conditions materially.

"With Germany again an industrial factor in the world's business and with its various industries in operation, there will be undoubtedly in a short while a logical employment for the great deal of gold which is stored up in our Federal Reserve Bank and which has been lying idle. If American investors can be convinced that it will be sound and profitable to invest money in Europe, a considerable portion of this gold reserve will again go back to Europe for permanent investment. A large part of this

Mr. and Mrs. Otto Heineman Homeward Bound

investment will probably be in the industries of these European countries, which, in turn, will be enabled to extend their operations in the world's market. They will need a vast amount of raw materials for manufacturing, which materials can and will be supplied by America.

"All of these things cannot be accomplished over night. It will probably take months or years to rebuild what the war has destroyed, but a beginning has been made, and I believe that it is a most important step in the right direction. Several months ago Judge Gary of the United States Steel Corp. remarked that in spite of any adverse conditions America is not going into receivership. Judge Gary has again commented optimistically upon business conditions and his comments are based on a keen appreciation of economic, financial and industrial conditions.

"I firmly believe that our own industry will benefit proportionately by a general revival of business. I realize that we are facing unusual problems, but they are all open to solution. The tremendous popularity of the radio receiver may have been an influence in decreasing record sales temporarily, but the record will always be the most popular musical entertainment for the American people. Our company has been very active the past year in making plans for the Fall and holiday season. We have paid particular attention to the development of our foreign language repertoire, and the specialty catalogs in our Okeh library have been enthusiastically welcomed by the dealers. Our motor and needle business has been very satisfactory the past year, and I firmly believe that our old time slogan, 'A Phonograph in Every Home in America' can well be used to advantage by jobbers and dealers during the coming season."

Court Refuses to Abrogate Radio License Agreement

Judge Inch in U. S. District Court Refuses Either to Cancel or Amend Contract in Hazeltine vs. Freed-Eisemann Litigation

After more than two months of consideration, Judge Robert A. Inch, in the United States District Court, Brooklyn, on September 4, handed down a decision in the suit brought by the Hazeltine Research Corp. against the Freed-Eisemann Radio Corp. involving a license agreement under which the Freed-Eisemann Corp. manufactures and sells radio outfits and also gave a decision in the suit brought by the Freed-Eisemann Corp. against the Hazeltine Research Corp. Judge Inch denied the contentions of both parties to the litigation.

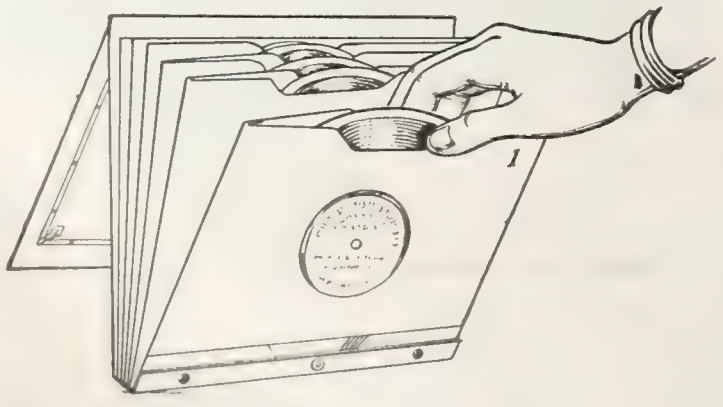
The trial took place in June. Many witnesses were heard and voluminous documentary evidence was submitted by both sides. Former Governor Nathan L. Miller appeared for the Hazeltine Research Corp., while former Judges Almet F. Jenks, Walter C. Noyes and Frank Aranow looked after the interests of the Freed-Eisemann Corp.

The Hazeltine Research Corp. and the Independent Radio Manufacturers sought to have a license agreement under which the Freed-Eisemann Corp. manufactures apparatus declared forfeited because of non-payment of royalties.

Judge Inch refused to cancel the contract because the facts did not show a forfeiture and that an adequate remedy at law exists to collect unpaid royalties. Judge Inch holds that there was no provision in the contract that it should be terminated by the non-payment of royalties.

The Freed-Eisemann Corp. sought to have the license agreement reformed to provide that it should pay royalties only on certain parts of a set. Judge Inch refused to do this on the ground that the Court had no power to make a new contract. He said neither the Hazeltine patents nor the trade mark, Neutrodyne, were in any way affected by the decision.

National Record Albums



NEW PORTABLE ALBUM

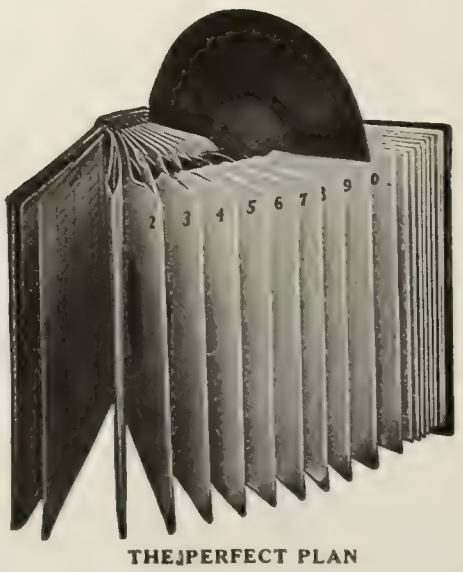
are

Good Albums

Nationally known because they give real satisfaction.

They require less selling effort. Made to contain all makes of disc records including Edison.

Write for our list of 1924 styles and prices



THE PERFECT PLAN

NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.

"All The Music

Columbia
REG. U. S. PAT. OFF.

WHEN you look over Columbia's ensemble of talent, you realize the truth of the statement, Columbia has "all the music of all the world." In every field of music, Columbia artists enjoy an enviable prestige.

Consider the classical field. Here you find Walter Damrosch and the New York Symphony Orchestra; Charles Hackett, the greatest American tenor; Pablo Casals, the renowned 'cellist; George Enesco, brilliant violinist; Mischa Levitzki, premier pianist, and other artists of international fame.

In the realm of lighter music, Columbia presents Louis Graveure, Tandy McKenzie, Barbara Maurel, Lucy Gates, the Fisk Jubilee Singers, and others acknowledged from coast to coast to be stars of the concert stage.

Columbia has the exclusive services of six of the greatest dance orchestras in the country. They are Ted Lewis and His Band, Paul Specht and His Orchestra, the California Ramblers, Leo F. Reisman and His Orchestra, Art Kahn and His Orchestra, and Columbia Novelty Dance Orchestra.

Columbia has the music of the song-hit artists, including Eddie Cantor, Van and Schenck, the late Bert Williams, Jones and Hare, Jay Flippen, Nora Bayes and other head-liners of vaudeville and stars of musical comedy.

Columbia has an imposing array of talent in the old-time novelty record field. The fiddle, banjo, guitar and harmonica experts of the hill country have made and are making records for Columbia for which there is an eager demand.

Columbia has educational records for children that provide parents and music teachers with a most modern and complete library for the development of the appreciation of music.

Columbia holds a position of leadership in the foreign language record field. For years, Columbia Records of twenty-seven different nationalities have been preferred by the thousands of foreigners living in this country. Not only has Columbia the finest artists in America, but also the greatest talent in the homeland of these people.

Columbia Race Record stars need no introduction. Bessie Smith, Clara Smith, Williams and Brown, with others, are unexcelled in the art of singing "blues."

Here, then, is the tremendous scope of Columbia's prestige in the world of music. The advertising that will present this prestige and quality will be of untold benefit to Columbia Dealers everywhere. In addition to this national advertising, new counter literature will be available. All this makes the Columbia franchise valuable.

COLUMBIA PHONOGRAPH CO., Inc., 1819 Broadway, New York

# of All The World"

Beginning in September, large-space advertisements will appear in the leading newspapers of the country, presenting the message that Columbia has "all the music of all the world." Reproduced herewith in miniature is an example of the new advertising. Notice the appeal for the development of music appreciation. This impressive advertisement will be read by millions of parents all over the country this month—just at the time when education and culture are uppermost in their minds.

ALL THE MUSIC OF ALL THE WORLD

Enrich His Mind *and* Life with Music

IN CERTAIN happy homes the names of Tschaikowsky, Mendelssohn, Debussy, come as naturally to childish lips as Grimm, Andersen and others beloved by children everywhere for their fascinating tales of romance and make-believe.

In these happy homes, no child's education is thought complete unless it includes an acquaintance with good music. Time was when this acquaintance was a cultural advantage open only to the privileged few. It meant tutors, teachers, costly lessons and concerts. To-day, through Columbia Records, all the music of all the world is made available to every child.

Through Columbia Records your own small son and daughter can come to know and love the works of great composers. And they can hear these works interpreted by the finest artists and musical organizations of all countries.

In the single moment it takes to put on a record, you can fly with them to London and hear a marvelous English orchestra's rendition of that delightful fairy-tale in music—Tschaikowsky's "Nutcracker Suite." Like many immortal fairy tales, it begins with "Once upon a time" (the overture) and is about a humble heroine and charming fairy prince, for whom the toys from strange lands dance. (Record 50001 D.)

Then go in spirit to Paris and listen to the French Symphony Orchestra play "Le Rouet d'Omphale" (The Spinning-wheel of Omphale), by Saint-Saens. That it is a "symphonic poem," a term which to them may convey no meaning, will not lessen the children's enjoyment of the music or the legend of Hercules and Queen Omphale which inspired it. (Record A-6087.)

For the sheer electric thrill of it, play next, "Ride of the Valkyries," a record by the Chicago Symphony Orchestra. In it is all the fire of battle as dramatized in Wagner's glorious composition.

These are but a few of the wonderful Columbia Records through which your children can acquire that familiarity with good music which stamps the cultivated people of the world.

Other records—hundreds of them, including the latest popular records—are listed in Columbia's catalog, obtainable from any Columbia Dealer. Because of the new surfacing material used on Columbia New Process Records and their laminated construction, scratching and needle noise are eliminated, and you hear the music with shadings of tone and subtleties of phrasing not possible on ordinary records. They are priced from 75c up.

COLUMBIA PHONOGRAPH CO., INC.
1819 Broadway, New York

Columbia

PHONOGRAPHS and *New Process* RECORDS

Copyright 1924

Write to the Columbia branch or distributor nearest you

Atlanta, Ga., 561 Whitehall Street
Boston, Mass., 1000 Washington Street
Chicago, Ill., 430-440 South Wabash Ave.
Cleveland, Ohio, 1812 East Thirtieth St.
Dallas, Texas, 2000 North Lamar Street
Kansas City, Mo., 2006 Wyandotte Street
Los Angeles, Cal., 809 S. Los Angeles St.
New York City, 121 West Twentieth St.
Philadelphia, Pa., 40 North Sixth Street
Pittsburgh, Pa., 632 Duquesne Way
San Francisco, Cal., 345 Bryant Street

Buffalo, N. Y., 700 Main Street
Detroit, Mich., 439 East Fort Street
Minneapolis, Minn., 18 North Third Street
Seattle, Wash., 911 Western Avenue

* * * *

COLUMBIA WHOLESALERS, Inc.
205 West Camden Street, Baltimore, Md.

COLUMBIA STORES CO.
1608 Glenarm Avenue, Denver, Colo.

COLUMBIA STORES CO.
221 S. W. Temple, Salt Lake City, Utah

TAMPA HARDWARE CO.
Tampa, Fla.

W. W. KIMBALL CO.
Wabash Avenue and East Jackson Boulevard, Chicago, Ill.

COLUMBIA DISTRIBUTORS, Inc.
1327 Pine Street, St. Louis, Mo.
224 West Fourth Street, Cincinnati, Ohio
517 Canal Street, New Orleans, La.

Columbia

New Process **RECORDS**

"Columbia has all the hits and usually first"

How Kieselhorst Is Canvassing St. Louis

Twenty-four Canvassers Make 600 Calls a Day and See 95 Per Cent of the Prospects—Results Prove Canvassing in Larger Cities Pays

It is significant that those retail dealers who are the most successful and find the least cause to complain regarding business conditions are the ones who do not fail to take advantage of sales opportunities through canvassing and intensive outside selling effort. Door-bell pulling still is being found a sure road to sales by many talking machine dealers, who are securing business which in many cases would never have been obtained had the dealer waited for the prospect to visit the store.

The Remarkable Kieselhorst Drive

One of the most extensive and unique canvassing campaigns which has ever been undertaken by a music merchant is now being conducted by the Kieselhorst Piano Co., of St. Louis, under the direction of E. T. Hammon, general sales manager. The drive, which has been under way now for some weeks, is being conducted with a field force of twenty-four men divided into crews of three, consisting each of two canvassers and a captain, each crew taking two city blocks at a time and each canvasser covering a route shaped like a figure eight, each house being visited. When it is considered that St. Louis is a city of over 750,000 people the extent of the task may be realized.

Averaging 600 Calls a Day

These canvassers are averaging approximately 600 calls each day and at times as many as 1,000 calls have been reported in a single day. Mr. Hammon, however, has issued instructions that the maximum calls per day should be cut down to about 800 to insure adequate attention to each home visited. It is expected that the campaign will cover a period of six months, or until every house in the city has been visited and the information received properly indexed. The results of the drive are already very satisfactorily apparent in the large number of live prospects secured and the number of sales which already have been closed, although the real sales effort will be made this Fall, when a drive will be undertaken and a determined effort made to sell prospects secured during the course of the present campaign.

See 95 Per Cent of Prospects

The often expressed theory that it is impossible for canvassers to get into a fair percentage of the homes in a large city is definitely disproved by the fact that the men in the Kieselhorst crews are seeing 95 per cent of the prospects they call upon. This includes canvassing of the most exclusive residential and apartment house sections in the city. The fact that Manager Hammon's men are picked men may explain this, but the fact remains that the results prove that it is possible to successfully canvass in a large city.

Once an audience is gained with a prospect the methods of the canvasser are simple. He questions the occupant of the house whether or not a talking machine, piano, radio set or other musical instrument is owned, and if the answer is in the negative the canvasser immediately proceeds to sound out the family as to its desires in the matter. Where those questioned show signs of being good prospects an immediate endeavor is made to get them to come to the warerooms. If the canvasser is unable to get them to agree to do this, the captain of the crew is called upon to aid, and if he, in turn, is unable to bring in the prospect a salesman from the regular selling force is given the prospect to follow up. Thus three men handle any family that shows any sign of being a prospect at all. If all of these fail the reasons are noted and the prospect listed for future handling according to the information secured. Besides aiding the canvassers on prospects the captains of the crews follow after them, filling in the cards for houses where no one was at home when the canvassing salesman called.

Checking Progress of the Drive

Manager Hammon is at all times in close touch with the progress being made by his men. Directly in back of the swivel chair in which he sits there is a large scale map of the city of St. Louis and adjoining suburbs. The map is dotted by a great many red-headed pins, the number of which is growing daily. Every pin represents a city block in which each house has been visited by one of the Kieselhorst canvassing crews and, as quickly as possible, the information obtained is being tabulated, indexed and filed, so that when the drive finally is completed the company will not only have what will in all probability be the most extensive and livest prospect list in the city, but it will also have a greater knowledge of the territory from which it draws its trade than is usually the case with a music house.

The campaign of the Kieselhorst Piano Co. is a concrete intimation of what this large and progressive concern thinks of the value of outside selling, and the success which has already attended its efforts in this direction shows how eminently worth while it is for the talking machine dealer to make a strong try for business by the door-bell route.

Firm ----------
Address ----------
City and State----------

Enclose this in an envelope and mail it immediately

Radio Stores Corporation
218-222 West 34th Street
New York, N. Y.

Put us on your mailing list for Special Bulletins and Perpetual Catalog

This Coupon will help build your RADIO DEPARTMENT

RADIO receiving sets are, like talking machines, musical instruments. That's why more and more people are going to talking machine stores to buy radio apparatus. Such standard sets as Zenith and the Colin B. Kennedy displayed in your window in conjunction with high-grade accessories, as Music Master loud speakers and Brandes Table Talkers and Headsets will bring new customers into your store. Cunningham tubes, Eveready "A" and "B" batteries, Electrad antenna equipment and Harkness Reflex Kits are other "best sellers" in radio. We are prepared to make quick deliveries on all the supplies mentioned as well as on adapters, plugs and other standard makes of sets, parts and accessories.

We Specialize in Establishing Complete Radio Departments

RADIO STORES CORPORATION

Dept. T.M.W. 924. 218-222 West 34th Street, New York, N. Y.

Overcoming Everyday Problems of Selling

All Salesmen Some Day Find Themselves Faced by Knotty Sales Problems—A Few Hard Ones Cracked by Persistency and Service

Real salesmanship is a combination of many things—knowledge of merchandise, patience, understanding of human nature, etc. In the talking machine business especially the man or woman with selling ability is absolutely essential to the successful conduct of the business. When a customer enters a store and demands a certain article and goes out with that article without having had attention directed to other goods in which he or she might have been interested the person who served that patron has demonstrated a distinct lack of salesmanship and has lost an opportunity. Of course, the salesman should know when to start and when to stop. It is just as bad practice to antagonize customers by unreasonable and obnoxious persistence as it is to play the role of mere order taker. On the other hand, the man or woman who gives up the fight because results are not immediately forthcoming has no place on the sales floor. Following are described several instances where the salesman had to show real ability and demonstrate persistence and resourcefulness to close the deal. These brief accounts of how successful salesmen have overcome obstacles demonstrate certain universal principles of selling with which every salesman should be familiar and practice.

Patience Brings Its Reward

Every talking machine retailer or salesman has at some time or another bumped up against a prospect who did not seem to have any idea what type of instrument he or she wanted and who looked at everything in the store and kept the salesman busy for several hours demonstrating the various models. This type of prospect is a test of the patience of the salesman, who, if he desires to close the deal, must keep a curb on his temper, although this is difficult under the circumstances.

A fine example of patience was demonstrated by Miss G. M. Norton, who is connected with the sales organization of the talking machine department of the Sterling Piano Corp., Brooklyn, N. Y. One evening a couple came into the store to look at a certain model that had been advertised. They were Irish, not very long in this country, and naturally they liked the jigs and reels of the land of their birth. It seems that the finish of the cabinet of the instrument advertised did not match their living room furniture, but another instrument which was a little more expensive did, and here was the cause of the trouble. They did not know which instrument to buy. The machine advertised was a discontinued model and a real bargain and the other was of standard make and more expensive. For two solid hours the man and woman played jigs and reels on first one machine and then the other and they kept the saleswoman busy answering questions which were little short of foolish—enough to try the patience of anyone. Well, they finally skipped out of the store on the plea that they were to have guests that evening and their time was limited. Despite the efforts of Miss Norton to sell the standard-make instrument she had to watch them walk out. The lady promised to visit the store again in the morning to definitely make up her mind which instrument she would purchase. Early the next day she walked in and the proceeding of the evening before was repeated. The lady finally decided to purchase the standard instrument and the contract was signed. Twenty minutes after she left the store, much to Miss Norton's dismay, she was back, but to make a long story short, she simply wanted to be reassured that she had taken the instrument that would give her the most satisfaction.

Don't Judge Customers by Clothing

Another sales incident that happened in this store shows that it does not pay to pass judgment on a customer because she is not well dressed and does not give any outside indication of wealth and refinement. A rather shabbily dressed old woman entered the store one day and she appeared to be the poorest type of prospect. Much to the salesman's surprise, however, she immediately asked to see a certain period model and without any preliminaries and heckling she stated her desire to purchase a $500 instrument, because it matched her furnishings, and she paid cash for it. Later the salesman who had sold her the instrument had occasion to visit her home and he received a further surprise when he found himself surrounded by luxurious and expensive furnishings. There is a moral in this for salesmen who are inclined to slight people who do not appear to be possessed of money. One never knows!

What Would You Have Done in This Case

This is really the story of a sales effort that failed and its chief interest lies in the efforts made by the salesman to close the deal and how he handled the almost impossible demands of a most exacting prospect. A business man visited the New York store of the Rudolph Wurlitzer Co. and stated that he wanted to purchase a certain console model for his niece, who was to pay for it. He declared that although he could pay cash he wanted to make the purchase on the instalment plan so that his niece could make the payments, thus teaching her the value of money.

The first obstacle came up when this prospect objected to the interest payment. He declared that a certain dealer of his acquaintance would drop the interest charge. N. K. Edlund, then manager of the talking machine department, was summoned by the salesman, who did not want to act on his own initiative. Mr. Edlund, after lengthy argument, finally convinced the prospect that the interest charge was justified for various reasons, not the least of which was the service facilities of the company at the disposal of patrons.

The next objection of this exacting prospect arose over the recording of the contract. The man objected to having the contract recorded on the ground that he did not want his name to appear at the court house. Mr. Edlund called his attention to the fact that the contract would not be valid unless it was recorded. Finally it was arranged that the prospect was to give his personal guarantee to meet the payments if his niece failed to complete the terms of the contract within a period of six months. The man returned to his office to await the preparation of this special guarantee by the Wurlitzer attorneys. Although this detail was rushed through and a man was on the way to the prospect's office within fifteen minutes, when he arrived there he was told that the deal was off because the same instrument had been purchased from another dealer at a lower price, no interest and no legal contract. What would you have done under similar circumstances?

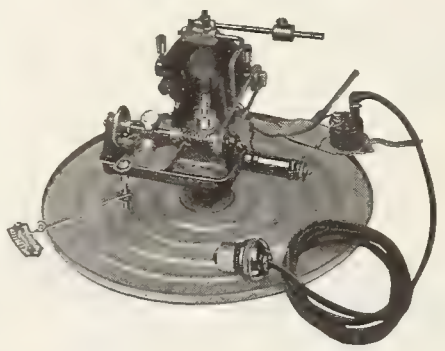
A. S. Draper, music dealer of Marshfield, Ore., will shortly move his store to attractive new quarters at Fourth street and Central avenue, that city.

The PHONOMOTOR CO.

WM. F. HITCHCOCK, Proprietor

121 West Avenue Rochester, N. Y.

An Electric Equipment for the PHONOGRAPH



Fully GUARANTEED

Universal—alternating or direct current. Complete, with every part ready to run.

Sample, mounted on motor board, 12x12¾, $25.00 C.O.D. Money back if not satisfactory.

The PHONOSTOP

An automatic stop for all talking machines, 100% efficient.

STANDARD FOR EIGHT YEARS

Guaranteed.

Sold direct to manufacturers all over the world.

Nickel or Gold.

Your phonograph is worthy of the best stop.

This is the only one.

Your customers appreciate it

Our NEED-A-CLIP

A fibre needle clipper with hardened tool steel blade, retails at 75c, does its work perfectly, indefinitely.

WE ALSO SELL GENERAL PHONOGRAPH HARDWARE

Trade Prices upon application

The PHONOMOTOR

Trade-Mark Reg. U. S. Pat. Office

UNIFORM QUALITY = UNIFORM RESULTS

You can safely rely upon the quality of our

COTTON FLOCKS for PHONOGRAPH RECORDS

Write for samples and quotations

CLAREMONT WASTE MFG. CO. **Claremont, N. H.**

The Prince is Here

Phone CALedonia
0520-1-2-3-4

The Prince of Victor Service is *always* here.

Ask any Pearsall dealer, he'll tell you.

"Desire to serve, plus ability."

Wholesale Only

10 EAST 39th ST. NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

THOS. F. GREEN

A Musical Census as Basis for Fall Drive

Experience Proves This a Practical Method of Building Sales—Prospect Card With Best Features of Other Forms Now in Use

To the dealer who feels that the canvassing method is below the dignity of his general store policy the following will be of interest to him and give a clue to a method that has been used by more than one high-class store with highly desirable results in sales, and which brought to it a prestige that will materially help it for a long time to come. The method employed is taking a musical census in which every section of dealer's city is canvassed thoroughly in an intelligent manner. For this work one dealer employed several local school teachers whom he found very receptive to the idea.

The work, as explained to these teachers, was pictured as a census of the musical situation of the city, and the purpose was to determine the number of people who were musically inclined, what instruments they owned and who in the family played. The employment of these teachers, all of whom were women, resulted in securing some accurate and interesting information which they collected after intelligent interviews. In a majority of cases the territory assigned to each individual teacher was the one where the school in which she taught was located, and for this reason she was invariably known by the people she called upon, which placed her in an exceedingly desirable position to secure accurate information.

From the prospect cards used by a number of dealers in the country who successfully conduct similar canvasses The World has attempted to embody the best features into one that is designed to eliminate waste effort and give the dealer a composite card that covers all phases of the canvass. Also it is designed to give him a card which the canvasser can take with him and bring back to the store where the dealer can file it under its proper heading. The reverse side of the card is for the dealer's information and is in code so that it can be distributed generally without any fear of its being read for information by any particular person.

BETTER MUSIC **BETTER HOMES**

MUSICAL CENSUS

Name .....
Address .....
Family .....
Occupation .....
Instruments Owned: P..... P. P.....
Rep. P..... T. M..... Radio..... Others.....
Who Play and What.....
.....
Roll Library .....
Record Library .....
Remarks: .....
.....
.....

N.	1	P.	T.
S.	2	P.P.	R.
E.	3	Rep.	
W.	4	T. M.	
		Radio	

.....
.....
.....

Remarks: .....
.....
.....
.....

The Face

The face of the card is for the name and address of the prospect, members of the family and their occupations, the latter being placed directly underneath the members of the family so that they can be easily read. In the "Instruments Owned" space on the card the canvasser is instructed to write the kind of instrument, its make and age, also any other information regarding it that he can secure. The space left for "Who Play and What" will be a much consulted bit of information as the dealer can use it for an intelligent direct-by-mail or a second-call campaign. The next two spaces on the face of the card are devoted to information relative to the record and roll library of the person on whom the call is made. The purpose of this is to determine, through careful and diplomatic questioning, the quantity of rolls and records, and, more specifically, the kind of music in which the person is most interested. One dealer who carried this idea out in great detail obtained this information from several hundred customers, and by a direct contact and with the use of the telephone was able to make an appeal to many individuals on the particular kind of music which they liked.

Right here is a point worth bringing out as regarding the usual propaganda that is sent out on new releases. As a rule the list of releases is necessarily general in character. But with information on the choice of certain individuals the dealer can, by use of the phone, call them at the time of the new releases and make an appeal on the music which this person likes.

In the remark column enough space is left for considerable information of a general character. For instance, the general appearance of the home called on, which is important; the canvasser's opinion as to credit risk and the likelihood of the person called on being a prospect and for what in the near future. Other information which he deems of importance may be placed in this remark column for reference.

The Reverse

The reverse side of the card is for the dealer's information and guidance. Space is left for the division of the city by zones and a check mark can be made opposite the zone in which the prospect resides. This information has been found important, as it gives the dealer a splendid reference guide for any particular campaign which he desires to put on. The second column contains the numbers 1, 2, 3 and 4, and can be translated from the key to mean "Excellent," "Good," "Fair" and "Poor," which, of course, has reference to the credit standing of the person on whom the call is made. The third column is used for the purpose of making an entry as to what the person called on is a prospect for. The space underneath is for registering the date of the call and the approximate date for the second and third call, etc. The balance of the space can be used by the dealer for any information which he may desire to place on it for his guidance.

SWISS-MOTORS
FOR
TALKING MACHINES

THORENS MOTORS, TONE ARMS, and SOUND BOXES

Celebrated Throughout the World

A GOOD PHONOGRAPH MUST HAVE A GOOD MOTOR

First Quality Only

L. H. JUNOD & CO.
104 Fifth Avenue **New York City**
Sole Agents for Herman Thorens, Manufacturers of Phonograph Motors and Music Boxes, Ste. Croix, Switzerland

LITTLE TOTS' NURSERY TUNES

SONGS, GAMES, STORIES --ON RECORDS

Never before such Value for $1.00

Now four records to each LITTLE TOTS' BOOK instead of three! Eight selections instead of six!

You can now offer your customers one-third more for the same price—profit is the same.

We have added another record—two more selections—to each LITTLE TOTS' BOOK. Each book now contains four double-faced, seven-inch records—eight selections of songs, games and stories that generations of kiddies have loved.

With each book come eight beautifully colored picture cards, illustrating each selection. On the reverse side of each card is the verse or story, so that the child can see the picture, recite the verse or story, and then hear it perfectly reproduced—clear, sweet and melodious—by the best-known artists in the country.

The tremendous popularity of children's records has made them one of the staple items in up-to-date music stores and record departments. Without them, your stock is incomplete.

And here are the two wonderful new books, just added to our steadily growing catalog:

NO. 8—THE "MEDLEY" BOOK

128 { Hey, Diddle Diddle: Goosey, Goosey, Gander: Little Miss Muffet / Alphabet Song
129 { See Saw: Hot Cross Buns: To Bed, To Bed: Bean Porridge Hot / Little Jack Horner: There Was a Crooked Man: Little Tommie Tucker / Georgie Porgie
130 { Three Blind Mice: Higgilty Piggilty: Lavender's Blue: Hobby Horse / Humpty Dumpty: Mistress Mary: Pop! Goes the Weasel: Baby Bunting / Ding Dong Bell: Diddle Diddle Dumpling: To Babyland: Dickory / Dickory Dock
131 { Little Boy Blue: Fiddle Dee Dee: Pat-A-Cake: Polly, Put the Kettle On / Baa! Baa! Black Sheep: Bobby Shafto: Ride a Cock-Horse: Pussy Cat, Pussy Cat

NO. 9—THE "SUNSHINE" BOOK

132 { Oh, Dear! What Can the Matter Be? / The Jolly Miller
133 { Twinkle, Twinkle, Little Star / Good Morning, Merry Sunshine
134 { The House That Jack Built / The Plough Boy in Luck
135 { A Frog He Would A Wooing Go / The Dog and Cat

Price: 60c each in lots of 6 dozen or more — **65c each** in smaller quantities

Complete List of Books

No. 1. The "Merry Song" Book
No. 2. The "Happy Day" Book
No. 3. The "Jolly Game" Book
No. 4. The "Story Hour" Book
No. 5. The "Christmas" Book
No. 6. The "Lullaby" Book
No. 7. The "Patriotic" Book
No. 8. The "Medley" Book
No. 9. The "Sunshine" Book

LITTLE TOTS' PHONOGRAPH

Feature this attractive phonograph

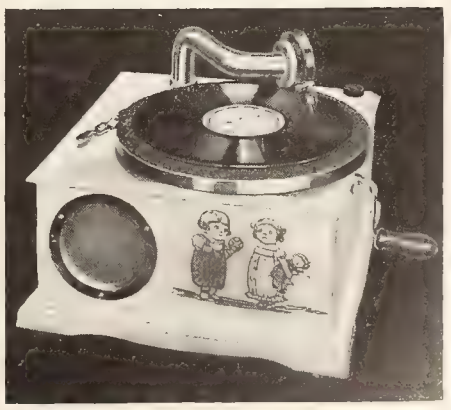
together with LITTLE TOTS' BOOKS, and you will be surprised by the large number of sales you will make.

A complete phonograph, playing all size records, with a clear, rich and loud tone. Fine wood cabinet in two styles. Rich ivory with colored kiddie pictures (as illustrated) or mahogany.

Price $10.00 Retail

Dealers' price $6.00 f.o.b. New York—Special prices to quantity users.

Order one as a sample.



LITTLE TOTS' PHONOGRAPH
The Little Machine with the Big Voice

REGAL RECORD CO., 20 W. 20th St., New York

Securing Neglected Summer Instalments

Vigorous Action Necessary on the Part of Dealers to Catch Up With Payments Allowed to Lapse During the Vacation Season

No matter how hard the average dealer may work to keep his collections up to normal during the Summer months, or how effective his collection system may be during the ordinary course of business, he is most likely to find that there has been a notable increase in the number of delinquent accounts during July and August when he goes over his books right after Labor Day.

Much of this delinquency is due to circumstances, so does not reflect on either the dealer or his customer, since the latter, with his family, in many cases has taken up residence out of town during the Summer or has been interested in more or less lengthy vacation periods and thus has not given his usual attention to his outstanding accounts.

There are some "collection hounds" who will tell the dealer that his system should work throughout the twelve months of the year and that there is no excuse for Summer lassitude and the piling up of delinquents. But if that same dealer will get in touch with the telephone companies or the gas and electric light companies he will find that they think it nothing unusual to have generally prompt-paying customers delay their bills from ten to thirty days during the Summer. When the telephone, gas or electric light bill is not paid the customer runs the risk of having the service shut off and being much more directly inconvenienced than were his talking machine to be repossessed.

Conditions being as they are, the logical thing is for retailers to concentrate with unusual vigor on collections during the month of September, at least, and if it be found necessary to put his whole staff on the work, including the salesmen, for a week or so, with a view to catching up, the results should be well worth the effort, for they mean cash in hand and the maintenance of a credit standard.

The Necessity of Catching Up Quickly

The necessity of catching up right after the Summer holidays is not alone important from the standpoint of getting the money at once, but has a bearing on the future actions of the customers. Summer delinquencies are usually due to vacation changes. Prompt action in September will bring these people to terms and keep them in line until the account is paid up. But, if the collection of these back accounts be neglected, the matter of letting the payments go is likely to become a habit and prove a genuine burden to the dealer.

A Diplomatic Reminder

This matter of Summer delinquencies was brought to mind chiefly through a dealer located in a city near New York. Right after Labor Day he was found busy supervising the mailing of special letters containing bills to his delinquent customers. The letter itself explained the situation and was worded as follows:

"Dear Sir:

"We hope that the Summer for yourself and family has been a most enjoyable and helpful one and that the vacation days were of the sort that will linger long in your memory. We trust, too, that, having settled down at home for the balance of the year, you will again become interested in your talking machine and will glance over and check the lists of new records that have been issued during the past month so that we may deliver the selected ones and thus freshen up your library for the nights at home.

"At this time may we take the liberty of calling your attention to the fact that your payments for July and August (or for either one of these months, as the case might be) have not been received by us and we assume, naturally, that they were overlooked in the excitement over vacation plans. We will appreciate it if you will send your check for ——— in settlement of these past due payments, so that we may start this month with a clean slate. We know that the matter has simply been overlooked and that you will be as anxious as we are to keep your account up to date.

"Thanking you in advance for your attention and soliciting your continued patronage, we remain,

"Brown Talking Machine Co."

To the dealer who believes that when it is necessary to write letters to a delinquent customer they should be firm and sharp the above may appear to be innocuous, but it must be remembered that, so far as it is possible to judge, the people to whom these letters are going are not deadbeats or persistent delinquents, but, on the contrary, are assumed to have been guilty merely of an oversight that may be described as seasonal.

Following Up the Hesitating One

The dealer in question has been using this particular form of letter for the past few years and with very satisfactory results, it being understood, of course, that when the friendly note does not bring in the money he does not hesitate to follow it with the usual series of collection letters that become increasingly insistent and that he takes whatever steps are necessary to make the customer come across.

After having had experience in the increase of unpaid accounts with the coming of Summer, the dealer originally worked out a plan for appealing to the customers in the late Spring to make payments in advance, getting out letters early in June asking that the July and August payments be included in the June check. The idea proved a flat failure, however, apparently for the reason that the customers felt that vacation demands would consume all their spare cash and that they would rather trust to getting the extra money somehow in the Fall than deprive themselves of it in the Spring.

The main thought is that during September there is more or less time for attending to collection work, but, if Fall business is half as good as the majority of business men believe it will be, there will be little time between October 1 and the coming of the new year to gather in the past-due payments. If house is cleaned right now, the dealer and his staff can devote themselves to the work of capitalizing fresh sales possibilities without having the burden of a large number of delinquent accounts upon their minds.

SERVICE

Our past achievement in producing only the Best is the assurance that your Future business will be taken care of in the same careful reliable way.

Always insist on

DE LUXE NEEDLES

(BEST BY EVERY TEST)

Perfect Reproduction of Tone *No Scratching Surface Noise*

Plays 100-200 Records

May We Send You Sample?

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Price 3 for 30 Cents Liberal Trade Discounts

C. A. True Joins New York Talking Machine Co.

Well-known Local Salesman to Cover Brooklyn Territory for Prominent Victor Wholesale House—Has Had Wide Experience

C. A. True, well known in the talking machine trade in New York through his connections as a member of the outside force of the Silas E. Pearsall Co., and as general representative of Health Builders, Inc., joined the sales force of the New York Talking Machine Co., wholesaler of Victor products, the latter part of last month. Mr. True will cover the Brooklyn territory for the company and his wide experience is certain to be of great asisstance to the dealers whom he serves, as he has had a number of years of experience in the retail field, serving for a time as the manager of the talking machine department of Bamberger's Newark, N. J., department store.

New Progressive Radio Catalog on the Press

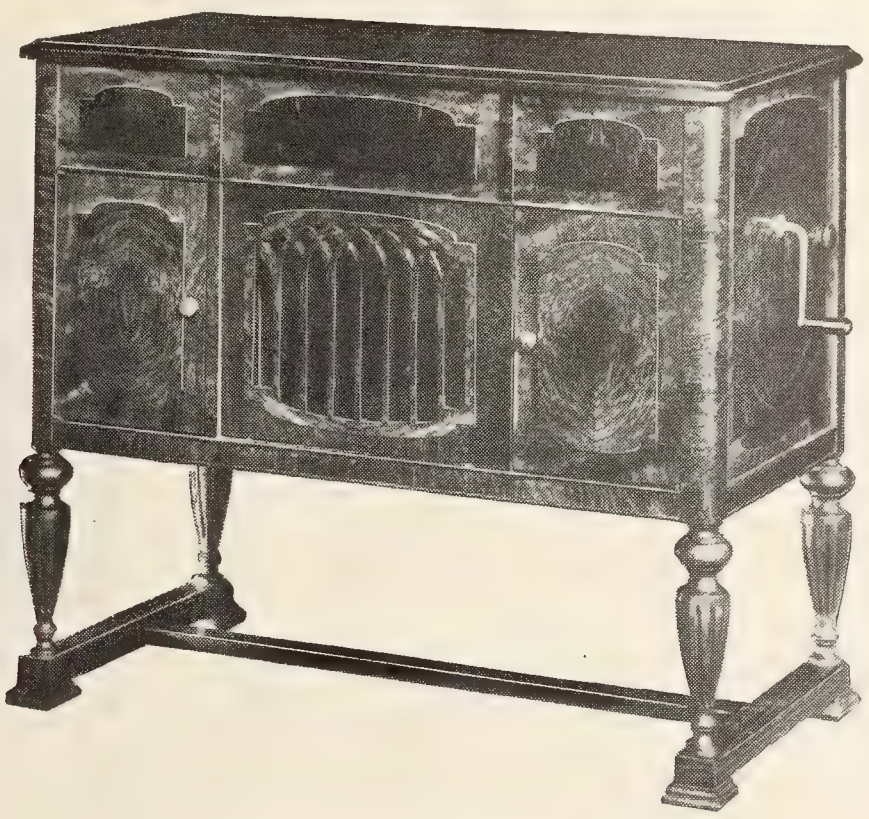
The Progressive Musical Instrument Corp., 319 Sixth avenue, distributor of radio apparatus, announces that in a very short time its new 1924-25 radio catalog will be ready for distribution to the trade. This catalog will be very elaborate in its construction, and helpful to all radio dealers in selecting the proper merchandise for their shops. Copies will be mailed to all those who apply to Edward Biel, the sales manager.

Duo-Vox

BUSH AND LANE

"Better than a Phonograph"

Duo-Vox Bush & Lane surpasses in the achievement of reproducing music and speech with full naturalness and ample volume. It brings out completely all detail and characteristic quality. The tone of Duo-Vox Bush & Lane reproduction is irresistibly beautiful.



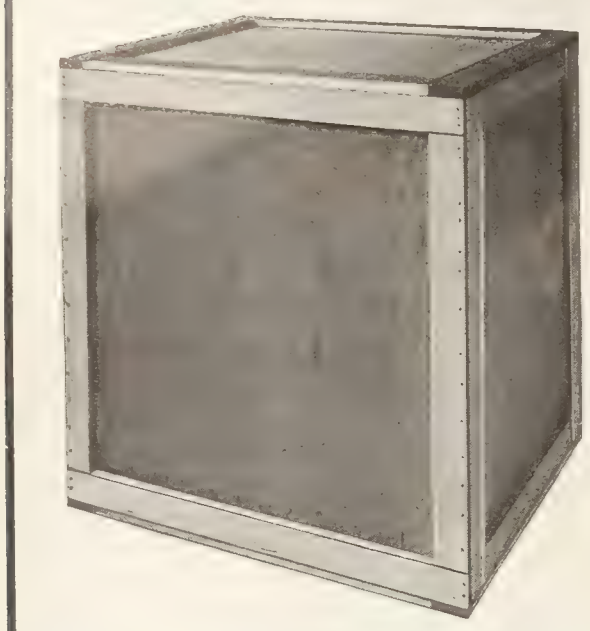
Style 50, Mahogany or Walnut

Separate patented reproducers, one for hill and dale and one for lateral recordings embody advanced principles in reproducer construction.

Write for Catalog and Agency Data

BUSH & LANE PIANO COMPANY

HOLLAND **MICHIGAN**



Show a Profit

"Money Saved Is Money Earned"—and we can help you save money on your packing and shipping. Our wide experience in solving the problems of manufacturers enables us to offer the most authoritative advice along these lines.

Our product—Atlas Plywood Packing Cases—furnishes the means of effecting economies while increasing protection and efficiency. Our service cannot be duplicated by any other packing case manufacturer. It is prompt, regular and capable of handling the largest orders without delay.

Ask for detailed information about Atlas Plywood Packing Cases and the service we are able to render. The forwarding of a memorandum of your requirements will permit us to point out specifically the saving Atlas Cases would accomplish in your particular line.

Atlas Plywood Corp.

PARK SQ. BUILDING **BOSTON, MASS.**

Largest Manufacturers of Box Shook in New England

Whiteman and Orchestra Soon to Open Fall Tour

First Concert in Trenton on September 28—To Play New England States and the Entire South—Pacific Coast Appearances Scheduled

Paul Whiteman and His Orchestra open the Fall season in Trenton, N. J., on September 28, following which they will appear through the Middle West, this side of the Mississippi River. Later they are to appear throughout the New England States, which is to be followed by a tour of the South, finally appearing in Texas early in February. The bookings for the appearance of the orchestra are all made to the latter date and include appearances in both large and small cities in the Eastern and Southern part of the country, involving a great number of one-night stands.

Following its Texas appearance in February, the orchestra will extend its tour out to and including the Pacific Coast and undoubtedly will return East by way of the Northwest route. When the final plans for 1925 are complete the orchestra will have toured the entire country.

Cline Opens New Store

ASTORIA, ORE., September 3.—The new quarters of the Cline Music Co., Twelfth and Commercial streets, have just been thrown open to the public. Situated in a corner position in the Associated Building, the new establishment has a maximum of show space and the windows have been appropriately decorated. The lower floor is devoted principally to the stock of pianos and sheet music and the upper floor houses the office and a spacious phonograph department.

New Spargo & Co. Manager

HAZLETON, PA., September 5.—George S. Schofield has just been appointed manager of Spargo & Co., the local music house, to succeed Mrs. Reese, who has resigned. He has been identified with the Spargo establishment for a period of years.

Shroyer Music Co. Buys Building in Bethany, Mo.

Old-established Music House of That City Takes Over Modern Business Building to Meet Needs of Increasing Business

BETHANY, Mo., September 6.—The Deal Building, erected only a few years ago for the purpose of housing a department store and one of the most modern business structures in this city, has been purchased by the Shroyer Music Co., which will occupy the premises on October 1.

The Shroyer Music Co. has been searching for a new location for some time past in order to take care of the increasing demands of its business which was established here twenty years ago. At the present time the company not only occupies a large store but requires much outside warehouse space to take care of the reserve stock.

Outlines Many Favorable Fall Radio Sales Factors

Edward Biel, sales manager of the Progressive Musical Instrument Corp., 319 Sixth avenue, states that the outlook for radio business this Fall is most promising in so far as the many events of public interest to be broadcasted will stimulate radio sales in the United States.

The coming world's series baseball games will immediately help the revival of the radio business, as this year's series will probably be the most interesting in recent years. Following this event will come the great Presidential campaign early in October and until Election Day, which will see the climax of a "radio-fought" election.

The use of radio in this campaign has eliminated the necessity of the candidates to tour the country, as through the voice of the air nearly 100 per cent of the voters will decide their political following. The months of November and December will be ideal for radio reception and radio will be the leading Christmas gift of 1924. The public, with the help of the free newspaper publicity for all these events, will be large buyers of radio this year and dealers should take advantage of the opportunity.

Artistic Window Display of Radialamp Loud Speaker

Lexington Talking Machine Shop of Baltimore Arranges Unusually Attractive Window

BALTIMORE, MD., September 9.—One of the most effective window displays devoted to radio products that has even been seen in this city was that of the Lexington Talking Machine Shop, which featured the Radialamp loud speaker in a recent display. This display,

Lexington Shop's Radialamp Display

which consisted of twenty or more of the Radialamps artistically arranged, and life-size figures of a man and woman listening contentedly to a radio program, attracted wide attention throughout the city and resulted not only in increased interest but in a large number of sales of Radialamps. The accompanying condensed illustration gives an idea of the attractiveness of the display, but to get an adequate idea of the real beauty of the window arrangement one must visualize the scene bathed in the mellow lights cast by the various Radialamps.

Charles S. Plummer Dies

NEWPORT, R. I., September 5.—The local music trade was considerably saddened by the recent death of Charles S. Plummer, veteran music merchant, who passed away at his home, "The Pines," in Portsmouth, after a prolonged illness. Mr. Plummer entered the employ of his uncle, the late Colonel John Rogers, in 1877, holding the position of manager of the music store on Thames street, until Colonel Rogers' death in 1910. He then purchased the business and carried it on until 1919 as Plummer's Music Store.

Made McNeil Manager

MODESTO, CAL., September 2.—Mrs. A. F. Riley has just been appointed business manager for the McNeil Music Store, of this city.

Phonograph Parts and Supplies

MOTORS, TONEARMS, SOUNDBOXES, SPRINGS AND NEEDLES OUR SPECIALTY

Lowest Prices and Best Qualities Always Available for Delivery Anywhere

Send for Bargain List of Repair Parts and Motors

THE VAL'S ACCESSORY HOUSE, Inc.

110 No. Broadway **St. Louis, Mo.**

Peerless Scores Again

—*this time with a new loose-leaf record Album!*

We are now manufacturing and filling requisitions for our new and extremely novel loose-leaf record album—a product that has been many months in the making—perfected at last.

DESCRIPTION

Containing 12 pockets, this new Peerless album is fitted with heavy brass posts and screws. The envelopes are eyeletted—making them doubly strong—and just a turn of the screw cap enables the user to replace a soiled or torn pocket. Combines strength, utility and appearance.

Radio Season is Open

Whether or not you stock radio, you can hardly afford to be without a supply of PEERLESS RADIOLOGS.

RADIOLOG in your window will attract many radio fans into your store, who would ordinarily pass by, and give you an opportunity to interest them in a phonograph.

Christmas is Only 68 Days Off

If you read this ad on the very day the "World" reaches you, Christmas will be only 68 days ahead. Give yourself a chance to sell, and your customers a chance to buy timely musical gifts. Remember: Peerless—the album and a few records is one of the most popular of all presents for young and old. How is your stock today?

We are exclusive metropolitan distributors for the new beautiful and educational "Pictorial Records" for children. Ask us to demonstrate and show you this wonderful record for the kiddies.

Samples Sent on Request

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

636-638 BROADWAY
NEW YORK

WALTER S. GRAY CO.
Pacific Coast Representative
San Francisco and Los Angeles

L. W. HOUGH
146 Mass. Avenue
Boston, Mass.

A sample sold the first ten distributors. Instant recognition of the wiae sales possibilities and merit has been accorded

PICTORIAL RECORDS and SINGING PICTURES

Made in six inch double-faced records with transparent playing surface pressed directly upon the multi-color picture base.

The records are absolutely unbreakable. The songs and stories are exclusive and original in style, and are of subjects with wide appeal to children.

PICTORIAL RECORDS and SINGING PICTURES mark a distinct advance in the art of recording and manufacture. They denote a new era in marketing of children's records. They enlarge the sales possibilities. New and added interest in juvenile records is assured.

Territory for distributors and dealers now being arranged.

For further particulars write or wire

NEW RECORD CORPORATION

210 FIFTH AVE., NEW YORK CITY

Preparing for Broadcasting of World's Baseball Series

Radio Interests Already Laying Plans to Put the Big Event on the Air and Dealers Should Realize the Opportunity

Dealers in radio equipment are looking forward to a real opportunity for doing a substantial business with baseball fans in the near future in view of the fact that plans are being completed again for broadcasting the world's series, a feature which last year stood out strongly among radio activities.

According to a statement made by the Radio Apparatus Section of the Associated Manufacturers of Electrical Supplies only star reporters of the air will be chosen to describe the series for those listening in. It is necessary that specialists be used for they must be able to visualize every play almost before it is made, and, as a result, develop through practice a sort of sixth sense. For instance, they judge from characteristic movements of the umpire whether a given pitch will be called a ball or a strike and are able to put it into words immediately.

Certainly radio dealers who are keen to grasp every opportunity for making a special appeal to prospective purchasers will take due cognizance of the approach of the world's series and, both through advertising and window displays, acquaint the public with the fact that they have at hand the apparatus which will bring the series right into the office and the home.

Increase in Exports During Fiscal Year of 1923-24

Specialties Division of Department of Commerce States That Musical Instrument Exports Showed a Gain of 17.8 Per Cent

WASHINGTON, D. C., September 1.—In presenting its survey of the exports from the United States for the fiscal year 1923-24, as compared with the preceding fiscal year, the Specialties Division of the Department of Commerce states that the musical-instrument group showed an advance in all four quarters of the fiscal year 1923-24 over the corresponding quarters of 1922-23, the total gain being about $1,500,000, or 17.8 per cent. These quarterly gains became smaller with each succeeding quarter, being accounted for largely by the course of exports of pianos and phonographs. The former showed a large advance for the first quarter of the fiscal year 1923-24 over the same quarter in 1922-23, but this gain was much smaller in the two succeeding quarters, and by the last quarter was turned into a loss, which, however, was made up for the group as a whole by the gain in exports of phonographs and records. Consistent gains were shown in exports of band and string instruments for all quarters of 1923-24 over the corresponding quarters the previous year.

Ackerly Expanding Store

PATCHOGUE, L. I., September 6.—Construction work on the new Ackerly Building, East Main street, in which Jerome W. Ackerly plans to house his music business after October 1, is reported to be nearing completion. The structure will contain three stores and six apartments of four rooms, in addition to the Ackerly establishment, and will be built of brick, steel and terra cotta, two stories in height. Every detail is to be strictly modern, according to statements made by the architect, Paul P. Ruehl, who recently designed the Patchogue Theatre.

Lopin's, Inc., Charleston, W. Va., has been incorporated with capital stock of $10,000 to conduct a music shop. The incorporators are Joseph Lopin, Evan Branan, Aaron, Maxwell E. and Lottie Lopin, all of Charleston.

United States Music Co. Holds Its Annual Election

Miss M. E. Brown Now One of the Directors—All Officers Re-elected—Bright Outlook

At the annual meeting of the United States Music Co., manufacturer of the United States music rolls, Chicago, Ill., August 19, Miss M. E. Brown was elected to the directorate of the company. Miss Brown is the largest minority stockholder and, in addition, enjoys the distinction of being manager of the arranging and recording department of the firm, the only woman operating in this capacity in the industry. All of the officers were re-elected. They are: Arthur A. Friested, president; George L. Ames and George H. Bliss, vice-presidents; John G. Crotsley, treasurer, and Delbert A. Clithero, secretary.

The United States music rolls have enjoyed increasing popularity throughout the year just closed and the outlook for further substantial gains in distribution this Fall is excellent, according to the views held by members of the concern. Many talking machine dealers handle these music rolls and generally satisfactory demand for them is being enjoyed where they are properly exploited.

E. R. F. Johnson a Director of Canadian Victor Co.

Son of Eldridge R. Johnson and Vice-president of Victor Co., Camden, N. J., Succeeds R. L. Freeman in Canadian Directorate

MONTREAL, CAN., September 4.—The Victor Talking Machine Co., of Canada, Ltd., headquarters in this city, has announced that E. R. Fennimore Johnson, vice-president of the Victor Talking Machine Co., Camden, N. J., has become a director of the Canadian concern to succeed Ralph L. Freeman, resigned. Mr. Johnson is the son of Eldridge R. Johnson, founder and president of the Victor Co., and was elected vice-president of that company in December.

SELL TRUE RADIO ENJOYMENT

BUYERS of receiving sets this year will demand radio enjoyment. A set that will enable them to select a favorite program and then hear it clearly, without distortion and interference, is the set they will buy.

The A-C DAYTON POLYDYNE XL-5 is a high grade, five tube receiving set that you can confidently offer to customers who will demand, above everything else, positive CLEARNESS OF RECEPTION.

The wonderful performance of the XL-5, its beauty of design and finish and its very reasonable price, appeal to music dealers who must sell and guarantee true radio enjoyment with each receiver.

The XL-5, designed by A-C DAYTON Engineers, bears the official stamp of the Polydyne Corporation, insuring the highest quality in materials and workmanship and the best in performance.

A letter will bring complete details fully describing the XL-5, the price, and attractive music dealer arrangement. Get ready for a big radio business this fall.

KNOCKED DOWN SET

The A-C DAYTON XL-5, is provided in knocked down form, complete with all parts and directions. Ask for circular.

The A-C Electrical Mfg. Co.
DAYTON, OHIO
Makers of fine electrical equipment for twenty years.

A-C DAYTON XL-5

Two Edison Industries Have Been Consolidated

Edison Phonograph Works and Thos. A. Edison, Inc., Merged on September 1—Move Designed to Create Greater Co-ordination

Effective September 1, the Edison Phonograph Works, which has manufactured Edison phonographs since 1888, and Thos. A. Edison, Inc., which has merchandised the same products since 1896, will be consolidated. Both interests are located in Orange, N. J. The name "Thos. A. Edison Incorporated" will continue to be used, but hereafter will represent both the manufacturing and merchandising branches of the Edison phonograph industry. The purpose of the merger is to bring about a greater co-ordination of the Edison manufacturing and selling divisions. It has been under consideration for some time.

The consolidated corporation really commenced activities in 1888 when the phonograph, the invention of Thos. A. Edison, was first produced for commercial distribution. It is considered particularly interesting and unique in the history of American business that the Edison phonograph industry is based upon an invention conceived in 1877, and that, through all the years that have intervened, the inventor has remained sole owner and active head of this great manufacturing and distributing organization.

The progress of the phonograph during the period since its invention, nearly a half century ago, is too well known in the trade to require reiteration here. It is believed that through the medium of the new consolidation the future advance of the Edison will be notable.

The Namasal Radio Corp.. New York, was recently incorporated at Albany, N. Y., with a capital stock of $15,000. The incorporators include P. Schechter and B. Roland.

New Dulcetone Jobber for New York and Chicago

New York Talking Machine Co. and Chicago Talking Machine Co. to Distribute the Dulcetone in Gotham and Windy City

Announcement was made the latter part of last month that the distribution of the Dulcetone loud speaker for radio reception, for use in connection with talking machines, is to be handled by the New York Talking Machine Co. and the Chicago Talking Machine Co in the New York and Chicago territory. F. H. Teagle, manufacturer of the device, was in New York and, after a conference with Arthur D. Geissler, president of the Talking Machine Co., arrangements were completed whereby these well-known Victor wholesalers would distribute the product of the Cleveland concern.

The Dulcetone was devised by Mr. Teagle to couple radio with the talking machine without any alteration being necessary to the instrument. The device consists of a loud speaker that is placed on the turntable with a groove in which the needle of the musical instrument is placed. The loud speaker then functions through the needle, reproducer, tone arm and tone chamber as does the phonograph.

Mr. Teagle recently visited the Victor Talking Machine Co., at Camden, and arranged to exhibit the Dulcetone loud speaker at the Victor factory radio display.

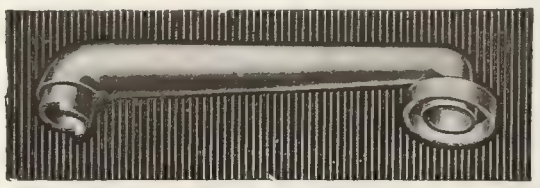
H. A. Sherman With E. Blout

Henry A. Sherman was recently appointed manager of the Emanuel Blout store at One hundred and seventh street and Broadway, New York, following his resignation from the firm of Sherman & Kolbert, Inc. Mr. Sherman is well acquainted in the local trade and possesses a wide experience which admirably fits him for his new position.

DOEHLER

The World's Largest Producer of

DIE-CASTINGS



In checking up on the prices of a die-cast part, include among the items involved the cost of a possible failure of that part in the place where it will ultimately be used.

A very slight difference in the purchase price per part may cause a very large difference in the ability of that part to render the service expected.

Doehler engineers and metallurgists welcome every opportunity to work with machinery manufacturers in designing, as well as in producing, die-castings that will not disappoint.

DOEHLER DIE-CASTING CO.

BROOKLYN. N.Y. TOLEDO. OHIO.

POTTSTOWN. PA BATAVIA. N.Y.

New Finance Plan for Federal Tel. & Tel. Dealers

Arrangement With Commercial Investment Trust, Inc., to Take Care of Dealers' Instalment Paper—Should be Beneficial to Dealers

An announcement that should prove of interest to all retailers of radio sets was recently made by W. W. Kideney, general manager of the Federal Telephone & Telegraph Co., Buffalo, N. Y. This announcement stated that arrangements have been completed with the Commercial Investment Trust, Inc., New York, whereby every dealer of Federal standard radio products will be enabled to sell receivers on a new deferred or partial payment plan.

The new arrangement simplifies greatly the problem of the dealer in handling deferred payment sales, for it not only relieves him of the burden of carrying an increasing amount of paper himself, with the heavy drain upon his capital, but likewise it takes from him the strenuous work of collecting; for the Commercial Investment Trust, Inc., makes collections direct.

Under the plan the dealer is required to secure a down payment amounting to at least one-third of the total value of the receiver and accessories, which obviates the necessity of demanding cash for tubes, batteries, etc., in cases where smaller down payments are taken.

Changes and Additions to Regal Record Co. Line

The Regal Record Co., 18 West Twentieth street, New York City, manufacturer of Little Tot records and albums, has recently made a number of changes in its product. While the retail and wholesale prices of the books are to remain the same, the number of records in each album has been increased to four, giving a total of eight selections instead of six. The records are still manufactured in the seven-inch size, double face, and are supplemented with eight multicolored lithographed cards, carrying appropriate illustrations for each selection. The reverse side of each card carries verses or stories of the records. This enables the child to see the picture, read the story or verse and then hear it reproduced on the record.

H. G. Neu, sales manager of the company, recently stated that the children's records are now recognized by most dealers to be one of the staple articles to be carried in permanent stock. Record shelves should carry a complete supply of children's records. These records, besides creating sales and profits, in many instances bring customers into the store, who very often make purchases of other merchandise.

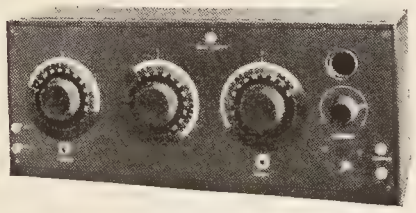
In addition to increasing the number of records included in each of the Little Tot albums, the Regal Record Co. also announces the addition of two new books to its steadily growing catalog. These two books include eight records, with a total of sixteen selections, and are compiled from verses and songs of wide appeal to children. The new albums are known as the "Merry Sunshine Book" and the "Medley Book."

Altogether, the catalog of Little Tot records comprises over one hundred and ten separate selections.

Frank Elliott in New Position

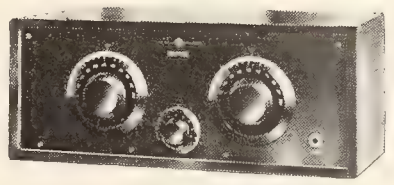
Frank Elliott, well known in talking machine circles in the metropolitan New York district, has joined the staff of the North American Radio Corp., radio distributor, as a special representative to cover the talking machine trade. Mr. Elliott has been connected with the Brunswick Co. for the past five years, covering the Brooklyn territory, and during that time he has made a host of friends throughout talking machine trade circles.

FADA Radio



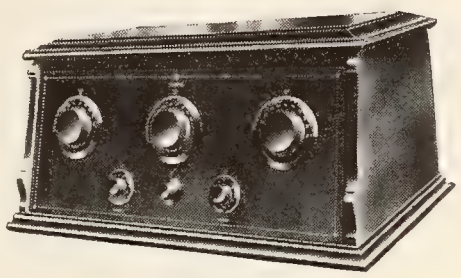
FADA "One Sixty"
No. 160-A

"The receiver that has taken the country by storm." The best known of all Neutrodynes. 4 tubes. Price (less tubes, batteries, etc.) $120.



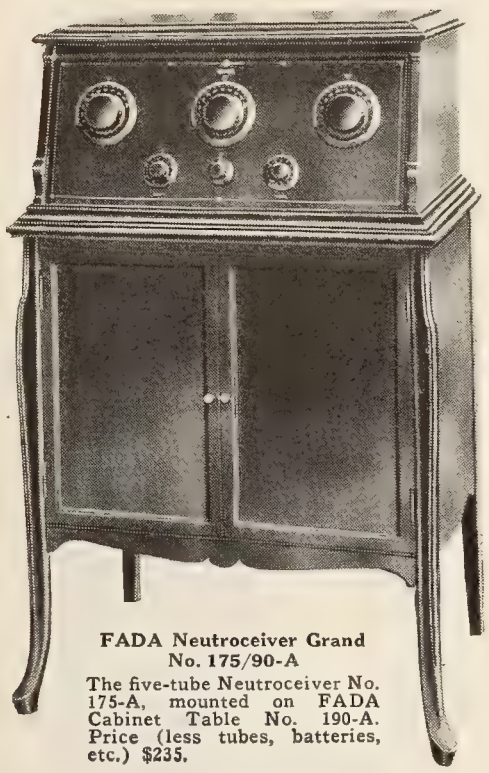
FADA Neutro Junior
No. 195

Three-tube Neutrodyne that is a wonderful performer. Price (less tubes, batteries, etc.) $75.



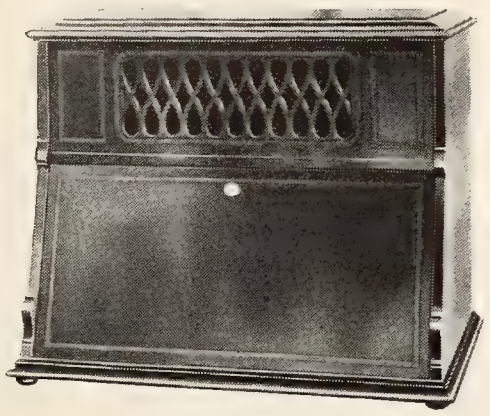
FADA Neutroceiver
No. 175-A

Mahogany cabinet. Inclined panel and roomy battery shelf. 5 tubes. Price (less tubes, batteries, etc.) $160.



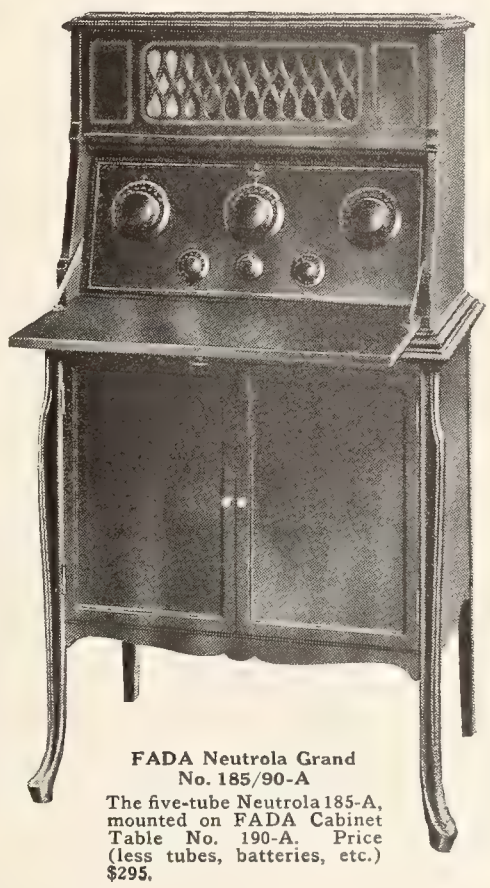
FADA Neutroceiver Grand
No. 175/90-A

The five-tube Neutroceiver No. 175-A, mounted on FADA Cabinet Table No. 190-A. Price (less tubes, batteries, etc.) $235.



FADA Neutrola
No. 185-A

Mahogany cabinet, beautifully inlaid, including self-contained loud speaker and ample room for batteries. A five-tube Neutrodyne. Drop desk lid conceals panel when receiver is not in use. Price (less tubes, batteries, etc.) $220.



FADA Neutrola Grand
No. 185/90-A

The five-tube Neutrola 185-A, mounted on FADA Cabinet Table No. 190-A. Price (less tubes, batteries, etc.) $295.

Now FADA *gives you a complete Neutrodyne Line*

WHATEVER your customers want in a Neutrodyne you can satisfy them completely with one of the new FADA models. If they want de luxe cabinet work combined with utmost radio efficiency, there are the FADA Neutrola and FADA Neutrola Grand, the FADA Neutroceiver and Neutroceiver Grand—five tubes. If they want a more economical set, offer them the FADA Neutro Junior—three tubes. And always there is the famous FADA "One Sixty"—the four-tube receiver "that has taken the country by storm."

If you have not received complete new catalog, write for it now

F. A. D. ANDREA, INC., 1581 JEROME AVENUE, NEW YORK

F.A.D. ANDREA INC. LICENSED BY INDEPENDENT RADIO MANUFACTURERS INC. NEUTRODYNE UNDER HAZELTINE PATENTS NOS 1450080 AND 1489228 OTHER PATENTS PENDING TRADE MARK REG U S PAT OFF

Attention to Better Music Sells Records

Bryant Music Shop Salesmen Push Better Music on Records Because They Like It—Keeps Twenty Booths Filled With Buyers

Selling the better class of music on records and building up a record clientele composed of customers who make purchases week after week and month after month is of the utmost importance in placing a business on a sound basis, according to a talking machine dealer who does a tremendous business in records each week.

Up on Eighth avenue, New York, in a section where live many people of German birth and extraction, as well as other foreign-born residents, is the Bryant Music Shop. This establishment does a very large business in records of music of the better kind and, in the words of one of the salesmen, this has been accomplished by sending out the record supplements regularly and having the records in stock. The clientele of this store has been educated to the point where they look forward to the weekly supplements containing the lists of new records and often if a customer has not received the latest list he or she drops into the store to ascertain the reason. There is nothing spectacular in this method of securing business, but it does show the value of sending out the supplements regularly.

Salesmen Must Like Good Music

"The best way for a dealer to sell the better music on records is to employ or educate salesmen to like that kind of music," stated a salesman of this live house. He pointed out that if a salesman is interested, for example, in the classics he will be prejudiced in favor of these records and will lose no opportunity to draw the attention of customers to the merits of this music. On the other hand, the salesman who does not care a whoop about the classics and is keen on dancing and the music that goes with it and popular airs will, as the most natural thing for him, push these records with greater zest and better results.

The salesmen at the Bryant Music Shop all are lovers of the best and most enduring type of music and perhaps this is the reason why this end of the business has been developed more than in most retail stores. Mr. Bryant himself is a music lover and his extensive knowledge of the Red Seal catalog has brought him much business.

Twenty Booths and All Filled

In one of the large cities in New Jersey there is a talking machine dealer who has twenty record demonstration booths in one of his large stores and it is the usual thing on a Saturday afternoon or evening to have all of these booths filled with people trying out records and several waiting to enter as soon as a booth vacancy occurs. How is this accomplished? Not by anything radically new or unusual in the way of sales promotion, but simply by featuring records as well as machines in advertising and window displays and by circularizing machine owners and record prospects continually. This store also does a great volume of business in the better music on records and this has also been accomplished by remembering that there is something more to the record library than popular and dance music.

The Classics at the Store Door

The usual thing in the way of store door playing to attract patronage and attention to a particular record is to play some jazz number. Now, almost every jazz and dance enthusiast knows the latest hits. He or she hears them constantly at dances, theatres, etc., perhaps before the number is received by the dealer, and it is safe to say that in the majority of cases the number is quite familiar to this type of passer-by. Why not vary the monotony by playing an occasional classic of the lighter type? A violin or other instrumental number played at the store door would attract just as much attention as the jazz and the results would be even more far reaching, because the retailer would be educating his patrons to a liking for better music and he would be creating interest in a portion of his merchandise which is too often slighted. Remember that only by turning over stock can real profits be made and certainly that dealer who only turns over half of his record stock and who permits a considerable investment to be tied up in merchandise which he is not selling is not conducting his business along efficient lines. Unbalanced sales effort is one of the real causes of poor business and no retailer can afford to carry a fair-sized stock of records of the better music unless he sells them, and it is a ten-to-one shot that these records will not move any too fast unless some effort is made to sell them.

Selling Good Music on Records

Furthermore, it takes real salesmanship and a knowledge of the music on the records to sell them with any degree of success. When a customer comes into the store for a popular or dance record or two the salesman is taking orders, but if he proceeds to supply the customer with the numbers demanded and then at least makes an effort to interest that patron in one or two of the latest classics he will be practicing salesmanship. The sales manager of the talking machine department of a large department store in the East, a woman, by the way, each day gives each member of her sales organization a list containing an equal number of records and among these are included Red Seal numbers—the Victor line is handled—and the salespeople are told to sell as many of the numbers listed as possible. Each month a cash prize is awarded to the one having sold the greatest number of the listed records. This little stunt moves slow-selling record stock and it is one good way of systematically pushing the best in music on records, thus moving the entire record stock and at the same time educating the record clerks in the art of real salesmanship.

Kohler & Chase Plan Branch

NAPA, CAL., September 4.—The Kohler & Chase Music Co., of San Francisco, will open a branch store in the Empire Theatre Building here, it was recently announced by H. D. Secoy, local representative. A complete stock of pianos and Sonora and Brunswick phonographs and records will be carried. Show windows will be erected on both First and Coombs streets.

Butte Phono. Co. Expands

BUTTE, MONT., September 6.—The Butte Phonograph Co., 123 North Main street, has just taken over the entire stock and fixtures of the Howard Music Co., of this city. The outstanding business of the latter concern will be conducted by the Butte Phonograph house in the future.

Krone in New Store

BRYAN, O., September 6.—The Krone Music Store has just taken over the quarters on South Main street vacated by the Schuck Jewelry Store, and will occupy this space in the future as well as the small room in the rear in which it formerly was located.

A 5 Tube
NEUTRODYNE
CABINET STYLE
Complete with Loud Speaker, Tubes and Batteries

Built by a firm with over ten years' experience in constructing land and marine radio apparatus for U. S. and foreign governments.

Price of set alone . $125.00
Lafayette Reproducer 28.00
Solid Mahogany Cabinet $35.00

DEALERS—Write for proposition

THE KOR-RAD CO., Inc.
Sole Distributors
151 East 58th St., New York

THE Lafayette NEUTRODYNE

Licensed under Hazeltine Pat. No. 1470950
Made by R. E. Dorff Mfg. Co.
Jersey City, N. J.

PHONOGRAPH CASES
RADIO CASES
Reinforced 3-ply Veneer
The Standard Case for Talking Machines and Radio Sets
Let us figure on your requirements
MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.
Mills in Va., N. C. and S. C.

Why Advertise a Registering Piano in a Phonograph Journal?

For just this reason: we are able to present a product with an active, profitable market, merchandised on much the same lines as are talking machines.

Your merchandise, generally speaking, is nationally advertised. So is the Gulbransen.

Your merchandise, generally speaking, is nationally priced. So is the Gulbransen.

Your merchandise, generally speaking, is at a point where the service expense is so small as to be practically negligible. The same is true of the Gulbransen.

Your merchandise opens a way to continued profit from the original transaction through the sale of records. So does the Gulbransen.

Your manufacturers, generally speaking, concentrate on few styles, requiring minimum investment in stock of machines, by the dealer. So do we, making four models only.

M-O-T-I-O-N *in your window*

Here is the type of up-to-date *moving* window display device that phonograph merchants are accustomed to. A moving Baby. The Gulbransen trade-mark in action.

GULBRANSEN COMPANY
3236 W. Chicago Avenue, Chicago

Gentlemen—Tell us how the Gulbransen "fits in" with a talking machine business.

Name _____

Address _____

City _____

In the phonograph field are some of the world's greatest "human interest" trade marks. The Gulbransen also has such a trade mark — the famous Baby that means "Easy-to-Play".

These are a few reasons why the Gulbransen "fits in" with the average retail talking machine business, and why it is now handled in so many stores of this type. Many merchants heretofore handling talking machines exclusively have changed their policy on account of the Gulbransen opportunity.

You may find that there are many points of similarity in your own case—enabling you to sell Gulbransens at a very slight increase in overhead.

Why not find out? We'll gladly send the full details to any dealer in communities where representation is available. Just fill in the handy coupon.

GULBRANSEN COMPANY
3236 W. Chicago Ave., Chicago

(Pronounced Gul-BRAN-sen)

GULBRANSEN
The *Registering* Piano

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Below are shown just a few of the Sonora period models for Fall. Of highest quality throughout, and priced moderately, these models represent splendid values and are exceptionally salable. Handling the Sonora line will be your best assurance of a profitable Fall Season. Why not get in touch with us to-day?

Saginaw
$100

Marquette
$125

Serenade
$150

Argyle
$235

Queen Anne
$250

Sonora Phonograph Co., Inc.
New York City

C. A. RICHARDS, INC.

Census Shows Substantial Gain in the Manufacture of Phonographs in 1923

Statistics Compiled by the Department of Commerce Indicate a Gain of 9.2 Per Cent in the Manufacture of Talking Machines in 1923 Over 1921, When the Last Census Was Taken

WASHINGTON, D. C., August 30.—The Department of Commerce announces that, according to data collected at the biennial census of manufactures, 1923, the establishments engaged primarily in the manufacture of phonographs reported products to the value of $107,276,240, an increase of 9.2 per cent as compared with 1921, the last preceding census year.

In addition, phonographs and phonograph records and blanks were manufactured to some extent as secondary products by establishments engaged primarily in other industries. The value of these commodities thus made outside the industry proper in 1921 was $1,404,394, an amount equal to 1.4 per cent of the value of products reported for the industry as classified. The corresponding value for 1923 has not yet been ascertained but will be given in the final reports of the present census.

Of the 109 establishments reporting for 1923 24 were located in Illinois, 17 in New Jersey, 16 in New York, 8 in Indiana, 7 in Michigan, 6 each in Connecticut and Pennsylvania, 5 each in Massachusetts and Ohio, 4 each in California and Wisconsin, and the remaining 7 in Iowa, Minnesota, Missouri, North Carolina and Vermont. In 1921 the industry was represented by 154 establishments, the decrease to 109 in 1923 being the net result of the omission of 69 establishments which had been included for 1921 and the inclusion of 24 new establishments. Of the 69 establishments omitted 19 had been engaged primarily in the manufacture of phonographs in 1921, but reported other commodities—furniture, radio apparatus, and toys and games—as their principal products in 1923; 40 had gone out of business; and 10 were idle during the entire year.

The statistics for 1923 and 1921 are summarized in the statement above. The figures for 1923 are preliminary and subject to such correction and change as may be found necessary upon the further examination and analysis of the returns.

	1923	1921	Per cent of increase *a*
Number of establishments	109	154	—29.2
Wage earners (average number) *d*	20,505	17,938	14.3
Maximum month	Nov. 23,194	Jan. 20,408	...
Minimum month	Jan. 18,358	Aug. 14,696	...
Per cent of maximum	79.1	72.0	...
Wages	$24,937,166	$21,773,750	14.5
Cost of materials (including fuel and containers)	$45,097,220	$41,057,508	9.8
Products, total value	$107,276,240	$98,212,784	9.2
Phonographs, other than dictating machines, number	981,635	592,493	65.7
Value	$55,551,817	$38,361,063	44.8
Dictating machines, number	15,824	3,540	347.0
Value	$1,485,243	$243,676	509.5
Records and blanks, number	98,104,279	105,191,929	—6.7
Value	$36,372,410	$47,843,856	—24.0
Needles, value:			
Steel	$1,181,794	$739,386	59.8
Other	$274,398	$394,749	—30.5
Parts and accessories, value	$10,611,137	$6,594,300	60.9
Cabinets	$2,544,208	$1,683,290	51.1
Other parts and accessories	$8,066,929	$4,911,010	64.3
Custom work and repairing, value	$407,498	$452,223	—9.9
All other products, value	$1,391,943	$3,583,531	—61.2
Value added by manufacture *b*	$62,179,020	$57,155,276	8.8
Horsepower	41,604	(*c*)	...
Coal consumed (tons of 2,000 lbs.)	158,047	(*c*)	...

a A minus (—) sign denotes decrease.
b Total value of products less cost of materials.
c Not reported.
d Not including salaried employes and proprietors and firm members. Statistics for these classes will be given in final report.

Radio Advertisers' Data Book Issued by Rosenberg Co.

Arthur Rosenberg Co., Inc., advertising agent, 110 West Thirty-fourth street, New York, recently distributed to radio manufacturers the first issue of the Radio Advertisers' Data Book, which it has compiled and published. This book contains the advertising rates, circulation, mechanical requirements and other data regarding all the radio consumer and trade publications, as well as those of general magazines and newspapers which feature radio.

The book also contains other valuable information, including a radio trade map of the United States on which are indicated the areas of greatest radio sales activity; the numerical strength of the trade is indicated; the growth of the industry is reviewed and the export market is also surveyed.

Albert W. Skinner Dead

WATERBURY, CONN., September 6.—Albert W. Skinner, of the Skinner Music Co., died here recently. Mr. Skinner was ill but a short time and underwent an operation which proved unsuccessful. He had been in the music business for thirty-one years and was well known in music circles.

Rules "Talker" a Home Need

UTICA, N. Y., September 6.—That the talking machine is a household necessity was the gist of a decision handed down by Justice of the Peace Burke in a recent action here. The action was brought about by a claim for payment on the instrument by a local dealer. The defendant in the case had purchased the machine and shortly afterward was separated from her husband. The husband refused to pay for the instrument on the ground that it was not a home necessity. The court ruled otherwise.

PAL Sells Every Month of the Year!

The All-year-round Portable

$25.00 RETAIL

Dealer's Price $15.00

F.O.B. New York

PLAZA MUSIC CO. 18 West 20th St. New York

Aeolian Co. Plans to Move Northward to Center of New Retail Shopping Zone

E. S. Votey, Vice-president of Company, Outlines Its Future Plans for Location of New Aeolian Hall—Forty-second Street Building Can Be Utilized for Three or Five Years as Yet

The recent sale of Aeolian Hall to the Schulte interests and the subsequent lease of the building to F. W. Woolworth Co. for a period of sixty-three years, without any accompanying announcement at the time of the future plans of the Aeolian Co., naturally aroused much interest and speculation both in and out of the music trade.

There was considerable question as to why the Aeolian Co. decided to move from the Grand Central zone to a new location which will admittedly be in the upper Fifth avenue section near Fifty-seventh street. The World is privileged to publish herewith a statement by E. S. Votey, vice-president of the Aeolian Co., setting forth its reasons for changing the location of its headquarters. Mr. Votey said:

"The sale of Aeolian Hall does not mean immediate evacuation. The company reserved the right to remain on Forty-second street for three or five years, yet it is free to take quicker action, if advisable. The company plans to move northward to a new Aeolian Hall to be built. Where or when has not been determined. A number of negotiations are being carried along. We are in the fortunate position of not being hurried.

"In the moves from Broadway, to Twenty-third street, to Fifth avenue and Thirty-fourth street and to West Forty-second street, the company had sensed imminent changes of neighborhood occupancy. It has been fortunate in its real estate operations and has reaped rewards as a pioneer in new districts.

"The Grand Central zone, we felt, is destined to be a financial district, perhaps exclusively so, and there are many evidences of this tendency. We are proposing to move from the Grand Central district to a retail shopping location and we are moving for the same reasons that prompted us to move from Twenty-third street and Fifth avenue and Thirty-fourth street.

"Each of the company's real estate moves occasioned an immediate profit and such moves have been uniformly fortunate in anticipating new shopping centers and increased convenience for our customers. In recent years the traffic problems have been added and increasing street congestion is a factor which our company was bound to consider.

"Whether the new Aeolian building to be built will contain a concert hall or not, a question of large interest in the musical world, depends, of course, on size of plot, although there is not now the same need for an auditorium as in the days when the Duo-Art piano was new and had not yet been established as a musical instrument of first importance. There was then advantage in the artist association, but this may not now be so important when the public has come to know and accept the reproducing piano. There are other plans being promoted for concert halls and it may not be necessary to include an auditorium in the new Aeolian Hall as it seemed to be when the present structure was built in 1912.

"The sale of Aeolian Hall and its more recent leasing anticipates the removal to a new location, made necessary by the changes met and impending in the Forty-second street district, but no new location has been decided upon and there is no urgency of need prompting a quick decision. We are progressing through many negotiations and sooner or later a new Aeolian Hall will rear its height in the silhouette of New York's sky line."

Edison Dealers' Window Display for September

The illustration herewith shows the attractive window display arranged for the use of Edison dealers by Thos. A. Edison, Inc. Simplicity is the keynote of this display and the manner in which the Edison phonograph is exhibited and tied up with the records makes an

Attractive Edison September Display

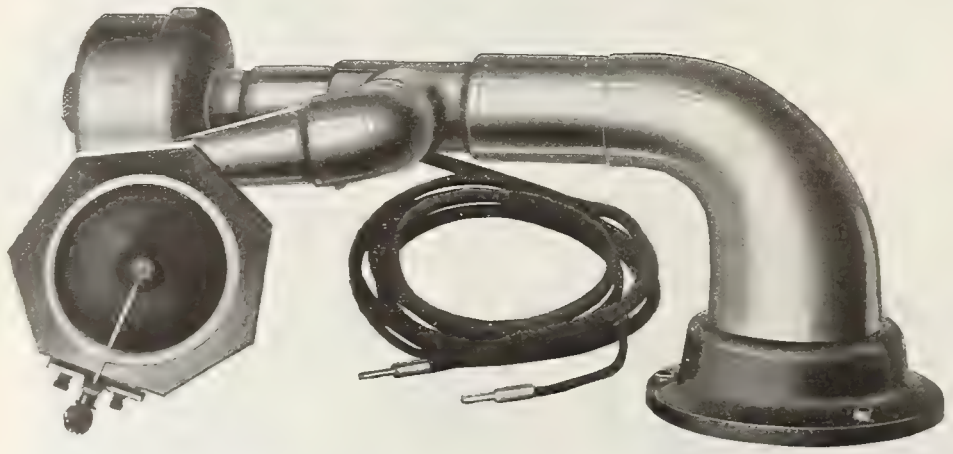
effective ensemble for any window, regardless of size. Edison dealers taking advantage of these monthly displays are finding them successful sales producers.

Music House Chartered

LEBANON, PA., September 8.—Reifsnyder's Music House, Market Square, was recently incorporated with a capital stock of $200,000, to deal in musical instruments. Perry B. Reifsnyder was named president, Lyle A. Moser, secretary, and C. Claire Moser, treasurer.

The Rorabaugh Dry Goods Co., Wichita, Kan., has added radio to its phonograph department.

NEW EMPIRE COMBINATION



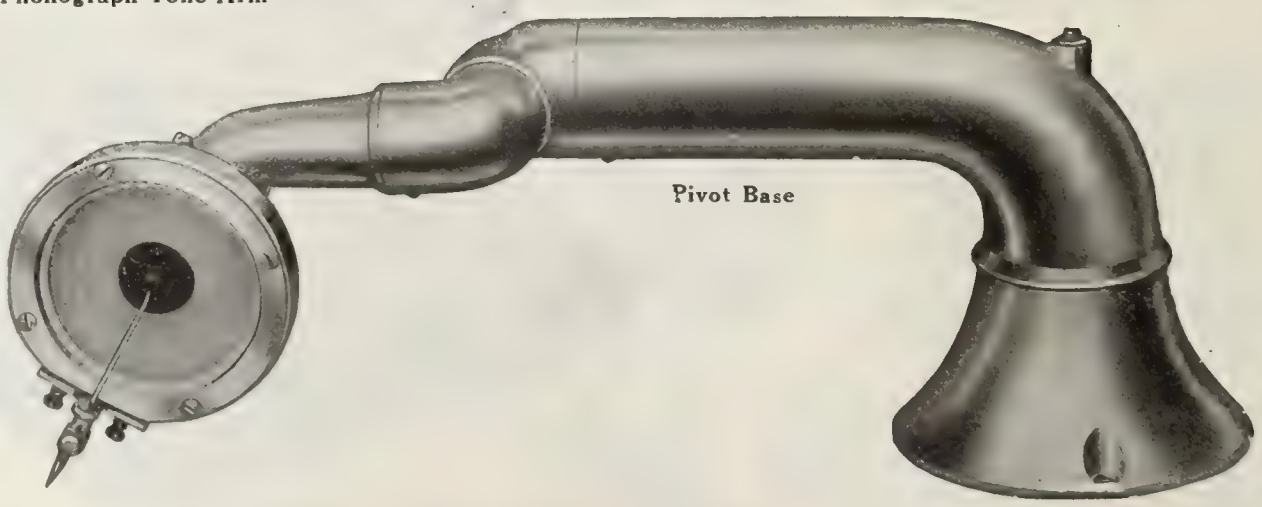
Combination Radio and Phonograph Tone Arm

Tone Arm (Ball Bearing)
Reproducer
Loud Speaker
for
Radio and Phonograph

We invite a personal test. There is nothing more convincing. Order a sample arm and test it out. It will win you on merit only. Our prices are low and the quality second to none.

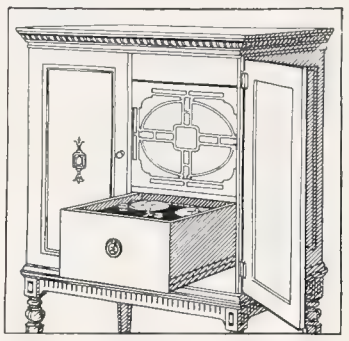
Write or wire us for samples and quotations and give us an outline of your requirements.

Send for sample of our new Tone Arm for Portable Machines and Edison Attachments.



Pivot Base

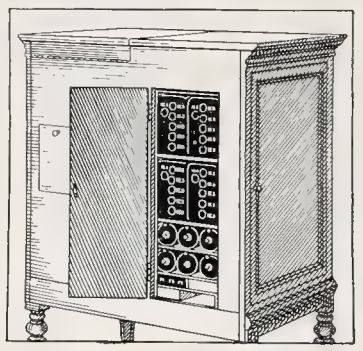
EMPIRE PHONO PARTS COMPANY
Established in 1914
2261 East 14th St. Cleveland, O.
W. J. McNAMARA, President



Sectional view of cabinet showing Radiola Super-Heterodyne installation. No outside antenna or ground wires required. Directional loop has been installed in swinging left-hand END PANEL of cabinet.

The Brunswick double purpose amplifier is a triumph of musical and radio research. So perfectly balanced and proportioned is it for both phonograph and radio reproduction, the shift has been so carefully worked out, that it is governed by merely a turn of the lever.

Brunswick Radiola No. 260



Sectional view of rear of cabinet showing battery and loud speaker installation of Brunswick Radiola No. 260.

The Newest and Most Remarkable of Musical Instruments

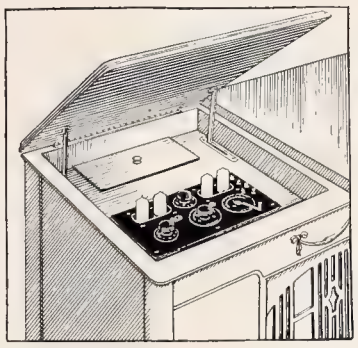
NOW Brunswick dealers offer a comprehensive line covering their entire requirements, all under one name—Brunswick Phonographs, Brunswick Records, Brunswick Radiolas.

The high standard of Brunswick inspires the whole line. The superlative in phonographic reproduction, in recorded music, and in the music of the air.

Now with this line they satisfy any customer who enters their store. And on the most profitable basis of all—*one line* with corresponding decrease in capital investment, with stock for actual requirements only—with higher proportionate turnover.

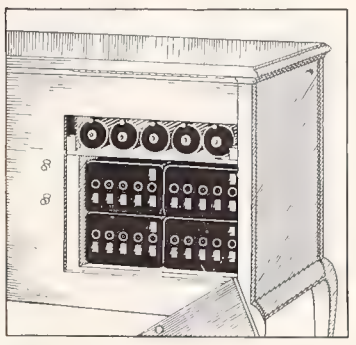
And the direct factory-controlled and protected Brunswick Franchise is yet another strong feature. Maximum discounts, assured by the elimination of middleman, and direct factory contact, make this much-in-demand line the most profitable franchise to have in this field of music.

Brunswick
Radiola



Sectional view of top of cabinet showing installation of Radiola 111-A.

Brunswick Radiola No. 35



Rear view of cabinet showing battery installation.

. . . the Brunswick Radiola Emphasizes Further the Completeness of the Brunswick Line

BRUNSWICK waited years while engineers, experts experimented, before bringing out the Brunswick Radiola. Only when music of the air was brought to the same high standard of Brunswick recorded music, were they willing to put their name upon it.

The Brunswick Radiola is a laboratory triumph. The blending of both phonograph and radio to the common use of the famed Brunswick Method of Reproduction, was achieved only after countless experiments and costly research work.

Now the Brunswick double-purpose amplifier is perfectly balanced and proportioned—both for radio reception and phonographic reproduction. Now it is approved by the Research Laboratories of the Radio Corporation, as well as by Brunswick music and phonograph authorities.

Hence the superlative Brunswick Radiola—a manufactured product, not a makeshift combination.

THE BRUNSWICK-BALKE-COLLENDER CO.
Manufacturers—Established 1845
GENERAL OFFICES: CHICAGO

Branches in all Principal Cities

New England Distributors:
Kraft, Bates & Spencer, Inc.
80 Kingston Street, Boston, Mass.

Canadian Distributors:
Musical Merchandise Sales Co.
79 Wellington St., West, Toronto, Ont.

Brunswick Radiola

Enthusiastic Over Atwater Kent Co.'s Sales Policy

L. E. Latham Outlines Policy of Atwater Kent Co. for the Season 1924-25

L. E. Latham, of E. B. Latham & Co., New York, distributors for the radio products of the Atwater Kent Mfg. Co., is particularly enthusiastic over the announcement of that company's sales policy for the season of 1924-25, which represents one of the few occasions that a company in the radio trade has seen fit to encourage the confidence of the dealers by stating exactly what it plans to do for the season to come.

"The Atwater Kent Co. has established what comes close to being a precedent in the trade by announcing a definite radio sales policy for the coming season," declared Mr. Latham, "and one of the outstanding features of that policy is that the company has established one single maximum discount for the recognized dealer of its radio products, thus eliminating the dissatisfaction that so often grows out of the maintenance of the so-called sliding scale, preferential and special discounts.

"The line for the season will be a thoroughly comprehensive one, embodying four, five and six-tube sets in both open and closed and DeLuxe models in variety to please the great majority of customers and to meet the limitations of their pocketbooks. A feature of the line will be a phonograph sound-reproducing unit for use with various leading makes of talking machines and there will also be offered three types of Atwater Kent loud speakers.

"At the present time the company is preparing a dealer contract designed to make the handling of its line a valuable franchise through the fact that the dealer's territory will be protected in a way to insure him a business profit. Distribution will be handled through the general music dealers, talking machine dealers and the electrical and automotive dealers, and plans have been made to aid recognized dealers to make satisfactory arrangements with finance companies to take care of time payment sales.

"In addition to a complete and extensive magazine and newspaper advertising campaign the Atwater Kent Co. has provided a number of pieces of literature on radio for distribution by dealers to their prospects and customers, these including catalogs describing and illustrating the products of the company, special leaflets describing various sets, a general instruction booklet giving necessary technical information, various dealer display sales helps, electric and novelty signs and window display suggestions.

"On the whole, the Atwater Kent Co. has set forth a program that indicates the giving of much thought to the immediate future of the line and its distribution, a fact that will appeal to those dealers who have experience with vacillating policies in production and distribution of radio products."

Display for Newlyweds

RENO, NEV., September 4.—H. E. Saviers & Son, Victor and Sonora dealers, recently featured a window display that resulted in a number of sales. Several models of instruments were shown and beside each was a handsome reading lamp. A framed placard carried the inscription: "Brides and grooms, attention! This bride doll, lamp and bed lamp will be given free to the first bride and groom to buy a phonograph at this store, Victrola or Sonora." The display was instrumental in bringing in a number of newlywed couples and those who contemplated taking the step.

New Philpitt Manager

ORLANDO, FLA., September 3.—The managership of the S. Ernest Philpitt & Son music store here was recently taken over by Marshall Philpitt, succeeding Ross B. Steel.

Nightly Concerts at Victor Atlantic City Showrooms

Attractive Programs Rendered Each Evening in Big Boardwalk Auditorium Drawing Crowds of Enthusiastic Music Lovers

ATLANTIC CITY, N. J., September 9.—In the concert hall connected with the new showrooms of the Victor Talking Machine Co., at 1731 Boardwalk, here, there was inaugurated recently a series of daily concerts that will be a regular feature of the establishment and will serve to present to the great amusement-loving public that visits this resort recording artists and organizations of note, together with the latest Victor record releases.

As an example of the type of programs which are being presented, the program for each night of a recent week might be quoted as typical. On Monday evening the playing of a number of Victor records with explanatory talks under the tile "The Miracle of Recorded Music." The following evening the subject was "Tone Pictures." On Wednesday, "Artists Up to Date." Thursday the program consisted of Russian music. On Friday the Victor releases for the current week were featured, and on Saturday there was an hour with the great tenors and baritones.

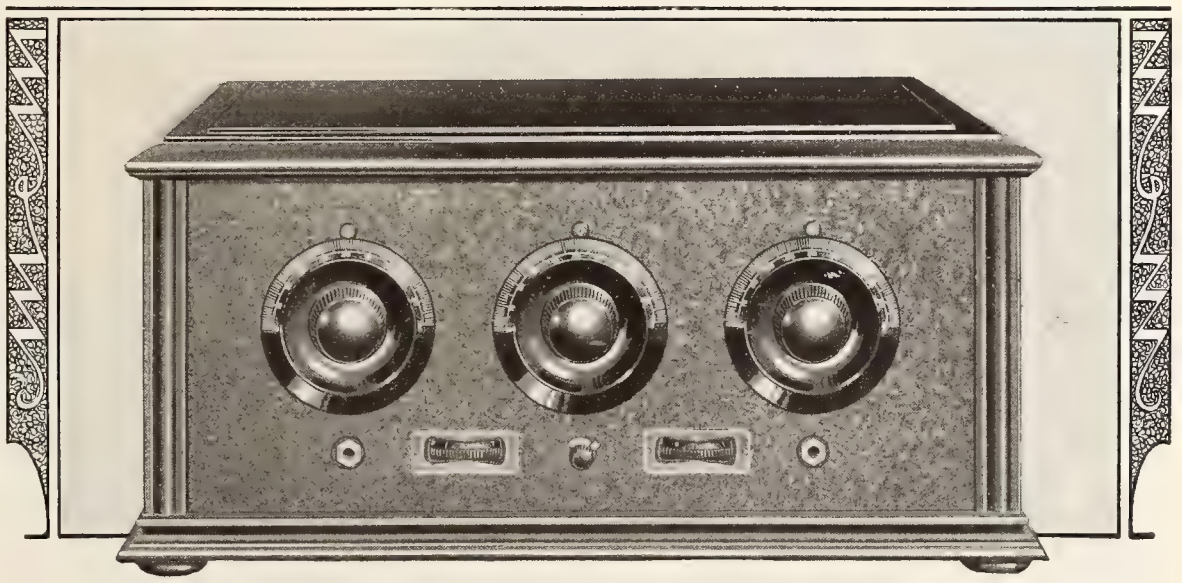
Admission to the concerts is without tickets and special invitations are extended to the guests of the large Boardwalk hotels to attend. Judging from the size of the audiences at the concerts already held the idea is going to prove distinctly successful.

New Royal Distributor

DENVER, COLO., September 5.—Joseph Phillips, 3229 West Colfax avenue, has been appointed representative of the Adler Mfg. Co. and will distribute Royal phonographs throughout Colorado, Wyoming, Utah and New Mexico. Mr. Phillips is an experienced merchandiser and has a thorough knowledge of the territory.

EISEMANN

ELECTRICAL EQUIPMENT



Announcing the 6-D Receiver

TYPE 6-D embodies the most modern developments in radio engineering, together with unusual design and workmanship. It meets the most exacting requirements of discriminating buyers.

The outstanding characteristics of this new Receiver are extreme selectivity, extraordinary distance range and exceptional clarity. Tuning is very simple. The 6-D is a non-oscillating Receiver, and no potentiometer or stabilizer is employed.

Start the season right. Display this new Receiver in your store, and prove to your customers that you are keeping apace with the latest developments. Volume sales will follow. If your jobber cannot supply you, write to us.

SPECIFICATIONS

Circuit: Two stages of tuned radio frequency amplification, detector and two stages of audio frequency amplification.

Tubes: Five in all. Jacks provided for either five or four tube operation.

Batteries: Either storage or dry-cells.

Cables: Complete set supplied for "A" and "B" batteries.

Aerial: 75 to 125 feet, single wire.

Wave lengths: 200 to 600 meters, with uniform efficiency of reception.

Panel: Aluminum, with attractive crystal black finish. A perfect body capacity shield.

Dials: Sunken design. Shaped to fit the hand and permit a natural position in tuning.

Rheostats: Adequate resistance for all standard base commercial tubes.

Condensers: Single bearing, low leakage losses.

Sockets: Suspended on cushion springs which absorb vibrations.

Cabinet: Mahogany, with distinctive lines and high finish. Ample space provided for "B" batteries.

Price, without Tubes & Batteries, $125.00

For Sale by Reliable Dealers

EISEMANN

EISEMANN · MAGNETO · CORPORATION

General Offices: 165 Broadway, New York

DETROIT · SAN FRANCISCO · CHICAGO

. . . just let him

You don't need a fortune to become an Edison Dealer—ask nearest Edison Jobber

The NEW PHONO

sell himself!

INSTEAD of giving the customer a regular "sales talk" when he inquires about the New Edison—just let him sell himself!

Send a New Edison to his home for side-by-side comparison with *any* other phonograph—let the evidence of his own ears *prove* its overwhelming superiority.

You know how easily the New Edison sells—and this plan makes sales still easier. Try it!

THOMAS A. EDISON, INC.
ORANGE, N. J.

EDISON
GRAPH

Initiative Is Needed for Business Success

Braid White Points to the Importance of Initiative in Developing Greater Selling Efficiency and a Successful Business

It may be the merest old fogyism, but one is sometimes much tempted to believe that the youths of the day have less initiative than those had twenty years ago who are now their fathers. Whether it is that the conditions of life are so absurdly easy to-day, whether it is that the spread of material prosperity has been so extraordinarily wide during recent years, the fact remains that the young man and woman of the hour seem to take life very easily; in fact, almost too easily. Now, I am not one of those who believe that constant "hustle" is the only thing worth having in life. On the contrary, the mere fact that the American people have learned more or less how to play as well as work during the last two decades seems to me to be one of the best signs that the world is getting better and not worse as time goes on. No, the point I wish to make is that, for some reason or other, the youth of to-day has not the creative spirit.

Analogies from the realms of art, literature and even physical science can doubtless be drawn to support this thesis, but it is sufficient for the present purpose to talk about the matter in its business aspect, and especially with respect to salesmanship.

Riches by Mail

There never was a time when more money and labor were being expended on the art of salesmanship than are being expended now; but this only proves that there is much need for a better sort of salesmanship and for a lot more of it. Certainly there is no proof that there are more good salesmen, although there is a great deal of evidence to show that persons not entirely scrupulous have discovered that every American youth believes that the salesman is the most fortunate of persons and holds down the most fortunate of jobs. If this were not so there would surely be fewer schools for teaching by mail in twenty-four lessons the art of salesmanship and of accumulating a fortune.

It is then not so much that young men dislike salesmanship as it is that they try to become salesmen without learning the game properly from the ground upwards, to which one must object. The man who possesses that precious mental quality called "initiative" is precisely the man who does not expect to become a high-grade salesman overnight, because his possession of that quality enables him to see that he himself must create his own circumstances and make his own job in whatever activity he occupies himself. The man who does not see this has no initiative, and is the man who supposes that by swallowing (after paying for) some formulas and catchwords he can, in some mysterious fashion, blossom out as an expert in a game which its biggest players declare to constitute the study of a whole lifetime.

There is no royal road to salesmanship, then, but there is one possible, practical road. That is the road which leads through the valley of initiative. A man who possesses this quality may be perfectly ignorant of a given line of business, or of a given product, but yet will become an expert with surprising rapidity in that line or product, because his own creative faculty will drive him to master the problem set before him and then, when he has mastered it, will show him original, individual ways of approaching it, so that he may come in due course to distinguish himself above his fellows by his ability to crack all the hardest nuts and solve all the hardest sales puzzles.

What Is Initiative?

What, then, is initiative? It is almost as hard to define in words as is that other rare quality, tact. One remembers that the best definition of tact ever given was by way of being a parable. A butler, it was said, entering a bathroom, found inside a lady bathing. He at once withdrew, saying loudly, "I beg your pardon, Sir." That is really a good example of the use of that faculty called tact, which might perhaps be roughly defined as the ability to say and do always the exactly right thing at exactly the right time in all conditions of human intercourse. Initiative meanwhile is no easier to define with any exactness, but perhaps one might say that it is that mental faculty which leads a man or woman to perceive and to do the best thing in circumstances where that thing is not immediately obvious. It is the quality of initiative that tells a motorist in a tight place just how to take advantage of the circumstances and to escape triumphantly from what some one else would allow to drift into a smashup. It is initiative which enables a salesman to devise, upon the spur of the moment, the appropriate answer to an unexpected question, or the right approach upon an unexpected rencontre with some person or circumstance not mentioned in the books. Any one can see a train of circumstances, but it is initiative which makes a man see what should or might flow from those circumstances.

These Had It

Many men had meditated upon the fall of bodies, but only Newton was able to grasp the fact that these phenomena are all small representations of an universal law. Millions of men had watched the steam from a tea-kettle force up the lid, but this demonstration of expansive power went unheeded till James Watt suddenly saw that here was the solution of the problem of utilizing steam as a power to do work. The motor car had appealed to thousands before Henry Ford perceived the fact that a revolution in the whole condition of life would come about when a standardized vehicle at a low price had been built, and proceeded to build it. The quality of initiative alone kept up the spirits of men like Edison, Taintor, Bell, Berliner in the early days of talking machine development; for each of these men saw in his mind's eye that a certain condition of things was possible, and from that mental picture produced by their possession of the quality of initiating ideas came the courage which sustained them till their work had been done.

Initiative brought Marshall Field to Chicago and initiative showed him how to conquer. Initiative made Patrick J. Healy the head of the great music house which is almost synonymous with the name of Chicago. Each of these men was always willing to dare, because he had seen his problem clearly and knew that he was right.

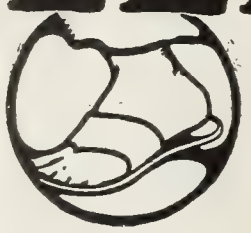
Why Not To-day?

It really does seem, however, that our young fellows to-day possess not quite so much of this desirable quality as their fathers did. Perhaps, as I said before, life is too easy. Perhaps those very inventions which were produced by initiative have destroyed, by their abundance, the quality that produced them. Life is very easy and very luxurious. Young men are brought up in luxury and they come to believe that wealth is to be gained by devious methods and rapid ways. They dream of "deals" when they ought to be at work.

However that may be, the old rule is as good to-day as it was a thousand years ago. The prizes of life go to him who has the ability to initiate new ideas and to dare to put those ideas into practice. The mentally lazy man can never make a success, though he starts with ever so much money. Whatever and whoever he be, the man who would build business must possess that initiatory quality, that ability to think, to see, to do, independently.

The young American has always in the past prided himself on his independence and his ability to make good. The knowledge that life would not be too easy otherwise has always helped. To-day we need to talk a little less about "deals" and a little more about careers, less about "easy money" and more about good, hard, honest work, less about ourselves and more about how little we know, less about "beating the game" and more about playing it; less about imitating and more about creating.

FELT



Justifying Your Confidence

WHEN a talking machine manufacturer specifies American Felt Company's felts, it is an expression of confidence in us.

We are conscious of this faith and so we produce the finest felt that the most modern equipment and the most highly skilled craftsmen can create.

All the resources and facilities of this organization are available through our branch offices.

AMERICAN FELT COMPANY

211 Congress St., Boston 114 E. 13th Street, New York City

325 So. Market Street, Chicago

Strand Radio News

The only cabinets

with built-in loud-speaker horn of sound-board spruce

(a) **projecting the sound out at the top of cabinet at ear level—**

(b) **with the lid deflecting the sound waves forward—**

(c) **producing head-phone quality in loud-speaker volume.**

R1 Open

All dials at elbow height. Gas-tight partition; no corrosion. Batteries and charger accessible. Pure tone quality—marvelous volume.

Every radio set belongs in a cabinet. Every radio set should be a complete, self-contained, appropriate, attractive piece of furniture.

The right cabinet will sell the set—and the right cabinet carries the real profit.

Here is where the radio money is going to be this Fall. A suitable enclosure of an efficient set at a reasonable price, and at a fat margin of profit to the dealer—all this has arrived just as it did in the phonograph business, only it took fifteen years to arrive in the phonograph business, and beginning with this Fall's business it is here already in radio.

R2 Open

List Price

$75

Set not included

For Fada, Sleeper, Tuska, Crosley, Moon, Garod,
and any other set with a panel not over 20" x 10".

R1 Closed

"Quality product at low list and long discount."

List Price

$100

Set not included

For Freed-Eiseman, Ware, Eagle, Thompson, Murdock,
and any neutrodyne or other set with panels not over 29" x 9".

R2 Closed

Manufacturers Phonograph Co., Inc.
GEORGE W. LYLE, President
95 Madison Avenue New York City

Making the Advertising Appropriation Bring in the Greatest Returns in Sales

Neighborhood Dealer Must Use Mediums Which Have Greatest Circulation in His Particular Locality—Bulletins and Organs of Clubs and Churches Worth While as Ad Mediums

To the talking machine dealer who has but a limited advertising appropriation the question of the mediums which he should employ is an important one. He must put forth his message in that which will bring it before the greatest number of people who are in a position to become future customers. This does not necessarily mean that the paper with the largest circulation is the logical one for the dealer to utilize. Ofttimes the paper with a smaller circulation, but with one that is widely read in the dealer's locality, will have a pulling power many times more powerful than that with a large city-wide circulation. In the larger cities this problem has been solved to a certain extent by the issuance of neighborhood papers which treat chiefly of the problems of that one locality and carry advertisements of the merchants and enterprises of that section. In New York this idea has been carried even further, for certain of the metropolitan dailies issue supplements which are given over entirely to the advertising and news matter of an individual district or section. If two or more papers appeal to the dealer as being suitable as mediums, a study of their make-up, the circulation statements or an advertisement carried in each, with a check-up on the results, will soon determine which one he should use to obtain the best results.

Advertising in Bulletins of Clubs and Churches

Another class of medium which may be used by the dealer with even better results and at less expense are the bulletins or organs issued by institutions, clubs or churches in his locality. A good instance of this is the advertising carried by James Egan's Music House, 630 Columbus avenue, New York. Mr. Egan is an accredited Columbia and Vocalion dealer and does a brisk business in machines and records. He is situated in a cosmopolitan neighborhood, with a large percentage of the residents being of Irish birth or extraction, and it is to this class of trade that he makes his appeal. By dint of a little extra sales effort and by carrying at all times a complete stock of the Irish recordings of all the companies he has built up a large Irish following and his sales of Irish records assume large proportions.

And the Congregations Buy

His advertising is in line with this policy. There are three Catholic churches in the vicinity and a majority of the congregations are Irish or of Irish extraction. Each of them issues a monthly bulletin which contains the news of the past month and a schedule of its activities for the coming month. These are distributed free to all attendants at the churches and so run up, in each instance, to a circulation of several thousands. As they contain information which is useful to those who possess them in their homes, they are usually retained for a much longer period than is the general publication. Mr. Egan advertises in each of these bulletins, having a full-page, back-cover position on one and a half-page advertisement in each of the others. The total cost each month is exactly $25 and the return, in his estimation, is many times that amount. All issues of the bulletins carry the request that the readers patronize the advertisers and occasionally on the Sunday that the papers are issued it is explained verbally that they are made possible by the advertisers and the congregations are requested to give their patronage to those merchants.

That the choice of these mediums in the case of the Egan Music House is more profitable than advertising in daily papers cannot be doubted, for they circulate in the immediate vicinity of the store, which is situated at Columbus avenue, between Ninetieth and Ninety-first streets, and the territory which they cover extends from Seventy-eighth street to One hundredth street, from the Hudson river to Central Park.

Whether a similar advertising campaign on the part of dealers situated differently would be as fruitful of results is problematical, yet the small expense allows every dealer to experiment and a check-up of the results could decide whether or not such advertising should be made a permanent feature of his publicity. The mediums selected need not be those issued by a church—clubs, fraternal organizations and other institutions issue such organs and any would serve a similar purpose. The success attained by the Egan Music House would make it seem worth while for any talking machine dealer to proceed along similar lines.

Eight Victor Artists to Appear in Denver Concert

DENVER, COLO., September 6.—The concert to be given here on September 15 by the Eight Popular Victor Artists is being eagerly looked forward to and local Victor dealers are making every possible arrangement to reap the full benefits of the appearance of these popular artists. A committee of three dealers, A. W. Mason, of Daniels & Fisher; O. P. Jones, of the Denver Dry Goods Co., and J. M. Thompson, of the Wells Music Co., has been named to complete arrangements for the concert, which will be given in the Municipal Auditorium.

A national radio conference to discuss better voluntary regulation of the wireless has been called by Secretary Hoover to meet in Washington, September 30.

Simplify Your Radio Installations

The Radiola Super Heterodyne

No Aerial - - - - - No Ground

Self Contained Batteries

Distributor for

Acme Apparatus Co.
Allen Bradley Co.
Brach Co., L. S.
Burgess Battery Co.
Brandes, Inc., C.
Como Apparatus Co.
Coto Coil Co.
Crosley Mfg. Co.
Cutler-Hammer Mfg. Co.
Dubilier Condenser Co.
Electric Storage Battery
Electrad Corp.
Fleron & Son, M. M.
Martin-Copeland Co.
Music Master Corp.
National Carbon Co.
Radio Corp. of Amer.
Sterling Mfg. Co.
Sleeper Radio Corp.
Weston Elec. Inst. Co.
Western Electric Co.
Westinghouse
Workrite Mfg. Co.

—and others.

Radiola Super-Heterodyne (second harmonic) with separate Radiola loud speaker, with six UV-199 Radiotrons, but without batteries $269.00
Same as above, but without Radiotrons or loud speaker $220.00

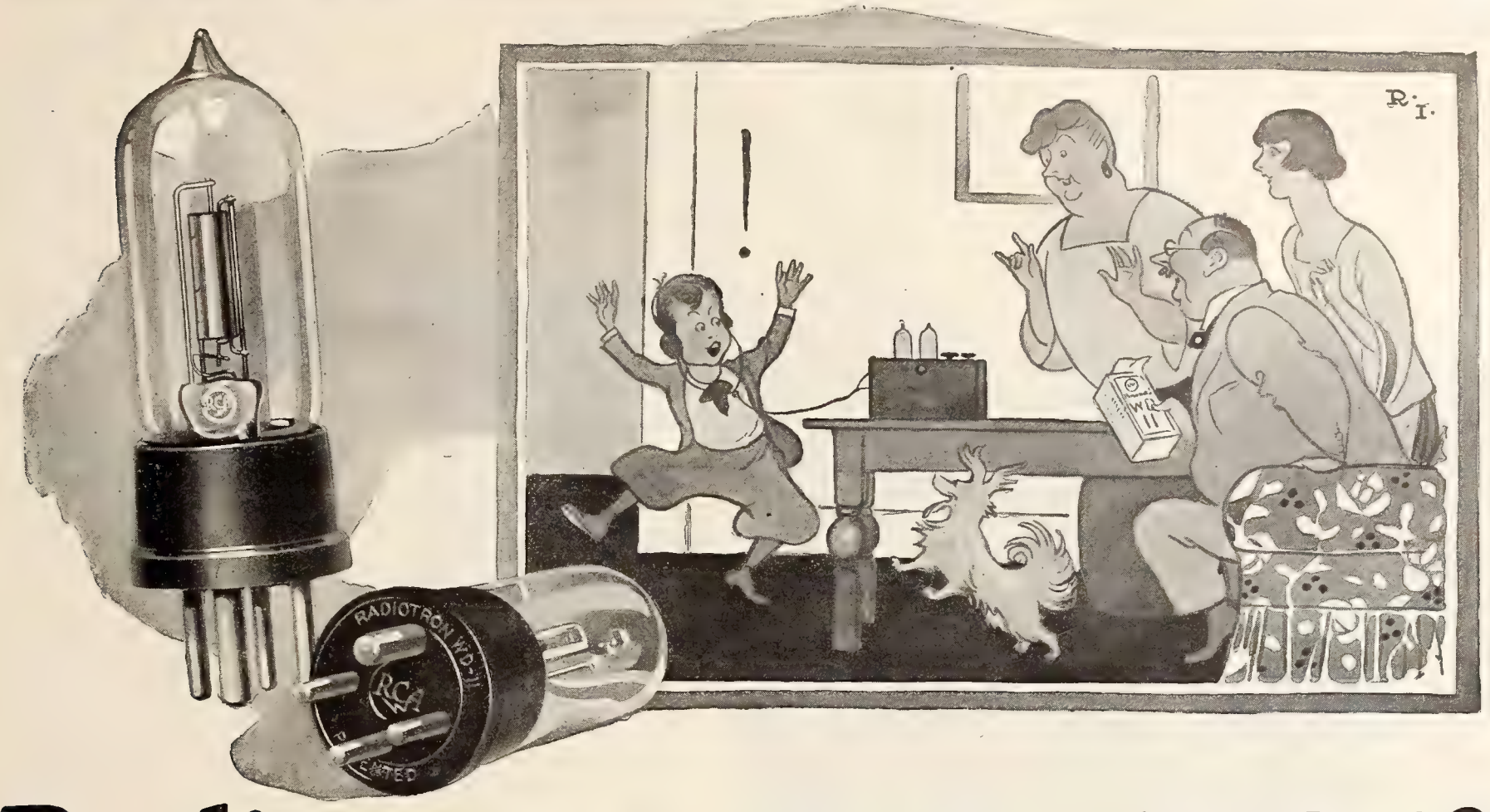
Our Talking Machine Department, composed of talking machine men, understands your problems and is organized to help you.

TIMES APPLIANCE CO. Inc.

(Wholesale Only)

33 West 60th Street **New York**

Telephone Columbus 7912



Radiotrons WD-11 *and* WD-12 *Made History!*

These are dry cell tubes—the tubes that made possible the swift progress of radio in the home everywhere. They meant clear tone—undistorted detection—radio and audio amplification—and volume reproduction—all with dry batteries. They meant radio in the city—on the farm—off in camp—everywhere!

And today, there are millions of these Radiotrons in use. Everybody knows them familiarly as "WD-11's" and "WD-12's." But they are not genuine unless they are RADIOTRONS. Always be sure to look for that mark on the base, and for the RCA mark on the glass. It's important, whether you are buying a new set with Radiotrons in it, or buying new Radiotrons to replace old ones. Always look for the Radiotron mark and the RCA mark. Then you have the genuine—sure to live longest—serve best.

MUSIC DEALERS:

For the tone quality and dependability that make each sale a lead to more sales, be sure to sell only genuine RADIOTRONS. And tell the public that you do. Call attention to the mark. And profit by its prestige.

This page appears in the Saturday Evening Post, the Literary Digest, and a long list of magazines—the start of a campaign to boost your Radiotron sales. Tie up with it!

It isn't a genuine WD-11 unless it's a Radiotron.
It isn't a genuine WD-12 unless it's a Radiotron.
It isn't a genuine UV-199 unless it's a Radiotron.
It isn't a genuine UV-200 unless it's a Radiotron.
It isn't a genuine UV-201-a unless it's a Radiotron.

Radio Corporation of America

Sales Offices: Suite No. 339

233 Broadway, New York 10 So. LaSalle St., Chicago, Ill. 433 California St., San Francisco, Cal.

This symbol of quality is your protection

Radiotron

REG. U. S. PAT. OFF.

Edison Tone Tests Attract Thousands at Atlantic City

Successful Series of Tone Tests Given During the Summer in Edison Exhibit in Art and Industry Exposition at Seaside Resort

Among the outstanding attractions during the Summer to a host of Atlantic City visitors were the Edison tone tests given almost continuously during the day and evening in the Edison Exhibit at the Art and Industry Exposition on the Million Dollar Pier. The exposition opened on July 16 and closed on September 10, and in the interim thousands of people from all parts of the country were privileged to hear the New Edison demonstrated under particularly favorable conditions.

Listening to an Edison Tone Test in Atlantic City

Various well-known Edison artists appeared in the tone tests, which were held in a temporary auditorium arranged just outside of the House Electric, in which was installed one of the latest Edison models. Hardly had one audience left the auditorium at the conclusion of a tone test than the seats were filled by newcomers who also had an opportunity of hearing the Edison reproduced in comparison with the voice of the living artist. The accompanying photograph gives some idea of the type of audience which listened to the tone tests and the number of persons present is an indication of their popularity.

"Dentiphone" Enables Deaf to Enjoy the Phonograph

J. W. Gonce, of Anderson, Tenn., has invented what he calls a "Dentiphone," which extends to those hard of hearing the pleasure of enjoying the talking machine. The invention is an attachment one end of which carries a stylus, which rests in the groove of the phonograph record while the other end is formed into a mouthpiece to be held between the user's teeth. Thus the tones of the record become audible through the vibrations which are set up on the bones of the head. Quite a number of deaf people are enabled to hear ordinary conversation through an instrument that brings about such vibration.

Mr. Gonce says that the device may be constructed from any suitable resonant material, such as steel, hard rubber or numerous woods. While a steel needle or metal is desirable, favorable results have been obtained with styli of hard wood. There must, of course, be a head of some sort to carry the stylus, and at the other end a suitable mouthpiece; and near each end there must be a thin, flexible section—the one near the stylus helps the latter to follow the groove in the record, while the one near the mouthpiece is necessary to avoid shock and jar to the teeth. Between the two thin sections the instrument may be of practically any cross-sectional figure whatever.

Thomas Music Co. Chartered

NEW BERN, N. C., September 6.—The Thomas Music Co., of this city, has just been incorporated with an authorized capital of $25,000. R. N. Scott, H. P. Whitehurst and J. O. Faircloth, all experienced business men, are the proprietors.

New Victor Record by the Prince of Wales

Record by British Crown Prince on "Sportsmanship" Released Just as Prince Reaches America for His Second Visit

The long-expected visit of the Prince of Wales, which had been heralded through the medium of news dispatches for several weeks, held a special opportunity for dealers in Victor records for the reason that in the Victor catalog there is a recording by the Prince himself, the record being No. 35746 and the title "Sportsmanship." Samples of the new record were sent out on August 22 and the shipment of initial orders was begun on August 29, so that many dealers had this record in stock while the Prince was still traveling about this country before going to his ranch in Canada. The reverse side of the record bears the song, "God Bless the Prince of Wales," played by the band of H. M. Coldstream Guards.

Two Popular Trade Members Are Photographed

HAMPTON, VA., September 6.—Cheyne's Studio, Victor dealer of this city, was recently visited by I. Son Cohen, president of Cohen & Hughes, Victor wholesalers of Baltimore, and William Biel, secretary and treasurer of the same concern. In order that a reminder of the very pleasant visit be retained the photograph of Mr. Cohen and Mr. Biel, which is reproduced here, was taken, proving that the personnel of Cheyne's Studio are not only progressive talking machine men but also artistic photographers and "know" good subjects when they see them.

I. Son Cohen and William Biel

New York Quarters of U. S. Music Co. Are Rearranged

The New York branch of the United States Music Co. recently went through a period of housecleaning preparing for Fall business. Various alterations were made in the company's quarters and the stock was rearranged with a view to increasing efficiency. It is reported that business is unusually good for this season of the year and there is every prospect for a roll demand this Fall greater than the manufacturers have experienced for years.

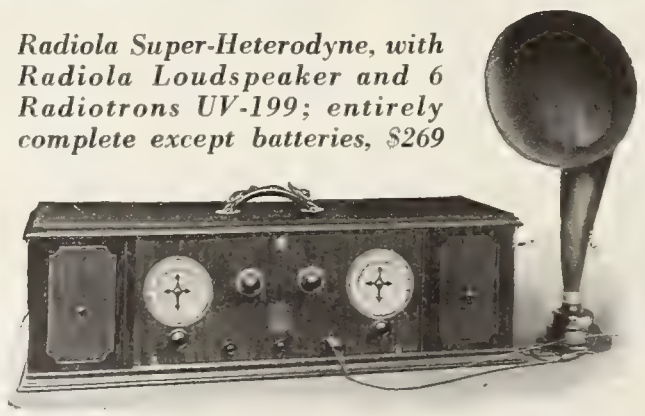
Donald C. Fendler and L. J. McAllister, of the company's sales staff, and S. L. Lucas, press manager, have just returned from a vacation spent at Canadian Summer resorts and are all set for a strong sales drive.

New Gennett Record Hits

Two of the hits of "Innocent Eyes," now playing at the Winter Garden, "Hard-hearted Hannah" and "Hula Lou," have proved most popular with buyers of Gennett records. "Hard-hearted Hannah" is sung by the Windy City Jazzers and "Hula Lou" is played as a fox-trot by Bailey's "Lucky Seven."

SERVICE THAT COUNTS!

Radiola Super-Heterodyne, with Radiola Loudspeaker and 6 Radiotrons UV-199; entirely complete except batteries, $269



Our complete stock of Radiolas is at all times available for immediate delivery to Northern New Jersey Talking Machine and Radio Dealers.

In anticipation of the Fall demand which you will receive for these new Radiolas, we suggest that your orders be placed at this time.

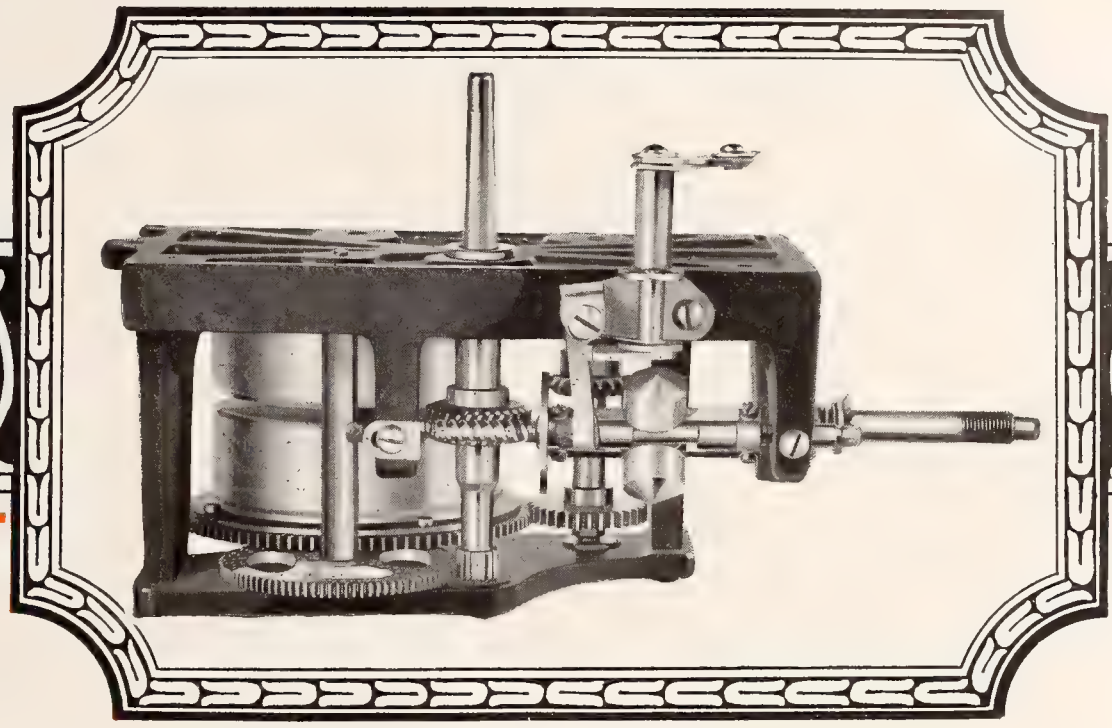
TRI-CITY ELECTRIC CO.

WHOLESALE ONLY

Main Office and Warehouse
52-56 Lafayette Street
NEWARK, N. J.

Branch
Straight and Ellison Streets
PATERSON, N. J.

RADIO CORPORATION DISTRIBUTOR



MOTOR No. 77

A Leader in the Industry

The Number "77" has maintained the leadership in its class for the past ten years, setting the pace to the tune of ONE MILLION now in use and all of them still going strong!

And here are some reasons why

No mediocre materials or "short cut" methods are permitted in the manufacture of Heineman Quality Motors. Ordinary bearings won't do for the "77." They must be made of phosphor bronze. Every single governor spring and ball must be individually weighed and tested. All gears must be absolutely accurate. Nearly so won't do. Accurate to the thousandth part of an inch is the Heineman standard! Driving and winding shafts, and in fact every part down to the smallest screw must come up to the rigid standard set for it.

And then, when the component parts are all assembled into a complete motor they must give a noiseless and satisfactory account of themselves to a keen expert of long experience before they are declared "fit for duty."

HEINEMAN QUALITY MOTORS

Manufactured by

General Phonograph Corporation

OTTO HEINEMAN, Pres.

25 West 45th Street **New York City**

Profitable Marketing of Crops Brings Good Business to Kansas City Dealers

Liquidation of Indebtedness by Farmers Brings About Stabilized General Business—Sales Drives Result in Retail Activity—Unusual Window Display Attracts the Public

KANSAS CITY, MO., September 9.—Steady business increase has been noted by both retailers and wholesalers during the past month. The profits from the excellent wheat harvest in the Southwest and the prospects for a good corn crop have had their effect in marked improvement in all lines of business activity. The farmers have used their profits to liquidate their indebtedness at the banks, and still are in comfortable enough financial condition to do more spending than they have been able to during the past few years of hard times. The banks, in turn, are now on a steadier basis and are prepared to further business advancement by extending credit to firms wishing to expand or otherwise improve their business. Dealers are all anticipating brisk steady business for the coming season, due to these conditions. An especially encouraging feature of the trade situation is that its improvement is on a sound constructive basis.

Sales Drives Resultful

The August sales drives staged by a number of the local retailers went off very successfully. Much interest was manifested, and the buying of this period has continued as the Fall stocks are being introduced. While the business average in most of the stores is high, the day-by-day business has been quite spasmodic. Vacations are over now in nearly all of the stores, and everyone is settling down for a busy Fall and Winter business season.

Knabe Studios Staged Successful Drive

The Knabe Studios, in their Summer clearance sales drive, made a special feature of the fact that they offered refund and exchange privileges. This appealed to many and helped to make the sale a highly successful one.

Household Club Plan Sells Machines

The Victor, Edison and Sonora phonographs, carried by the music department of the Jones Store Co., have been offered for sale on the store's Household Club plan, which provides for special time payment arrangements. The response has been very good.

Brisk Business at Wunderlich's

The Wunderlich Piano Co. found that its Summer business held up surprisingly well. As the manager expressed it the sales force "simply kept on the job, and the results were remarkably gratifying." Both the phonograph and record business was active through the Summer, and the outlook indicates marked improvement during the Fall months.

Striking Record Window

One of the most striking window displays in Kansas City music stores recently was arranged by the Brunswick Shop to advertise the record, "You Ain't Got Nothing I Want," played by the Mound City Blowers. A small brown frame bungalow was placed in the center of the window. From its green shingled roof to the steps leading down from the white-columned porch to the gravel path, the house was complete in every detail of design and workmanship. In front it bore a large sign with the warning, "Quarantine—Beware—Smallpox." A sick-looking doll was leaning against one of the French windows which flanked the front door, and another stood at the edge of the porch in conversation with a fashionably dressed doll in blue who stood in the yard with one arm extended disdainfully, quite obviously saying, "You Ain't Got Nothing I Want."

Christman Co. Featuring Brunswick

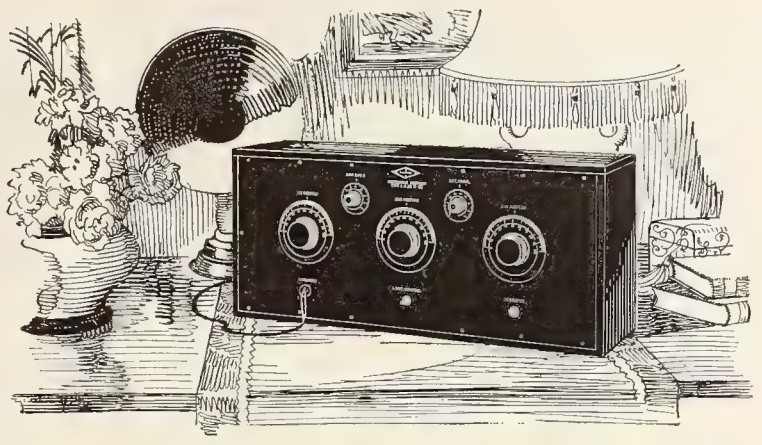
Reports from the recently opened Brunswick department at the Christman Dry Goods Co., Joplin, Mo., indicate that an excellent phonograph and record business has opened up there. The department is one of the most beautiful in the State, being finished throughout in matched walnut, with plate glass show cases and beautifully decorated booths.

The Brunswick Co., which is now making first shipments of the new Brunswick Radiola, will start its national advertising campaign for the machine in the Kansas City territory September 11. All of the dealers who have seen the new machine are delighted with it, and advance orders have been pouring in until the company is now far oversold. The popularity of the Brunswick Radiola is expected to cause reflected increases in the other Brunswick lines, and the wholesale house reports that a stimulating reaction has already been felt there in the increased phonograph orders. As a consequence of these favorable factors the outlook for Fall business is excellent and dealers handling this line are optimistic.

Location in Theatre District Helps Record Sales

HAGERSTOWN, MD., September 8.—By utilizing to the fullest possible extent the advantages of his location, Norman B. Kurzenknabe, of the Talking Machine Shop, 4 Potomac street, has built up a very large record business. Situated in the heart of the motion picture theatre district, this store keeps open until after 11 o'clock at night and caters to the crowd on their way home. Effective tie-ups with four of the theatres have been made by arranging with the organists at each to play late Victor releases during the performance. As the audiences file out from the show the same selections are heard on a talking machine which stands just inside the door and wafts the music out to the street. The result is a thriving demand for records of all descriptions, another concrete instance of how tie-ups of this nature pay the far-sighted, aggressive dealer.

MURDOCK RADIO



Here are the features that establish the supremacy of the Murdock Neutrodyne

DISTANT STATIONS can be tuned in with remarkable clearness and volume. All but the most distant can be heard on a loud speaker.

EASY TO OPERATE. So simplified and sensitive that no technical knowledge is necessary for its operation. Permits absolute logging of dials.

SELECTIVITY. One of the most selective sets made. Local stations can be tuned out and distant stations received—without interference.

DOES NOT RADIATE.

APPEARANCE. The handsome solid mahogany cabinet and black panel make the Murdock acceptable to the most exacting home environment.

DEPENDABILITY. Guaranteed to give the most satisfactory results under all conditions where reception is possible.

SALES CO-OPERATION. Backed by powerful advertising in radio magazines and daily newspapers—and strong sales policy.

It will pay you to make the Murdock the basis of your radio trade

Capitalize on the nationally known name of Murdock—and the great demand for the neutrodyne. The high quality and moderate price of this receiver assure volume sales and big profit. Get in touch with your jobber today. If he doesn't carry the Murdock Neutrodyne write us for information and dealer discounts.

WM. J. MURDOCK CO.

414 Washington Ave., Chelsea, Mass.

Branch Offices

NEW YORK—53 Park Place **CHICAGO—140 Dearborn Street**

SAN FRANCISCO—509 Mission Street

MURDOCK NEUTRODYNE

Licensed by Independent Radio Manufacturers Inc. Reg. U.S. Pat. Off. NEUTRODYNE Pat. March 27 1923 and April 1 1924 Hazeltine Pats. Nos. 1,450,080 and 1,489,228 Other Patents Pending

Window Displays That Create Radio Sales

The Radio Window With a Message Will Reach the Heart of the Fan—Wide Opportunity for Effective Appeal Through Displays

Regardless of what may be said to the contrary, good radio merchandising is very similar to good merchandising in other lines, although features may be connected therewith that require special handling just as with any other product in preparing and carrying on a sales campaign.

There is, and probably will be for some time to come, a very substantial natural demand for radio receivers and equipment. But the dealer who is inclined to sit back and depend entirely upon this without putting forth any special promotional and sales effort on his own account is very likely to be dissatisfied with the results from his radio department.

In the matter of window display, for instance, there is just as much reason to prepare a proper display of radio receivers and equipment as there is to give thought to the display of talking machines, records, or any other type of musical instruments. An increasing number of radio receivers are coming on the market, which, in their design, are calculated to find a welcome place in the home and which have an appeal in that connection as well as for their actual receiving possibilities. Some of these new models are of the attractive console type, richly designed and finished. Others are table models or are built to fit into various types of cabinets. Still others make an appeal not only from the standpoint of design but from their small size.

The dealer who seeks to build up a permanent radio business with the best people of his community cannot be satisfied with telling of the reception possibilities of his line, but must let the public see how well the manufacturer has installed the radio equipment in a cabinet that is an attraction rather than a plain black panel fronted box.

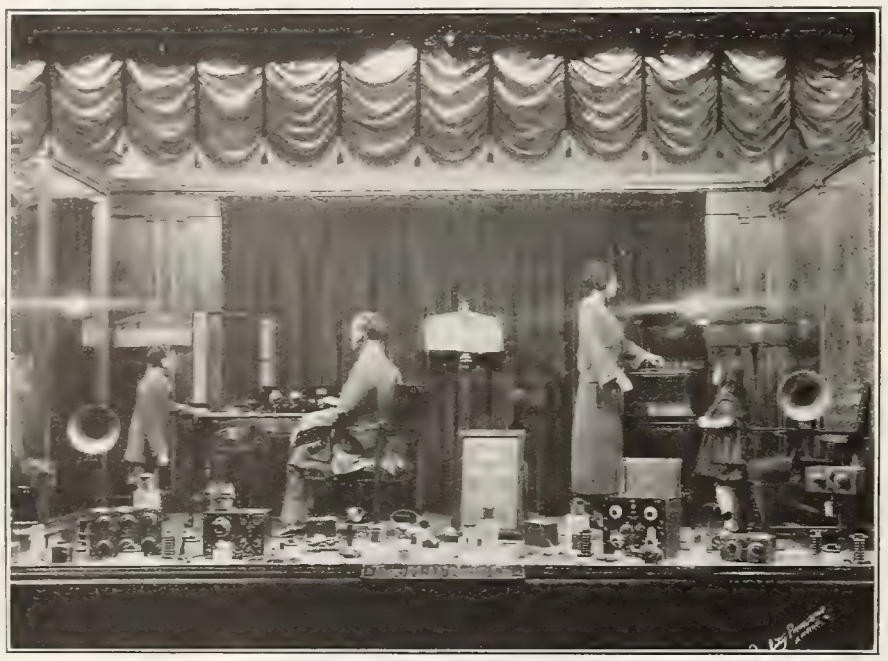
Window Displays Bring Results

It is significant that those dealers, in the talking machine as well as in other fields, who have given proper thought to window displays have secured results entirely satisfactory and, in some cases, surprising. It has happened frequently that a prospect whose mind had been set on securing a receiver of maximum power at minimum cost has been particularly struck by an elaborate set on display and has invested in it an amount exceeding his estimated limit by $100 or more.

It has long been recognized that the most effective window display is that confined to one particular article or one particular type of article. It is true that talking machines, pianos and musical merchandise have been displayed in one window but in such a case the appeal was general and could not be concentrated on any one item. When it was desired to feature strongly one particular type of talking machine or one special record release, the proper method has always been to reserve an entire window for that purpose. The same rule follows in the display of radio sets and accessories.

This is not to say that the dealer should devote his entire window space to radio and exclude the various lines of musical instruments he handles. But if he is taking the department seriously he might well arrange to have a complete radio display perhaps one week in three or one week in two.

For at least the next few months the retailer who gives proper thought to his radio window displays is going to profit materially thereby for the reason that good radio windows are notable for their scarcity. Walking along the main streets of any of our large cities one sees plenty of radio displays but they are either in the corner of a window devoted chiefly to other products or they represent a conglomeration of dials, condensers, tubes, phones, etc., that means very little to the prospect for the complete set.



Window Showing Radio Entertainment in the Home

Emphasizing Distance Reception in the Window Display

A Radio Window Display With Especial Appeal in the Fall

Many Opportunies for Display Appeal

That good radio windows are possible is quite evident from the accompanying photographs of displays which have actually been made in retail stores and have produced results. Each of the windows shown makes a different appeal to the radio prospect. One display, for instance, showing a Federal set in a log cabin, illustrates the manner in which radio can bring music and other forms of entertainment into the far-distant wilderness and to the lonely hunter or trapper. This display is particularly timely, for the annual Fall hunting season is approaching rapidly when the city-bred man gets into the wilds and after a few days misses the entertainments of urban life, especially in the long evenings.

Another window carries with it the human touch and emphasizes strikingly the manner in which the radio can be made to provide entertainment for all members of the family. In this particular case the dealer has taken the opportunity of displaying close to a dozen different types of receivers which may be accepted by the prospect as indicating there is available a radio set suitable for any purse. This appeal is from the family and home angle.

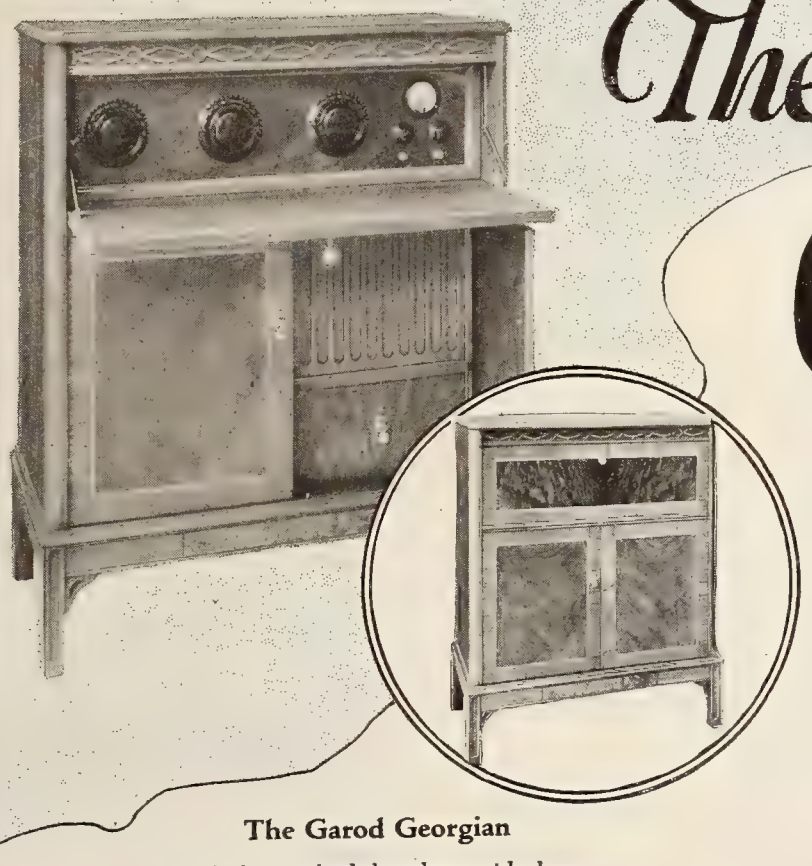
The window display shown above gets under the skin of the distance "bug"—the man or woman whose enthusiasm over a radio set increases in proportion to the number of stations logged and the distance of those stations. In this display, which was featured in the Brunswick Shop, Detroit, ribbons from the controlled dials of a Radiola Super-Heterodyne to points on a large map of the United States where broadcasting stations which supposedly had been heard on the instrument are located were used effectively to convey the idea of the practically unlimited entertainment available.

These illustrations serve to prove that not only are attractive window displays possible, but that there are so many avenues for appealing to the prospect that it is an easy matter to arrange a series of windows to attract new types of prospects at frequent intervals. In this group alone the appeal has been made to the lonesome individual, to the family group, and to the individual for whom the charm of radio is the distance it covers. The dealer can find many opportunities for putting the radio appeal across.

The main thing is that, although a large proportion of the population has been sold on radio, they have not been entirely sold on the idea of demanding attractive casings for the instrument. It is up to the dealer to show the public just what he has to offer.

GAROD

ANNOUNCES THEIR NEW POWERFUL NEUTRODYNE MODELS THE GEORGIAN AND THE V



The public wants Power

Power—to produce great volume.

Power—to bring in distant stations.

Power—to work through local stations.

Power—to moderate or intensify volume.

Power—to render the original quality of tone transmitted.

Power—to select programs.

Power—to get the best out of the program.

These models have power plus—and then more power. They are full voiced—with tonal quality of exquisite timbre. They can be controlled to meet the capacity of the small living room, or manipulated to take full advantage of the acoustic possibilities of the large hall.

In every respect, they are worthy of bearing the name GAROD.

We are now ready to enter orders, and grant jobbers of standing, exclusive non-conflicting territories, where open.

The Garod Georgian

Rich brown burled walnut, with door-panel borders of inlaid ebony and holly —5 tube model—built-in loud speaker—battery compartments and accessory drawer. Will grace the finest drawing room—provide the best in radio reception. Size 35½" long—16⅝" deep—42½" high.

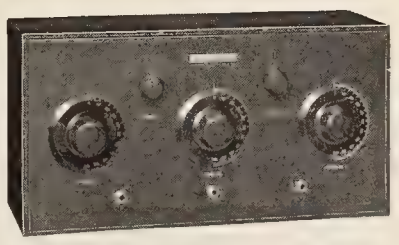
$400.00

The Garod V

Genuine mahogany highly finished cabinet—graceful 15° sloped genuine mahogany panel—carved feet—five inch dials—double reading Weston volt-meter — 5 tube model. Size 34⅝" long—13¾" deep—11⅜" high.

$195.00

The Garod RAF



The receiver that made GAROD famous. Added mechanical improvements — 4 tube model — with which you are familiar. Size 19½" long—7⅜" deep—10" high.

$135.00

GAROD LICENSED BY INDEPENDENT RADIO MANUFACTURERS INC
NEUTRODYNE
UNDER HAZELTINE PATENTS NOS 1450080 AND 1489228 OTHER PATENTS PENDING
TRADE MARK REG. U.S. PAT. OFF.

SEE OUR EXHIBITS AT

First Radio World's Fair
Madison Square Garden, New York
September 22 to 28, 1924

Third Annual Chicago Radio Show
Coliseum, Chicago, Ill.
November 18 to 23, 1924

The GAROD *Corp.*
120 Pacific Street, Newark, N. J.

Effective Vocalion Windows Prove Sales Stimulators for Gardner White's Store

O. H. McLean, manager of Gardner White's Detroit store, at 4849 Grand River avenue, devotes six or more window displays each year to Vocalion phonographs and Red records. An unusually effective one was featured the last two weeks in June, which was directly responsible for a large increase in Summer business.

Tall shaded lamps were interspersed with the display of Aeolian Vocalions and a combination radio-phonograph—the floor was carpeted with Vocalion records and a mammoth Red record was centered above the radio.

One of the Gardner White Co.'s Win dows Which Attracted Wide Attention

Morris Music Shop Expands

MIAMI, FLA., September 3.—The Morris Music Shop recently purchased a lot on Coral Way at Coral Gables, and plans are rapidly going forward toward the erection of a store and apartment building. Mr. Morris was one of the first to enter business in this new suburban district and his business expanded so rapidly that new and larger quarters are necessary.

A Pocket Edition Phonograph

A recent foreign dispatch gives the interesting information that a Hungarian engineer of Prague has invented a phonograph the size of an ordinary watch. There is room inside for ten discs, giving a repertoire of twenty selections. By placing the instrument on a water glass the sound is amplified sufficiently for an ordinary sized room.

Recordings by Cincinnati Conservatory Artists

Starr Piano Co. Announces New High-grade Series of Gennett Records Made by Artists of the Cincinnati Conservatory

Word has just been received that a new group of Gennett records to be known as the Cincinnati Conservatory of Music Artist Series is being manufactured by the Starr Piano Co.

Robert Perutz, Polish violin virtuoso and member of the artist faculty of the conservatory, has just completed the production of four double-face ten-inch records. They are "Gavotte" by Mozart-Auer—"Cradle Song" by Tor Aulin; "Valse Bluette" by Miche—"Zapateado" by Sarasate; "Valse Caprice" by Wieniawski—"Swing Song" by Barnes and "From the Canebrake" by Gardner; "Spanish Serenade" by Chaminade-Kreisler—"To a Wild Rose" by MacDowell. Mr. Perutz has been peculiarly successful in his recording. His tones are true and big as well as very beautiful.

The Cincinnati Conservatory of Music Artist Series will be continued by Karl Kirksmith, solo 'cellist of the conservatory orchestra and also member of the faculty. A considerable demand is expected for these records as the Cincinnati Conservatory artists are known not only in America but in Europe for their splendid musicianship and artistry.

Victor Foreign Records

The Victor foreign record releases for September include recordings in the following languages: German, Italian, Russian, Hebrew and Yiddish, Bohemian, Croatian, Finnish, Lithuanian, Mexican, including Spanish recorded especially for Mexico; Norwegian, Polish, Slovak, Slovenian and Swedish. Literature and avertising matter concerning these releases have been sent to all Victor dealers.

LAUTER TALKING MACHINES

"NOW" is THE TIME To Put in THIS LINE

Sold From Manufacturer to Dealer

Our Console Cabinets are equipped with United Self Oiling Motors—Blood Tone Arms and Sound Boxes—which with "LAUTER QUALITY" Cabinets are a combination not to be beaten.

Let Us Have Your Next Order—Write For Prices and Particulars

THE H. LAUTER COMPANY
West Washington at Harding Street
Indianapolis, Indiana

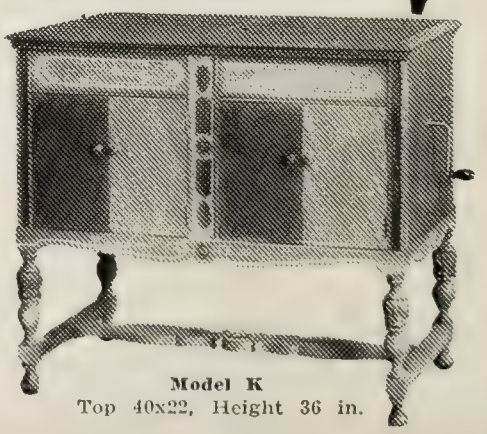
Model J
Top 34x21 in.
Height 33¼ in.

Model I
Top 35x22 in.
Height 34¼ in.

Model H
Top 35x22 in.
Height 34¼ in.

Model F
Top 40x22, Height 35¾ in.

Model E
Top 40x22, Height 35¾ in.


Model K
Top 40x22, Height 36 in.

Intense Production Activities in the Canton-Akron District Felt in Sales

Quality Merchandise Has the Call as Business Steadily Gains—Talking Machine Exhibits Feature of Stark County Fair—Formal Opening of the New George S. Dales Store Soon

CANTON-AKRON, O., September 8.—Talking machine, record and radio sentiment shows improvement this month over last month, and while buying in August was not brisk, nevertheless dealers report the outlook is far more encouraging than it has been for many weeks. In both cities production schedules are being increased at the major factories, especially in Akron where the rubber and tire factories are increasing output and employing more men. Talking machine dealers interviewed this week say there have been more inquiries in the past few days than at any time this Summer and that people are talking buying and some sales are being made. Dealers say majority of talking machines being bought are the newer console models and that quality merchandise is preferred. Records have been holding their own all Summer, the dance and popular song numbers being in most demand.

Talking Machine Dealers at Fair

In the main display hall at the annual Stark County Fair, second largest in the State, half a dozen booths have been reserved for talking machine and piano dealers, according to Charles A. Fromm, secretary of the Stark County Agricultural Society. "I believe music dealers are more anxious to show their wares at the county fair than any other class of merchants, for they claim they get more live prospects at the fair than through any other medium of exploitation. More than usual space has been allotted dealers of talking machines this year," Fromm said. Canton and Massillon music dealers are always represented at the big exposition which attracts in the neighborhood of 100,000 people in the five days it is in existence.

Edison Demand Good

Harold M. Rutledge, manager of Rhines Edison Shop in Canton, reports Edison business on the increase. "We have noticed a change for the better in the past two weeks. Inquiries indicate the new console models are in much demand and the average prospective buyer is talking quality merchandise," he declared. Mr. Rutledge announces this store as well as the Massillon store of the firm will be represented with its usual big display in the merchants' exhibit hall at the annual Stark County Fair.

Strassner Back Home

W. E. Strassner, head of the Strassner-Custer Music House, who has been in New York and other Eastern cities studying music, is back in Canton and again at his desk at the music store which recently reopened in its new location on Cleveland avenue, Northwest. Mr. Strassner was recently presented with a medal from members of Nazir Grotto, for his excellent work in directing the band of that order, which in June won first prize at the annual national convention of the fraternity at Indianapolis, Ind.

Sells Cardinal Stock

Sale of the stock of finished talking machines at the plant of the Cardinal Phonograph Co., Zanesville, O., which concern was recently acquired by the Zane Mfg. Co., is now in progress. Future policy of talking machine manufacture at this concern is indefinite.

Garver Bros. Display Edison at Fair

A large exhibit of the Edison phonographs, including the newest console models, will be presented by Garver Bros. Co., Strasburg, O., at the annual Tuscarawas County Fair at Dover late this month. The Edison Co. will have the only phonograph display, for the Garver store has leased the entire display hall for its exclusive use.

Alliance Dealers Optimistic

Alliance, O., talking machine dealers report business better the past two weeks than at any time this Summer. Three Victor dealers in the west end of the city, The Vernon Piano Co., Cassaday Drug Co. and J. H. Johnson's Sons, are doing a nice volume of business in records, but machines have been in poor demand for some weeks. With the advent of Fall, however, business is expected to be considerably better.

Victor Records Grow in Popularity

American folk-poems set to music with European folk-dances, negro spirituals and the latest in dance numbers recorded in recent Victor releases, are most popular with record buyers in Akron, according to Earle G. Poling, head of the well-known Victor store there. "Machine business has been only fair, but I expect it to improve with the advent of September," Mr. Poling said. "Records have been going big all Summer, probably because we have made it a custom to stress a good number and sell several hundred records of it in the course of two weeks or thirty days," he added.

Dales to Open Soon

Alterations to the store of the George S. Dales Co., of Akron, will have been completed by the middle of September, when the new store will be formally opened to the public. Talking machines will be given all the second floor and pianos will occupy the third floor, leaving the whole main floor to the display of jewelry.

Wiedoeft to Play at Canton

Announcement that Herb Wiedoeft and His Cinderella Roof Orchestra, of Los Angeles, Cal., will play a return engagement at Moonlight Gardens, Meyers Lake Park, Canton, O., has been enthusiastically received by admirers of this well-known band of Brunswick record makers. D. W. Lerch, local Brunswick dealer, plans a tie up with the appearance of the band here and will feature their newest record releases in a window display. On their former appearance here they created a tremendous record demand in local Brunswick shops.

THOR Speaker Lamp

[Patents Pending]

Lights the way to greater Radio Sales and Profits for you

BY SHEER beauty, by remarkable quality of tone, by marvelous performance —Thor Speaker Lamp is making an unparallelled appeal to the public imagination and is experiencing sales through musical and radio dealers that are almost as spectacular as the invention of radio, itself.

Thor Speaker Lamp is the *original* combination Loud Speaker and electric lamp. Concealed within a beautiful floor or table lamp that harmonizes with the furnishings of the most elaborate room, is a special speaker unit made by the famous Dictograph Products Corporation. This unit amplifies, and reproduces perfectly, bringing out the high and low tones, as well as the middle tones.

Thor Speaker Lamp is free from gutteral and throaty sounds so manifest in all horn type loud speakers. It is non-directional, which means that you can hear it in every part of the room, eliminating the necessity of sitting directly in front of a horn to listen in distinctly.

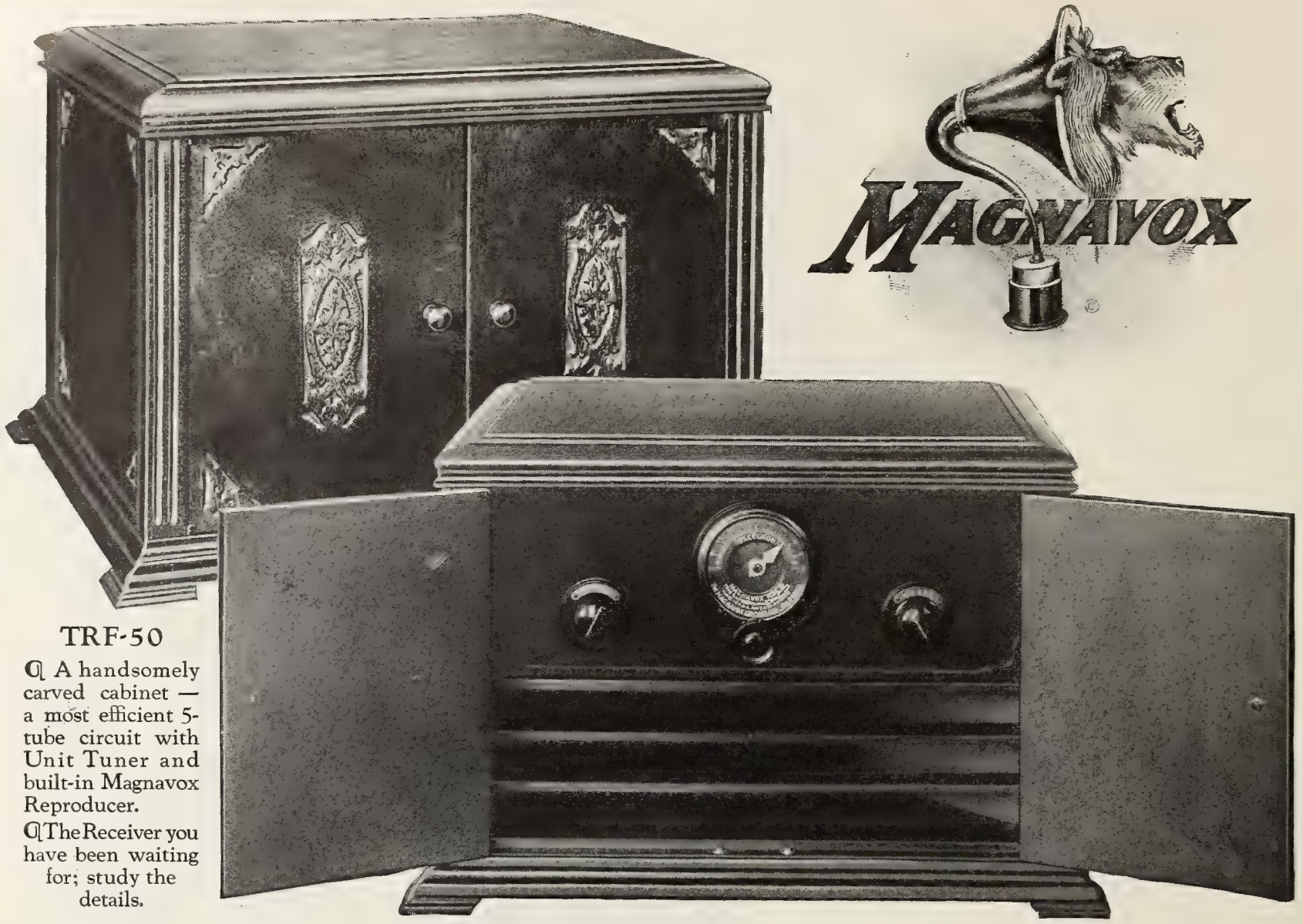
Demonstrate Thor Speaker Lamp beside any awkward, ugly, ungainly present type loud speaker and its beauty alone will win the preference of your customers; add to this, however, its full, rich, mellow musical tone—its low price (Thor Speaker Lamp costs no more than horn type loud speakers)—and you have the road to quick, profitable radio sales.

Behind Thor Speaker Lamp is a merchandising policy that is devoid of freak stunts and novelties. Sound principles, established by other lines of business in selling, are followed. Supporting this policy is an extensive advertising campaign in national mediums. The advertisements which have appeared and will appear are bound to bring orders to musical dealers who carry Thor Speaker Lamp.

Franchises in certain territories still open. Jobbers and Dealers are invited to write for descriptive literature and full details

THOR Radio Division *of the*
Golden Gate Brass Manufacturing Co.
1239 - 1243 Sutter Street, San Francisco, California

[110]



TRF-50

¶ A handsomely carved cabinet — a most efficient 5-tube circuit with Unit Tuner and built-in Magnavox Reproducer.

¶ The Receiver you have been waiting for; study the details.

These new Broadcast Receivers complete the *MAGNAVOX Radio Line*

THE exceptional facilities for building radio business possessed by every energetic phonograph and music dealer call for the most highly perfected merchandise—like that bearing the name *Magnavox.*

The Broadcast Receivers here shown offer three decisive advantages: unequalled simplicity of control; reproduction of exceptional clearness in any desired volume; and handsomely carved period cabinets designed in accordance with the best traditions of the music trade.

The simplicity of control is provided by the Magnavox Unit Tuner which does away with all complicated dialing, and places the novice on the same footing as the radio expert. In point of selectivity and distance, Magnavox Broadcast Receivers also satisfy the most discriminating.

9P

As illustrated, the panel carries only three knobs—the On and Off Switch, the Selector [Magnavox Unit Tuner] and the Volume Control. This last dial permits any desired volume instantly and without altering the superb character of reproduction in any way.

Evolved at a time and under conditions obviating the necessity of costly changes during production, Magnavox Receivers have for the dealer the final advantage of offering the public the utmost economy in price as well as efficiency in operation.

Description

The same highly perfected Magnavox circuit is embodied in cabinets with and without built-in Reproducer, as described below.

Magnavox Radio TRF-50—A 5-tube tuned radio frequency receiver consisting of two stages of tuned radio frequency of special design, detector, and two stages of audio frequency.

Magnavox Unit Control Tuning. Built-in Magnavox Reproducer unit.

Cabinet of true period design, beautifully carved, with hand-rubbed antique finish: height, 14¾ in.; length, 20½ in.; depth, 18¾ in.

Price without tubes or batteries . . . $150.00

Magnavox Radio TRF-5—Same as TRF-50 but encased in simpler cabinet without built-in Reproducer. Cabinet measures: height 9⅝ inches; length 20½ inches; depth, 14¾ inches. Loudspeaker and "A" battery terminals in rear.

Price without tubes, batteries or reproducer $125.00

Magnavox Reproducer M4 is a most desirable accessory for TRF-5. . . . . $25.00

Announcement

Magnavox Radio Receivers will be publicly announced in full-page advertisements in *Saturday Evening Post* on September 13 and September 27, followed by a strong list of general, radio and farm papers issued October 1—the total combined circulation being eight millions.

Make this your most successful radio season by featuring TRF-50 and TRF-5 Broadcast Receivers.

To those who qualify as registered dealers, we give a special advertising service of great value.

MAGNAVOX—*now a complete Radio Line*

The name Magnavox is now identified with a complete Radio line, including *Broadcast Receivers, Vacuum Tubes, Reproducers, Power Amplifiers* and *Combination Sets.*

By the Magnavox plan of distribution, the Registered Dealer is given assistance that insures him becoming an important factor in the radio business of his community.

Write for copy of Broadside Announcement giving details of Magnavox service to Registered Dealers

THE MAGNAVOX COMPANY, OAKLAND, CALIF.

NEW YORK: 350 West 31st Street SAN FRANCISCO: 274 Brannan Street

Canadian Distributors: Perkins Electric Limited, Toronto, Montreal, Winnipeg

Real Salesmanship Necessary for Best Results in Merchandising of Radio

Interesting Analysis of the Radio Situation, Particularly as It Affects the Talking Machine Merchant, by B. R. Hassler, Sales Manager of the Colin B. Kennedy Co.

It is a sign of fine health in the radio industry when so much of the retailing is coming into the hands of experienced talking machine dealers. For one point in which radio needs most improvement is in the methods of selling.

The talking machine dealer is among the first to bring real salesmanship into radio. Up to this time it has sped along on the crest of the wave of popular demand and that wave is still rising. It is estimated by Roger W. Babson that over $300,000,000 will be spent on radio in the coming season—a figure that is quite conservative. One regrettable accompaniment of this demand is that any part of the money should be spent on the kind of merchandise sold in the "gyp" shops, which do more harm than good to the reputation of radio. While it is perfectly true that the public loves a cut price, there is disappointment in the wake of a purchase made in a store which sells without regard to the final satisfaction the purchaser finds in the merchandise. There has been a strong effort on the part of price slashers to build up large volumes of radio sales at slim profit—in some cases as low as 5 per cent. There is abundance of evidence though that burned buyers have become wary, and will deal only with the reliable established firms.

Home Set Building Declining

Our company has recently made a survey of the radio retailing situation and found a decided tendency away from the home-built radio set. In fact, the tendency has largely been toward sets that sell in the neighborhood of $100 without accessories. A unit of sale as large as this cannot be properly sold by untrained clerks picked up at random and put behind the counter to guide the purchaser tactfully toward making a wise purchase that will give lasting satisfaction.

The sales of radio instruments and parts for the first two years of popularity were principally made to people who were mechanically minded, who enjoyed the pleasure of putting together the various elements and sitting down to a crudely built affair that by some magic picked up voices and music from the air, and they fearfully watched for a breakdown whenever they showed it to "company."

Radio a Musical Instrument

Radio has progressed far beyond such crudity. The radio set is now in every respect the social equal of the piano and the talking machine. Beautifully made instruments like the high-grade receiving set are as handsome furniture as will be found in well-furnished living-rooms. And the mechanical features have been made so trouble-proof that the owner of the set will hardly know there are works in it! It is a musical instrument, not a mechanical novelty, and with the wonderful programs that are now in the air, quality of tone is highly important. Perfect reproduction is now an accomplished fact.

When an appeal is made to people who appreciate music, a far wider market is opened up than has been reached so far by appealing to the restricted number of people who love to tinker.

Radio Now Simplified

When the Colin B. Kennedy Co. decided to break away from appealing solely to the radio fan (who probably owns a receiver) the next step was to simplify the operation of the set so that anyone could operate it without technical knowledge, and in this aim the designers thoroughly succeeded.

The talking machine dealer whose store is equipped with demonstrating booths and who has an organization of courteous salespeople who are mentally alert can quickly acquire the little technical information that is needed to sell radio successfully. He may need a man who is a radio mechanic for such service as making installations and minor adjustments, but it is unnecessary for salespeople to be able to draw funny-looking diagrams of circuits. In fact, the less they talk to prospective buyers about hook-ups, batteries, wave length and similar technical matters the more readily sales will be made to people who at present are bewildered by the vast amount of puzzling talk they hear about radio. The manufacturer has simplified radio to the point where it is unnecessary to discuss anything of a technical nature in selling it. The talking machine dealer with his years of training in skillfully leading people who are a little in doubt as to what they ought to buy can sell a radio set just as easily as a talking machine could be sold at the very peak of its popularity.

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect

We get the best India Mica directly.

We supply the largest Phonograph Manufacturers.

Ask for our quotations and samples before placing your order.

American Mica Works

47 West St. New York

The Radio Sensation

DYNERGY

DYNERGY

RADIO RECEIVER

Needs No Batteries!

These 5 Points Make Dynergy a Quick Seller

1. **Convenience**—Just plug into any light socket (alternating or direct current) for "A," "B" or "C" battery power.
2. **Economy**—Eliminates all batteries. No upkeep, recharging costs or "B" battery expense.
3. **Complete**—Dynergy is not an accessory—it is a complete 5 tube receiver, ready for tubes and loud speaker.
4. **Simplicity**—Extremely simple to tune, exceptionally sensitive.
5. **Volume**—A distance getter—clear tone and volume. Not the slightest trace of noise, squeals or howls.

Install a Dynergy and watch your sales jump!

Satisfaction to Customer and Real Profit for You in Every Dynergy Sale!

DYNAMOTIVE RADIO CORP.

47 Ninth Ave. New York City

Chelsea 5953

Gotham Dealer Assigns

Morris Stockman, talking machine dealer at 240 West Eighty-sixth street, New York, has assigned to Frank Drucker.

BRUNO

WHY THE VICTROLA—

Selectivity

The great "Red Seal" and general catalogs of the Victor Talking Machine Company make available everything in music *as you want it, when you want it, where you want it and how you want it.* There is no other instrument that can give these combined advantages nearly as good as the world's leading musical instrument—the Victrola.

The Victrola does away with the dependence upon programs selected by others, and illustrates but one of the many points of superiority of the talking machine over other reproducing instruments such as the Radio. Keep this fact in mind, Mr. Victor Dealer, and let it be one of your clinching selling arguments from now on.

Sell your customers on the selectivity of the Victrola. Show them how the Victrola will add untold hours of enjoyment to their lives and that this "enjoyment" is a permanent possession.

If your customers want flawless music—music of character and quality, there is but one answer—the Victor products. If they want the Radio, well, that is quite another matter.

C. BRUNO & SON, Inc.

351-353 Fourth Avenue **New York**

Victor Wholesalers to the Dealer Only

Statements of Radio Performance Based on Facts Build Confidence of Public

Interesting Radio Merchandising Hints by H. H. Roemer, Director of Sales Promotion, Zenith Radio Corp.—Influence of the Music Dealer on Radio Construction Refinements

As announced elsewhere in this issue of The World, H. H. Roemer has been appointed director of sales promotion of the Zenith Radio Corp., Chicago, Ill. A keen student of merchandising, Mr. Roemer recently gave The World the following vital sales talk that is well worth the careful consideration of manufacturers, jobbers and dealers:

"In a trip which I am just completing across the country I am reminded of the words of that devoted radio advertiser, Kenneth Groesbeck, who stated at a dinner in New York City more than a year ago, 'The cycles of radio development move in a ratio of ten to one years as compared to other lines. That one year in the evolution of radio discoveries, developments and advances is equal to ten years in other industries.' As we look back three years ago and compare radio sets and equipment of those days with the achievements of to-day we see the same remarkable advancements as in the locomotive, steamship, and, I dare say, even in the telephone—except that with these inventions it took years for the public to grasp their import, no less make them popular.

"Never in the history of invention prior to the introduction of radio has anything dominated the front pages of our dailies. The phenomenal achievements of this erstwhile mysterious means of education and entertainment have made the whole world stand in awe and the expanse of its distribution and home demand has far outdistanced all anticipated figures in manufacture and merchandising.

"It is little wonder, therefore, that radio manufacturers, distributors and dealers are not yet organized. The spontaneous and ever-clamoring demand for radio has left no time for the busy manufacturer to give proper and necessary attention to policies, and in the confusion of public demand, as well as the lack of understanding of radio possibilities and limitations, the dealer as well as the public has not learned the standard upon which to base tangible conclusions on what is or is not efficiency, dependability and a dollar-for-dollar value.

"As in all industries, and especially those accompanied by such a terrific demand, there are the good, bad and indifferent classes. By this I do not mean that the manufacturers as a whole are insincere in their product and in their endeavors, but I do believe the field presents many sets supposedly representing values and the functioning claimed for them, which in reality are purely mechanical in having followed certain circuits and which, in many instances, lack the actual functioning of claims that zealous advertising and sales representation have overestimated.

"It is the wise manufacturer who 'bottles' up his enthusiasm on what he believes is an advance in development until he has put that set or device through all the necessary time tests and in all localities throughout the country, because it is unquestionably true that local conditions affect performance to a most startling degree. The distribution of radio demands equal performance in all territories and unless this problem is fully appreciated a manufacturer not only loses his substantial footing in the industry, but also drags his jobber and dealer trade down with him.

"There is no force in merchandising radio that can prove a greater drawback to the industry's progress than propagating that which a man knows is impossible, and the fact that freak conditions in some remote stations are not a just cause to claim that particular station as performance, and performance in radio is that which is always possible under normal conditions. Radio dealers and jobbers are fast nearing the time when the point I am making will become an issue in their category of standards in 'how to sell radio.'

"The man who says 'this talking machine will play 500 records with but one winding' knows he is strangling the truth, yet how few dealers actually see the fallacies of exorbitant claims for distance on the average radio set to-day. And, again, how many of us realize that the buyer is certainly going to unearth all of the misrepresentations within a mighty short time and, whether the dealer is conscious or unconscious of what the set will do, he is a greater loser than the manufacturer. He is in direct contact with that buyer and he either loses or establishes confidence.

"The public is admittedly, more or less, at the mercy of the dealer when it comes to radio. No greater opportunity for building good will ever confronts a merchant than the straightforward statement of facts which a dealer can and should give his trade. Dealers realizing this fact will remain with us, while the unsuspecting, confidence-seeking public will eliminate the 'miracle man' who soars beyond the mysteries of radio phenomena and soon brands himself as a 'quack' and an undependable conjurer of the truth.

"In opening I referred to the rapid strides of radio. Dealer readers of The Talking Machine World will recall previous articles over my signature wherein the music merchant was pointed out as the ultimate and logical outlet for radio. As the industry itself has developed the refinements we see to-day, so has merchandising developed, and my gratification in seeing the talking machine dealer actually functioning in the capacity predicted is beyond the measure of words. And it is the close scrutiny and 'show me' procedure and policies of the music dealer that are affording the manufacturer of radio the capable assistance which will raise radio to its proper standard. All manner of merchants have introduced radio and the majority have done a good job, but the 'spell of mystery' is wearing off, and the public is beginning to understand radio. The music merchant, understanding the value of satisfactory entertainment and adequate reproduction, has cooperated with the manufacturer in the conversion of a reproducing instrument heretofore purely mechanical to an instrument of refinement in the faithful reproduction of quality and entertainment. I need hardly mention here the facts as to who is responsible for the vast improvement of appearance and 'eye value' which has lifted radio cabinets out of the 'cracker box' class into pleasing refinement and artistic design.

"All in all, if the music trade was tardy in getting into line in time to assist radio when it made its bow, it has joined in time to lend the value of an existing outlet, an organized, specialized trade, and to emphasize the public's preference for faithful quality reproduction. Through their understanding of a discriminating public eye they have caused manufacturers to turn aside from knobs and coils and influenced them to realize that cabinet designs and construction are a prime essential that must be recognized."

NATHANIEL BALDWIN RADIO PHONO-SPEAKER

Uses the Phonograph for Radio Amplification

NATHANIEL BALDWIN INC.

Radio-Speakers, Headphones, Units, Phone-Speakers

EASTERN DISTRICT SALES OFFICE

227 Fulton Street New York City, N. Y.

A. E. Russell Returns From Extended Trip to Europe

TROY, N. Y., September 6.—Amos E. Russell, formerly manager of the talking machine department of Cluett & Sons, of this city, recently returned from Europe where he visited as a delegate to the annual convention of the Advertising Clubs of the World. While abroad Mr. Russell visited England, France, Belgium and Holland, taking particular notice of the music trades in each of these countries. In speaking of the British Empire Exposition Mr. Russell states that many phonograph and piano manufacturers are exhibiting, and he dwelt in particular upon the exhibit of "His Master's Voice," arranged by the Gramophone Co., Ltd. This exhibit is usually crowded with listeners to the continuous concerts and miniature records are distributed as souvenirs. No sales efforts are made at the exhibit, although those desiring to make purchases may do so.

Mr. Russell returned to this country aboard the Cunarder "Andania," docking at Montreal, where he was joined by Mrs. Russell. They returned to Troy via the Thousand Islands and Niagara Falls. Having resigned from Cluett & Sons, Mr. Russell is planning new connections and expects to announce the same in the near future.

Back on the Job Everybody

It's a good thing to get away from one's job now and then, but much better to get back on the job and prove that both you and your job are going to be benefited.

I wonder how many in the Victor industry, from the manufacturer to the dealer, have been on a prolonged vacation since easy jobs and easy profits have left us?

The law of supply and demand rewards or punishes us according to the way we obey it. An over-supply of politics, taxation, reckless expenditures, and high prices in general, created a demand for us to get back on the job in a "common-sense" way, and to resume along economical lines.

The tide has turned, the outlook is good, and if we will all get back on the job and give full value for what we receive we need not worry about politics or business.

Nothing has taken the place of the Victrola and what it offers, nor will anyone take the place of the distributor or dealer who is willing to work and play the game fairly.

So let's get back on the job—everybody—from the factory to the consumer.

The Victor dealer who places his fall order for Victrolas with BLACKMAN will avoid the worries of a possible uncertain supply at the critical time.

Blackman
TALKING MACHINE CO.
28-30 W. 23RD ST. NEW YORK N.Y.
VICTOR WHOLESALE DISTRIBUTORS

The Pooley RADIO CABINET

THE RADIO BEAUTIFUL

RADIO BEAUTIFUL
MODEL 600-R-2 (Equipped) MODEL 600-R-1 (Unequipped)
Duo-tone American Walnut or English Brown Mahogany
Length 36", Depth 15½", Height 42"

BEAUTY is broadcast by the radio in song and the sweet harmonies of melodious instruments.

But why not an equal appeal to the eye as well as the ear, why not

The Pooley RADIO-CABINET

Model 600-R-2 Equipped With

ATWATER KENT

Five-Tube Radio Set of Great Selectivity

—It is radio relieved of its visible clutter of wires and batteries;

—it is the radio of order and superb operation;

—it is the radio adding the distinction of beautiful furniture to the home;

—it is the radio of fine manners and gracious hospitality;

—it is "The Radio Beautiful" and it is

The Radio Your Customers Want

It is the only radio that includes the Built-in *Pooley* Loud-Speaker Amplifying Horn (patent pending) which **produces a volume and fidelity of tone surpassing anything yet developed in the science of Radio.**

Show Them

this beautiful, efficient instrument. Place one on your floor, invite them in to hear it and you can easily sell them the complete outfit, or the cabinet alone, if they already have ATWATER KENT Radio sets.

This is a Money Maker

for you. There is a liberal margin of profit and the instrument is a ready seller. Get catalogue, selling helps, discounts and terms from your jobber or write direct to ***Pooley* Radio Sales Department C.**

Desirable Territory Available to Jobbers in Musical Trade

Pooley Company INC.

PHILADELPHIA 16th — 17th — Indiana Avenue PHILADELPHIA

See our Exhibit at the First Radio World's Fair, Madison Square Garden, New York, September 22nd-28th, 1924.

The Pooley RADIO PHONOGRAPH

RADIO-PHONOGRAPH SUPREME

HERE'S a chance to "kill two birds with one stone" and put money in both pockets. With one instrument, selling at a fair price, you meet the insistent demand for good radio and increase your record sales. Sell

The Pooley RADIO PHONOGRAPH

Model 230-R-3 Equipped with

4-TUBE RADIO SET

Of Unique Efficiency

This Radio set has everything to recommend it to beginner and trained operator alike—easy operation, selectivity, faithful reproduction, volume, distance, enduring quality.

The *Pooley* Phonograph is all its name promises and more. It is the choice of experts after 73 tests with other machines. True tone, ample volume, less surface noise, quiet and powerful motor.

RADIO PHONOGRAPH SUPREME
Model 230-R-3 Louis XV design
Duo-tone American Walnut or English Brown Mahogany
Length 36", Depth 21", Height 34"

Everybody Will Want This

incomparable Built-in *Pooley* Two-Way Amplifying Horn (patent applied for). It comes only with the *Pooley* Cabinet. A push on a knob adapts it for radio or phonograph—**removal of sound box unnecessary.**

The Cabinet a Pooley Creation

For 41 years *Pooley* cabinet work has set the world's standard. This cabinet is typical—pure Louis XV design, wonderful in workmanship and finish. Duo-tone American Walnut or English Brown Mahogany.

Pooley Agencies in Great Demand

They are invariably profitable, pleasant business relationships. *Pooley* products give supreme satisfaction—no annoying "comebacks." So apply promptly to your jobber or write or wire **Pooley Radio Sales Dept. C.**

Desirable Territory Available to Jobbers in Musical Trade

Pooley Company INC.

PHILADELPHIA 16th — 17th — Indiana Avenue PHILADELPHIA

See our Exhibit at the First Radio World's Fair, Madison Square Garden, New York, September 22nd-28th, 1924.

Gilbert-Keator Corp. Gets Leading Radio Lines

Recently Formed New York Jobbing Organization Acquires Lines Representative of the Best in the Radio Industry

The entire radio trade will be interested in the announcement that Charles Gilbert and Randall M. Keator, two former important executives of the De Forest Radio Tel. & Tel. Co., have resigned from this company to form the Gilbert-Keator Corp. and become wholesale distributors of nationally known radio equipment.

Mr. Gilbert was at one time president and later vice-president and treasurer (after the purchase of the company's controlling interest by the Jewett Syndicate) of the De Forest Co., and Mr. Keator was at one time vice-president and later director of the export department. Both of them have been identified with the De Forest Co. for many years and have been responsible for some of the biggest achievements in the industry. It is of interest to note that Mr. Gilbert will remain on the board of directors of the De Forest Co.

It is significant of the confidence of the radio field that the lines which will be handled by the Gilbert-Keator Corp. are as follows: De Forest Radio Tel. & Tel. Co., Jersey City, N. J.; R. E. Thompson Mfg. Co., New York; C. Brandes, Inc., New York; Dubilier Condenser & Radio Corp., New York; Jewett Radio & Phonograph Co., Detroit, Mich.; Timmons Radio Products Corp., Philadelphia; French Battery & Carbon Co. (Ray-O-Vac), New York; C. M. French Co., Seymour, Conn.; Pacent Electric Co., New York; Acme Apparatus Co., Cambridge, Mass.; Fansteel Products Co., Inc. (Balkite), North Chicago, Ill.; Neidich Storage Battery Co., Yonkers, N. Y.; Carter Radio Co., Chicago, Ill.; Rader Appliance Co., Inc. (Run-A-Radio), West New York, N. J.

This comprehensive line means that the Gilbert-Keator Corp. will not only be in a position to supply whatever the retailer will need in any part of the United States, but will also be able to give him a choice of the most representative lines in the field.

The salesrooms of the Gilbert-Keator Corp., at 1755 Broadway, New York, are unusually commodious and completely equipped, and the New Jersey office of the corporation has just been opened at 396 Central avenue, Newark, N. J.

Morrison

Loud Speaker

for

$5.00

List

Sensational Mid-Summer Announcement

Was $10—Now $5

In the so-called dull season nothing has stimulated the radio business like the tremendous Morrison price reduction. Dealers who said loud speakers wouldn't sell are piling up profits every day on the $5.00 list famous Morrison unit.

It's logical. Radio fans know Morrison's sterling qualities. Those who hesitated at paying $10.00 for a unit and those with other units are quick to recognize the wonderful value at this new price.

The unit is exactly the same unit previously sold for $10.00. We have got down to a real production basis with its consequent efficiency in buying and manufacturing economies.

Music Dealers

With this Morrison unit for $5.00 you can stimulate a real summer business in radio. You'll find your customers who own a radio set eager to have a Morrison unit. If you aren't familiar with our plan and discounts write for details. And see that your order for a reasonable quantity comes in early.

MORRISON LABORATORIES, Inc.

327 East Jefferson Ave.

DETROIT, MICH.

New Invention Broadcasts Motion Pictures by Radio

Col. Green Successful in Projecting Motion Pictures Sixty Feet by Wireless—Expectation That Within Year This Feat Will Be Possible

One of the most interesting statements made concerning radio and its possibilities was that the broadcasting of motion pictures by radio will be possible within a year if the experiments being made by Col. E. H. R. Green are as successful as is expected from the progress made in the past eighteen months. He has already succeeded in transmitting motion pictures sixty feet by wireless, it was stated, although much remains to be done before the invention will be perfected.

This information was given out by W. H. R. Marshall, secretary to Col. Green, who said that Col. Green is constantly experimenting on his estate at South Dartmouth, Mass., where he has a broadcasting station.

Mr. Marshall admitted that Col. Green had succeeded after eighteen months in transmitting motion pictures a distance of sixty feet. He said also that a laboratory had been built for further experiments and that by agreement with Dr. Samuel Stratton, of the Massachusetts Institute of Technology, experts from that institution were to go to South Dartmouth to carry on the experiments, Col. Green paying all expenses.

Mr. Marshall declined to go into any details as to the methods used. He was, in fact, reluctant to answer any questions. He talked freely enough about the broadcasting station, asserting that letters have been received from England indicating that its programs were better heard on the other side of the Atlantic than those of many other larger American stations. He said, too, that though little was known of Col. Green's broadcasting station, the Colonel had spent more than $500,000 on the station and the experiments he had been conducting. He has three experts working for him all the time and when the station was installed had the services of a corps of men from the American Telephone & Telegraph Co.

Eucker Music Co. Chartered

MADISON, WIS., September 9.—The George H. Eucker Music Co., Milwaukee, was recently incorporated here with a capital stock of $10,000. George H., W. H. and Erna Eucker are the incorporators.

Joseph E. Larkins With the Times Appliance Co.

Well-known Member of Talking Machine Trade to Cover Brooklyn and Long Island Territory for Gotham Radio Wholesaler

E. B. Ingraham, secretary-treasurer and general manager of the Times Appliance Co., Inc., New York City, pioneer distributor of Radio Corp. of America and other representative lines, announces the appointment of Joseph E. Larkins as Brooklyn and Long Island representative.

Joe Larkins is well known to the talking

Joseph E. Larkins

machine trade for his ability and willingness to help the dealer resell, as evidenced during his service with Ormes, Inc., and its successor, the Musical Instrument Sales Co.

His recent years in wholesale Victor distribution have rounded out his broad experience of the past thirteen years since graduation at Fordham University, including four years as Eastern sales manager of a leading Cleveland chemical company, two years as branch manager for a large Baltimore manufacturer, two years in a business venture of his own, and a "hitch" overseas with the A. E. F.

Mr. Larkins will specialize in helping the talking machine retailers solve their radio problems, as well as helping the radio dealers apply the selling principles that have placed the phonograph industry on the substantial basis it enjoys to-day.

Steinway & Sons Branch Managers Hold Meeting

Radio Receives Considerable Attention at Conference of Managers of Steinway Retail Stores Held in Cincinnati Recently

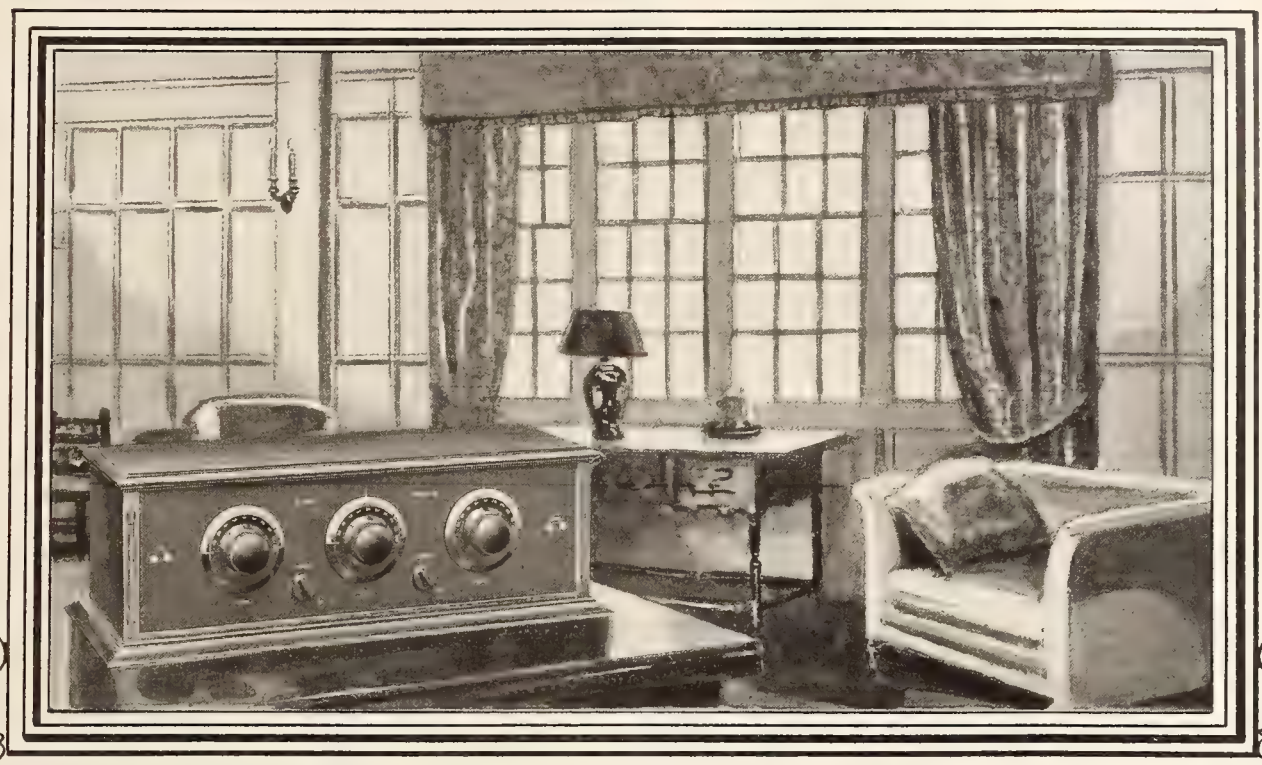
A conference of the managers of the various Steinway & Sons branches in the Middle West was held on Monday of this week, September 1, in Cincinnati, with R. E. Wells presiding as chairman, the New York headquarters being represented by Charles F. M. Steinway, who addressed the managers and devoted most of his talk to radio, of which he has an extensive knowledge. The subject of radio was handled for the reason that, being Brunswick phonograph dealers, Steinway & Sons will shortly feature in their line the new Brunswick Radiola.

COTTON FLOCKS

..FOR..

Record Manufacturing

THE PECKHAM MFG. CO., 238 South Street NEWARK, N. J.



Mu-rad Dealers are Enthusiastic Dealers

MU-RAD Dealers are writing in every day telling us of new high records Mu-Rad Receivers are making both from a performance standpoint as well as a sales standpoint.

Even our newest dealers are enthusiastic once they have tested out a Mu-Rad. One dealer writes:

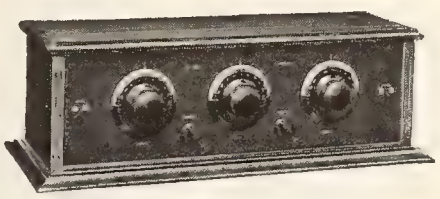
"We have this morning heartily recommended this Receiver to our radio salesmen who cover all the towns in this county —We are ready to give this Receiver a good advertising campaign in this section and push it to the best of our ability."

Once you demonstrate a Mu-Rad, it is sold. Its wonderful distance performance, its high selectivity, its human-like faithfulness of reproduction and its ease of operation appeal to the novice and the radio fan alike.

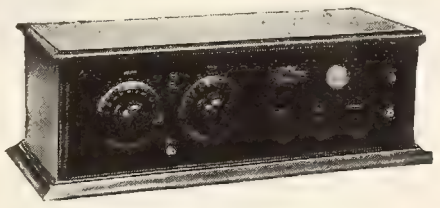
Mu-Rad Receivers are guaranteed 1,000 miles reception, but there are records of reception of trans-Atlantic broadcasting while tuning in on Honolulu from St. Louis as almost a nightly performance for the Mu-Rad.

The new Mu-Rad style MA-20 which operates on house current, and which eliminates both "A" and "B" batteries, is going to make new high sales records for the Mu-Rad line. Our National advertising and our dealer co-operative advertising will help of course.

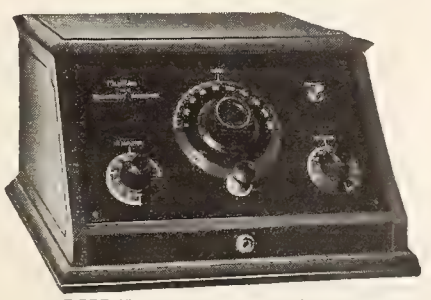
Write for descriptive literature of the Mu-Rad line and the name of the nearest distributor and prepare for the big Christmas Mu-Rad demand. Address Dept. A.



MU-RAD MA-20—$185



MU-RAD MA-15—$180



MU-RAD MA-18—$110

DISTRIBUTORS

A. Mecky Company, Philadelphia, Pa.
Wireless Mfg. Company, Canton, Ohio
Chicago Radio Appliance Co., Chicago, Ill.
Van Ashe Radio Company, St. Louis, Mo.
Howard Piano Co., Syracuse, N. Y.
Battery & Starter Co., Buffalo, N. Y.
Coast Radio Supply Co., Los Angeles, Calif.
Pierce Electric Co., Tampa, Florida
Chandler & Farquhar, Boston, Mass.
Fred E. Holmes Co., Detroit, Michigan
Marshall Wells Co., Portland, Oregon
Peaslee Gaulbert Co., Louisville, Kentucky
Reofield Electric Co., Ogden, Utah
H. B. Shontz Co., New York City

MU-RAD
LABORATORIES, INC.
Asbury Park, New Jersey

To Handle Music Master on the Pacific Coast

Negotiations Concluded With Sherman, Clay & Co. Whereby That Firm Will Distribute Products of the Music Master Corp.

Negotiations have been concluded between the Music Master Corp., of Philadelphia, and Sherman, Clay & Co., of Spokane, Seattle, Portland, San Francisco and Los Angeles, whereby the latter company has been made exclusive Pacific Coast distributor in the music trade for Music Master radio reproducers. The Music Master Corp. has built up an enviable reputation throughout the country as maker and distributor of radio apparatus of a particularly high order. Among the products manufactured by it are loop aerials, headsets, phonograph attachments and loud speakers. The last named, the "Music Master," is one of the most widely known radio reproducers.

Sherman, Clay & Co. for many years have ranked high as distributors of Victor talking machines and musical goods of all kinds. Ever since the widely awakened interest in radio they have kept pace with other leaders in this new and highly profitable field.

Henry E. Marschalk, who handled the affair for the Music Master Corp., has just returned from an extensive tour along the Pacific Coast, where he made a first-hand study of the radio situation.

"Radio on the Coast," he said, "is making astonishing strides. Always among the leaders in every forward movement, the Pacific States are fairly outdoing themselves with radio. In all the cities visited, and I missed none of the important ones, people were buying and making radio sets at a rate that is not exceeded anywhere. Radio dealers are doing a remarkable business, especially in goods of the better class. It is an ideal market for high-grade radio accessories and we can see big things ahead for the Music Master.

"The radio trade was interested particularly to learn that the familiar horn-type Music Master, which is making such a fine record for itself, has been supplemented by other Music Master types. These are Model VIII, a mahogany cabinet speaker with 'full floating' horn; a smaller cabinet type, Model V, designed to meet the immense demand for a less costly speaker; Model IX, with hand-decorated horn and tone chamber, and the Pedestal Music Master, an innovation in radio reproducers. This last-named is sixty-three inches high, a graceful pedestal, on top of which rests a fine-looking cabinet with 'full floating' horn and self-contained electric light.

"With these several models, which, of course, include the familiar horn type, the dealer can now supply a Music Master radio reproducer of a style and at a price to meet every demand."

—a worth-while offer!

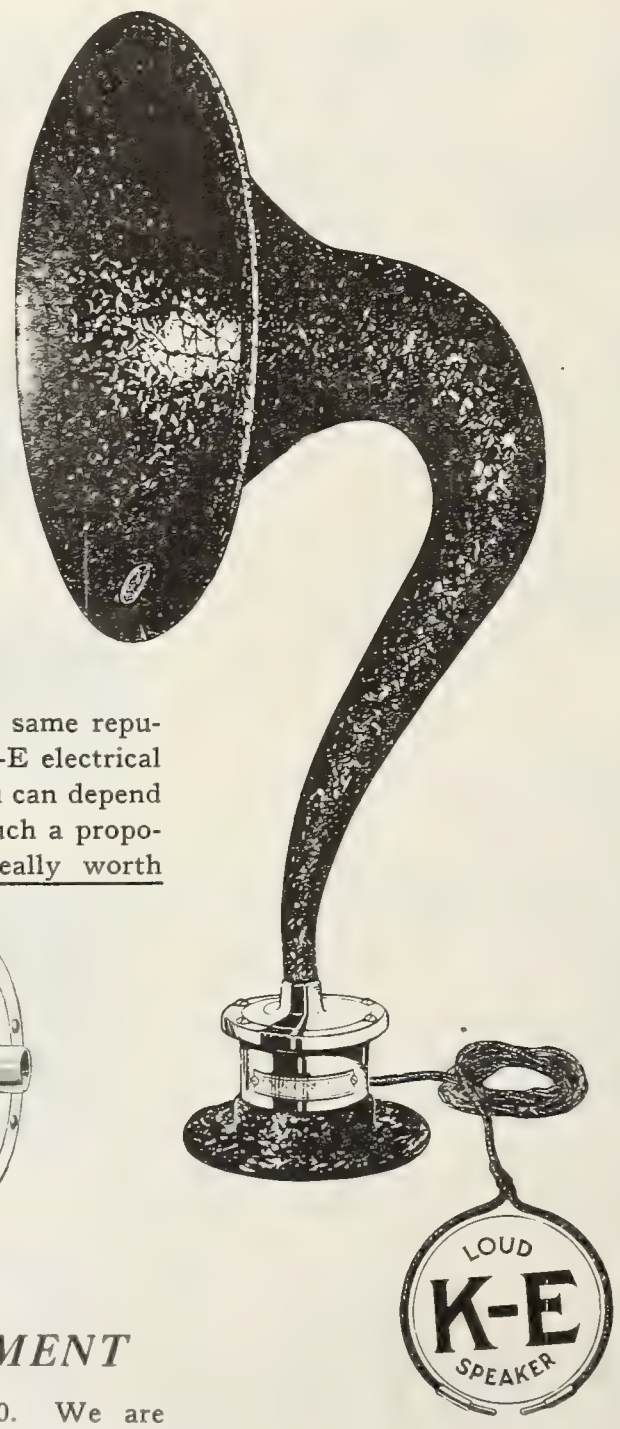
It isn't often that you will be offered a high grade loud speaker at this low price—it's an introductory proposition you should take advantage of NOW!

THE **K-E**

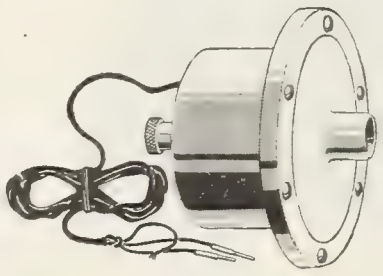
LOUD SPEAKER

Regular list price, $18—your trial order price,

$11.70



K-E Radio Essentials enjoy the same reputation for high quality as other K-E electrical and phonograph devices. And you can depend on it that when K-E offers you such a proposition as outlined above it is really worth while.



THE K-E PHONO ATTACHMENT

—the regular list price is $9.00. We are offering it to responsible dealers on a trial order basis at $5.85 each. How many?

KIRKMAN ENGINEERING CORPORATION

Established 1912

484 Broome Street **New York City**

Makers of the K-E Automatic Stop

Community Dealer Plan Protects Radio Merchants

Sleeper Radio Corp. Has Devised Effective Plan to Protect Legitimate Dealers Against Gyps

A most effective method of protecting the legitimate dealer has been devised and worked out by the Sleeper Radio Corp. in its community dealer plan. It is based upon direct personal contact between the manufacturer and dealer with the distributor as the connecting link. In brief, it consists of an authorization of the manufacturer to have the dealer represent him in a particular community. The dealer is recommended by his territorial jobber to the manufacturer, who, in turn, upon the jobber's recommendation, issues to the dealer a franchise of appointment. There are a number of important factors embodied in the plan which are calculated to vastly aid the dealer in carrying on a large volume of clean, desirable business. The manufacturer issues to the dealer a guarantee which he, in turn, is authorized to pass on to the consumer covering a period of one year. Adequate assistance is given the dealer to handle instalment business on a time-payment plan which has been devised and worked out by the company. Authorized dealers are also entitled to a special discount in recognition of their standing and close contact with the manufacturer. The plan allows full co-operation between the manufacturer and dealer on advertising literature, window displays, etc. Direct results from national advertising will be referred to the proper dealers in their respective districts. The company maintains a corps of district travelers who will assist dealers by exhibitions, demonstrations and radio lectures in order to bring Sleeper products before the public in a manner designed to sell merchandise.

"It has been our policy since the founding of the company to wage continual warfare against the gyp or illegitimate dealer and, in like manner, to protect and foster the interests of the reputable dealer," said Gordon Sleeper, president of the company, in commenting on the company's policy. "It was with this in view that we have devised our authorized community dealer plan, and we feel that we have gone a long way towards solving a number of the dealer's problems in connection with the operation of a profitable and satisfactory radio business. Our endeavor has been to offer every co-operation possible and, where we have not been able to anticipate the requirements in individual cases, we are prepared to stand back of the dealer with whatever resources we possess, such as advertising counsel, individual sales advice, etc."

Permanenta Corp. Chartered

The Permanenta Corp., New York, was recently incorporated at Albany to make broadcasting apparatus with a capital stock of 3,000 shares of preferred stock at $100 per share and 10,000 shares of common stock of no par value. The incorporators are F. Rosenzweig, C. M. Murphy and C. Cohen.

Better Type of Instruments Lead in the Demand Throughout Richmond Territory

Outlook Brightens as General Business Improves—Good Fall Business is Anticipated—Victor Dealers Stage Successful Artists' Tie-up—Sprinkle Stock Sold Out—Month's News

RICHMOND, VA., September 9.—The business situation throughout this territory is improving steadily. Resumption of industries has had an excellent effect on retail business, and the talking machine trade is receiving its share of the benefit accruing. The retailers in this section are making the most of their business opportunities and are leaving no stones unturned in the race for sales. The trade is looking forward to big Fall gains and live dealers are making preparations to cash in.

Public Insists on Quality

Talking machines of the better grades continue best in demand, there being but few calls for models below $100. Walter D. Moses & Co., Victor dealers, find that their trade does not care for machines below $150, the popular price ranging from $150 to $250. The Columbia Furniture Co., another Victor dealer, finds machines priced at $110 and $125 popular with its trade. When it comes to portables, this firm has found the Victor a ready seller.

Walter D. Moses & Co. report having done a little less business in phonographs and records during August than in August of last year, but in view of the fact that August, 1923, was the best August in the history of the firm it was not discouraged by the showing made last month.

Few Repossessions

Dealers report collections to be exceptionally good at this period, indicating that the people are still plentifully supplied with the wherewithal to pay. As a consequence, there are but few repossessions. There is practically no unemployment in Richmond, and local dealers anticipate a particularly good Fall business, despite the fact that this is presidential election year, which usually causes business in most lines to slow down. Crops, such as tobacco and cotton, are reported to be well above the average in this territory. This is also expected to stimulate business in the talking machine trade.

Travelers Find Conditions Good

Fred R. Kessnich, wholesale manager of the Corley Co., Victor distributor, together with several other officials of this firm, returned recently from a motor trip through south Virginia and the two Carolinas, calling on the trade and making inquiries as to the outlook for Fall business. They found conditions good all along the line, and came back greatly encouraged over the outlook. Crop conditions in North Carolina were found to be especially good. No new accounts were established on the trip, but a closer contact was established with dealers already representing the Corley house.

Tie-Up With Record Artists

Victor dealers in Richmond tied up with the appearance of Waring's Pennsylvanians at the Colonial Theatre in that city the first week in September through newspaper advertising and window display, and they anticipated that record business would be greatly stimulated as a result. It was the second appearance of this famous troupe of musicians in the Virginia capital this year, the first engagement having been filled in February.

Rushing New Pathé Models

Goldberg Bros., Pathé distributors, are trying out a line of cheaper console models which the Pathé Co. recently put on the market, and they believe that they will take well with the trade. These are priced considerably below the standard grade models and are expected to appeal to a class of trade not able to buy higher priced machines.

Sprinkle Business Closed Out

The local store of the Sprinkle Piano Co., Brunswick dealer, which inaugurated a receivership sale after affairs of the company were placed in the hands of the Federal Court a month or so ago, is now closed, the sale having been concluded. It is understood that E. P. Lotz, manager of the store, has returned to his former home in North Carolina. Other stores of the Sprinkle Piano Co. in Norfolk, Greensboro and Winston-Salem also held receivership sales.

L. J. Heindl, head of Walter D. Moses & Co., has returned from a pleasant motor trip to Montreal and other points of interest in Canada. He was accompanied by his son, T. A. Heindl, and by his four daughters.

Miss Susie Farrish, secretary to H. Wallace Carner, Starr distributor, who has been spending her vacation with relatives at Hunton, Va., is back at her desk, much refreshed by her outing.

Attractive Window Display at Columbia Model Shop

Classical and Symphonic New Process Columbia Records Featured in Effective Window of New York Wholesale Department

An attractive window display featuring classical and symphonic New Process Columbia records occupied the window of the Model Shop, which is conducted in conjunction with the wholesale department of the Columbia Phonograph Co., 121 West Twentieth street, New York. The center piece is a picture of Cyrena Van Gordon as Brunhilde, mounted on a large golden disc, to which nine Columbia records are attached. Placards attached to the rear of the display call attention to recordings of world-famous Columbia artists, and other placards mounted on easels and placed prominently in the foreground of the display feature the Columbia London recordings, with an attached list of British orchestras and bands.

New Models
BRISTOL
Radio Receivers

Incorporating the Patented Grimes Inverse Duplex System

Watch for further announcements in all leading radio publications.

Improved Bristol Audiophone Loud Speaker—gives greater volume, is more sensitive and still maintains its round, full tone and its distinctive freedom from distortion.

Ask for Bulletin No. 3017-BS.

Manufactured by

THE BRISTOL COMPANY
WATERBURY, CONN.

Grimes System Insures Natural Tone Quality

Increasing Industrial Prosperity in Pittsburgh Creates Trade Optimism

Retailers' Stocks Are Low—Wholesalers Have Large Stocks on Hand in Anticipation of Busy Fall—Announce Red Seal Derby Winners—Many Dealers Add Radio—Month's News

PITTSBURGH, PA., September 10.—With the passing of Labor Day and the return of the Summer vacationist, business men of the Steel City are mapping out plans for what they believe will be a very brisk Fall season. This view is shared to a marked extent by the talking machine fraternity. Stocks of the retail talking machine merchant appear to be at low ebb, while the jobbers are well stocked up and ready for a big volume of business.

The general industrial situation is excellent. Iron and steel mills are operating steadily and many of the plants have orders on their books that will keep them busy well into the Spring of 1925. The coal mines are resuming slowly and the railroads report an increase in general freight movements. This will assure large disbursements of wages and in the distribution to retail trade channels the talking machine merchant who is alive and watchful will undoubtedly share.

Bright Victor Outlook

George W. Rewbridge, manager of the wholesale Victrola department of the W. F. Frederick Piano Co., stated that all indications point to a very brisk Victrola season. Mr. Rewbridge said: "I am very optimistic concerning Fall business in the Victrola line. The average Victor dealer has let stocks of Victor records and Victrolas go down considerably during the past few months, consequently he must stock up for the Fall and Winter trade. As I view it, there is bound to be a very good season ahead for the talking machine trade."

Thomas T. Evans, manager of the wholesale Victrola department of the C. C. Mellor Co., is of the opinion that Fall trade this year will show a marked increase over the same period a year ago. Mr. Evans bases this on his views obtained in a recent tour of the territory he covers.

Announce Red Seal Record Derby Winners

The Red Seal Record Derby which was conducted by the wholesale Victor department of the C. C. Mellor Co. ended on August 15, when reports of all the sales of Red Seal records of the various sales persons for the period of the Derby were sent to C. C. Latus, secretary of the Piano Merchants' Association of Pittsburgh, who was the judge. The records submitted showed that all of the contestants had done excellent work. The two highest were Miss E. Spahn and Miss A. Vesey, both connected with the Victor department of Kaufmann's (The Big Store). The two girls were very close winners and it required the sales of the final day of the contest to determine which of the two should be awarded the first prize of $15. This went to Miss Spahn, while Miss Vesey was awarded the second prize of $10. The Derby started June 26 and considerable interest was manifested in the contest by the sales persons of the several Victor shops.

Tie Up With Brunswick Artists

Herb. Wiedoeft and His Cinderella Roof Orchestra, Brunswick artists, were featured at the Conneaut Lake Park pavilion, Conneaut Lake Park, on August 27. Brunswick dealers in that section featured the Wiedoeft records.

Brisk Foreign Demand

John Henk, of the Columbia Music Co., Edison and Columbia dealer, reports the outlook for Fall trade as very satisfactory. In the foreign record business Mr. Henk has made unusual success and his foreign record department is one of the largest and most complete in the city.

Large Music Master Sales

Frank Dorian, Pittsburgh manager of the Music Master Corp., reports an unusually large volume of sales for August. In fact, he says business throughout the Summer months of this year has been remarkably good, each month showing an improvement in sales over the preceding month. Mr. Dorian sees in this agreeable condition a forecast of an exceptionally good Fall and Winter business. The Music Master Corp. has announced that the growth of its radio business has been so rapid and satisfactory that it finds it necessary to confine its future operations entirely to that field. Accordingly, it has notified its phonograph and record dealers that, effective as of September 1, it will cease to be the distributor of Okeh and Odeon records for this district. It is also disposing of its stock of phonographs and accessories as rapidly as possible. No announcement has been made as yet as to who will succeed the Music Master Corp. in distributing the Okeh and Odeon records in the Pittsburgh district.

The Music Master Corp. does not expect its retirement to diminish its contact with the talking machine trade, from which a considerable part of its radio business is derived. The management will keep in close touch with the talking machine dealers, in line with its frequently expressed conviction that future merchandising of radio sets will be largely in the hands of music dealers.

Among other music dealers who have placed initial radio orders with the Music Master Corp. are the Hefling Piano Co., New Philadelphia, O.; H. M. Wolfe Piano Co., Ravenna, O.; McLean's Music Store, Painesville, O.; W. T. Curry & Co., Belington, W. Va.; Haggerty-Cook Co., Warren, Pa., and George S. Might & Son, Charleroi, Pa.

Milne J. Eckhardt, son of Walter L. Eckhardt, president of the Music Master Corp. of Philadelphia, was a recent visitor here, en route to Chicago to take a position of importance with the Middle West branch of the Music Master Corp.

Interesting News Gleanings

Announcement has been made by G. W. P. Jones Music Co., of Washington, Pa., Victor, Edison and Columbia dealer, that hereafter all of its newspaper advertising in the local papers will appear on the editorial pages. Heretofore the Jones Co.'s publicity was set forth on the society pages of the local press.

H. H. Fleer, manager of the retail Victor department of the C. C. Mellor Co., returned from a vacation trip to Lake Chautauqua and Canada, making the trip by motor.

J. C. Roush, president of the Standard Talking Machine Co., Victor distributor, was elected a director of the Mt. Lebanon Bank, a new financial institution of the South Hills district of Pittsburgh.

Edward Hoffmann, of the J. M. Hoffmann Co., Brunswick dealer, returned from a vacation trip to the Great Lakes.

Horace Hays, president of the E. G. Hays Co., Brunswick dealer, accompanied by Mrs. Hays and their son, Lloyd, motored to Miami, Fla.

W. F. Frederick, president of the W. F. Frederick Piano Co., who spent the Summer in Europe, is en route home.

Jacob Schoenberger, president of Lechner & Schoenberger, Victor, Edison and Columbia dealers, spent the Summer at Ocean City, N. J.

Exclusively Wholesale Service in the
PITTSBURGH DISTRICT

Colin B. Kennedy Equipment
Atwater Kent Equipment
Pooley Radio Cabinets
French Ray-O-Vac Batteries
Exide Storage Batteries
Gold Seal Homchargers
Roller-Smith Radio Voltmeters
Music Master Loud Speakers
Weston Radio Plugs
Pennsylvania Radiophones
Kodel Portable Receivers

Jewel and Oro-Tone Portable Phonographs

ESENBE CO.
SWARTZ & BUEHN

37 Water Street Pittsburgh, Pa.

Ware Sets in Big Demand

The demand for the new three-tube Type T Ware neutrodyne by Progressive dealers brands this instrument as one of the active sellers of the season just commencing.

This instrument is operated exclusively on dry batteries, and this feature, together with its loud speaker results, prompts Edward Biel, sales manager of the Progressive Musical Instrument Corp., 319 Sixth avenue, New York City, to say that the demand will exceed the supply.

Oil Booms Denver Trade

DENVER, COLO., September 5.—C. A. Delzell, manager of the Columbia Stores Co., which carries the Columbia line of phonographs and records and the Crosley and De Forest radio sets, states that business is better than it has been in years. He attributes this condition to the prospects of an oil boom in Colorado and the fact that big returns are being received for agricultural products.

New Gennett Artist

RICHMOND, IND., September 6.—The Starr Piano Co. announces a new Gennett recording artist in the person of Herman Ostheimer, pianist, whose first recording, Rachmaninoff's "Prelude" C sharp minor, and Moskowski's "To Spring," was recently released.

VOCALION
RED RECORDS

The GREATEST OF BALLAD SINGERS
COLIN O'MORE

Exclusive Vocalion Artist

COLIN O'MORE

Somewhere in the World Love's First Kiss	24060
Smile Again, Kathleen Mavourneen A Bit of Irish	24059
Roses Good Night, Little Girl. Good Night	24058
Come Back to Erin Oft in the Stilly Night	24057
My Heart Is Waiting Just to Hear You Whisper, "I Love You"	24056
I'll Sing Thee Songs of Araby The Song of Songs	24049
Annie Laurie Of A' the Airts the Wind Can Blaw	24048
Take a Look at Molly The Fairy Tales of Ireland	24047

All 10 inches - $1.25

THE phonograph brings great pleasure to those whose particular delight is ballad singing. This is a loyal record buying market that buys and buys and keeps on buying. Colin O'More is a great ballad singer who has sung his way into millions of hearts! His is a voice which is always charming, always delightful. Colin O'More records make friends and customers. Do not overlook this loyal regular buying market. Get in touch with a distributor today.

DISTRIBUTORS

MUSICAL PRODUCTS DISTR. CO.,
37 E. 18th St., New York City

WOODSIDE VOCALION CO.,
154 High St., Portland, Me.

A. C. ERISMAN CO.,
174 Tremont St., Boston, Mass.

GIBSON-SNOW CO.,
306 W. Willow St., Syracuse, N. Y.

LINCOLN BUSINESS BUREAU,
1011 Race St., Philadelphia, Pa.

PITTSBURGH PHONO. DISTR. CO.,
217 Stanwix St., Pittsburgh, Pa.

VOCALION RECORD CO. OF MD.,
305 N. Howard St., Baltimore, Md.

O. J. DEMOLL & CO.,
12th and G Sts., N.W., Washington, D.C.

S. E. LIND, INC.,
2765 W. Fort St., Detroit, Mich.

VOCALION CO. OF CHICAGO,
Distributors of Vocalions and Vocalion Records,
529 S. Wabash Ave., Chicago, Ill.

OHIO MUSICAL SALES CO.,
1747 Chester Ave., Cleveland, O.

LOUISVILLE MUSIC CO.,
570 S. 4th St., Louisville, Ky.

STERCHI BROS., Knoxville, Tenn.

STERCHI FURN. & CARPET CO.,
Atlanta, Ga.

D. H. HOLMES CO., New Orleans, La.

REINHARDT'S, INC., Memphis, Tenn.

RADIO EQUIPMENT CO.,
1319 Young St., Dallas, Tex.

STONE PIANO CO., Fargo, N. D.

STONE PIANO CO.,
Distributor of Vocalions and Vocalion Red Records,
826 Nicollet Ave., Minneapolis, Minn.

MOORE-BIRD CO.,
1720 Wazee St., Denver, Colo.

MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles, Cal.

MUNSON-RAYNER CORP.,
86 Third St., San Francisco, Cal.

The AEOLIAN COMPANY
Aeolian Hall - New York

Playable on any Phonograph

Toledo Dealers' Stocks Low as General Business Revival Results in Trade Gain

Replenishment of Stocks Necessary If Dealers Intend to Do Maximum Business—Wholesalers and Retailers Launch Successful Sales Drives—Rae Shop Moves—Other Trade Activities

Toledo, O., September 8.—Talking machine merchants here are experiencing a more active demand. Evidently persons are over their scare and are realizing that fundamental conditions are entirely sound. That belief has much with which to back up their confidence. Several industries on September 2 reopened their plants. Certain ones are now operating three shifts of eight hours each. Also the automobile industry is putting more men to work—with the trend towards higher auto prices.

Further, practically every one of the 642 manufacturers in the city is optimistic about the immediate future. The betterment in local conditions is reflected in more liberal down payments and in easier collections.

Then, retail talking machine stocks are very low and will need replenishing if sales are to be made as they should be. New merchandise offered by the makers of machines and radio outfits will have to be purchased in order to care for the demand which the advertising of manufacturers is sure to create. The season is at hand for merchants to get in step with the demand, which cannot be ignored but must be served. Otherwise business will go to the enterprise which will take advantage of the new buying power which is here due to the improvement in industry and prosperity of farmers.

Victor Radio Cabinets Popular

At the Toledo Talking Machine Co. the Fall outlook has a silver lining. The entire sales and house force is back from vacations and is preparing for a busy season. The Victrola cabinet, with radio section, is receiving a more hearty reception from retailers now that its advantages are better understood.

Chas. H. Womeldorff stated that with the more general adoption of radio outfits the machine combination is certain to become a real sales factor. It does, to be sure, require some educational work on the part of the salesmen to sell the machine, but it is appreciated by the customer. Record buying on the part of dealers indicates a growing desire for the better class of music. Popular music continues to exercise great influence.

Successful Record Sales Drive

At the J. W. Green Co. the record quota for the month past was reached—it was set at a figure above a year ago. Cheney, Brunswick and Victor sales are again more numerous. All Summer a crew of canvassers has been at work securing a dependable list of prospects. Salesmen followed up the most likely names at once. Therefore, the new business coming to the store now is due to the intensive work carried on this season. The Cheney phonograph radio combination is the subject of a newspaper drive. The Radiola, Air Way, Zenith and Atwater Kent outfits are also dealt in.

Receiving Larger Down Payments

At the Lion Store Music Rooms trade for several recent weeks has shown a growth in volume. On sale days, conducted at intervals lately, Victor, Brunswick, Cheney and Strand machines ran up a fine total, Harry J. Reeves stated. One very noticeable feature of phonograph sales closed this month were the large down payments made by customers. Cash sales were also numerous.

Launch Sales Campaign

The department has launched a September new business drive. This promotion effort started with a direct-by-mail broadside and letter introduction. Illustrated newspaper and catalog announcements done by the Lion Store artist will further the drive. Salesmen will follow up the post cards returned and the inquiries resulting from the publicity. The literature will be mailed to a list embracing about 2,500 names. Here a prospect is considered a live prospect until he is sold. It has often happened in the past that persons have been on the prospect list for two years before they were ready to buy. To be sure, salesmen kept informed of the time they would most likely be in the market for a machine. The Victrola Club will be started soon.

In the radio section special Victrolas with radio divisions are being displayed. Also new Atwater Kent radio merchandise is on the floor. Radiola equipment, with the reduction in price, is featured. H. Lochmiller, in charge, stated that a large number of radio prospects are waiting for longer evenings before buying. The interest in radio is greater than ever before, here.

The Toledo Radio Trades Association, of which this store is a member, will devote a large amount of effort to eliminating troubles of the trade, chief among which are terms and price concessions. Full-page ads in the newspapers will be a weekly feature. Also current radio news and topics will be published.

Promising Outlook for Columbia

At the Talking Machine Shop, Columbia dealer, September outlook is indeed promising, according to Fred. Frame, manager. Several new items of merchandise have been added. It is said the increase in the demand for accessories indicates that persons are again using their phonographs.

New Window Device

The United Music Store is inaugurating a new window attraction device. This is a series of water color cartoons on large sheet of cardboard 3x6 feet, which forms the background of the window.

Large Foreign Record Business

Foreign record buyers are given special attention at the United Music Store. Harry L. Wasserman, proprietor, stated that just now, Italian, Spanish, German, Jewish and Polish buyers, in the order named, were purchasing most liberally. Many foreign record enthusiasts own hundreds of records. Recently a customer began buying fewer records than usual. Inquiry revealed that he already owned 500 discs and was afraid to buy more. He was induced to sell a quantity of the older ones to a record exchange and to donate many others to homes and charitable institutions. The suggestion made him happy and brought back a customer who was about to drop from the ranks.

In New Home

The Rae Phonograph & Record Shop has moved from Adams street to 1016 Monroe street. A full line of Vocalion machines and records will be handled, A. E. Rae stated.

Cable Piano Co. Busy

At the Cable Piano Co. phonograph trade is on the up-grade. Brunswick demand is especially active. A recent window featuring the Tudor model in a setting of bridge lamps and velvet coverings made a pleasing picture. Out-of-town buyers are more numerous than for the past two months, due to the fact that the house maintains an alert suburban sales force.

Schools Order Records

At the Goosman Piano Co., Vocalion dealer, with the opening of school a number of early record orders were booked for classroom work, Miss Dorothy Myers reported. The closing weeks of August were far better from a sales point than the early part of the month, here.

The Emerson Phonoradio will be merchandised here this Fall.

Plans Sales Drive on Edison

The Hayes Music Co. is preparing for an intensive sales campaign to increase Edison demand. The Hepplewhite and the Chippendale models will be featured. Paul Hayes stated 60 per cent of the recent sales have been for cash.

Going After Fall Business

The Frazelle Piano Co., Sonora, Vocalion, Pooley dealer, is working towards a Fall volume of large proportions. A drive on the Sonora with illustrated broadsides, showing the full line of consoles, will go to a long list of prospects.

RADIO DEALERS

TALKING MACHINE DEALERS, PIANO DEALERS, Etc. should send for this new RADIO CATALOG No. 26-R

Covers a most complete line of quality Radio Products, with liberal discounts applying for Dealers.

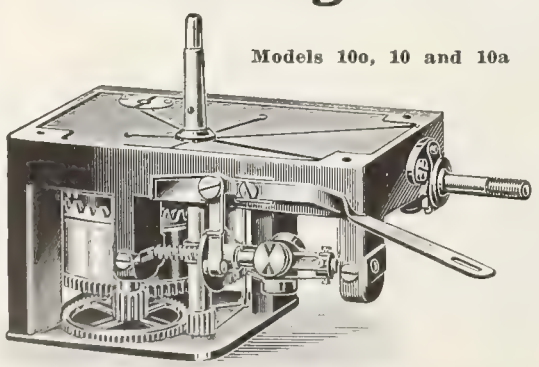
WRITE TODAY!

"The House with a Policy. Exclusively wholesale!"

OHIO RUBBER
228 W. 7th St, Cincinnati

Talking Machine Motors

Models 10o, 10 and 10a



"GRUBU"

THE MARK OF SUPERIOR QUALITY

12 SIZES

From a single spring motor playing one 10-inch record to a double spring motor playing six 10-inch records.

with central oiling, enabling the entire motor to be lubricated through turntable-shaft when fitted in cabinet.

Write for samples!

FEINBAU, Maschinen-Akt.-Ges., Abt. Gruoner & Bullinger, Winterbach, bei Stuttgart GERMANY

Eddie Cantor

sings exclusively for Columbia

Photo by White Studio N. Y.

THIS high-class, versatile comedian is a prime favorite with the theatre-going public of New York. He has packed the Earl Carroll Theatre to the doors since last April. Season after season has found him the headliner of the yearly Ziegfeld Follies. His following is tremendous.

Because Eddie Cantor sings exclusively for Columbia, he has achieved an even greater following outside of New York. From coast to coast the name "Eddie Cantor" brings a smile of remembrance and recognition.

Such popularity does not rest upon chance. It is the natural result of studied accomplishment. Humorous pantomime, originality in singing, comic finesse—Eddie Cantor has them all. *And Columbia has Eddie Cantor.* Such popularity is even the more remarkable when it is remembered that many of those people who know Eddie Cantor know him through his *voice alone*—a significant comment both upon this comedian's art and the excellence of Columbia Records.

Here's the point to remember. Eddie Cantor sings exclusively for Columbia. The prestige of this great comedian is yours. The authority of Columbia service is yours. Stock these Columbia Records of Eddie Cantor now:

Charley, My Boy. *Eddie Cantor.*
Skin-A-Ma-Rink-A-Rink-A-Ree. *Billy Jones and Ernest Hare.* **182 D**

Monkey Doodle.
Oh, Papa. *Eddie Cantor.* Columbia Novelty Orchestra accompaniment. **140 D**

I'll Have Vanilla.
On a Windy Day 'Way Down in Waikiki. *Eddie Cantor.* Ukulele accompaniment by Frank Ferera. **120 D**

COLUMBIA PHONOGRAPH CO., Inc., 1819 Broadway, New York

Write to the Columbia branch or distributor nearest you

Atlanta, Ga., 561 Whitehall Street
Boston, Mass., 1000 Washington Street
Chicago, Ill., 430-440 South Wabash Ave.
Cleveland, Ohio, 1812 East Thirtieth St.
Dallas, Texas, 2000 North Lamar Street
Kansas City, Mo., 2006 Wyandotte Street
Los Angeles, Cal., 809 S. Los Angeles St.
New York City, 121 West Twentieth St.
Philadelphia, Pa., 40 North Sixth Street
Pittsburgh, Pa., 632 Duquesne Way
San Francisco, Cal., 345 Bryant Street
Toronto, Ont., Canada, 22 Front St., West
Buffalo, N. Y., 700 Main Street
Detroit, Mich., 439 East Fort Street
Minneapolis, Minn., 18 North Third Street
Montreal, Canada, 246 Craig Street, West
Seattle, Wash., 911 Western Avenue

* * * *

COLUMBIA WHOLESALERS, Inc.
205 West Camden Street, Baltimore, Md.
COLUMBIA STORES CO.
1608 Glenarm Avenue, Denver, Colo.
COLUMBIA STORES CO.
221 S. W. Temple, Salt Lake City, Utah
TAMPA HARDWARE CO.
Tampa, Fla.
W. W. KIMBALL CO.
Wabash Avenue and East Jackson Boulevard, Chicago, Ill.
COLUMBIA DISTRIBUTORS, Inc.
1327 Pine Street, St. Louis, Mo.
224 West Fourth Street, Cincinnati, Ohio
517 Canal Street, New Orleans, La.

Columbia

New Process RECORDS

"Columbia has all the hits and usually first"

Sales Increase in Cleveland as Dealers Take Advantage of Tie-Up Opportunities

Three Thousand Hear Brunswick Orchestra and Dealers Cash in Through Tie-Ups—An Eye-Arresting Delivery Truck—Spruce Diaphragm Co. in New Hands—L. I. King in New Post

CLEVELAND, O., September 9.—Probably the most conspicuous effort to bring public, dealer and record-maker together achieved this Summer can be credited to the local Brunswick organization, headed by L. F. McLeod, general manager of the Cleveland district branch, and E. M. Scott, phonograph division manager, in the appearance of Herb Wiedoeft's Orchestra at Rainbow Gardens, a roadhouse near Cleveland. For a full week this orchestra's appearance was made a factor for Brunswick dealers to benefit thereby. It is estimated that during the week better than 3,000 persons heard this orchestra. Dealers benefited in sales.

Resultful Dealer Tie-up

To enable dealers to get a close-up of this affair, one night was set aside for them at the Rainbow. On this occasion the new Brunswick radio was used, upon which were received some of the Wiedoeft orchestrations on Brunswick records played at the broadcasting station. Wiedoeft himself gave away a silver cup to the best dancing couple. About 20,000 folders were distributed, the results from which were gratifying to dealers in actual sales. These folders detailed late Wiedoeft releases. During the week this orchestra played not only its own recordings, but other recent Brunswick releases.

This effort is being continued by Mr. Scott and Mr. McLeod in smaller cities in this district, notably at Erie, Canton and Geneva, where full-week engagements have been arranged. The smaller city dealers already report even better returns than those obtained in the larger centers.

Unique Delivery Truck

In connection with Fall preparations, the advent of the new L. Meier & Sons Co. Victor truck is being awaited in Cleveland. This firm was the first to produce a delivery wagon, on Hudson chassis, that duplicated in every particular, in giant proportions, a Victrola. This device has appeared in local parades and on all public occasions where a unique vehicle might be needed. It is equipped with a Victrola and Magnavox, so that it plays music while whirling through the city. The new truck will be patterned much along the same lines.

Take Over Spruce Diaphragm Co.

Among the important changes of the period has been the acquisition of the Spruce Diaphragm Co., which included a number of the De Ganz patents, by Cleveland capitalists. A new company will be formed, which probably will retain the present name, with Stuart B. Kennerson, Edward J. Meyer and P. J. Jones at its head. The new firm now is being incorporated and plans are being made to acquire a large factory location, where the now well-known reproducer, a loud speaker and other radio equipment will be manufactured. It is the intention of the new company to develop the various devices it will manufacture so as to fill many of the important needs of the radio trade, according to Mr. Kennerson. The project will be backed by a liberal advertising campaign.

Columbia Dealers' Conference

Another sales conference that brought representatives from outlying cities was arranged by S. S. Larmon, branch manager for Columbia dealers in this territory. This gathering was held at Detroit, where plans for the new season were discussed. Mr. Larmon was host to the members at a Detroit road club later.

New Victor Models Stimulate Demand

That new lines will stimulate the talking machine business is indicated by the results obtained to date with the new Victrola lines which were received here some time back, but which have been sold largely upon descriptive matter. Sharp pick-up in all talking machine business has followed, according to Howard J. Shartle, general manager, the Cleveland Talking Machine Co., Victor wholesaler. Particular interest is shown by both dealer and consumer in the combination talking machine and radio cabinets equipped to receive sets.

New Columbia Foreign Record Accounts

Foreign language record business is developing more rapidly for the pre-Fall season than ever before, according to results obtained in the last few weeks by the Columbia Co. According to S. S. Larmon, branch manager for this territory, a keener interest in Columbia foreign records is shown not only in the big cities, but in the smaller towns. Lately three new foreign record and machine dealers have been established in Ohio, two in Pennsylvania and one in Michigan. These are all locations which have been operating as other businesses and the clientele is already established.

L. I. King Bush & Lane State Representative

New distribution for the Bush & Lane Duo Vox and radio has been established for Ohio in the appointment of Leslie I. King as State representative. Mr. King has opened temporary headquarters at 1240 Huron Road and plans the establishment of a warehouse here so that prompt delivery can be assured all dealers. Mr. King formerly was phonograph division manager for Brunswick in this territory and previously was in the retail end of the business.

Introduce Brunswick Radiola

Official introduction of the new Brunswick Radiola was made to Brunswick representatives at a sales conference held at the Cleveland territorial headquarters here. The event marked the inspection of the six models on display here. Dealers who had previously inspected these models have sold enough on description to total six cars, in spite of the fact only approximately one car of these instruments has been assigned to the Cleveland district, according to L. F. McLeod, branch manager. At this conference the representatives obtained some forehanded information on Fall activities in the record division from J. F. Ditzell, head of record sales promotion for the Brunswick Co. The members were guests of Mr. McLeod and E. M. Scott, phonograph division manager, at dinner at Rainbow Gardens.

Claravox Co. to Move

Plans for removing the factory and headquarters of the Claravox Co. from Youngstown to Cleveland are being considered. C. H. Kennedy, sales manager, has been in conference with other executives of the company and will announce the Fall program later.

Harry C. Cooley With Outing Co.

Harry C. Cooley, formerly general manager of the Spruce Diaphragm Co. and previously assistant branch manager of the Columbia Co. here, as announced in The World last month, has been appointed sales manager of the Outing Talking Machine Co., Mount Kisco, N. Y. Mr. Cooley stopped off in Cleveland lately on an extended trip through the Central and more distant West and may be back about a month hence.

Many Dealers Adding Edison

Another indication of the pick-up of pre-Fall business is shown at the Phonograph Co., Edison distributor, in the sale of a machine to a prospect that had been given up as hopeless a year ago. This prospect telephoned the other day. Harry R. Tucker, sales manager, was out to see her, was back and had delivered a high-priced instrument in less than an hour. New Edison dealers include the Musical Emporium and the Montreal Furniture Co. The DeForest D-12 reflex radiophone is moving faster than instruments are received, according to E. S. Hershberger, secretary.

Music Merchants' Dinner

September meeting of the Music Merchants' Association of Northern Ohio brought about sixty people out to a combination dance, dinner and song fest at Lake Road Inn.

It's Service That Counts

The important part of any business is the individual service involved. In buying standard merchandise like Victor Talking Machines there is no other consideration.

Styles come and go, slackers come and go, but cooperators come and remain.

THE ECLIPSE MUSICAL CO
VICTOR WHOLESALERS CLEVELAND OHIO

Thompson—advertised nationally every month in the year.

Increased demand made the increased production which makes the present list prices possible

"Experience is the Vital Factor in Excellence"

The Thompson reputation is a reputation gained from making radio products *exclusively* for over 14 years. It is a reputation which is meaning more and more to those who want to get the best that experience can build.

THOMPSON Neutrodyne Radio

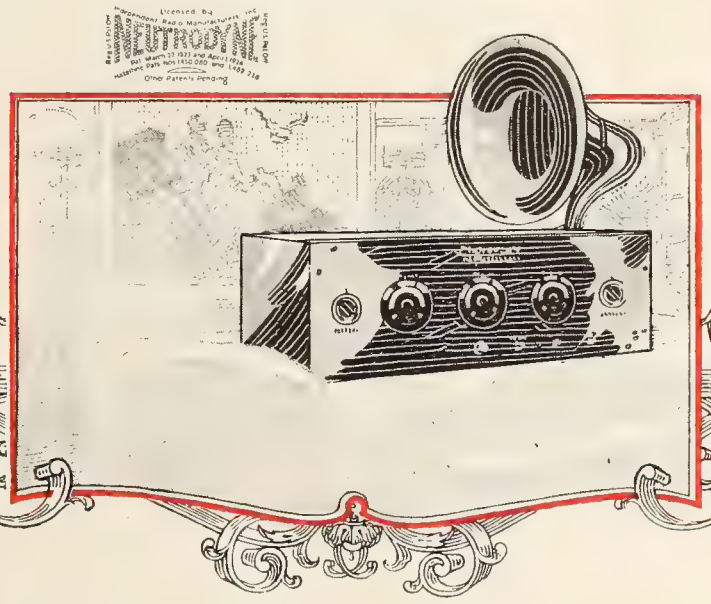
Thompson power and selectivity, Thompson ease of operation, and Thompson freedom from trouble, are features that should be investigated before an investment in radio entertainment is made.

The Thompson 5-tube, factory-built Neutrodyne Radio is made up of parts that are known to be the standard in their group. Yet, the manner in which these parts are built into the finished instrument is the chief reason why the Thompson Neutrodyne Radio is a revelation to both layman and expert.

If your dealer does not handle Thompson radio products, write to us for descriptive literature and the name of a Thompson dealer near you.

The Thompson Neutrodyne Radio is NOW $125 without tubes or batteries. The Thompson Speaker with adjustable sound knob is $28.

R. E. THOMPSON MANUFACTURING CO.
Manufacturers of Radio Apparatus for the U. S. Army and Navy and numerous foreign governments
30 CHURCH STREET - - NEW YORK, N. Y.
FACTORY: JERSEY CITY, N. J.



THE MUSIC STORE that sells Thompson Radio products does not worry about "servicing." Experienced engineers have made Thompson Radio mean Trouble Removed for the average buyer.

Thompson—the Quality line that is fool proof because the Thompson organization has been making radio apparatus ever since "radio" was called "Wireless."

Write direct to us about some more interesting Thompson data

R. E. THOMPSON MANUFACTURING CO.
Manufacturers of Wireless Apparatus for the U. S. Army and Navy and numerous foreign governments
30 CHURCH STREET - - NEW YORK, N. Y.
FACTORY: JERSEY CITY, N. J.

Gilfillan Radio Winning Success on Pacific Coast

Three Large Factories Busy Supplying Trade With Neutrodyne Sets and Parts

LOS ANGELES, CAL., September 3.—The Pacific Coast radio trade is keenly interested in the introduction of the new Gilfillan neutrodyne set, which is winning considerable success because of its clarity and naturalness of tone, selectivity and simplicity of operation. This new set is the result of the acquisition of the neutrodyne license, combined with years of practical manufacturing experience since the early days of radio development. Gilfillan Bros. will continue to distribute their product through jobbers and dealers, and the company's manufacturing facilities, coupled with their sales and publicity plans, will undoubtedly provide for maximum co-operation to their trade.

In May of this year the Gilfillan interests in Los Angeles took over the neutrodyne license

Gilfillan Neutrodyne

and the operation of the Radio Service Laboratories, Asbury Park, N. J., manufacturer of neutrodyne radio sets under a license granted by the Independent Radio Manufacturers. For several years past Gilfillan Bros. have been manufacturing radio parts used in the assembling of nearly every known variety of radio outfit, and the name Gilfillan is well known to dealers, jobbers, manufacturers, amateurs and experts. The company has already established itself with three large factories in three sales and supply centers—Asbury Park, N. J., for New York and Eastern jobbers and dealers; Kansas City, for the Middle West, and Los Angeles, for the West and Pacific Coast.

Introduces Combination Radio-"Talker" Portable

Under the name of "Nyaccoflex" the New York Album & Card Co., New York and Chicago, has placed on the market a combination portable talking machine and radio set. This company is familiar with the needs of the talking machine trade through the many years in which it has served dealers with "Nyacco" albums. The "Nyaccoflex" is contained in an attractive leatherette-covered case, with the talking machine at the right and the radio panel at the left. Quality has been kept in mind in the selection of equipment for the talking machine part, and many claims are made for its exceptional tone. The radio section is unusually compact. It is of the new Reflex circuit which has received considerable comment in the daily press. Through this new circuit the two tubes it contains are said to do the work of five.

Max Willinger, president of the company, is enthusiastic about the new addition to the "Nyacco" line and advance models, wherever shown, have created considerable interest. Although production has just been entered into, a number of orders are already on hand. Mr. Willinger is making plans for greatly increased production to take care of orders.

Okeh and Odeon Records

A Complete List of Okeh and Odeon Distributors

OKEH-SMITH COMPANY
828 So. Broadway, Los Angeles, Calif.

WALTER S. GRAY
926 Midway Place, San Francisco, Calif.

L. D. HEATER
357 Ankeny St., Portland, Ore.

TEXAS RADIO SALES COMPANY
2005 Main St., Dallas, Texas

JUNIUS HART PIANO HOUSE, LTD.
123 Carondelet St., New Orleans, La.

CONSOLIDATED TALKING MACHINE COMPANY
1121 Nicollet Ave., Minneapolis, Minn.

YAHR & LANGE DRUG COMPANY
207 E. Water St., Milwaukee, Wis.

JAMES K. POLK, INC.
294 Decatur St., Atlanta, Ga.

THE ARTOPHONE CORPORATION
1103 Olive St., St. Louis, Mo.

THE ARTOPHONE CORPORATION
804 Grand Ave., Kansas City, Mo.

CONSOLIDATED TALKING MACHINE COMPANY
227 W. Washington St., Chicago, Ill.

CONSOLIDATED TALKING MACHINE COMPANY
2957 Gratiot Ave., Detroit, Mich.

THE RECORD SALES COMPANY
1965 E. 66th St., Cleveland, Ohio

STERLING ROLL AND RECORD COMPANY
137 W. 4th St., Cincinnati, Ohio

PHONOLA CO., LTD., OF CANADA
Elmira, Ont., Canada

IROQUOIS SALES CORPORATION
210 Franklin St., Buffalo, N. Y.

MUSIC MASTER CORPORATION
1005 Liberty Ave., Pittsburgh, Pa.

GENERAL PHONOGRAPH CORPORATION OF NEW ENGLAND
126 Summer St., Boston, Mass.

MUSIC MASTER CORPORATION
128 No. 10th St., Philadelphia, Pa.

GENERAL PHONOGRAPH CORP.,
(New York Distributing Division)
15 W. 18th St., New York City

JAMES COWAN COMPANY
18 West Broad St., Richmond, Va.

Okeh and Odeon Records

Columbia Artists Score in Their Tour of England

Fisk Jubilee Singers Win Tremendous Success in Tour of England—Engagements at Home

Upon invitation of Joseph Riter, of Palm Beach and London, under whose enthusiastic patronage a series of brilliant engagements had been arranged, the Fisk Jubilee Singers, exclusive Columbia artists, spent the past Summer touring England. Cables, letters and press clippings, telling of the tremendous success which the organization attained on this tour, have been received by the Columbia Phonograph Co., Inc., and music critics. Practically every well-known newspaper in London devoted considerable space to the wonderful concerts given by the Fisk Jubilee Singers, commenting upon the rare perfection of their performance.

The added prestige which this English tour brought to these artists enabled them to arrange for a series of notable engagements upon their return to this country. They have already been booked to appear in Symphony Hall, Boston, on October 27, under the management of the Boston Symphony Orchestra, and plans are rapidly being completed for an engagement in New York at Town Hall on October 31. Early in November the singers will work Westward for their annual engagement with the American Missionary Association, this year at Rockford, Ill., November 12 and 13, and during November and December they will probably be in the region of Chicago, Pittsburgh and St. Louis.

New Pathé Radio Models Popular With the Trade

The Pathé Phonograph & Radio Corp., Brooklyn, N. Y., is delivering its new 1925 radio models. Through its many years' contact with, and manufacturing for, the talking machine trade, the Pathé Corp. realizes its merchandising needs. This has been well borne in mind in the production of the new line. Furthermore, the Pathé Corp. has had a wealth of experience in the radio field, through the line of molded parts which it introduced several years ago, and later the Pathé "Minute Man" receiving set, which has been on the market for some time. It is claimed that the new models embody the latest improvements in radio receiving sets and are contained in artistic cabinets. Many orders have already been received from dealers who have had the opportunity of seeing photographs of the new models. The company has placed an entirely new receiving set on the market this year, in addition to the "Minute Man." It is the Pathé "Five-Six." Many claims are made for this set regarding distance reception. Other Pathé cabineted models include "The High Boy," a complete radio outfit embodying a radio set and a built-in speaker and space for batteries, etc., and the console speaker. The company has also had on the market for some time a combination radio phonograph console that is proving exceptionally popular.

The Pathé Corp. is mapping out a comprehensive dealer advertising campaign which, together with the co-operation rendered by its dealers' service department, is intended to put over the Pathé line in a big way this Fall.

Patents Radio Plugs

The Pacent Electric Co., New York, announced recently that Louis G. Pacent, well-known engineer and president of the company, had been granted broad patents covering radio plugs having spring-operated connectors. Mr. Pacent applied some time ago for basic U. S. letters patent on a radio plug having spring-pressed connectors, and his claim was granted after a thorough investigation in the patent office.

Fiddlin' John Carson

King of the Mountaineer Musicians!

Seven Times Champion Fiddler of the South

TO win a competitive championship once is quite an honor; but to win it seven times is truly an achievement worthy of thought.

This remarkable feat was accomplished by Fiddlin' John Carson, who, seven times hand running, was awarded the Fiddling Championship of the South!

Undoubtedly this accounts for his popularity and for the phenomenal demand for his records. That and the fact that his Okeh records were the very **first of their kind** ever offered. And here are some other facts worth noting.

Daily we receive hundreds of requests from Carson's admirers asking for lists of his records and even for his photograph.

The most surprising and important part of it is, that many of these requests come from territories which ordinarily are supposed to have no market for "Fiddlin'" records.

There are many new fields for these records, awaiting the opening up process. Perhaps you are the energetic dealer who will build up a profitable business on these specialties.

Why not investigate Carson's sales possibilities in your territory?

Here Are His Latest!

40181 10-inch 75c	Old and In The Way.	Fiddling Solo, Vocal Chorus.
	When Abraham and Isaac Rushed the Can.	Fiddling Solo, Vocal Chorus.
7004 12-inch $1.25	Dixie Cowboy.	Fiddling Solo, Vocal Chorus.
	John Henry Blues.	Fiddling Solo, Vocal Chorus.

Records Exclusively for

Okeh Records

Manufactured by

GENERAL PHONOGRAPH CORPORATION

25 West 45th Street — OTTO HEINEMAN, President — New York City

Moriche, Favorite Okeh Artist, Scores in Tampa

During the past few years Okeh records have attained wide popularity throughout Mexico, Cuba and Porto Rico, and one of the favorite artists in these countries is Jose Moriche, who

Jose Moriche

has made quite a number of records for the Okeh library. Mr. Moriche has an exceptionally fine tenor voice, and when he appeared recently before the members of the Spanish Colony in Tampa, Fla., received a tremendous ovation. This popular artist is planning to leave for Porto Rico shortly, where he will sing in the principal theatres of San Juan and Ponce.

Globe Co. Concentrates on One Type of Headset

Reading, Mass., September 2—A radio headset has been placed upon the market by the Globe Phone Mfg. Co., of this city. This company has already earned a reputation as the manufacturer of headsets at a somewhat higher price than the new model, which is listed at $5.00. Due to the popularity and increasing demand for its product, this company has increased production and deemed it advisable to standardize on only one type of headset for the future, which is to be marketed under the name "Globe." Many refinements and distinctive claims are made for the production of this set, and it is stated that, although the new "Globe" set is very sensitive and loud, it has a clear mellow tone which adds much to the enjoyment of the user.

Phonograph Teaches Canaries

A dispatch from Germany recently gave an interesting illustration of the manner in which a bird fancier, through the use of a phonograph, taught canary birds to sing like nightingales. The song of the nightingales is drummed into the ears of the birds almost from the time of birth and they are encaged near real nightingales. When the canaries begin to sing they naturally follow the notes which they have always heard and these canary-nightingales are said to be worth five times the amount of the ordinary singers.

Fox Co. Adds Pathé Radio

Bridgeport, Conn., September 9.—The A. Fox Piano Co., well-known music dealer of this city, is making energetic plans for Fall sales in its radio department. This concern, in its Bridgeport store, has taken on the entire new Pathé 1925 radio line for Fall sales. The Fox Co. has branches in other New England cities, and it is expected that these stores will also carry the Pathé line, which is popular in this section, in the near future.

Chamber to Handle Legal Matters of Trade

Continues to Maintain Facilities for Taking Care of Legislative and Taxation Problems of Industry—G. W. Pound No Longer Counsel

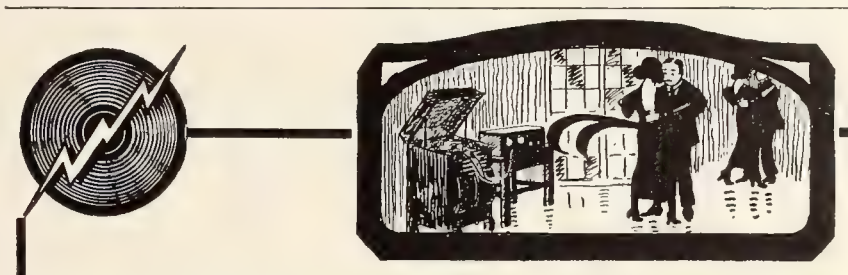
The Music Industries Chamber of Commerce through the chairman of its legal committee, J. H. Shale, is again calling attention of members of the trade to its facilities on legislative and taxation matters. Members faced with such problems are urged to take them up directly with the Chamber at the headquarters office, 45 West Forty-fifth street, New York, where they will be assured prompt attention.

The legislative and taxation work of the Chamber is being conducted in the same manner as has proved so effective during the past two and one-half years since the abolishment of the Legal Bureau. George W. Pound, formerly general counsel, is no longer connected with the Chamber, his connection having been terminated at the annual meeting in June.

Columbia Mantel Co. to Enter the Radio Field

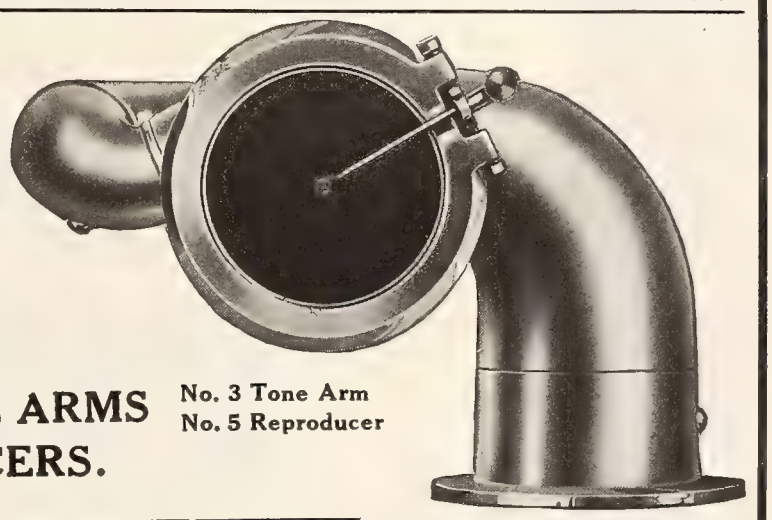
Well-known Phonograph and Furniture Manufacturer to Expand Its Activities in the Radio Field—To Make Art Radio Cabinets

The Columbia Mantel Co., Brooklyn, N. Y., which has a reputation as a maker of good furniture for over thirty years, is planning to enter the radio field stronger than ever during the coming Fall season. This company has been well known in talking machine circles for a number of years as the manufacturer of "Recordion" phonographs. Realizing the strong demand for radio sets in cabineted form, this company has brought out, in time for the Fall season, a line of art furniture for radio sets. This is in addition to the line of combination radio and phonograph consoles which this company has had on the market since the first of the year. The "Recordion" loud speaker in cabinet form is another number of the line which has enjoyed considerable popularity.



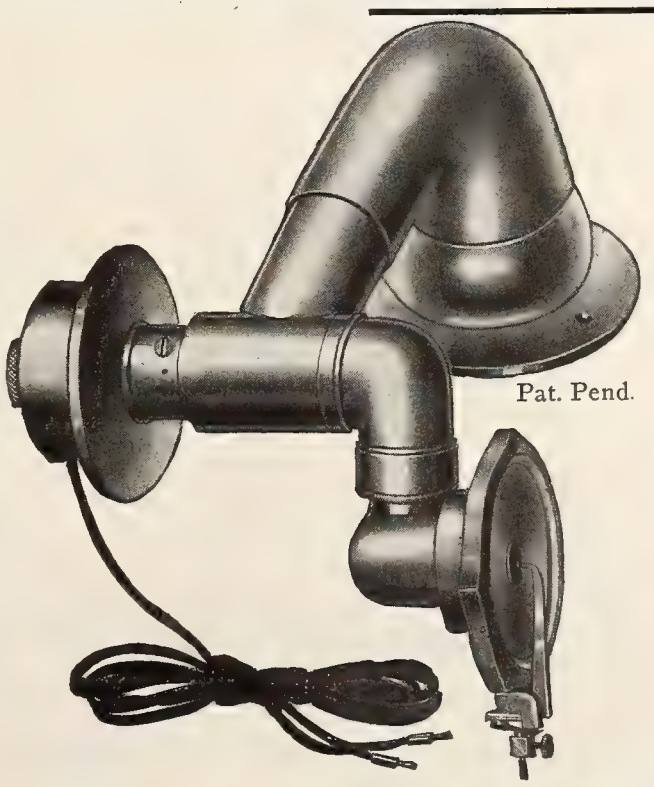
ARE *YOU* PREPARED FOR THE FALL BUSINESS?

For better interpretation of records produced by the world's greatest artists *use*
MUTUAL TONE ARMS and REPRODUCERS.



No. 3 Tone Arm
No. 5 Reproducer

RADIO COMBINATION TONE ARM



Pat. Pend.

Simplicity of operation is the outstanding feature of this outfit. By throwing back the sound box you have it in radio position.

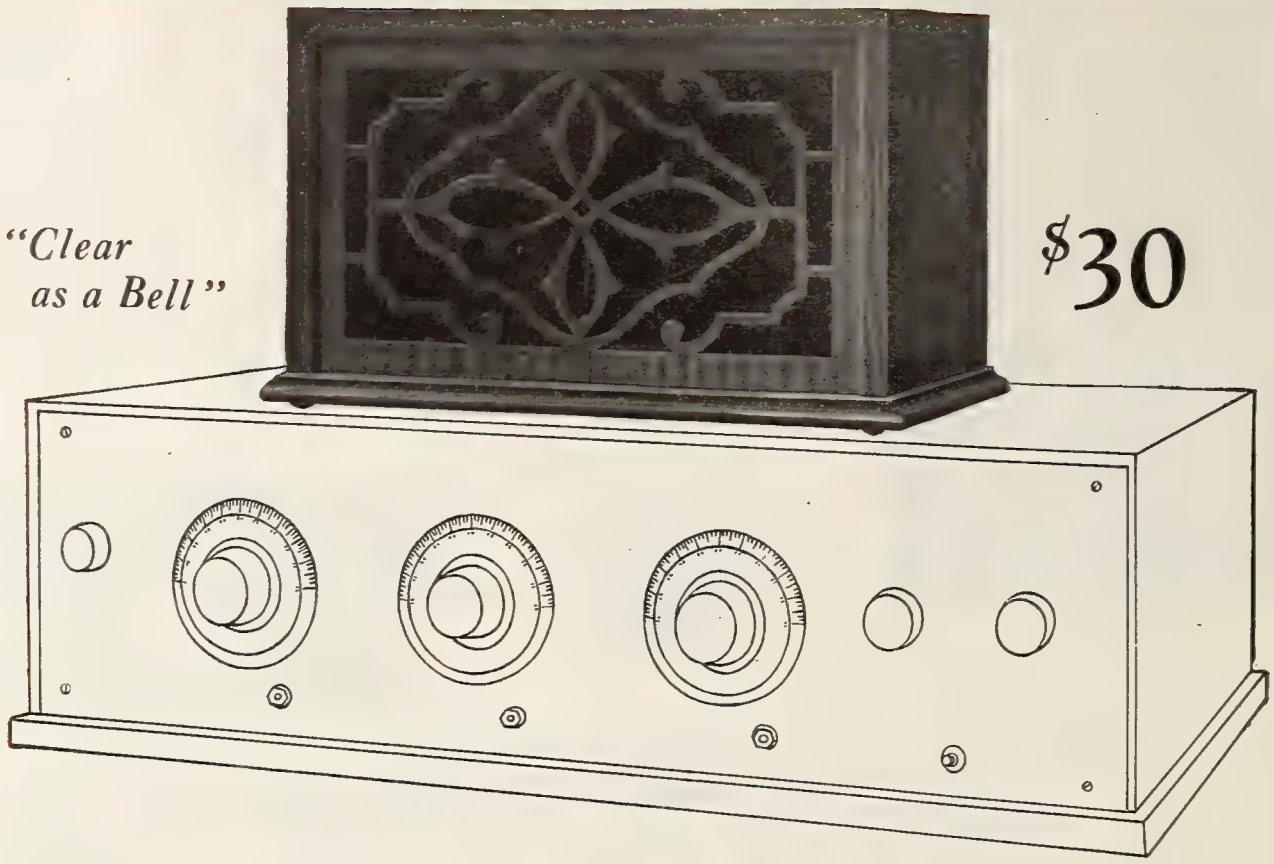
No Adjustments Necessary.

MUTUAL PHONO PARTS MFG. CORP.
149-151 Lafayette Street, New York City

DISTRIBUTORS
The Russell Gear & Machine Co., Ltd.....1209 King St., West, Toronto, Can.
Industrias Unidas, S. A.....Balderas 110, Mexico City, Mexico
Targ & Dinner.....229 W. Randolph St., Chicago, Ill.

"Clear as a Bell"

$30



THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

RADIO SPEAKER

With Concealed All-Wood Horn

Sonora's Perfect Gift to the Radio World

Here is a radio speaker that has been built by the makers of the famous Sonora Phonograph. These men are experts in the creation of clear, bell-like tone reproduction. All the thought, labor and experiment of years spent in the production of the world's sweetest-toned phonograph have gone into the development of the Sonora Radio Speaker.

Sonora, at one jump, has cleared the hurdle of inefficient, crude radio reproduction as represented by the passing upright horn, and has given to radio reception the same clarity, volume and sweet tone that it gave to its famous phonograph.

Surely you grasp the tremendous significance of this announcement, and what it means to you in increased profits! Knowing the beautiful tone of the Sonora Phonograph, people are going to investigate the Sonora Radio Speaker. They are already half sold—Sonora's reputation assures that. And one demonstration will convince them that here, indeed, is something better and more desirable. Write today for details.

Sonora Phonograph Co., Inc., 279 Broadway, New York City

Makers of Sonora Phonographs, Sonora Radio Speakers, Reproducers and Sonoradios

Canadian and Export Distributors: C. A. Richards, Inc., 279 Broadway, New York

The New and Greater Sonora *Line*

The Sonoradio models 241 and 242, Sonora's most wonderful recent achievements, form the perfect bridge between the *old* and the *new* in retail Phonograph business.

These instruments, together with the Sonoradio Speaker and the comprehensive line of Sonora Phonographs, offer the enterprising dealer an exceptional opportunity for ever increasing business.

The distributor named below who covers the territory in which you are located will be glad to answer all inquiries regarding a Sonora agency on receipt of a letter from you

NEW ENGLAND STATES:
THE NEW ENGLAND PHONOGRAPH DISTRIBUTING CO.
221 Columbus Avenue, Boston, Mass.

NEW YORK CITY (with the exception of Brooklyn and Long Island), also Counties of Westchester, Putnam and Dutchess: all Hudson River towns and cities on the west bank of the river south of Highland—all territory south of Poughkeepsie; Northern New Jersey.
GREATER CITY PHONOGRAPH CO., INC.
234 West 39th Street, New York

NEW YORK STATE, with the exception of towns on the Hudson River below Poughkeepsie and excepting Greater New York.
GIBSON-SNOW CO., INC., Syracuse, N. Y.

BROOKLYN AND LONG ISLAND:
LONG ISLAND PHONOGRAPH CO.
17 Hanover Place, Brooklyn, N. Y.

EASTERN PENNSYLVANIA, Delaware, Southern New Jersey.
THE WIL-MER CORPORATION
Spring Garden Building
Broad and Spring Garden Streets
Philadelphia, Pa.

MARYLAND, VIRGINIA AND DISTRICT OF COLUMBIA:
BALTIMORE PHONOGRAPH DISTRIBUTING CO.
417 West Franklin Street, Baltimore, Md.

WESTERN PENNSYLVANIA & W. VIRGINIA:
PITTSBURGH PHONOGRAPH DISTRIBUTING CO.
Empire Building, Pittsburgh, Pa.

ALABAMA except five northwestern counties, Georgia, Florida, North and South Carolina and Eastern Tennessee.
JAMES K. POLK, INC.
294 Decatur Street, Atlanta, Georgia.

STATES OF OREGON, WASHINGTON, NORTHERN IDAHO, NEVADA, with the exception of Counties Eureka, Elko, White Pine and Lincoln, and all California counties north of Santa Barbara, Ventura, Los Angeles, and San Bernardino.
THE KOHLER INVESTMENT CO.,
63-67 Minna Street, San Francisco, Calif.

OHIO AND KENTUCKY:
THE OHIO MUSICAL SALES CO.
1747 Chester Avenue, Cleveland, Ohio

INDIANA:
KIEFER-STEWART COMPANY, Indianapolis, Ind.

ILLINOIS, AND RIVER TOWNS IN IOWA:
ILLINOIS PHONOGRAPH CORPORATION
616 S. Michigan Avenue, Chicago, Ill.

WISCONSIN AND MICHIGAN:
YAHR AND LANGE, Milwaukee, Wis.

N. DAKOTA, S. DAKOTA, MINN. & IOWA:
with the exception of the River towns:
DOERR-ANDREWS AND DOERR, Minneapolis

MISSOURI, KANSAS
and five counties in northeast Oklahoma:
C. D. SMITH CO., St. Joseph, Mo.

LOUISIANA, MISSISSIPPI, ARKANSAS,
part of Tennessee and part of Alabama
REINHARDT'S, INC.
104 South Main Street, Memphis, Tenn.

SOUTHEASTERN Part of TEXAS and Part of OKLAHOMA:
SOUTHERN DRUG COMPANY
Houston, Texas

MONTANA, COLORADO, NEW MEXICO, NEBRASKA, UTAH, WYOMING,
Southern Idaho and Eastern Nevada:
MOORE-BIRD AND CO.
1720 Wazee Street, Denver, Colo.

CALIFORNIA, OREGON, WASHINGTON, ARIZONA, Northern Idaho, Western Nevada, and Hawaiian Islands.
THE COMMERCIAL ASSOCIATES,
724 So. Broadway, Los Angeles, Calif.

ARIZONA, HAWAIIAN ISLANDS AND SOUTHERN CALIFORNIA, including the Counties of Santa Barbara, Ventura, Los Angeles, San Bernardino and all counties south.
THE COMMERCIAL ASSOCIATES,
214 No. Alameda Street, Los Angeles, Cal.

Making the Record Department a Profit Producer Through Intelligent Selling

A Competent Sales Organization With a Comprehensive Knowledge of the Record Catalog Essential—Making the Most of Individual Sales Opportunities—Follow-ups and Tie-ups

(The following is an address by Irving J. Westphal, of the Southern California Music Co., delivered at the recent Western Music Trades Convention, one of the many interesting talks on vital business topics made by leading members of the trade.—The Editor.)

"Why don't we get more record sales?" is the cry from every phonograph dealer. My personal opinion is that most dealers do not give the proper amount of time and attention to their record sales department. Many of us have used the alibi—radio is killing the phonograph business. The result is that the record department has begun to drift instead of to thrive. But we must wake up and be more alert and alive than ever before.

Knowledge of Catalog Essential

First of all, it is necessary to have a competent sales force, one that knows the record catalog from cover to cover. In order to do this the dealer should have the lady in charge of the record department select at least five standard selections every morning and play each one, at the same time explaining something of interest which will help the sale of each record. This, undoubtedly, will make the sales force more efficient and also increase the sale of better records. It is necessary to remember the customers' names when they enter your store, as well as to greet them with a smile of welcome.

Boosting Individual Sales

Your record sale is not complete until you have suggested to the customer the Opera Book, What We Hear in Music, needles and other accessories. Every record wrapped should contain the proper catalogs as well as a suggested list of standard music. Don't forget to see that the customer's name is on your mailing list. The record saleslady should keep a personal record of good customers before her at all times and call them on the phone, inviting them to the store to hear the new releases.

The record shelves should be well indexed, as we find that the ready reference label is of great assistance to the sales person and also helps to give better service.

The record demonstrating rooms should be comfortable, properly ventilated and equipped with all catalogs, late supplements and hangers; also an attractive display rack containing a dozen or more standard selections. Above all things, the phonograph should be in good playing condition.

Follow-up and Tie-ups

To maintain an active record mailing list we find it necessary to keep the dates when record purchases are made and from time to time send out follow-up letters to those who have not bought for some time. Prepare newspaper copy in advance for new record releases and see that your hangers are displayed in your window the day the records go on sale. The new records should be played at the front door of your store on the day they are released. In this way you tie up with the general publicity of the record manufacturer.

Order season tickets for opera and symphony concerts and have your record salespeople attend. This will keep them posted and, consequently, they can talk to customers more intelligently on these different records. Newspaper copy should be run in advance of all artists appearing in your city. This also applies to band concerts as well as dance orchestras who have made records. Arrange to have artists appear and orchestras play at your store as a special attraction.

We have had several orchestras play at our store. Just recently, in fact last Friday, we had the Biltmore Orchestra play from 1 to 2 p. m. Our store was literally packed with people. A large number of records were sold and many new friends and customers and prospects were made for our house.

Get After School Business

To secure more school business you should keep the principal and music supervisor informed at all times of the new record releases especially for school work. Tie up with Music Memory Contests and see that plenty of educational literature is supplied. A letter should be sent inviting the teachers to use your specially equipped educational room and meet the one in charge. These are a few of the many ways to help your record sales increase.

I am firmly convinced that the record business is not only coming back, but that it is already back, and I urge every music merchant to get behind his record department and let's make these departments show a real, honest-to-goodness profit.

Ted Lewis Band at Palace Stimulates Record Sales

The appearance of Ted Lewis and His Jazz Band, well-known Columbia recording orchestra, at the Palace Theatre, New York, during the week of September 8, stimulated the sale of records which this aggregation has made for Columbia. Ted Lewis and his boys, for many years one of the leading attractions in the vaudeville theaters throughout the country, are just as popular with Columbia patrons, and their records are among the best sellers. The appearances of these artists in vaudeville theatres are always looked forward to by local Columbia dealers, as they never fail to stimulate the sale of records.

Gibson Co. Opens Branch

MACON, GA., September 4.—The Gibson Distributing Co. recently opened a branch office here, with George J. Sendel in charge of sales and Clarence H. Stanley as general office manager.

OKeh and Odeon Records

FALL business is rapidly getting under way. A short time will see it hitting its full stride. Don't be caught short. Prepare for that inevitable increase in the Metropolitan demand for OKeh and Odeon records.

As always, we are ready to serve you quickly and efficiently no matter what your needs for these fast-selling, popular lines may be.

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

15 West 18th Street New York City

BUY OKEH NEEDLES—They Keep Record Sales Alive!

September Issue of "Okeh Record" Most Interesting

The September issue of the "Okeh Record," the newsy house organ published monthly by the General Phonograph Corp., New York, features on its front cover an interesting photograph showing Mayor Hylan, of New York, congratulating Vincent Lopez, famous orchestra director and exclusive Okeh artist, upon the splendid music that Lopez and his orchestra had provided during the Democratic Convention sessions. Among the other timely articles in this issue were a brief description of the opening of the new Euclid Gardens, Cleveland, O., where Vincent Lopez and his orchestra played, portraits of Louis Gamble, well-known Indian chief and saxophonist; Fiddlin' John Carson and Jose Moriche, exclusive Okeh artists. J. A. Sullivan, editor of the "Okeh Record," is preparing a group of interesting and informative sales ideas that will be introduced in early issues of this successful house organ.

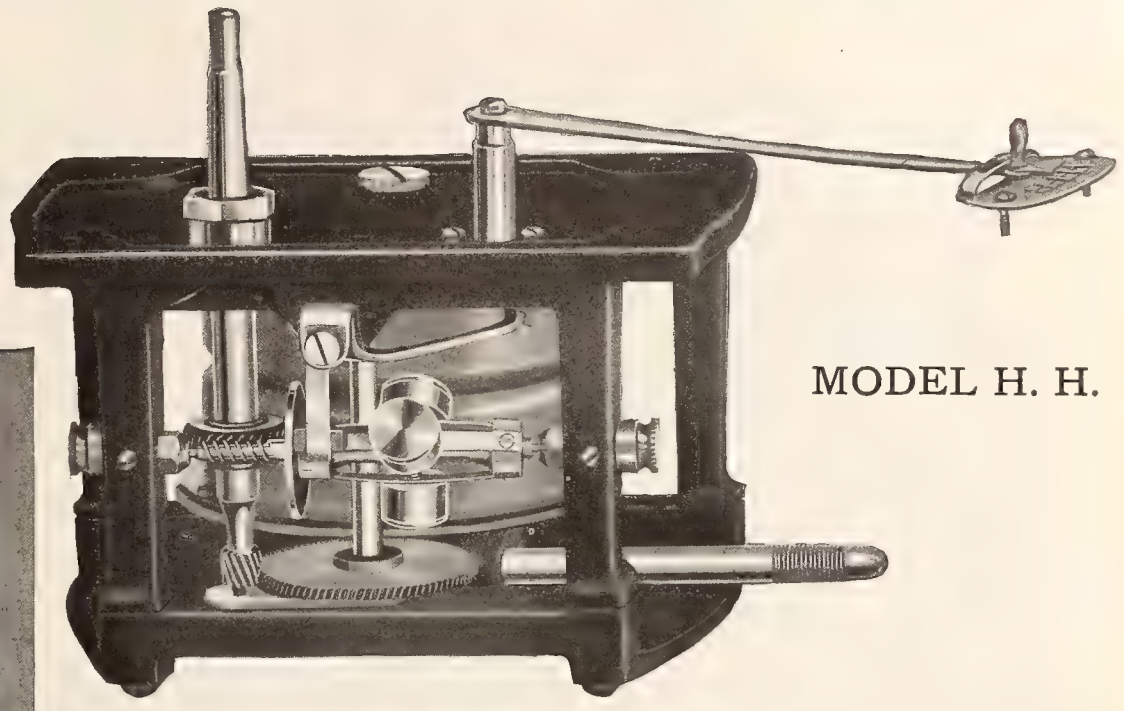
Pearsall's New Telephone Numbers Kept Very Busy

The Silas E. Pearsall Co., New York, Victor wholesaler, has been favored with a new set of telephone numbers, and the company's many friends in the trade can now communicate with this popular wholesaler by calling Caledonia 0520-1-2-3-4. Incidentally the company's telephone wires have been kept mighty busy the past few weeks, for business conditions in the metropolitan district have improved steadily, and Pearsall sales for August were far ahead of expectations, equaling last year's figures. The company well deserved this reward for its efforts, however, for during the temporary business lull in the Spring and Summer the Pearsall sales organization was enlarged in order to maintain sales totals, and the results of this work are apparent in the figures for August and September to-date.

Stimulating Sales of Records

SEATTLE, WASH., September 4.—The Remick Song Shop is carrying on an unusual advertising and sales campaign which has proved most effective in stimulating record sales. In each advertisement of the store the name of one person chosen at random from the directory is given. This mention entitles the person to come to the shop and select a record gratis. The idea has caused much comment and has been a decided stimulant to record sales.

SILENT MOTORS
Again Prove Their SUPREMACY



MODEL H. H.

After a thorough competitive test of all motors, Mr. Maximilian Weil, the industry's foremost expert selected the Silent Motor for use in Audak equipment.

Silent motors are made for discriminating buyers to whom quality is the first consideration.

The famous Model S. S. guaranteed to play 2 records—and Model H. H. guaranteed to play 5 records.

Record Service with Audak Unit Equipped with Silent Motor

THE SILENT MOTOR CORPORATION

321-323-325 DEAN STREET STERLING 4861 BROOKLYN, NEW YORK

St. Louis Retail Dealers Optimistic as September Opens With Trade Betterment

L. M. Schlude New Retail Manager of the Silverstone Music Co.—Dealers Victimized by Confidence Man—A. L. Fordham in New Post—New Lowenstein Store Formally Opened

ST. LOUIS, MO., September 8.—Business, after picking up somewhat in the early part of August, slackened off toward the close under the provocation of a spell of real Summer, replacing the remarkable coolness that had previously prevailed. All the indications, however, were that the condition was only temporary, and that with the coming of cooler days in September, coupled with improvement in general conditions, there would be betterment, if not briskness, in machines and records. The month opened up with fulfilment of these expectations and promises of better things to come.

Dealers Victims of Confidence Man

A number of music merchants are included among the many alleged victims of Edgar Schneiders, sixty-year-old ex-convict, against whom a warrant has been issued, charging the obtaining of money under false pretenses. Schneiders, according to the stories of his complaining victims, represented himself as the head of the National Distributing & Sales Co., handling the output of the "Tyrola Phonograph Co.," Quincy, Ill., which was making tremendous profits. He seems to have been so persuasive that his gains at the cost of the credulous are estimated as between $400,000 and $500,000. His method was to advertise promissory notes at large discounts, and then induce persons who answered the advertisements to invest. He did have some promissory notes which were obtained from music dealers, under contracts calling for the delivery of machines, but for the most part these were repudiated when it was found that the machines were not up to specifications. Such machines as were delivered are said to have been purchased from a concern in St. Louis, instead of being produced at the "Tyrola" factory as represented. A number of losers have complained, and it is expected that other warrants will be issued.

L. M. Schlude New Silverstone Manager

L. M. Schlude has been appointed retail manager of the Silverstone Music Co., succeeding Paul Gold, who resigned to become talking machine manager for Lowenstein & Bro., Memphis, Tenn. Mr. Schlude formerly held this position, but more recently had been on the road and on the floor. He reports a 25 per cent increase in August business over the same month last year. One of his recent sales was a "Laboratory" model to be sent to Canada to a family that is moving there.

A. L. Fordham in New Position

A. L. Fordham, formerly with the Columbia Phonograph Co. in Philadelphia for ten years, has taken a position with the Artophone Corp. to travel in eastern Arkansas, western Kentucky and Tennessee, with headquarters at Memphis. He has started out on his first trip through his territory.

R. F. Novy at Lowenstein Opening

R. F. Novy, of the Brunswick Co., has returned from Memphis, Tenn., where he looked personally after the installation of the Brunswick line in the new talking machine department of the new Lowenstein & Bro. store, which had its formal opening September 2. The firm, in its old location, did not handle talking machines. Paul Gold, formerly retail manager of the Silverstone Music Co., of St. Louis, has charge of the new department, which will handle Victors as well as Brunswicks.

A. F. and F. Odell at Convention

A. F. Odell, Quincy, Ill., and his brother, Fred Odell, Keokuk, Ia., both Edison dealers, attended the annual convention of the National Retail Jewelers' Association here late in August. A. F. Odell was accompanied by his son, Athol. Other Edison dealers attending the convention were R. N. Monaghan, Gillespie, Ill., and H. H. Tunehurst, Jerseyville, Ill.

Improvements at Aeolian Co.

The main sales floor of the Aeolian Co. of Missouri is being remodeled. Some of the demonstration booths forward have been removed to make room for the ticket office and record racks. The cashier's office is now in the rear.

Miss Dorothy Williams, of the Aeolian Co. talking machine department, has returned from her vacation.

Interesting News Brieflets and Personals

C. O. Thompson, manager of the talking machine department of the Kieselhorst Piano Co., has returned from a vacation trip to Iowa.

Mark Silverstone, president of the Silverstone Music Co., returned late in August from a trip to England and the Continent, on which he was accompanied by his son, Julius.

Geoffrey Manne, traveling representative of the Silverstone Music Co., was married Sunday, September 7, at New Madrid, Mo., to Miss Eva Schoenberg, of that city.

H. J. Arbuckle, manager of Widener's, has returned from a trip to Chicago.

J. H. King, of the talking machine department of the Aeolian Co. of Missouri, has returned from a vacation trip to Sulphur Springs, Ky., on which he was accompanied by his wife.

J. H. Bennett, of the Brunswick Co., has returned from a vacation trip to Michigan.

N. C. Shannon, manager of the Rudolph Wurlitzer Co.'s store at Louisville, Ky., stopped here recently on his way back from a vacation trip to Kansas, accompanied by his family.

The Thiebes Music Co. has installed a line of musical merchandise, including stringed instruments, in connection with the sheet music department on the first floor.

George W. Lyle, president of the Manufacturers' Phonograph Co., New York, which makes the Strand phonograph, was here late in August.

R. S. Peer, manager of the record department of the General Phonograph Co., New York, which makes Okeh records, was here recently and departed for Atlanta, Ga.

The Artophone Corp., in connection with the production of "Carmen" at the Municipal Theater, made a drive with the Odeon "Carmen" set of three double-faced records in album form by using window strips and placards in department stores, and there were good sales.

A. W. Hosier, manager of the talking machine department of the Famous & Barr Co., has returned from a trip to New York and Boston.

Miss Golda Airy, of the Koerber-Brenner Co., Victor distributor, has returned from a vacation which she spent in Wisconsin.

Mrs. Earl Haddick, of the Famous & Barr Co. talking machine department, has returned from a motor trip to Rock Island, Ill., and Burlington, Ia. Mrs. Oscar Suedel, of the same department, has returned from a motor trip to New York and Boston.

The Kieselhorst Piano Co. has opened a branch for pianos and talking machines at 3111 North Grand avenue.

Mark Duncan, of the Chicago Talking Machine Co., was a recent St. Louis visitor.

The Artophone Corporation

TWENTY-FOUR hour service on these fast-selling, popular records!

Here's an invaluable service and a dependable aid that you can use in your campaign for a full share of the Fall increase in business!

Note the following popular selections: Hill Country Music
Blues Numbers by Famous Negro Artists. Rare Record Importations

Complete lists of all language records, late dance and song hits, late types of selections

Okeh and Odeon Records

The Artophone Corporation

1103 Olive Street, St. Louis, Mo.
203-5-7 Kansas City Life Bldg., Kansas City, Mo.

Complete stock of all phonograph accessories and supplies

Big Fire Destroys Peoria Music Stores

Charles C. Adams Co., Daniel Miller Co., Musical Art Studio and Musicians' Union All Suffer Severely in Conflagration

PEORIA, ILL., September 8.—The Charles C. Adams Music Co., Daniel Miller Co., band instruments, the Musical Art Studio, the Musicians' Union Meeting Hall and other stores located at 116 South Adams street were destroyed recently when fire of unknown origin, believed to have started in the M. B. Boot Shop, broke out at 6:30 in the morning.

The blaze continued until 11:00 o'clock before the fire was under control, causing an estimated damage of $175,000 to the stores located in the building. The Charles C. Adams Music Co. is said to be the heaviest loser with an estimated loss of $90,000. The entire stock of seventy-five pianos, valued at approximately $50,000, stored on the first floor and basement, is almost a total loss, and other musical instruments and equipment were also ruined. Daniel Miller, musical instrument wholesaler, second floor, has a loss estimated at $20,000, the Thomas Drum Co., also located on this floor, estimated its loss at $7,000, the Musical Art Studio, same floor, loss at $3,000, and the Musicians' Union Meeting Hall, loss of fixtures at $5,000. The loss is partially covered by insurance.

Latest Song and Dance Hits!

Domino Records

35¢

This is the Record

that's doing the business for progressive dealers from coast to coast.

Domino is a cracker-jack 10-inch record which offers you:

A big sales leader at 35c retail.
Only the biggest hits on both sides.
Recordings by well known artists and orchestras.
Premiere release of popular numbers.
A large catalog.

Besides, the glossy, red color, adds distinctive appearance to a quality record.

Investigate. We shall be glad to send you sample records and details of our proposition.

DOMINO RECORD CO., 22 W. 20th St., New York

Business Continues Good in Cincinnati Due to Energy of Live Trade Members

Brunswick Dealers Form Local Association and Elect E. M. Abbott First President—Sterling Roll & Record Co. Reports 15 Per Cent Business Gain in Month—Other Trade Activities

CINCINNATI, O., September 8.—The dealers in this city are looking forward optimistically to good business this Fall. The industrial situation in Cincinnati seems to be getting better and it looks as though the majority of people will have more money to spend than they have had at any time this year. August sales of talking machines were somewhat slow, due to the mid-Summer lull in activities and to the fact that thousands of people were away on vacation. Despite the fact that August is always a dull month, dealers were satisfied with the trend taken by sales and they believe that September will bring a revival of brisk trade.

Brunswick Dealers Form Association

That Cincinnati retail dealers are among the most wide-awake in the entire country was demonstrated during the past month when the Brunswick dealers here voluntarily got together and formed a local association of Brunswick dealers. At a dinner given by the Brunswick Co. to its dealers the suggestion was made that such an association would be highly desirable. Accordingly, a meeting was called by the retailers and a permanent organization was formed. E. M. Abbott, president of the E. M. Abbott Piano Co., Seventh and Elm streets, was elected president of the association. Louis Ahaus, president of the new Brunswick Shop on Walnut street, was elected vice-president; while J. Broering, of the Broering Bros. Music Co., Newport, Ky., was elected recording secretary. Plans have been made by the new association to bring the Brunswick Radiola before the public, and the pledge was made that a high standard of advertising will be maintained by the dealers. J. E. Henderson, Brunswick general sales manager for the Cincinnati district, was chosen to be an honorary member of the new association.

Edison Demand Holds Up

The Edison Phonograph Co., West Fourth street, distributor of the Edison, reports that its trade is holding up to a nice level. Judging by the number of inquiries that are being received daily, as well as the number of orders for early Fall, trade will be much better in September. Sales of the New Edison records have been maintaining a splendid average all through the Summer season. The Edison Phonograph Co. is also distributor in this territory for DeForest radio equipment. The company has had a radio exhibit during the past two weeks at the Electric and Radio Show at Chester Park. This show has been viewed by thousands of Cincinnatians.

Introduce Brunswick Radiola

One of the outstanding events of the past month was the placing on the market of the Brunswick Radiola. This appealing new instrument was heralded by means of large newspaper advertising space. The Brunswick dealers came forward and advertised jointly in big space in the Sunday newspapers. This joint advertisement was signed by the E. M. Abbott Piano Co., Adams Music Co., Alms & Doepke Co., Brunswick Shop, Broering Bros., Otto Grau Piano Co., L. A. Noelcke, Pandorf's Music Shop and Steinway & Sons. The Brunswick district office in this city states that it is swamped with orders for the Radiola and that, if the rush keeps up as it is at present, the office will be unable to supply the demand.

Ohio T. M. Co. Busy

The Ohio Talking Machine Co. is pleased with the outlook for Fall business. This concern has stocked a large number of Victrolas and is already getting nice orders for the Fall trade. Business has held up well in comparison with last year during the corresponding period. The sales of records have increased over 1923. Victor records have lost none of their selling power and sales have been high.

Fifteen Per Cent Business Gain

The Sterling Roll & Record Co., according to Ben L. Brown, manager, has increased its business in August about 15 per cent over July. Outing portables have been selling well this year, in fact, better than they have for several years past. The Sterling Co. is developing its radio business rapidly, and Miss Mildred Mueller has been appointed manager of the new radio sales promotion department of the company. J. C. Cooley, sales manager of the Outing Talking Machine Co., was a visitor to the offices of the Sterling Co. during the past week. George W. Lyle, president of the Manufacturers' Phonograph Co., makers of the Strand talking machine, was another visitor. Mr. Lyle reports that he finds improved sales throughout the entire Cincinnati territory.

Columbia Distribution Gains

The Columbia Distributors, Inc., report that sales have been showing a nice increase in the past few months. Concentrated sales efforts have produced good results in Cincinnati territory. Many of the dealers freely say that they are getting better service in handling Columbia machines and records than they ever had before.

J. W. Davis With Sterling Co.

John W. Davis has become associated with the Sterling Roll & Record Co. and will cover Ohio and Indiana territory.

Larry Naber, salesman for the Sterling Roll & Record Co., has just returned from a three weeks' trip to the Lakes and Canada. He says that he is full of "vim and vigor" after his Northern sojourn.

Arthur Brand & Co. report that, while their repair business has been holding up well through the Summer months, they look for marked activity when folks on Summer vacations get settled in their homes.

"TRY US FOR SERVICE"

WE SERVE

OHIO·INDIANA·KENTUCKY
WEST VIRGINIA

WITH

HONEST QUAKER

MAIN SPRINGS

AND

REPAIR PARTS

DISTRIBUTORS

ARTHUR BRAND & CO.
1618 VINE STREET
CINCINNATI, O.

"TRY US FOR SERVICE"

OKeh and Odeon Records

OUR capable and efficient organization is always at your service—ready and willing to co-operate with you in building a permanent, profitable business with these justly popular records.

To-day is a good day for you to try

STERLING SERVICE

Wholesale Phonograph Division

STERLING ROLL and RECORD CO.
137 West 4th Street CINCINNATI, OHIO

Buy OKeh Needles—They Keep Record Sales Alive!

The OHIO TALKING MACHINE Co.
427-429 WEST FOURTH ST.
CINCINNATI, O.
VICTOR DISTRIBUTORS
SERVICE IS OUR WATCHWORD

©1924 by R. B. Wheelan

Manufactured under U. S. Patents Nos. 1,185,987, 1,272,843. Other Patents Pending.

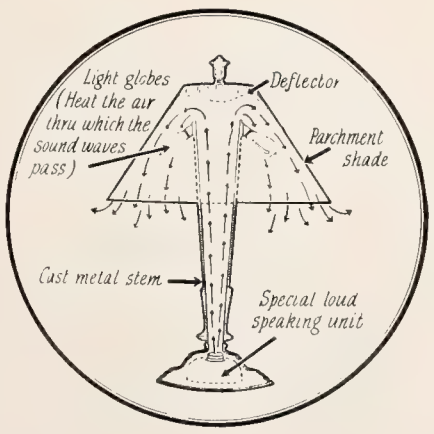
This New Amazing Loud Speaker

Put this wonderful Lamp-Loud Speaker in your window—Let the world know that this beautiful library lamp is the newest, most scientific radio horn yet perfected. The *Radialamp* is one of the most popular sellers ever put on the radio market. Write for descriptive literature and our special proposition to dealers—today.

A Quick Selling Radio Invention

There are any number of Radio Loud Speakers now on the market but only one **Radialamp.** It has no competitors. All the selling features of a novelty—all the qualities of the most perfect Radio Horn yet made. "A marvel of Radio Engineering", say all the experts.

The **Radialamp** was made to meet a big demand. It was built for the home that couldn't stand the unsightly looking Radio Horn. It was made to replace the cabinet style loud speaker that looks like another phonograph. It was built so that the radio lover could set it on the table of his finest room, and use it not only as a loud speaker but as one of the handsomest table lamps money can buy.



Even if your customer has an old type radio horn, he may want the **Radialamp** for his favorite room, keeping the horn near the apparatus in his den or somewhere else in the house. All he needs is an extra length of wire.

Examine the wonderful mechanism—see why you have an item that will sell so big to your trade. See how the sound is built up by the microphone in the base—conducted thru the lamp stem—reflected and intensified by the sound mirror on top and beautified in tone by the heated bulbs as it is projected out equally to all parts of the room thru the parchment shade. Parchment—by the way—is known to produce more mellow music than metal or even wood.

Attach to Any Socket

To use as a lamp simply place ordinary electric bulbs in the sockets and attach to your electric connection with electric cord, which is included. It throws out a soft, mellow light. To use as a loud speaker, simply attach the wire, which is included, to your receiving set.

Attach to Any Radio Set

Two Features for the Price of One

And that's the big selling argument. You sell two distinct features. Yet the price of the **Radialamp** is no higher than is the price of either sold separately. Announce that fact to your customers and watch your **Radialamp** business grow.

Mail the coupon now—for descriptive literature and special proposition to dealers.

RADIOLAMP CO. Dept. W-9 **334 Fifth Ave., New York City**

RADIALAMP
TRADE MARK
LOUD SPEAKER

Radiolamp Co., Dept W-9, 334 Fifth Ave., New York City
Please send me illustrated descriptive literature on the RADIALAMP, and your special proposition to dealers.

Name .....

Address .....

City ..... State .....

Salt Lake City Phonograph Dealers Take Initial Steps in Association Formation

Dealers Unanimous in Desire for Association—Another Meeting Soon to Elect Officers and Complete Organization—Dealers Planning Intensive Fall Sales Promotion Campaigns

SALT LAKE CITY, UTAH, September 6.—Reports from various talking machine firms in this city regarding business are somewhat conflicting at this time. There are those who say sales are ahead of last year, while others say they are below last year's mark.

Right now two or three firms at least are getting ready to conduct vigorous door-to-door campaigns in the best residential sections of the city. The Glen Bros.-Roberts Piano Co., which has an aggressive phonograph department, has gotten out an excellent eight-page folder which it will use in connection with its own house-to-house campaign. L. E. Larsen, manager of the department, said they were holding regular salesmanship meetings at which both the outdoor and indoor staffs were in attendance, and at which work of an educational nature was gone through. He said they aimed to get the staffs better acquainted with the product as well as give them pointers on salesmanship. Mr. Larsen was convinced that the future of the business will depend largely on the ability of the trade to develop the music appreciation of the people.

The industrial outlook is satisfactory in spite of the fact that there will be a crop shortage, due to the early Summer drought. Indications are that there will be a good market for everything with prices at a higher level than was the case last year.

Salt Lake Phonograph Dealers Organize

Shall the phonograph dealers of this city and their employes have an organization of their own? This question was thoroughly discussed at a meeting in the offices of the Brunswick Co., on West South Temple street, recently at which all of the retail stores in this city carrying phonographs, with the exception of two, were represented. T. E. Ashworth, head of the music department of the great Z. C. M. I. department store, which specializes in talking machines, occupied the chair.

Mr. Ashworth said the trouble with associations and organizations of all kinds as far as his own experience went is that they start out strong and after a short time go to pieces through the indifference of their members who will not attend the meetings. He thought the great value of an association such as had been proposed would be that they would be in a position to have their clerks meet with them and discuss selling and other problems. He also said they should work in close harmony with the existing organization, the Utah Association of Music Industries.

L. E. Larsen, manager of the phonograph department of the Glen Bros.-Roberts Piano Co., had much to do with getting the phonograph men together.

Grover C. Spratt, local manager of the Brunswick-Balke-Collender Co., who was present, as was R. F. Perry, traveling representative of the company, said he felt they should not attempt to make their organization Statewide in its scope. He felt the organization should be along educational lines. They might give papers at different times on selling and how this or that problem is met and solved. He urged them not to make the association too broad in its scope. If they did it might not function satisfactorily.

Others who made brief talks and suggested policies of the new organization were: Fred Bain, of the John Elliot Clark Co., local Victor dealer and distributor; C. O. Olson, of the Daynes-Beebe Music Co., and R. F. Perry, of the Brunswick-Balke-Collender Co.

A general discussion followed in which the time and date when meetings should take place, the name of the organization, the officers to be elected and the objects of the association were gone into. No name for the association has as yet been selected.

The first officers of the new organization were then elected and will be as follows: President, L. E. Larsen; vice-president, Mrs. Ethel Olin, manager of the Utah Music Co., and secretary, W. G. Saddler.

Local Brunswick Activities

The local office of the Brunswick Co. announces the appointment of several new dealers this past week. Horace Chesbro will open a branch music business at St. Anthony, Idaho, where he will have the Brunswick line. The Bates Stores Co., of Provo, Utah, has opened a branch music house in Price, Utah, where it features the Brunswick line.

R. F. Perry, traveling representative of the Brunswick Co., of this city, has left for Idaho, where he will call on Brunswick dealers in that section.

P. S. Heilbut, manager of the music department of the Bates Stores Co., Provo, Utah, has left for a short business trip to Price, Utah, where his firm has recently entered the music business. He states that Mr. Billings, who has been with the company for some time past, will be in charge of the new business at Price.

Fred Wright, well-known druggist and Brunswick dealer of Evanston, Wyo., has sold his business to the Hill Otte Drug Co.

L. Hon, traveling representative of the Brunswick Co., Denver, Col., was a visitor to the local Brunswick offices recently.

Among dealers recently visiting the local Brunswick salesrooms were O. T. Bates, of Wilson Bates Furniture Co., Ely, Nev.; F. M. Williams, of Williams Music Co., Montpelier, Idaho, and E. L. Dyer, of Bruce Music Co., Pocatello, Idaho. They were all optimistic.

News Gleanings

Royal W. Daynes, general manager of the Consolidated Music Co., and family are back from a trip to southern Utah.

Bert Garner, formerly with Stone & Co., of this city, has joined the music department of Z. C. M. I., which department is exclusively engaged in selling phonographs.

The officers, employes and their friends of Z. C. M. I., numbering about seventy, had a wonderful time at Saltair, the unique resort on Great Salt Lake, America's famous dead sea, the other night. There was bathing in the water, which is so salty the human body floats like a cork and cannot sink, dancing, a visit to the Fun House, etc., and a dinner in the great Ship Café.

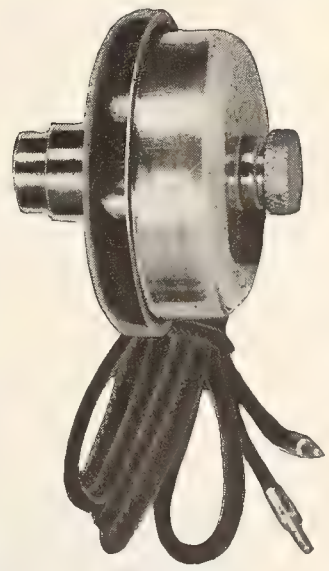
QUALITY RECORD
Pressing
SANDERS, Inc.
SPRINGDALE, CONN. Near Stamford
Telephone Stamford 3980

Music Box Opens Branch

CHARLESTON, W. VA., September 8.—The Music Box, Victor and Brunswick dealer of this city, recently opened a branch at 241 Capitol street, where a complete line of Victrolas and Victor records, Brunswick phonographs and records and a complete stock of all musical instruments, radio products and sheet music are being carried.

Warren C. Hurlock was recently appointed manager of the Sanders & Stayman Music Co., Salisbury, Md. Mr. Hurlock previously conducted his own business at Cambridge.

Every Customer is Interested in the
"ROYALFONE" KING OF ALL
Loud Speaker Unit

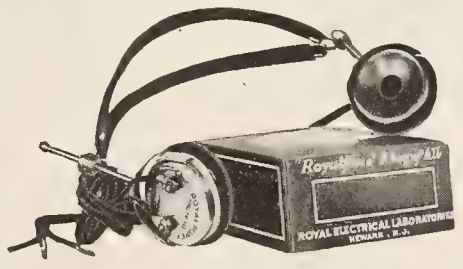


SOMETHING *new*, something *important*, something vitally interesting to your customers—a loud speaker unit with a tone volume control just like a phonograph. New sales for you! New interest in your store! Made by the manufacturers of the *Royalfone Headset.*

Adjustable for Tone Volume as Easily as a Phonograph

Perfect reproduction at any tone volume.—A NEW advantage in loud speaker units. Simply turn the adjusting screw until the desired volume is attained—just as you open or close the door of your phonograph to control the volume. Balanced diaphragm overcomes every possible tendency toward distortion. The culmination of years of experience in the manufacture of reproducing apparatus. Makes any standard phonograph a high class radio reproducer. Also adaptable for regular loud-speaker horns.

List Price of Unit $5.00



List Price $4.50

"ROYALFONE" KING OF ALL Headset

THE most comfortable headset you ever had on your head. Adjustable head-band and other comfort features. Incorporates every vital improvement and feature of radiophone construction evolved to date.

Get the Proof of the Profit

Let your customers decide for you. Place a trial order of Royalfone units in your window or on your counter. Attach one to your demonstration set and a phonograph, or loud speaker horn, so that they can try out the tone volume control. Send that order NOW!

ROYAL ELECTRIC LABORATORIES
NEWARK, N. J.
Jobbers and Manufacturers of Phonographs and Loud Speakers, write for interesting offer.

Fine New Radio Broadcasting Studio in Chicago Secured by the Zenith Corp.

First Move in the Company's Plan to Do Its Broadcasting Away From Centers of Population—Testing Small-town Broadcasting Facilities by Means of Mounted Station on Truck

The Zenith Radio Corp., manufacturer of the popular Zenith radio products, which recently sold its well-known broadcasting station WJAZ, located on the Edgewater Beach Hotel, on the north shore of Chicago, has announced an important change in its broadcasting policy which provides for the erection of a new station away from the large centers of population, and plans are rapidly being formulated for the selection of the best locality for broadcasting so that interference with other broadcasting stations will be reduced to a minimum. Station WJAZ was disposed of because it was so powerful that it dominated the air within its immediate scope and prevented radio fans from getting satisfactory results by tuning in with other stations.

Main Zenith Broadcasting Studio in Chicago

In order to carry out its plans for the selection of a new site for the proposed station the company now has in process of construction a complete broadcasting unit mounted on a one-ton truck, probably the first portable broadcasting station in the history of radio. The truck is enclosed in glass and the public may witness the operation of the station wherever it is taken. The equipment consists of a 100-watt transmitter, storage batteries for operation, motor generator for recharging batteries, and telescoping masts for the aerial—gold-plated antenna wire will be used because gold reduces surface resistance.

Arrangements are under way with the Chambers of Commerce of all towns favorably disposed to receive the new broadcasting station. Tests will be arranged in each case for a definite night. In every town prizes will be awarded for the longest distance reception. This will help towards an accurate diagnosis of conditions in each locality, "radioicly" speaking. For this series of experiments, which promises to be so intensely interesting, the call letters 9XN, intimately and long familiar to the general public, will be used.

E. F. McDonald, Jr., president of the Zenith Radio Corp., and also president of the National Association of Broadcasters, in connection with this move, said:

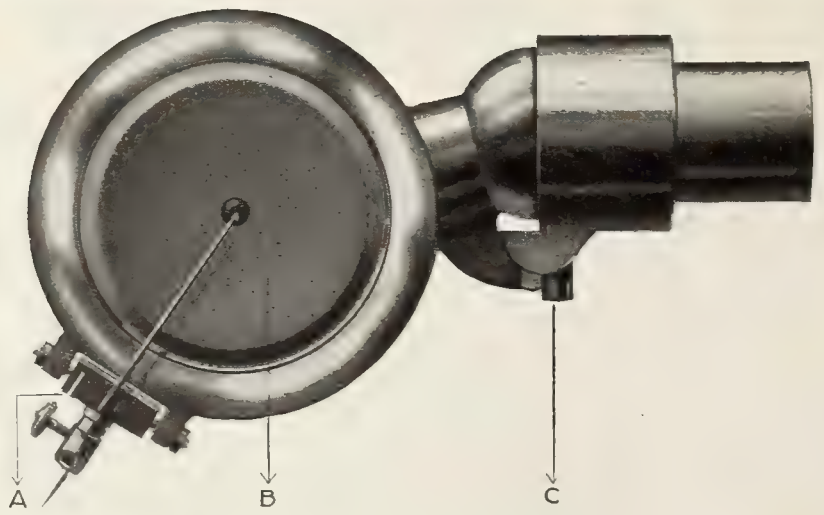
"For very evident reasons broadcasting stations sprang up in the big cities. Most of the available radio talent was in the big cities. Most of the money available for the new enterprise was in the big cities. But the presence of broadcasting stations in the big cities developed difficulties. The spirit of speculation natural to the human being wanted radio adventure. That meant 'reaching out' as far as possible. But while high-powered local broadcasting stations were in operation there was little chance of satisfying that instinct.

"Our new Station WJAZ will be located in a small community where broadcasting can be done with the least possible interference. The main studio will be near Chicago's center in the Gold Coast district, at the Club Chez Pierre, and in the exquisitely beautiful studio, illustrated herewith, of Pierre Nuyttens, the artist. Remotely controlled studios are no longer a problem with the excellent service that is furnished by the American Tel. & Tel. Co. over great distances."

Moves to New Store

Port Angeles, Wash., September 4.—The local branch of Sherman, Clay & Co., of San Francisco, has just been removed to a new location in the Olympus Hotel Building, with a change of management. I. Bentzar and wife will be in charge of the store in the future, succeeding Charles P. Corcoran. The stock of the local Sherman, Clay branch will be increased considerably in the new store and all lines of music goods will be handled, as well as a selected line of radio.

JEWEL NEEDLE EQUIPMENT FOR THE NEW EDISON



[A] Our patented slotted Stylus bar takes the place of all imitation spring adjustments, making it permanently and positively non-rattle and non-vibrating.

[B] Our patented indestructible NOM-Y-KA diaphragm has proven through years of use to have given the truest tone and greatest volume of any diaphragm yet produced—which, like an old violin, improves with age.

[C] Our patented positive automatic adjustment always holds reproducer in proper position, thus doing away with all unnecessary screws that can be tampered with and easily gotten out of order.

The Jewel Needle Equipment for the New Edison Phonograph has been used so many years as their standard by Edison Dealers, that it requires no description, except for those who have recently started to handle the Edison Phonograph.

To those we would state it reproduces lateral-cut records with that full, rich, round tone that only our patented NOM-Y-KA Diaphragm and other patented and exclusive features can give—its heavy center and very light and flexible edges render both heavy and light tones with their true musical values, bringing out all of the beautiful overtones.

It plays all records, and we originated the idea of playing Edison records with a fibre needle with the reproducer facing the record in the only proper Edison position.

It is simple, inexpensive, automatic and fool-proof. Compare it with all others and you will see the difference, and use it as your standard and the best selling aid you can get.—Fully and unqualifiedly guaranteed in every way.—Don't take a chance on any attachment that has not passed the test of long usage and time.

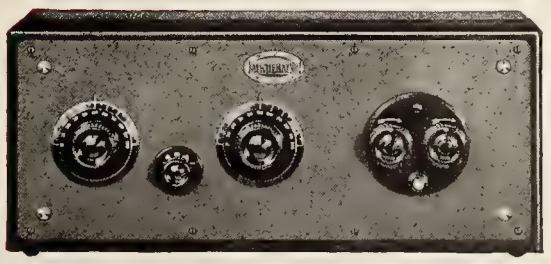
JEWEL PHONOPARTS CO.

150—160 Whiting St., Chicago, Ill., U. S. A.

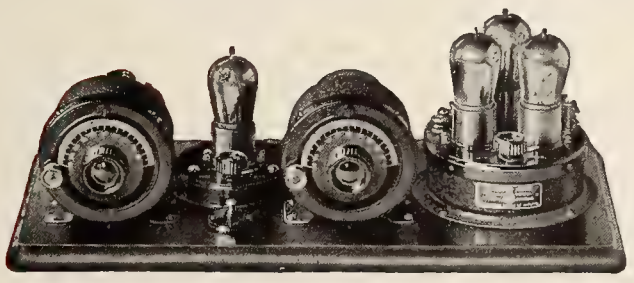
LATHAM

ATWATER KENT

MODEL M—$20; LOUD SPEAKER



MODEL 19—$90; RECEIVING SET



MODEL 9—$65; RECEIVING SET

A Definite Sales Policy That Promotes Confidence

We herewith present to you the new Atwater Kent Radio Sales Policy for the season 1924-1925.

We commend this policy to you.
We hope it meets with your approval.
We believe it the key to an unrivalled business for both of us.

1. THE PRODUCT—
This season the Atwater Kent line comprises four, five and six tube receivers, in both open, closed and De Luxe models. There are three Atwater Kent loud speakers of special merit and a phonograph sound reproducing unit for all standard phonographs.

2. ONE SINGLE MAXIMUM DISCOUNT—
No sliding scale preferential or special discounts will be allowed. The prices of the entire line will be as low as consistent with the highest grade of design and workmanship.

3. MAKING THE FRANCHISE VALUABLE—
A definite dealer contract is being prepared in order that there may be definite contact between manufacturer, distributor and dealer which will assure each dealer of prompt advice as regards new models, price changes, literature, window displays, etc., and which will be of considerable value in assisting the trade to carry on a clean, intensive business.

4. DISTRIBUTION THROUGH THE TALKING MACHINE DEALER—
The phonograph dealer is recognized as a definite factor in the radio business, and special attention will be given to his requirements.

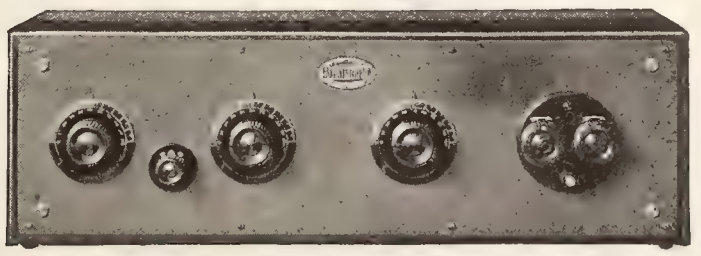
5. FINANCING AND TIME PAYMENTS—
Arrangements have been completed and will be submitted to our dealers whereby they will be enabled to accept Atwater Kent business on the deferred payment plan.

6. ADVERTISING AND SALES PROMOTION—
National advertising through the leading publications on a tremendous scale, backed by an intensive local newspaper campaign, has been outlined. Attractive literature, window displays, posters and an electric flasher sign are available and will identify the Atwater Kent dealer.

7. CO-OPERATION—
Every possible means of co-operation with the dealer will be practised by this company. The immense new plant of the Atwater Kent Manufacturing Company allows for tremendously increased production which will result in prompt deliveries on all orders. A Service Department with a complete stock of spare parts has been established at this address, and will be available in assisting our dealers to give prompt and efficient service to their customers.

E. B. LATHAM & COMPANY

550 PEARL ST., NEW YORK



MODEL 20—$100; RECEIVING SET

NEW YORK

OKeh The Record of Quality

IROQUOIS SALES CORPORATION
210 FRANKLIN STREET BUFFALO, N. Y.

Distributors for New York State and Northwestern Pennsylvania for OKeh Records and ODEON Records.

A capable, efficient sales organization that is ready and willing to co-operate with OKeh and Odeon dealers in building up a permanent, profitable demand for these popular record lines.

ODEON The Imported Record of Quality

All Branches of the Talking Machine Trade Improving Steadily in Buffalo

Retailers Optimistic as Indications Point to a Busy Fall—Wide Interest in Brunswick-Radiola—Attractive Fair Exhibits—Maisel Store Remodeled—Kibler to Build

BUFFALO, N. Y., September 9.—Jobbers and dealers here are optimistic as to what the Fall season holds for the music trade of this district. An improved trend was noticeable about the middle of August, and dealers in all parts of the city are reporting a gradual increased volume of sales. The number of prospective buyers is much greater than it was at this time in 1923, they say. Talking machines are giving indication of the same popularity they claimed in 1922 at this time. Radio as a competitor is no longer thought of.

Optimistic Feeling Throughout Trade

"Talking machine business is showing a marked improvement," said O. L. Neal, of the Buffalo Talking Machine Co., Victor jobber. "We are very optimistic regarding the Fall outlook and are preparing for a brisk holiday season. Record business is especially good, with the biggest demand now for popular dance numbers." Mr. Neal said that the appearance in Buffalo of Waring's Pennsylvanians greatly stimulated the sale of their records. The orchestra was featured in Shea's Hippodrome

Mrs. Loretta Spring, of the J. N. Adam Co., reports a steady demand for Victor records and Victrolas. She looks for an exceptional Fall trade.

F. F. Barber, Kenmore dealer, also reports an improving trend in demand for Victrolas. Increased sales of records are especially noticeable, he said.

Brunswick-Radiola Arouses Enthusiasm

"Fall business looks very encouraging," said E. S. Germain, manager of the local distribution branch of the Brunswick Co. "We have had many enthusiastic visitors from this district since the arrival of our sample Radiolas, and keen interest in this instrument is shown. We have taken some substantial orders for Fall, and everything points toward a brisk season."

Brunswick Record Sales Stimulated

Record sales are showing much improvement, Mr. Germain said, with Fall orders coming in good volume. Appearance of Wiedoeft's Orchestra at Olcott Beach gave Brunswick records some very high-class publicity. The orchestra gave a return appearance through popular demand at the Beach on August 25. Dealers in this district are placing large orders for their records, and find them to be the best sellers in popular dance records.

Visitors at the Buffalo Brunswick warerooms during the past month were: L. S. McLeod and E. M. Scott, of the Cleveland branch; R. J. Powell, also of Cleveland; Oscar Stranburg, of Jamestown; Mr. Swanson, another Jamestown dealer; Mr. Bier, of Bier Bros., Niagara Falls; and W. P. McArdle, of Erie. A number of prospective dealers also visited the local offices.

Iroquois Sales Corp. Business Brisk

F. D. Clare, of the Iroquois Sales Corp., Strand machine and Okeh and Odeon record distributor, backs up the statement of other jobbers here that business is steadily and surely ascending to a point reached late in the year 1922. The volume of sales has shown an improvement since the middle of August, Mr. Clare said. He is an enthusiastic supporter of radio, and believes it has reached the point where it is now practically indispensable in the progressive music store. A good business in Crosley sets is reported. He said he has a good field for the new Strand cabinet, built to accommodate the Freed-Eisemann NR5 panel. Mr. Clare said that dealers allowed their talking machine stocks to run low this Summer, so he has large orders on hand for Fall delivery. There are a few dealers, he said, who are slow in stocking up for Fall, and are going to find themselves in a pinch when brisk buying begins. Okeh and Odeon records maintain their popularity and sell in great volume in the foreign sections of Buffalo and Jamestown, as well as other towns of this district.

"Kiddy" Records Well Received

The Iroquois Sales Corp. has arranged with the New Record Corp. to handle its new "kiddy" records, samples of which were received with great enthusiasm in the trade here. Mr. Clare looks for a tremendous Christmas demand for these records.

George W. Lyle a Visitor

George W. Lyle, of the Manufacturers' Phonograph Co., was a visitor to the local distributing offices and visited the Buffalo trade late in August. The company's promotion expert, Mr. Scholtz, has been working through this territory the past few weeks and obtained some real results.

J. G. Schuler Exhibits at Fair

John G. Schuler, Main street dealer, was one of the exhibitors at the Erie County Fair during the week of August 25. The Sonora, Edison and the National were arranged in an artistic booth of the music house. Arthur C. Winegar, manager of the store, managed the booth and obtained numerous prospects. Joseph Stoffel is the new manager of the Edison department of the store. Joe Manning is another new salesman.

Maisel Store Remodeled

Alex Maisel, one of the biggest Victor dealers on the East Side, has just completed remodeling his store. It now contains eighteen demonstration booths. The store capacity has been greatly increased. Eight new booths have

It has always been the policy of this house to build "good will" by rendering a service that is at all times dependable and cooperative.

The number of Victor dealers we are now serving regularly, and who depend upon us for their supply, is constantly increasing.

There must be a reason for their preference.

This not only applies to local and nearby dealers, but many at more distant points find our service dependable. Our shipping facilities out of Buffalo are unexcelled.

Try us and be convinced.

CURTIS N. ANDREWS

SERVICE CAN DEPENDABLE COOPERATIVE BUFFALO, N.Y.

Victor Distributor

Exclusively Wholesale

Court & Pearl Sts.
BUFFALO, N. Y.

SERVICE CAN DEPENDABLE COOPERATIVE BUFFALO, N.Y.

been erected on the first floor. The entire first floor is devoted to the record business, which is exclusively Victor. The second floor is reserved for the display of Victrolas, this entire floor being turned over to instruments. The feature of Mr. Maisel's store is his foreign department. It is said that he sells more foreign Victor records than any other dealer in the country. The balcony caters entirely to the foreign trade. Here are neatly arranged ten booths. He carries a complete line of Polish, German and Yiddish records. Business of the past two months has been greater than during the same period of last year, Mr. Maisel said.

Brief but Interesting

The State Music House, 833 South State street, Syracuse, N. Y., went into bankruptcy August 6. The store has been closed.

The C. H. Henderson Music Co., of Corry, Pa., was slightly damaged when the adjoining building was destroyed by fire recently.

James E. Reid, Warsaw dealer, recently suffered two broken ribs when an automobile he was driving collided with a passing machine.

Fire of unknown origin recently caused a loss to the Monarch Furniture Co., of Jamestown, estimated at $50,000.

J. M. Kibler to Erect New Building

John M. Kibler, Genesee street dealer, has started construction of his new store building, which will be located directly opposite his present quarters. The new building will cost more than $10,000 and is being built of brick and tile. Mr. Kibler is on a vacation trip in the metropolis. He is accompanied by his wife.

New Columbia Console Pleases

C. O. E. Curtis, of the Brunswick Shop, Main street, expressed enthusiasm over the new Columbia console model. This instrument is meeting with great favor among consumers, he said. He has had an exceptionally good early Fall trade, the greatest demand being for medium-priced Columbias. He looks forward to a good holiday season.

The Ambassadors Orchestra for Cinderella Ballroom

Popular Dance Organization to Furnish Music for Big New York Dance Hall—Orchestra Records Exclusively for Vocalion Records

The popular Ambassadors Orchestra, producers of dance music, which, under the direction of Willie Creager, has given an irresistible dancing urge to the feet of thousands not only directly but through the medium of many Vocalion records, for which the organization records exclusively, has been engaged to furnish the music at the Cinderella Ballroom at 1600 Broadway, New York, which was opened to the public on September 12.

The Cinderella Ballroom is under the same management as the Paradise in Newark and the Plantation in Philadelphia. Every two weeks the Cinderella will loan the Ambassadors to play alternate Friday nights at the two out-of-town establishments. The New York dance hall comprises 14,000 square feet, 5,000 feet of which are given over to the dance floor. It is said that 2,000 people can be accommodated at one time.

The Ambassadors Orchestra has recorded exclusively for Vocalion records for some time past, and its records are among the most popular in the Vocalion dance library. It plans to add a number of new records to its list during the coming season.

Cinderella Ballroom Where Ambassadors Orchestra Holds Sway

Featuring Pathé Radio

TERRE HAUTE, IND., September 6.—The new radio line of the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., is being extensively featured in this city by two of the representative music houses. The Robertson Music House, of this city and Indianapolis, has just placed its order for the new Pathé "Five-Six" radio receivers.

The Liberty Stores, also of this city, are featuring the Pathé new "Minute Man" radio receiving set. Both firms are putting considerable energy behind their Fall campaigns and expect to do a big radio business. The wide interest manifested in these sets indicates that they will be popular favorites.

CLARAVOX
CLEAR VOICE
REPRODUCERS
Reflect Credit on Edison Products
Standard Diamond Point
Special Jewel Point
No. 1 Edison Attachment
All Claravox Reproducers employ new Claravox diaphragm—a scientific achievement.
Write for prices and discounts
THE CLARAVOX COMPANY
YOUNGSTOWN, OHIO

Gilt Edge NEEDLES

The No. 100 Display Stand Assortment

Gilt Edge Dealers Will Enjoy Bigger Business Than Ever This Fall

There is no substitute for quality. Gilt Edge Needles have so firmly established themselves on the basis of true, flawless quality that today it's a case of "nothing else will do" for phonograph fans the country over.

GILT EDGE
(GOLD FINISH)
The Needle That Plays Ten Records

Our No. 100 Display Stand Assortment is the "short cut" to fast, profitable selling. Consists of 100 boxes—50 needles per box—40 Loud, 20 Extra Loud, 20 Medium, 20 Dance tone—sell for 10c per box, total $10. Costs you $5—100% profit. (Canada: costs $7.50—retails for $15.)

Reflexo BLUE STEEL
(Spear Point)
Another Great "Leader"

Plays any tone (soft, loud, medium) with just a simple twist of the needle. Order our No. 50 Display Stand of 50 packages. Sell for 15c—total $7.50. Costs $3.75. Test it. Canada: Costs $4.25.

Write for Samples
Order from Your Jobber

The No. 50 Display Stand Assortment

Reflexo Products Co., Inc.
Selling Agents for
W. H. BAGSHAW COMPANY
347 Fifth Avenue
New York

ATWATER KENT

RADIO

THE ATWATER KENT Line of Loud Speakers is complete, there are three in all, sizes and prices to suit every buyer's preference, but only one standard, the best that experience can produce with fine materials and master workmen.

Every prospective buyer in the country will read about them in ATWATER KENT national advertising, which will appear each month, in full page space, in The Saturday Evening Post, Ladies' Home Journal, American Magazine, Literary Digest, American Boy, National Geographic, Harpers, Popular Radio, Radio News, World's Work, Scribners, Review of Reviews, Atlantic Monthly, Country Gentleman, Farm Journal, Successful Farming, American Fruit Grower, Breeders' Gazette and Hoard's Dairyman.

These 19 magazines have a total of over 13,500,000 circulation.

ATWATER KENT Radio will be a best seller everywhere, not alone because of this advertising and the remarkable value it offers the public, but because of what is back of it—

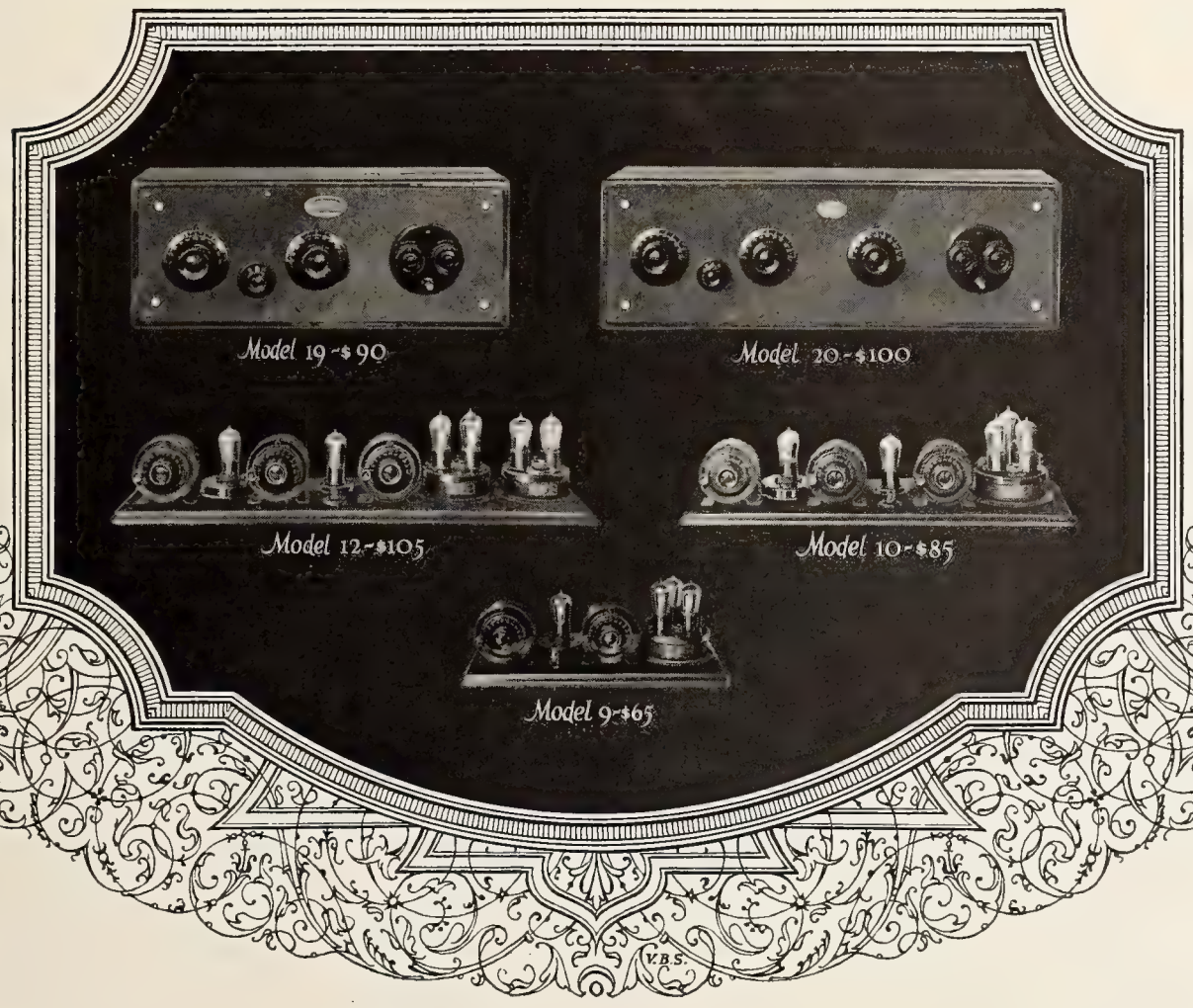
Send for descriptive literature and dealer's price list.

ATWATER KENT MANUFACTURING CO., 4972 *Stenton Ave.*, PHILADELPHIA, PA.

THINK OF WHAT IS BACK OF IT

ATWATER KENT

RADIO



THERE are very definite reasons why thousands of radio merchants have selected the ATWATER KENT line of Receiving Sets and Loud Speakers.

The same reasons have made it an outstanding preference of radio buyers everywhere.

No material can be better than is found in ATWATER KENT Radio—no workmanship is finer and it is the last word in radio designing.

You must examine ATWATER KENT Radio to fully appreciate the value it offers to the public.

The complete line comprises six receiving sets and three loud speakers.

You can sell ATWATER KENT Radio equipment—Receiving Sets or Loud Speakers and look forward to increased business which is always the result of satisfied customers.

Send for descriptive literature and dealer's price list.

ATWATER KENT MANUFACTURING COMPANY 4972 *Stenton Avenue* - PHILADELPHIA, PA.

THINK OF WHAT IS BACK OF IT

Exhibits at Shows and Other Activities Create Radio Publicity in San Francisco

Business Improving—Radio Association in Process of Formation—Sherman, Clay & Co. Moving Offices—H. E. Gardiner New Pacific Coast Sonora Representative—The Month's News

SAN FRANCISCO, CAL., September 4.—The talking machine trade in this section reports a slight increase in business in both talking machines and radio over last month, with the prospects of a brisk Fall becoming brighter and brighter. Radio was in the limelight during the past month, largely due to the exhibit of the Pacific Radio Association, which was held August 16-21 in the Civic Auditorium, where manufacturers, jobbers and even individual dealers exhibited, and those visiting were enabled to view every known make of instrument in all forms. The show was a complete success and greatly stimulated local interest in radio.

Moving Offices to Wholesale Building

The executive, or headquarters, offices of Sherman, Clay & Co. are to be moved to the fine new wholesale building, 536 Mission street. These offices are now on the ninth floor of the store at Kearney and Sutter streets. New quarters in the Mission street building are being prepared for the executive offices. This change is being made with the object of keeping more closely in touch with the fast-growing wholesale business, and also to give space in the retail building for the radio retail salesrooms, which will be on the ninth floor. The wholesale radio department will be on the fifth floor of the wholesale building, on Mission street.

Radio Association Being Formed

An association of the retail radio dealers is in process of formation in this city, and as radio is now being handled by various music merchants, the music dealers have been asked to send representatives from their industry. James J. Black, of the Wiley B. Allen Co., has been appointed to represent the music merchants, and it is understood that he will probably be vice-president of the association now in process of formation. When asked to give an opinion regarding the proposed new organization Mr. Black said:

"The only interest that music houses feel in the proposed organization is naturally the radio end of the business, as a number of the music houses here are now handling radio. It is the hope of the dealers that an affiliation can be brought about between the proposed radio association and the Music Trades Association of northern California. Such an affiliation at present exists in Los Angeles, where the Radio Association has affiliated with the Music Trades Association and is now a part of what is known as the Radio Division."

Frank Anrys and J. J. Black to Leave for East

A business trip to visit the Eastern connections of the Wiley B. Allen Co. is to be taken by Frank Anrys, vice-president and general manager of the firm, and James J. Black, treasurer. They plan to leave together on September 8 and visit points where Wiley B. Allen agencies are located, between Chicago and New York.

R. W. Young, manager of the Fresno store of the Wiley B. Allen Co., is visiting San Francisco and reports that there is a marked improvement in business conditions in Fresno and other San Joaquin Valley points. Crop conditions in the San Joaquin are proving better than was anticipated, especially in regard to the amount of money farmers are receiving for their produce.

New Sonora Representative on Coast

H. E. Gardiner has just taken over his duties as Pacific Coast representative of the Sonora Co., and is now installed at his headquarters at 63-67 Minna street. Frank V. Goodman, assistant sales manager of the Sonora Co., who has been in San Francisco for some time past, will leave shortly for the East. Whilst here, Mr. Goodman has made many friends, especially among members of the music trades who enjoy golf. Mr. Gardiner will travel for the Sonora throughout the Pacific Coast, western Nevada and part of Idaho. The Kohler Investment Co. will act as jobber for all the northern part of the territory where Mr. Gardiner will travel, and the Commercial Associates, a Los Angeles jobbing firm, will handle the Sonora in the southern part of California, Mr. Gardiner traveling for both. The sales manager for the Kohler Investment Co. is O. N. Rothlin, who is well known to the phonograph trade in the California territory.

Features First Pacific Coast Victor Record

Sherman, Clay & Co., which operates a large wholesale and retail talking machine business all along the Coast, recently tied up in an unusual manner with the opening of the new Victor record laboratories in Oakland. Following the release of the first record turned out by this new Victor unit, which happened to contain the numbers "Mandalay," a new fox-trot played by Art Hickman's Orchestra, of the Biltmore Hotel, Los Angeles, and "String Beans," another new fox-trot played by Vincent Rose's Montmartre Orchestra, Hollywood. Sherman, Clay & Co. called attention of the public to it by some clever advertising, of which the ad reproduced herewith is a sample. All branches of the Victor trade on the Coast are keenly enthusiastic about the increased facilities afforded through the opening of the new plant in Oakland, which are making themselves felt.

Sherman, Clay & Co. Ad

Chat of the Trade

Robert Gray, son of Walter S. Gray, well-known San Francisco jobber of phonograph accessories, has just returned from a honeymoon which took the form of an auto trip to Seattle. Mrs. Robert Gray was formerly Miss Alma Saunders, of San Francisco.

Members of the phonograph trade who recently visited Walter S. Gray's headquarters on Mission street include K. H. Nishkian, a very prominent dealer of Fresno, Cal., and R. D. Logan, the only music dealer of Salina, where the largest sugar beet factory in the world is one of the business assets.

C. P. MacGregor, who traveled for the Brunswick phonograph out of the San Francisco office of the Brunswick Co., has been appointed manager of the Brunswick division for the San Francisco territory. C. L. Morey is no longer with the Brunswick. Brunswick Radiolas are now arriving for distribution to dealers.

An increase in the demand for radio equipment is noted by W. S. Storms, of the City of Paris Dry Goods Co.

UDELL
Radio Cabinets

Udell Radio Cabinet No. 728. Height 31 in.; top 18 x 30 in. Battery compartment 25 in. wide; 11 in. high; 10½ in. deep inside. Ample space for both "A" and "B" batteries. Finished in brown mahogany two-tone. Dealer's price $15.00.

NOW you can cash in on the big Radio industry. Sell every radio "fan" in your community one of the new Udell Radio Cabinets. These are handsomely finished, attractively designed; a real addition to the furniture of any room.

Radio outfit sets on top of cabinet, while the batteries go in the back. Here they have ample space, but are out of sight and the connections are properly protected. Roomy drawer for head sets and other equipment. Construction of cabinet permits plenty of knee room.

Remember Udell is also headquarters for Sectional Player Roll Cabinets.

Write for special folder 10-T on Udell Radio Cabinets

The UDELL WORKS, Inc.

28th Street at Barnes Avenue **INDIANAPOLIS, IND.**

Bagshaw's
BRILLIANTONE
TRADE MARK REG. U.S. PAT. OFF.
NEEDLES

LEADERSHIP IS NO ACCIDENT

Leadership is no accident. When we say that BRILLIANTONE Needles are the standard by which all other steel phonograph needles are judged, it isn't because they are sold by us, but because they are made by BAGSHAW.

For over fifty years BAGSHAW has been setting the standard in phonograph needles. Today, besides being the oldest, they are the largest manufacturers of phonograph needles in the world.

Leadership is no accident; nor is the ever-increasing demand for BRILLIANTONE Needles.

BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

370 SEVENTH AVENUE, at 31st Street, Suite 1214, NEW YORK

Selling Agents for W. H. Bagshaw Co., Factories, Lowell, Mass.

W. H. Bagshaw Co.
Export Department
44 Whitehall St., N. Y. C.
Cable Address:
"Brillneedl"

Western Distributor:
The Cole & Dunas Music Co.
430 S. Wabash Ave.,
Chicago

Canadian Distributor:
The Musical Mdse. Sales Co.
79 Wellington St., W.,
Toronto

Pacific Coast Distributors:
Munson & Rayner Corp.
926 Midway Place
Los Angeles, Cal.
San Francisco, Cal.

Walter S. Gray Co.,
926 Midway Place
Los Angeles, Cal.
1054 Misson St.
San Francisco, Cal.

REPRESENTATIVES in SYDNEY, New South Wales; MELBOURNE, BRISBANE, PERTH, Australia; WELLINGTON, New Zealand; HAVANA, Cuba; BUENOS AIRES, Argentine; SANTIAGO, Chile; BARRONQUILLA, Colombia; GENOA, Italy; DUBLIN, Ireland.

Fine Summer Window Display at Hardman House

Attractive Outdoor Touch Given to Special Window Arrangement by David Gaither—Attracts Unusual Amount of Attention

The latest of the series of show window displays to be used by Hardman, Peck & Co., New York, was quite in keeping with the Summer season. David Gaither, who built the display, constructed an airy outdoor sitting room, in which all the delights of music may be enjoyed in perfect comfort. The passer-by is shown that he need not go indoors to a stuffy parlor for his music, but may take Hardman, Peck & Co.'s products out on his porch for the fullest enjoyment. This window is a splendid example of making a window tell as much of a story as a magazine page. The element of color attraction is not neglected. The brick-topped wall, along which a flowering vine climbs, is a greater "attention-getter," shown as it is through an arch, than an entire red background. The awning on the right is alternate red and yellow stripes. The walls are rough stucco, light and summery looking, so the wall top and vine and awning stand out in attention-compelling contrast. Then the portable phonograph with records strewn carelessly about points out you can take it and set it down anywhere and it will play for you, and the radio standing on an ordinary porch table, all its batteries self-contained, emphasizes that it can be placed where it is convenient. Even the piano does not necessarily mean going indoors. The display attracted considerable attention.

Hardman, Peck & Co.'s Window Display of Radio, Talking Machines and Pianos

Talking Machine Used as Aid to Swimming Pupils

That there is no limit to the uses to which a talking machine can be put is evidenced by the fact that Miss Nita Sheffield, swimming instructor at Teachers' College and Barnard College, Columbia University, is instructing her pupils to music rendered by a talking machine. Miss Sheffield contends that the students acquire a rhythmical stroke much more rapidly with the regular musical beat than without it, and as a steady rhythm is half the trick of swimming the value of the instrument in this field can easily be seen.

Painter of "His Master's Voice" Dies in London

A recent dispatch from London tells of the death of Francis Berraud, who claims he painted the world-famous picture, "His Master's Voice," used as the trade-mark of the Victor Talking Machine Co. The artist was given the idea by seeing a fox terrier nosing about a gramophone in the early days of the industry.

Pittsburgh Concern Chartered

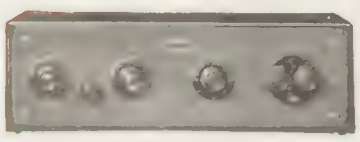
The Wagner-Bund Music Co., Pittsburgh, Pa., has been incorporated for purposes of dealing in musical instruments, both wholesale and retail, the incorporators being Samuel G. Wagner, Emil Bund, Dorothea M. Wagner and Gisa Bergman. The capitalization is not given.

Local Music House Assigned

Antonio Scaduto and Charles Sinatra, composing the firm of A. Scaduto & Co., dealers in pianos, talking machines and music rolls at 46 Second avenue, New York City, recently, made an assignment to Harry J. Goldin.

Model L Speaker

Model 10C Set



Model 20 Set

Model 19 Set

ATWATER KENT

1924-25 SALES POLICY

The Atwater Kent Radio Sales Policy for 1924-1925 is the result of two years' experience in this new industry; it is the result of unbiased personal interviews throughout this country with wholesalers, retailers and consumers of every class; it is the result of five hundred (500) questionnaires answered by the trade; it is the result of a study of competitive methods and of successful examples of merchandising in other industries.

We believe it the key to an unrivaled business for all of us.

Detail copies of this new sales policy will be mailed to you upon request.

E. A. WILDERMUTH

Wholesale Distributors

1061-3 ATLANTIC AVENUE BROOKLYN, N. Y.

CHARLES GILBERT AND RANDALL M. KEATOR LATELY OF THE DE FOREST RADIO TEL. & TEL. CO.

Announce The Formation of

GILBERT-KEATOR CORPORATION

As Wholesale Distributors of Nationally Known Radio Equipment

1755 Broadway (56th St.) New York City
Branch Sales Office, Newark, New Jersey

De Forest
R. E. Thompson
Brandes
Dubilier
Timmons
Ray-O-Vac
Pacent
Acme
Jewett
Balkite
Run-A-Radio
French
Carter
Neidich

LIKE Janus, ancient god of the gates, the jobber must look two ways. He must honestly, fully, and well represent the manufacturers whose lines he carries, and at the same time guard the best interests of the retailers to whom he sells. ¶By as much as he serves both maker and seller equally well with fidelity, speed, exactness and skill, by so much he justifies his economic existence. The character of the lines already entrusted to Gilbert-Keator Corporation indicate its standing in the radio field. ¶Retailers will find the New York salesrooms unusually spacious and well equipped with all that is needed to aid in wise selection.

Milwaukee Dealers Replenishing Stocks as Fall Business Prospects Brighten

Good Business Continues—Retail and Wholesale Factors Much Interested in Radio—Dealer Displays at Wisconsin Exposition—H. C. Schultz With Yahr & Lange—The News

MILWAUKEE, WIS., September 8.—Improvement in the talking machine business which was noted a month ago is continuing and local distributors and dealers are looking forward to a good Fall business. Up to the present time dealers have been holding off a little in buying, but they are now coming forward with orders. Local distributors predict, however, that unless buying becomes heavier within a month, there will be a rush of orders just prior to the holiday season as they believe that business will pick up rapidly before the end of the year.

Local jobbers and distributors are showing considerable interest in radio, either in combination with phonographs or as a separate department. Combination models of radio and phonographs are in demand for Fall display purposes, and dealers are awaiting the arrival of new models with considerable interest.

W. E. Pugh Optimistic

"I find throughout my territory that the uncertainty of the past few months is rapidly being replaced by a feeling that this is going to be a good phonograph year," stated W. E. Pugh, Columbia representative in this city and southern Wisconsin. "Records have been moving very well during August and dealers are not only filling their stocks of phonographs but are selling them.

"John Paulisch, proprietor of the West Allis Saxophone Shop, received his first shipment of New Columbia phonographs on Friday. The third one to be unpacked was sold while he was unpacking the fourth. Mr. Paulisch calls that a good start and expects to do big things.

Mr. Pugh reports that B. W. Kuhlow, enterprising young Columbia dealer of Janesville, Wis., has remodeled and redecorated his music store, making it one of the most attractive music shops in southern Wisconsin. Mr. Kuhlow had a Columbia phonograph and record booth at the recent Rock County Fair, held in Janesville, which attracted much favorable comment and resulted in several phonograph sales.

Record Brunswick Business

"The last week in August was the best week I've had this year," declared Carl Lovejoy, local Brunswick representative, in commenting on local conditions. "Dealers must be doing business or they wouldn't be giving orders. Things have been going along nicely and the dealers are feeling very much encouraged. Several dealers have increased their sales organizations, which is another favorable sign."

Local dealers are looking forward to receiving their Brunswick combination radio and phonograph, which will be featured to a great extent during the latter part of September when it will be on display in local stores.

Victor Sales Continue Brisk

The talking machine business is beginning to pick up at the Badger Talking Machine Co., Victor jobber, according to Sam Goldsmith, vice-president of the company. He states that the record business is very good and that it is far ahead of last year's record. The Interstate Sales Co., an organization owned by the Badger Talking Machine Co., which deals in radio, is also showing up very well. Samples of the De Forest sets have been installed in the display room of the Badger Co. and are attracting considerable attention. Harry Goldsmith, secretary of the company, spent several days at the end of August visiting the Victor factory at Camden, N. J.

L. Morgan, representative of the Victor Co. in this territory, has returned to Wisconsin after spending some time at the Victor factory in Camden.

Bright Sonora Outlook

"In the past six weeks business has shown an extensive improvement," said Fred E. Yahr, of Yahr & Lange, Sonora distributors for Wisconsin and Michigan. "Radio has helped business greatly. We have sold many hundred Sonora loud speakers and Sonoradios.

John A. Reed, representative of the Sonora Co. in the six States, with headquarters at Milwaukee, Chicago and Minneapolis, has been visiting here, consulting with Yahr & Lange in regard to the Fall campaign. Mr. Reed is very enthusiastic about Fall business prospects, commenting as follows:

"In Milwaukee territory we have experienced anything but a slack period. August business exceeded all expectations. July business was far ahead of the preceding month, and August has gone farther ahead. If dealers don't place Fall orders early, they will be greatly disappointed regarding stock for holiday business, simply because the factory will not be able to fill their orders. I believe this applies to all standard lines."

Mr. Reed stated that the Sonora loud speaker had "taken like wildfire" and reported that its sale had gone way beyond expectations in this territory. The Sonora Co. is planning an extensive campaign to feature the loud speaker during the Fall, and Mr. Reed has been consulting with distributors in his territory concerning the sales methods to be used.

Trade Planning Radio Displays

Practically every firm in Milwaukee which has an interest in radio has secured a booth for the Second Wisconsin Radio Exposition, which will be held in the Milwaukee Auditorium the week of November 11. Two expositions planned by three local newspapers have been merged into one big event to be given under the auspices of the Wisconsin Radio Trade Association. Elaborate plans are being worked out for the exposition and the combination of these events will result in an exposition which should at-

(Continued on page 80)

THINK!

A Greater Year with Greater City

OUR FEATURE LINE

Freed-Eisemann
RADIO RECEIVERS

New 5 Tube—NR 6—$150
New 4 Tube—NR12—$100
New 5 Tube—NR20—$175
(*De Luxe Model*)
New Victrola Panels—$95

Place your advance orders with us for the entire new Freed-Eisemann line and protect yourself against any possible shortage. This is our leading radio line and we will carry a big stock at all times.

New Models Now on Display

Greater City Phonograph Co., Inc.
234 West 39th St., New York City

Phone Your Orders—Fitzroy 1446

THINK!

Radio's Great Year Begins!

Choose wisely the Receiver you will back with your effort, your money and your name. Choose well the manufacturer, upon whose ability and co-operation you must base your plans.

FREED-EISEMANN offers you radio receivers of tested worth—of excellence so outstanding that the new models differ from the old only in refinements. And back of the product is an organization of great integrity and resources—insuring *Permanence.*

NOW! The Advertising Begins

FREED-EISEMANN announce an impressive advertising campaign to the general public—pages and double pages in The Saturday Evening Post, and color pages in quality magazines, throughout the radio season.

Free booklet, catalogs, newspaper ad-helps, cuts, etc., all are part of the FREED-EISEMANN Plan to offer *real help* to real dealers. Tell us your needs.

NEUTRODYNE

FREED-EISEMANN RADIO CORPORATION
Sperry Building, Manhattan Bridge Plaza, Brooklyn, N. Y.

NEUTRODYNE

Freed-Eisemann
RADIO RECEIVERS

New Freed-Eisemann Panels for Victrola Consoles

This four-tube Neutrodyne Receiver is capable of great distance reception and is highly selective.

By arrangement with the Victor Talking Machine Company, these models are designed to fit Victrola Consoles numbers 215, 400, 405 and 410 by the mere insertion of four screws.

We suggest that Northern New Jersey Talking Machine and Radio Dealers consult us at once regarding their fall demand for these new Freed-Eisemann Panels.

TRI-CITY ELECTRIC COMPANY

Wholesale Only

Main Office and Warehouse
52-56 Lafayette Street
NEWARK, N. J

Branch
Straight and Ellison Streets
PATERSON, N. J.

NEUTRODYNE

Freed-Eisemann Distributor

Milwaukee Trade Is Gaining

(*Continued from page 78*)

tract national attention. The newspapers involved have agreed to work for the one big show. Continuous programs during the week of the show will be broadcast through Stations WCAY and WIAO of Milwaukee and the Westinghouse Station of Chicago, KYW. A complete display of radio sets and equipment will be included in the display showing all of the latest developments in this field.

General Mfg. Corp. Bankrupt

The General Mfg. Corp., phonograph manufacturers recently named in involuntary bankruptcy actions, has filed schedules showing liabilities of $226,039 and assets of $302,886. The company has been adjudicated bankrupt and meetings of creditors are being held before John L. Harper, referee in bankruptcy, at the Federal Building in Milwaukee.

H. C. Schultz in New Post

H. C. Schultz, Detroit, Mich., is now in charge of the Michigan territory for Yahr & Lange, having succeeded R. H. Walley, who has been Detroit representative for these Sonora distributors during the past thirteen months. Mr. Schultz is planning to open his Fall business campaign with a complete Sonora display, which will be located in the sample rooms of the Hotel Statler from September 17 to 23.

Recent Incorporations

Several new incorporations dealing in radio or musical instruments have been announced in Wisconsin during the past month. The Seyfert Radio Corp., Fond du Lac, has been incorporated by A. J. Seyfert, D. J. Wood and L. A. Williams, with capital stock of $15,000. The company will manufacture and deal in radio sets. At Racine, Wis., the Universal Radio Sales Corp. has been incorporated to deal in radio broadcast sets. Incorporators are Harold Koelbel, Jacob Weisman and Thos. Kearney, Jr. The Anditone Co. is a Green Bay, Wis., concern which has been granted a charter to manufacture and deal in radio devices.

George H. Eucker, W. H. Eucker and Erna Eucker signed incorporation papers for the George H. Eucker Music Co., which has been oganized to deal in music of all kinds. The company has capital stock of $10,000, divided into 100 shares.

Wide Interest in Radio Fair

Practically all lines of radio were given some place in the big radio exhibit in the new Manufacturers' Building during the State Fair, which was held for a week in Milwaukee. The exhibit, which took up about 10,000 square feet of floor space, was arranged as one of the feature attractions of the week through the co-operation of the State Fair Board and the Radio Corp. of America, as well as the local distributors and dealers of this company.

Export Trade in Ware Radio in Hands of Richards, Inc.

The Ware Radio Corp., New York, manufacturer of the Ware neutrodyne radio receiver, announced recently the closing of a contract with C. A. Richards, Inc., 279 Broadway, New York, to handle the Ware line exclusively for export trade. C. A. Richards, Inc., has for several years handled the Sonora phonograph in foreign markets, and has succeeded in building up a clientele which should provide a basis for an excellent export business in the Ware neutrodyne product.

The Adams Music Co., Wichita, Kan., has completed plans for the installation of a radio department. A complete stock will be carried, with the Radiola being featured.

Term "Manufacturing" to Be Used Only by Producers

Federal Trade Commission Announces Ruling in Connection With Campaign Against Use of Terms That Mislead the Public

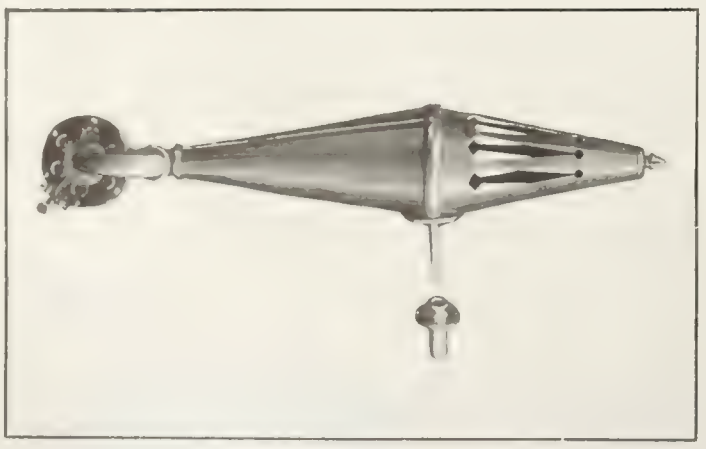
WASHINGTON, D. C., September 9.—Use of the word "manufacturing" in the corporate name of any firm not actually engaged in production has been held by the Federal Trade Commission to be a form of unfair competition, and formal complaints have been issued against a number of jobbers and wholesalers who have used the word in their company name, or have on their letterheads or other stationery pictorial representations of mills or factories with a view to giving the impression that the concern actually manufactures the goods it handles.

This is part of the Commission's campaign against the use of terms which mislead the public, and follows the announcement that business concerns must not use brand names which include words designed to give the impression that an article is made in a particular city or of specified materials when such is not a fact.

New Building for Morris

MIAMI, FLA., September 8.—Plans are now being prepared by the Morris Music Shop, of Coral Gables, for the erection of a new music store on Coral Way—the new 120-foot wide business thoroughfare. The structure will cost approximately $25,000 and will be completed some time next Winter, according to Mr. Morris, the proprietor.

The C. H. Stephenson Music Co., Raleigh, N. C., was recently incorporated with an authorized capital stock of $50,000.



HERE IT IS!

The last word in Phonographs. The Minnelli Tone Arm, a new invention that revolutionizes the entire industry.

The Minnelli Tone Arm can be placed on any kind of machine, either small or large. The Minnelli Tone Arm can also be placed on a table, writing desk, or any place that you wish, for it has a motor to turn the records. After placing the Minnelli Tone Arm you can obtain the best and the softest tone you have ever heard. Better information can be obtained by writing. We are interested in both dealers and manufacturers.

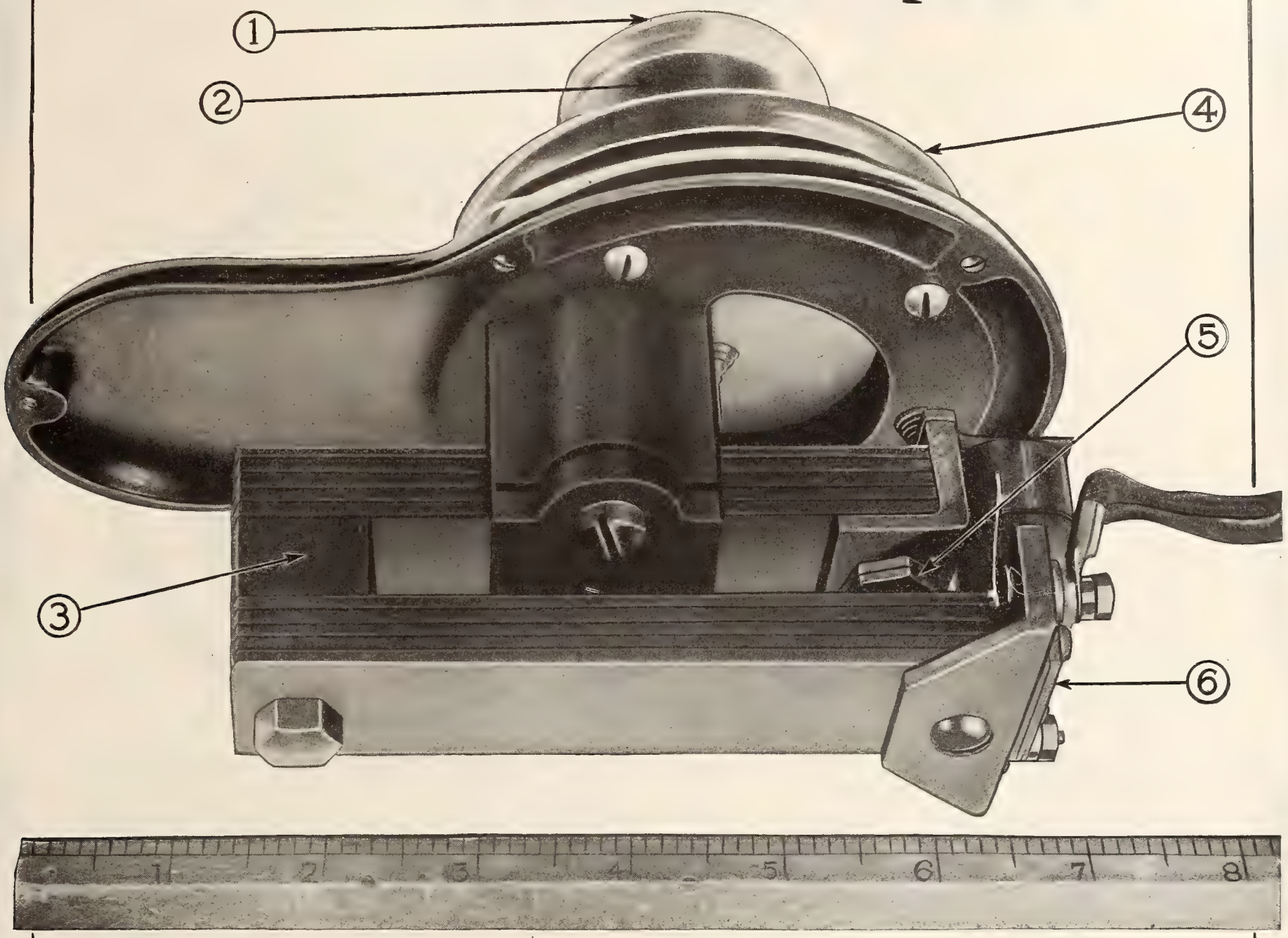
Complete samples will be sent to any part of the United States for $10.00.

MINNELLI PHONOGRAPH CO., Inc. Pittston, Pa.

Professional
RADIO REPRODUCER
LICENSED UNDER VOLUMA PATENTS

Reg. U. S. Pat. Off.

At Last—a Real Loud Speaker



Powerful Electrical Mechanism—

Specially Built for Radio

(NOT A PHONE UNIT)

The "Professional" is unlimited in volume—extremely sensitive on low signals—cannot blast or rattle and requires no extra batteries.

Make Your Own Test

The "Professional" Reproducer will be sold only through the highest grade franchised Distributive and Retail channels.

The "Professional" Reproducer is an exceptional instrument. Will appeal only to those who are looking for the most efficient Reproduction. Will make the best Receiving set better.

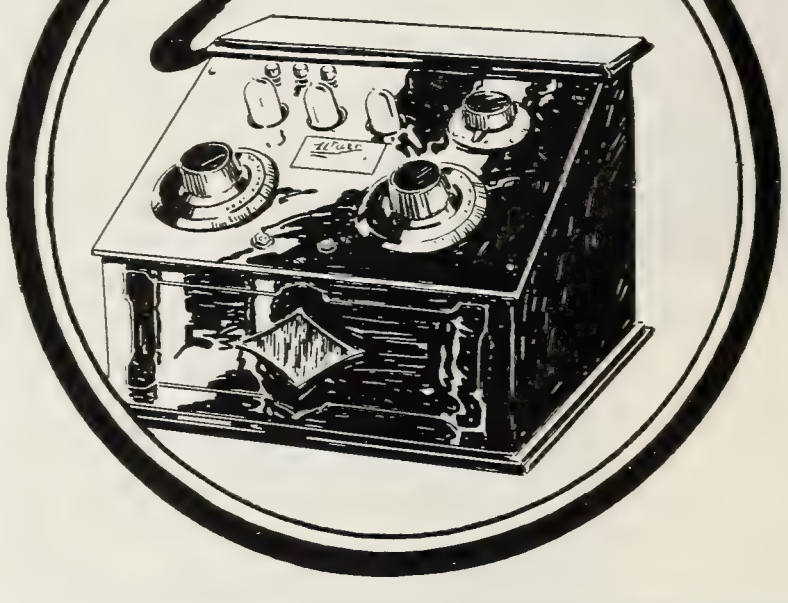
Literature fully describing the 6 outstanding features—sent upon request. Sample instrument sent C. O. D. to concerns located in unfranchised territories, with return privilege. Wire, phone, or write

VOLUMA PRODUCTS, Inc.
Hempstead, New York

Progressive

The Standard Bearer

for Ware



A little less than a year ago the Ware Radio Corporation commenced the manufacture of a Radio receiver employing the Neutrodyne principle. True, there were other sets on the market using Prof. Hazeltine's circuit. But in addition to this great scientist's discoveries, Paul Ware, a radio engineer well known in government circles, added his ingenuity. **The result was a product of excellence.** Radio dealers everywhere pronounced it the finest instrument on the market.

With this mechanically "clean" piece of merchandise came the problem of "clean" distribution. The Progressive Musical Instrument Corporation was selected as distributor in the New York metropolitan district, principally **because of its established reputation and capability in selecting the proper dealers to offer the Ware Neutrodyne to the consumer.**

The instantaneous and huge demand for this instrument necessitated the most rigid methods of acquiring reputable dealers.

Today Ware Receivers are found in the leading Phonograph Shops, High Class Radio Stores and the greatest of Department Stores. **Progressive has succeeded—Ware has triumphed—the reputable dealer has been satisfied. These are proven facts.**

The new Ware Receivers have been announced and with this comes the greatest achievement of the year. **Neutrodyne operated on dry cells—Neutrodyne at a list price of $65, and above all, Neutrodyne bearing the Ware nameplate.** • Progressive conservatively states that the demand will exceed the supply. We urge dealers familiar with the high standard of Ware Receivers to place their orders with us at once. To other reputable dealers we suggest a visit to our showrooms where the Ware Receivers are on display. **Don't delay—the very nature of radio suggests speed.**

A SUGGESTION: Phonograph dealers will find the Ware Type T an excellent panel for installation in phonograph combinations.

"Buy at Progressive—and Be Safe!"

Progressive

MUSICAL INSTRUMENT CORPORATION

319 SIXTH AVENUE **Telephones, Watkins 4297-4298** NEW YORK

Ware NEUTRODYNE Receivers

The dominating idea of the Ware Radio Corporation is to build the best receivers that can be made, and to sell them only through dealers who are equipped to display and demonstrate them in the most modern way and to render adequate service after they are sold.

The Ware Radio Corporation is a strong organization from a financial standpoint, and at the head of its development work is Mr. Paul Ware, President, who designed radio equipment now in use by the United States Army Signal Corps.

It is the purpose of this company to keep in the forefront of radio development and by close cooperation with its carefully selected dealers to build up a merchandising organization second to none.

Ware Type T Neutrodyne Receiver

Height, 10¾ *inches*
Width, 14 *inches*
Depth, 13½ *inches*

Price
$65.00
without accessories

The latest product of the Ware Radio Corporation is the Type T Neutrodyne Receiver—the first three-tube Neutrodyne ever made and the first Neutrodyne to be operated on dry cell tubes.

It is designed to reproduce broadcast programs with perfect clearness and naturalness, and with the marvelous tone quality for which the Ware Neutrodyne Receivers are famous. Though it is very moderately priced, it will do practically everything that the larger Ware Receivers will do, except that its range is not quite as great. It has, however, all the volume that is desired in the home, and will operate a loud speaker clearly and distinctly, bringing in distant stations under favorable conditions.

The cabinet is of attractive design in dull mahogany. The panel is built on a slant, affording comfortable resting place for the hands. Cabinet holds "A" and "B" dry cell batteries.

The circuit is a Neutrodyne reflex, using three dry cell tubes. By reflexing one of the tubes, it has one stage of tuned radio frequency amplification, vacuum tube detector and two stages of audio frequency amplification, making it equivalent to a four-tube circuit. Two tuning dials; tuning extremely simple. One rheostat controls the filament current for all tubes. Two jacks: one for the first and one for the second stage of audio frequency amplification. Extremely low battery consumption.

Write to any of our distributors for full information, or direct to

Distributors

Progressive Musical Instrument Corp.,
New York, N. Y.
Dalrymple-Whitney Radio Corp.,
New York, N. Y.
Cohen & Hughes, Inc.,
Baltimore, Md. and Washington, D. C.
Estey Company,
Philadelphia, Pa.
Ohio Musical Sales Co.,
Cleveland, Ohio
Illinois Phonograph Co.,
Chicago, Ill.

Ware RADIO CORPORATION
529-549 WEST 42nd STREET
NEW YORK

Distributors

Yahr & Lange Drug Co.,
Milwaukee, Wis.
Lucker Sales Company,
Minneapolis, Minn.
Commercial Associates, Inc.,
Los Angeles, Calif.
D. H. Holmes Co., Ltd.
New Orleans, La.
C. A. Richards, Inc. (Foreign Distributor)
New York, N. Y.

Type TU, 3 tubes
Same as Type T, except cabinet
Retail price $150, without accessories

Type X, 4 tubes, 1 reflexed, operating on dry cells
Retail price $150, without accessories
Type W, 5 tubes
Retail price $175, without accessories

Type XU, 4 tubes, one reflexed, operating on dry cells. Same as Type X, except cabinet.
Retail price $275, without accessories
Type WU, 5 tubes
Same as Type W, except cabinet
Retail price $300, without accessories

Models T, W and X ready for immediate delivery.
Other models for Fall distribution.

Licensed by the Independent Radio Manufacturers, Inc., under Hazeltine Patents Nos. 1,450,080 and 1,489,228 and patents pending, and the trade mark "Neutrodyne" registered in the U. S. Patent Office, Certificate No. 172,137.

Dealers Optimistic as Indications Point to Upward Trend in Portland Field

Twelfth Annual Buyers' Week Brings Many Out-of-town Buyers to Portland—Many Dealer Visitors—New Lines Added—Artist Tie-up Booms Record Sales—Other Trade Activities

PORTLAND, ORE., September 3.—That the business depression which began last Fall reached its low point in July, is the report of M. A. Wright, head of the statistical department of the Portland Lumberman's Trust Co. Bank, who has just completed an exhaustive research of local conditions.

Retail business was generally classed as rather slow for August, and statistics seem to indicate that the volume was 2½ per cent below the volume for 1923, but the volume for the last two weeks in August was 6 per cent above that of last year. Collections are reported better than last year.

Portland celebrated its Twelfth Annual Buyers' Week, and the most successful one ever held. A record number of visitors registered during the week of August 18, and more buying was done this year than in any previous year. Edison dealers who took advantage of the entertainment during the week and called on Arthur Gabler, wholesale manager of the Pacific Northwest for the Edison Phonographs, Ltd., were J. S. La Mar, of Tillomook, Ore.; C. L. Conyers, of Clatskanine, Ore., and C. Gabel, of Gabel & Gabel, Kelso, Wash. All of these dealers left in their wake nice orders with Mr. Gabler for Edison merchandise.

A new Victor account that promises to be a real live one is that of the local Remick Song & Gift Shop, on Washington street. I. E. Sklare, manager of the Remick Shop, expects to do big business with his new line and will get behind it in an intensive drive. The taking on of the line was advertised with large display advertisements in all the papers and an attractive window display and a large Victor dog called the attention of all who passed by.

A. R. McKinley, district manager of the Brunswick phonograph department for the Pacific Northwest, reports business starting to come in for the new Radiolas in fine style and that dealers are taking a great interest in the new combination. Brunswick record business is splendid, according to the wholesale record department.

Charles Soulé, wholesale district manager of the Starr Piano Co., is making an extensive trip through the southern part of Oregon and sends in good reports of business being done.

Arthur Gabler, wholesale manager of the Edison Phonographs, Ltd., of the Pacific Northwest division, says, "August was surprisingly good. The business trend toward the Edison phonograph will necessitate placing additional orders with the factory for deliveries during each succeeding month of the current year." Since both the London and Baby consoles have been released in the new finish they have elicited a greater interest on the part of the dealers and salespeople. New Edison dealers appointed during the past month are Bell-Middleton Co., of Friday Harbor, Wash.; H. L. Plath, Bend, Ore., and Mulholland Melody Shop, Port Angelus, Wash.

The Reed-French Piano Co. has discontinued the Victor line. Victor dealers are preparing extensively for the local appearance of the Eight Popular Victor Artists, who are billed for Portland September 27, and will appear in person at the Municipal Auditorium under the auspices of the Portland Victor dealers. They will sing a varied program, and the Peerless Quartet and Sterling Trio will each give a group of numbers which they have made famous on the Victor.

The Head Music Co., of Bandon, Ore., has succeeded the Sabro Bros. Victor account.

The Oregonian Radio Department is formulating plans for its broadcasting program for the coming Fall and Winter and is sending out a questionnaire trying to find out just what its patrons want, whether it is dance music, orchestra, instrumental, solos, male or female voices, quartets, choruses, bands, and if they prefer old-fashioned, popular, semi-classical or classical music, etc. The Oregonian has the most powerful station in the Pacific Northwest and has carried on a splendid series of high-grade concerts during the past year.

Keller Sisters and Lynch, famous Brunswick artists, were a special attraction during the last week in August when they appeared as headliners at the Orpheum Theatre. Seiberling-Lucas Music Co., the Bush & Lane Piano Co. and the phonograph department of Meier & Frank Co., all Brunswick dealers, were visited by the three artists and patrons of the three departments were invited to meet them, and all purchasing records during the visit had them autographed by the artists. Seiberling-Lucas Co. placed a Brunswick phonograph in the lobby of the Orpheum and played their records for a half an hour before both the matinees and evening shows. Aside from getting a volume of business for the records they also sold the Brunswick Tudor model to a customer who wanted that very machine.

The Victor department of the Powers Furniture Store, under the management of Arthur Erickson, is doing a tremendous volume of business, and the effort Mr. Erickson puts behind his sales is reaping a rich harvest. Service with a smile and the utmost courtesy combined with a complete stock is doing wonders for this department.

Frank Pallma, Jr., special representative of the Sam Fox Publishing Co., was a Portland visitor during the last week in August.

The Hoskins Music Store, Cheyenne, Wyo., has just taken new attractive quarters on Capitol avenue. This concern has succeeded in building up a large business.

Licensed by Independent Radio Manufacturers, Inc. NEUTRODYNE Reg. U.S. Pat. Off. Pat. March 27, 19, 30 and Apr. 11, 1916 Patents Pats. Nos. 1,430,080 and 1,469,779 Other Patents Pending

Ware

NEUTRODYNE Receiver

The Wonder of Radio

The Type "T" Three Tube *Neutrodyne*

Price $65.00 Without Accessories

The Type T is the latest product of the Ware Radio Corporation and is the first three tube neutrodyne set made. It operates on dry cell tubes.

It has the same clarity and tone quality that has made the Ware name so famous throughout the country in a comparatively short time. The set gives large volume and will operate on a loud speaker clearly and distinctly.

The cabinet is of very attractive and neat design, in two-tone dull mahogany. The panel is built on a slant, affording easy, comfortable tuning. The cabinet is built to hold "A" and "B" batteries. The Type T can also be placed in practically every phonograph cabinet.

Let the Dalrymple-Whitney Radio Corporation fill your WARE and RADIO ACCESSORY needs and you will always be sure of SERVICE. The demand for the Type T three tube set is heavy, and you should order NOW.

The new Model W, list price $175, with double volt meters, showing at all times the voltages of both "A" and "B" batteries, is now ready for delivery. The new WARE 3, 4 and 5 tube sets in beautiful cabinets containing built-in loud speakers and space for batteries will be ready soon.

We specialize in the distribution of only the highest grade radio products to the music trade. In addition to WARE Neutrodyne sets we are also distributors for the following nationally advertised radio accessories.

Ray-O-Vac Batteries
Exide Batteries
Audiphone Loud Speakers

Holtzer Cabot { Loud Speakers, Phonograph Speakers, Head Phones

N & K Head Phones
N & K Loud Speakers
Ward Leonard Chargers

We also carry at all times an ample supply of Cunningham tubes.

DALRYMPLE-WHITNEY RADIO CORP.

KNABE BLDG. Cor. 39th Street — 437 FIFTH AVENUE New York City — PHONE CALEDONIA 6360

Radiola

and the NEW ENGLAND PHONOGRAPH DEALER

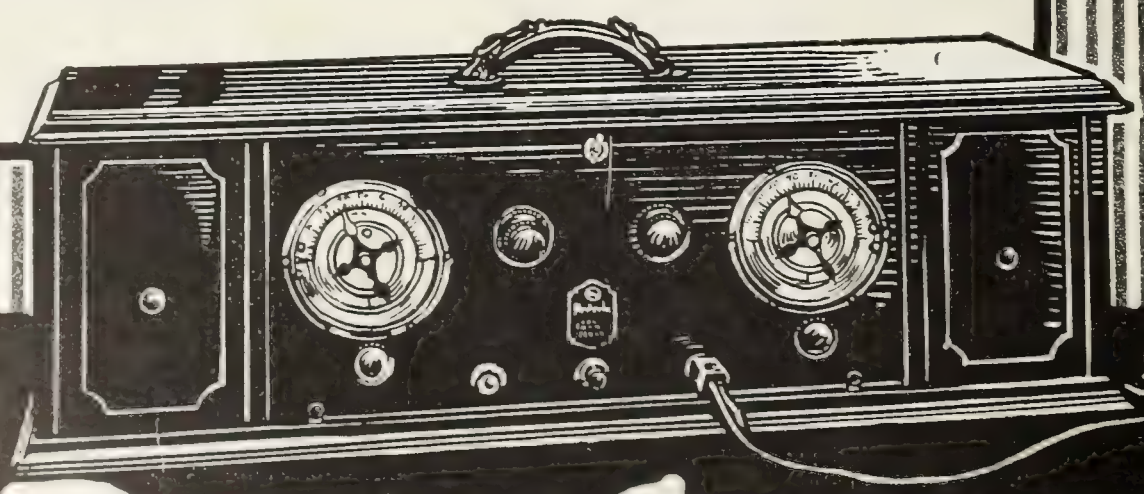
Make up your mind *right now* to S E L L RADIO

Don't let others get the reputation of being *"the store for radio"* for you lose not only the radio profits but extra sales of musical merchandise, talking machine records, music and supplies.

And by selling the "Radiola," you secure a line of models at almost every price to suit all prospects, giving a wide range of selection.

The F. D. Pitts Co. service is exclusively radio, and is the largest exclusively radio house in New England. We guarantee absolute satisfaction from every angle of your dealings with us.

Fall activity is starting. Now is the time to anticipate your requirements! Write us today so you will not miss any profits. Our sales representative will gladly call.



F. D. PITTS COMPANY INC.

219 Columbus Ave. BOSTON, Mass.

RADIO MERCHANDISE - EXCLUSIVELY - - - WHOLESALE

The Trade in BOSTON and NEW ENGLAND

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

Revived Industrial Activity in New England Reflected in Trade Optimism

Improvement Expected From Now to the End of the Fall-Winter Season—Mrs. Bessie S. Steinert Passes Away—G. P. Donnelly Again With Columbia Co.—Month's Trade Activities

BOSTON, MASS., September 9.—With Labor Day, which sort of officially represents the end of Summer and the finish of the holiday season, now past there is a better feeling in all branches of trade everywhere. Ordinarily September is looked upon as a good month, the beginning of a period which finds its zenith in the Christmas rush, and there is a strong sentiment that from now on conditions are going to show a vast improvement. Everywhere the field men, who have a chance to study the situation at first hand in the large New England cities, report a better feeling, and this is due in no small degree to the fact that the manufacturing cities like Fall River, New Bedford, Lawrence and Lowell, just to mention four of them, are getting back to normal, and mills that have been closed or running part time are already operating six days a week, or are about to. One cannot gainsay the effect of all this on the talking machine and radio business. Then again there is the vast army which aggregately has been away for much of the Summer. With their home-coming they will, to a degree at least, concentrate on the purchasing end to which they very naturally have given little heed all Summer. All these are encouraging factors and tend to stimulate a more healthy situation.

Passing of Mrs. Bessie S. Steinert

The talking machine trade in general and the Victor dealers and jobbers in particular learned, with sorrow, toward the middle of August, of the death of Mrs. Bessie S. Steinert, wife of Alexander Steinert, of M. Steinert & Sons, and mother of Robert Steinert, also of the same house. Mrs. Steinert was Boston born, the daughter of A. Shuman, one of the big Boston merchants of his time, and who was head of the A. Shuman Co., clothing dealer. Mrs. Steinert lived in Boston at 401 Commonwealth avenue, and the family's Summer home was "Stonledge," Hospital Point, Beverly Cove, North Shore, where she died following a long illness. Mrs. Steinert was a woman of wide philanthropic interests, and she was especially active in helping deserving young people bent on achieving a place in the musical, artistic or theatrical world. Besides her husband and son there is a second son, Alexander Lang Steinert, who is a student of music in Paris, where he is specializing in composition, and who did not reach home before his mother died. Mrs. Steinert was buried in Forest Hills, where, also, lies buried the eldest son of the family, Russell Lee Steinert, who met with a tragic death five years ago.

Planning All New England Week

The talking machine business, while interested in the proposition of booming an All New England Week, beginning on September 15, has very little to offer that comes within the radius of the idea, that is, New England manufactured goods. Still the trade likes to stand back of ever laudable undertaking that looks to putting this territory on the map. A short time ago Secretary William F. Merrill, of the New England Music Trade Association, called a meeting of the executive committee, and it resulted that a committee, of which Harry Spencer and Secretary Miller were two, was appointed to take hold of the matter and push it.

Edward Kilgore to Greet World Fliers

Edward Kilgore, of the Eastern Talking Machine Co., has been taking his vacation. He first went to visit his mother in New Jersey, but since then he hasn't gone far away, for, with his knowledge of aviation, referred to at some length in this department last month, he wanted to keep close to the local flying field so as to be in the air when the two world fliers reach Boston. He was "on the job," of course, when the world fliers landed at the airdrome in East Boston and participated in the wonderful reception which they received.

George P. Donnelly Rejoins Columbia Co.

George P. Donnelly, who, for twenty years, was with the Columbia Co. at its New England headquarters until January 1 of this year, when he associated himself with the A. C. Erisman Co., has returned to his old connection, where he will work in the capacity of special field representative in New England. Mr. Donnelly is thus once again associated with his old friend and co-worker, William S. Parks, who was appointed manager of the Boston branch of the Columbia Co. a few months ago. This will prove good news to Mr. Donnelly's host of friends in both the wholesale and retail trade throughout New England.

New Columbia Release Plan Pleases

Columbia dealers in New England are expressing much satisfaction over the new release plan put forth by the Columbia Co., whereby a popular song or dance number will be released on the 7th, 17th and 27th of the month, and the standard, classical and symphony records still retaining their former release date on the 20th of each month. All foreign releases will be put on sale by dealers on the first of

(*Continued on page 86*)

HORTON-GALLO-CREAMER CO.
NEW HAVEN

VICTOR WHOLESALERS
who serve a small clientele of preferred dealers especially well.

Ditson Service

When Winter Comes—What Then!

Summer is the season for portables—for the present, and preparation for the future. Now is the time to make plans for the Fall and Winter trade—to lay out sales campaigns and put machines and records into shape to meet every demand.

In this work Ditson Service can help you.

Backed by 89 years of music selling experience.

OLIVER DITSON CO.
BOSTON, MASS.

Victor Exclusively

CHAS. H. DITSON & CO.
NEW YORK

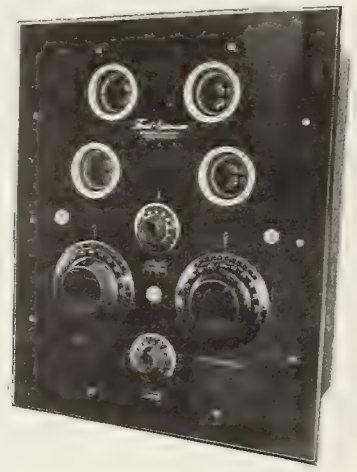
THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 85)

M. STEINERT & SONS

Recommending for the Victrola

The Freed-Eisemann Four Tube Neutrodyne Receiver

NOW READY FOR DELIVERY



A four-tube neutrodyne receiver of great selectivity, giving ample volume and distance combined with a quality of reproduction which will conform to the high Victor standards of phonograph equipment in connection with which this panel is to be installed. Specially designed to fit Victrola models 215, 400, 405 and 410. List price, $95.00. Regular discount of 40% applies to panel and other equipment when ordered installed in Victrola.

M. STEINERT & SONS

35-39 Arch Street **BOSTON, MASS.**

New England Victor Distributors

"STEINERT SERVICE SERVES"

"Proven by Deed—Not Word"

the month as before. By reason of this new method it is going to be possible for the Columbia Co. to greatly reduce the space of time between the conception of a selection and the time it is actually delivered into the dealers' stores, and the public will be enabled to have popular selections at an earlier date.

Many Dealers Add Brunswick Radiola

Kraft, Bates & Spencer have been able to sign up a number of prominent houses to handle the new Brunswick Radiola. Among these is the Jordan Marsh Co., the C. C. Harvey Co., the Vose & Sons Co., the Shepard Stores and the R. H. White Co., all in Boston; and Meacham, Packard & Wheat, Springfield; the Truefer Piano Co., Providence; the Brunswick Shop, Holyoke; the Atherton Furniture Co., Haverhill, and Piper McIntyre Co., in Manchester, N. H. All these concerns are most enthusiastic over this proposition, and are looking for big sales with the coming of the Fall season.

Marked Gain in Victor Demand

Kenneth E. Reed, wholesale manager of the Victor for M. Steinert & Sons, reports that the last ten days of August and the beginning of September showed a marked advance over earlier periods insofar as Victor distribution in his territory was concerned. He says there is a firmer tone to business generally, and throughout the trade there is a distinctly better feeling. Mr. Reed has taken no real vacation this Summer, but has contented himself with week-end trips to Cape God, where his family has been all season.

Visitors to Columbia Branch Optimistic

Joseph Cohn and F. Delizia, aggressive Columbia dealers, located in Springfield, were recent visitors to the Boston branch, accompanied by Salesman Frank E. Fiumara, who covers western Massachusetts and northern Connecticut for the Columbia Co. These two Columbia dealers of long standing, realizing that Springfield is getting well out of the business depression which it has been experiencing, contracted for a substantial quantity of the new Columbia machines and generously replenished their record stocks. Another visitor to the Columbia quarters was Louis Feldman, of the F. & F. Talking Machine Co., of Fall River. Mr. Feldman is firmly convinced that the depression that has held Fall River in its grip for many months is about at an end, and that from now on business will pick up, as all indications point that way.

A. C. Erisman Staff Busy

Arthur C. Erisman, head of the A. C. Erisman Co., was over in New York for several days toward the end of August. Mr. Erisman's interests cover a wide field of activity, and with his New England representation for Strand machines, Vocalion records and the several radio lines that he carries, not to mention a number of subsidiary lines, all allied with the general business, he and his staff are kept pretty busy. Mr. Erisman's field staff reports business as picking up appreciably everywhere throughout New England.

A Trade Golf Foursome

R. O. Ainslie and H. C. Spain, of the Hallet & Davis forces, were in Nashua, N. H., early in August, the guests of William L. Nutting, the talking machine merchant of that city. A fourth member of the party was R. G. Kneupfer, of Kneupfer & Dimmock, the merchants of Lawrence. All four engaged in a golf tournament on the links of the Nashua Country Club, and the guests enjoyed both luncheon and dinner at the Rotary Club.

E. C. Nelson Visits Buddies in Camp

Elmer C. Nelson, in charge of stock at the Kraft, Bates & Spencer establishment, Brunswick distributors, spent several weeks at Camp Devens this Summer, along with a number of his buddies in the late war. Nelson was a lieu-

OKeh and Odeon Records

PREPARE now for a busy Fall season! Examine your stocks. Plan your campaign for bigger and better business. Then call on us. We'll play our part by having complete stocks and modern methods of distribution at your service at all times.

General Phonograph Corporation of New England

126 Summer Street **Boston, Mass.**

Buy OKeh Needles—They Keep Record Sales Alive!

SPRINGS

VICTOR		
1¼"x.022x17', bent each end	No. 6543	$.57
1¼"x.022x18' 6" marine ends	No. 3014	.58
1¼"x.022x17' bent arbor	No. 5362	.57
1¼"x.022x13' bent arbor	No. 5423	.50
1¼"x.022x9' bent arbor	No. 5427	.42
1¼"x.022x9', bent each end	No. 6542	.42
1"x.020x13' 6" marine ends	No. 2141	.32
1"x.020x15' marine ends	No. 3335	.35
1"x.020x15' bent arbor	No. 5394	.38
1"x.020x15', bent at each end	No. 6546	.43
COLUMBIA		
1"x.028x16' crimp arbor, new style	No. 20009	.67
1"x.028x10' Universal	No. 2951	.34
1"x.028x11' Universal	No. 2951	.36
1"x.030x11' hook ends		.45
1"x11' for motor No. 1	No. 1219	.35
HEINEMAN		
1"x.025x12' motors, Nos. 33 & 77		.35
1 3/16"x.026x19', also Pathé		.75
1 3/16"x.026x17'	No. 4	.59
MEISSELBACH		
⅞"x10' motors, Nos. 9 & 10		.29
1"x9' motors, Nos. 11 & 12		.31
1"x16' motors, Nos. 16, 17 & 19		.49
2"x.022x16', rectangular hole, 18k10		1.20
SAAL-SILVERTONE		
1"x.027x10', rectangular hole	No. 144	.42
1"x.027x13', rectangular hole	No. 145	.48
1"x.027x16', rectangular hole	No. 146	.58
BRUNSWICK		
1"x.025x12', rect'gular hole, regular	No. 201	.43
1"x.025x18', rect'gular hole, regular	No. 401	.58
KRASBERG		
1"x12' motor 2A } Pear-shaped and		.45
1"x16' motor 3 & 4 } rectangular holes		.55
1"x18' new style } on outer end		.60
EDISON		
1½"x.028x25' regular size disc motors		1.25
1"x.032x11', Standard		.55
1 5/16", Home		.70
1 5/16"x18' type A 150, old style disc		1.28
1" Amberola 30-50-75		.56
1 1/16", B 80		1.15
SUNDRIES		
1"x.025x9', pear-shaped Stewart		.34
1"x.025x16', Sonora, Style 30		.52
25/32"x.026x10', P.S. Swiss Motors & Pathé		.36
1¼"x.025x17' round hole, Mandel		.75
¾"x.022x9', pear-shaped small motors		.26
1"x.025x16', pear-shaped hole or rect		.50
⅞"x.023x10', marine ends, Hein. Col., etc.		.29
¾"x.025x10', marine ends, Hein. Col., etc.		.27
⅝"x.020x9', marine ends		.21
½"x.020x9', marine ends		.18
Victor Gov. springs, No. 1729	per 100	.95
Victor Gov. balls, n/style, No. 3302	each	.07
Victor-Columbia Gov.sp.,screw washers, 100		.72
Columbia Gov. springs, No. 3510	per 100	.95
Columbia Gov. ball, lead, flat and spring		.08
Columbia Gov. ball, new style & spring		.08
Turntable felts, wool, green, 10", 15c; 12"		.18

Terms, 2% cash with order.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 86)

This Will Sell

Send for Catalog

The Eastern Talking Machine Co.
85 ESSEX STREET
BOSTON MASS.

of the shipping department, and Dorothy Dooling, of the clerical staff.

Busy Days at New England Phono. Dist. Co.

Off to New York recently was Joe Burke, of the New England Phonograph Distributing Co., his principal purpose being to see if he cannot get more goods, touching the Sonoradio in particular, which is going heavy. Joe spent the Labor Day week-end at Saratoga, N. Y., a trip on which he combined business with pleasure. Joe says the loud speaker is a feature for which there is a clamoring demand from dealers everywhere in New England, the call for this being far beyond expectation. Frank C. Coupe, vice-president of the Sonora Co., is due in Boston shortly to help push the campaign that is being waged for the loud speaker. Ray Burke, of the sales force, who has lately been up in Maine, is doing Massachusetts territory just now. Bill Burke is up in Maine and Brother Tom has just returned from Connecticut, where he has been looking over the field with Dick Keyes, who has this territory.

Enjoyed Southern Vacation

James A. Prye, Victor representative, has got back from his vacation, which was spent in the South. His family preceded him, but he joined them later, bringing them back with him to their Brookline home. "Jimmie" says conditions are shaping up well for a good Fall.

Home From Vacation

Ernest A. Cressey, of the C. C. Harvey Co., has returned from his vacation spent at Belgrade Lakes, Me., where he and Mrs. Cressey have gone for several Summers.

Wallace W. Flagg, of the sales force of this same house, has returned from Jackson, N. H., where he stopped at Gray's Inn.

Walter J. Gillis, of Walter J. Gillis Co., spent a fortnight with his son at North Truro, Cape Cod.

H. C. Spain and Carl G. Erickson, of the Hallet & Davis staff, have returned from an enjoyable fortnight spent at Moosehead Lake, Me., where there was plenty of good fishing.

Interesting News Gleanings

Peter McInerney, merchandise supervisor of the Columbia Co., spent the latter part of August on a trip to the Quebec Province of Canada, tenant in the 181st Infantry during the recent European unpleasantness.

Announce Engagement

An engagement just announced within the ranks of the Victor wholesale department of M. Steinert & Sons is that of Frank von Euw, going thither with his wife in a Ford sedan which he has just acquired.

Vocalion Hall, which features the Edison and Vocalion lines, is having some very attractive window displays lately, such as cause passers-by to stand and take notice.

William F. Merrill, secretary of the New England Music Trade Association, is taking his vacation, though confining himself to short trips.

Harry Spencer, head of Kraft, Bates & Spencer, Brunswick distributors, is away on a business trip to Burlington, Vt., and Plattsburg, N. Y., taking in other places en route.

Dependable Victor Distributors

Exclusively

Wholesale

The Eastern Talking Machine Co.
85 ESSEX STREET
BOSTON MASS.

KRAFT-BATES AND SPENCER INC.
New England Distributors of Brunswick
PHONOGRAPHS AND RECORDS

All The World Is Turning to Brunswick

Maximum Discounts and Community Leadership Bring Brunswick Dealers Bigger, More Profitable Business

A Brunswick franchise will mean more money and a bigger prestige in your community. Compare the advantages with those you now get.

1—Maximum discount. More profit per sale, per month, per year. **More profit on your present volume of business.**

2—Direct contact with us. Controlling our own distribution, all dealer transactions are direct.

3—Ample protection of your franchise because distribution is controlled directly by us. Hence the unusual value of a Brunswick protected franchise.

4—A wide variety of instruments in all types. Prices ranging from $45 to $775.

5—LEADERSHIP IN MERCHANDISING enabling you to be the leader in your community.

KRAFT-BATES and SPENCER, Inc.
80 Kingston Street Boston, Mass.

Brunswick Shop Moves

HOLYOKE, MASS., September 6.—The Brunswick Shop, formerly located at 392 High street, recently moved to its new headquarters at 283 Maple street, which was formerly occupied by Healey's Millinery House. The shop carries a complete line of Brunswick phonographs and records, as well as other lines of instruments.

Hearings on Mileage Books to Be Held This Month

Interstate Commerce Commission Again to Investigate the Question of Supplying Such Books for Use of Commercial Travelers

WASHINGTON, D. C., September 8.—Hearings on the question of interchangeable mileage books for the use of commercial travelers will be held by the Interstate Commerce Commission on September 24. The question was investigated in 1922 and early last year the larger roads of the country were ordered to issue interchangeable mileage books to be sold at 20 per cent below regular rates of fare. Some fifty railroads secured an injunction against the enforcement of the order and the case was carried to the U. S. Supreme Court, where the order was declared invalid.

Encouraging Sales Volume Marks Close of Summer in the Brooklyn Territory

All Lines Feel Effect of Growing Demand—Aeolian Warerooms Completely Renovated—Gibbons & Owens' Effective Windows Attract Attention—Trade News and Activities of Month

The talking machine business in the Brooklyn and Long Island territory for the past month has struck a much more encouraging note than was felt for some months past. While the real hot Summer weather, which was the lot of Brooklynites during the month of August, could not help but have a detrimental effect on sales, the last two weeks of the month showed a gradual, sustained increase in the volume of sales, which augurs well for the optimism which has been expressed for Fall business. The factor of this business which causes the most encouragement is that the activity is felt in no one line, but talking machines, records and radio have all felt the stimulus of an increased demand.

Practically every dealer interviewed stated that the month as a whole compared favorably with August of a year ago and in many cases an increase in the total sales for the month was reported. Nevertheless, there were times during the past four weeks when periods of quiet were felt and many dealers used these to "put their houses in order" for the Fall business which they are certain will be most brisk.

Aeolian Warerooms Completely Renovated

The Aeolian Co., Fulton street and Flatbush avenue, underwent complete renovations during the past month. The layout of the store remains the same, but the walls, ceilings and general decorations were gone over and refinished with a resultant increase in the attractiveness of the warerooms. Despite the fact that this work could not help but have its effect in retarding sales, Manager Robert McCarthy states that talking machines sold exceedingly well during August and that a comparison of the total sales shows the month to be ahead of last year in point of sales volume and the total for the first eight months of the year exceeded the business done in the corresponding period of 1923.

Effective Gibbons & Owens Display

An attractive and effective window display that exemplified the wisdom of pushing a certain record was recently seen in the display window of Gibbons & Owens, Fourth avenue. The record featured was the recent Victor release 19395, an organ solo, "Nearer My God to Thee," coupled with "Abide With Me," both played by Mark Andrews. On a small platform in the center of the display was an oil painting, showing a girl seated at an organ with a young man standing by her side. In front of the painting on a lower step the record featured was placed on an easel. To the side a sign printed in black on a gold background read "A real treat for Mother and Dad—an organ solo." Demarest Owens, who designs the displays, stated that the record was selling very well. This proves the value of a window display of this character, for there can be no doubt but that this record is one that has an appeal to comparatively few, until the suggestion that it would make an agreeable token to the home folks was made by the display. The painting used was loaned to the dealers by the Estey Piano Co., New York.

Long Island Co. Reports Business Brisk

The Long Island Phonograph Co., Inc., Sonora distributor for Brooklyn and Long Island, reports an increasing demand for all lines carried by the company, with the Sonora radio loud speaker going particularly well. One of the officials of the company stated that the business for the last two weeks of August was better than had been experienced for a long time past, and the fact that the orders are coming in for lots of one and two instruments rather than in bulk orders from certain dealers indicates that a healthy condition exists throughout the trade and not only in certain localities.

Victor Business Holds Steady

The American Talking Machine Co., Victor wholesaler, reports that business for the past month, both as regards machines and records, is on a par with the same period of 1923. The outside men find the dealers more active and all optimistic over the prospects of a brisk Fall. Several dealers have had the foresight to place orders for Fall and Winter delivery.

Abraham & Straus Take On Carryola

The combining of all the musically related departments into one unit, which includes the radio department, by H. I. Silverton, manager of these departments in the Abraham & Straus department store, was a logical move, as is evidenced by the increased sales which have resulted from the new arrangement. The Carryola portable talking machine was recently added to the stock carried by the store, and this instrument was featured in a recent window display.

Schweiger Prepares for Fall

E. A. Schweiger, Inc., 1525 Broadway, has utilized the Summer months to prepare for an intensive drive during the Fall, and several men have been engaged in checking up on the store's mailing list, weeding out the "dead wood" and adding the names of live prospects.

Enjoying Brisk Radio Sales

Both the talking machine and radio business for the past month at the H. Batterman Co. has been surprisingly good in view of the season of the year. The sales accomplished, however, vary to a certain degree from those of other seasons. One of the chief sources from which this company receives its sales usually is the outside force, and the returns from this source during the Summer months have been considerably lower than previously. As a compensation the floor sales have increased, due partially to the advertising constantly appearing in the daily papers and also due to the groundwork laid by the outside men during the Spring. The sales are confined to no one type or class of merchandise, but radio, talking machines and records are all selling briskly.

Optimistic Over Fall Outlook

The last two weeks of August saw a decided upward trend in business, according to M. Schwartz, of Schwartz & Chakrin, Victor dealers of Avenue J. Mr. Schwartz is located in the heart of a purely residential district, a great percentage of the residents going away for the Summer months. While business has naturally fallen off to a great extent, Mr. Schwartz anticipated such a condition and is optimistic over the prospects of doing a brisk Fall business.

Phonograph Repair Parts

We carry a full line of repair parts for every motor made. Sixty-eight different types of main springs

Write for a catalog showing our complete line of parts and supplies

ATLAS PHONO-PARTS CO.

728 Atlantic Ave., Brooklyn, N. Y.

Phone, Nevins 2037

Difficult repair work given prompt attention

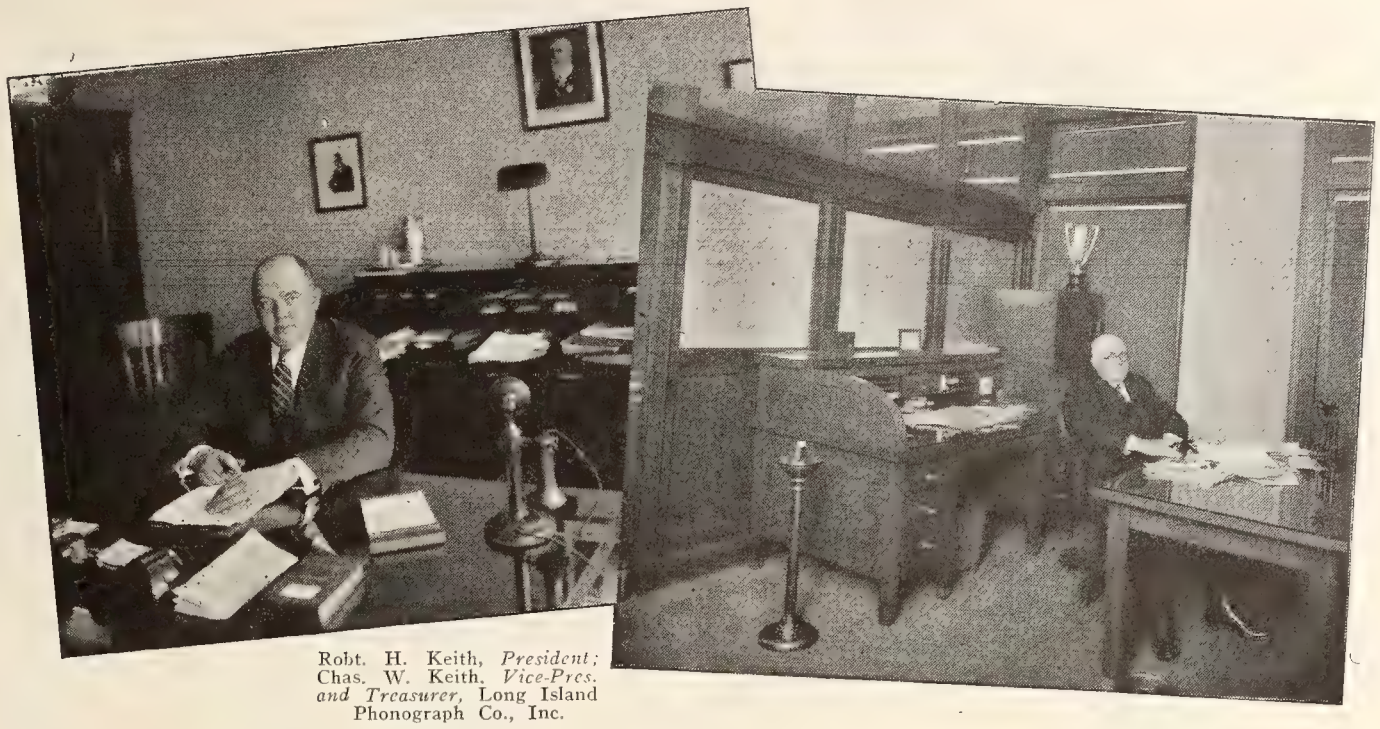
Vincent Lopez Praises the Wall-Kane "Jazz Needle"

The Wall-Kane Needle Mfg. Co., Inc., Brooklyn, N. Y., has been in receipt of many expressions of commendation for the "jazz needles" manufactured by that company for which a substantial demand has developed on the part of the public. Among those prominent in musical circles who have seen fit to praise these "jazz needles" is Vincent Lopez, the noted orchestra leader and exclusive Okeh record artist, who, in a recent letter to the Wall-Kane Needle Mfg. Co., said:

"I have tried and compared your 'Jazz Needle" in playing over my Okeh records and wish to compliment you upon the exceptionally clear reproduction it affords and also upon the fact that it wears so well.

"Of all the needles I have tried the 'Jazz Needle' has made my orchestra recordings sound the most lifelike."

L. E. Webb, of Morgantown, W. Va., well-known local musician, recently opened a music store with a complete line of musical instruments. A music studio will be operated in conjunction with the store.



Robt. H. Keith, *President;* Chas. W. Keith, *Vice-Pres. and Treasurer,* Long Island Phonograph Co., Inc.

What Service means to Sonora *Dealers*

LONG and intimate familiarity with the retail merchant's problems has enabled us to assist many dealers along the path to permanent success.

For Sonora Dealers in this territory we have an organization geared to their daily sales activities at every point—and a specialized knowledge of general conditions enabling us to point out factors and influences well before the average retailer can see their importance.

In these times of new development the Phonograph Dealer who invests in the right merchandise and has the right business connection is at a great advantage.

A cordial invitation is extended to Dealers in this territory to visit our office and showrooms and inspect our service facilities. Of particular interest are the plans already developed to increase the Sonora Dealer's fall and holiday business.

Dealers located in this territory are urged to invite our representative to call and explain the value of the Sonora franchise in detail.

LONG ISLAND PHONOGRAPH CO., Inc.

Exclusive Sonora Distributors for Brooklyn and Long Island

17 Hanover Place **Brooklyn**

Telephone Main 1217-18

Dalrymple-Whitney Radio Corp. Enlarges Quarters

Secures Additional Space in Knabe Building in Which to Carry Stock for Quick Service to Dealers—A. Dalrymple Back at Desk

The Dalrymple-Whitney Radio Corp., distributor of the Ware neutrodyne receivers, as well as various quality accessories, including Ray-O-Vac batteries, Exide batteries, Audiphone loud speakers, Holtzer-Cabot loud speakers, head phones, etc., and N. & K. phones and speakers, has found its business increased to such an extent that it has been found necessary to lease additional quarters in the Knabe Building, 437 Fifth avenue, where the company is now located. The additional quarters will be used for the purpose of storing reserve stocks of Ware receivers and accessories in order to enable the company to render prompt service to dealers. At the present time it is concentrating on rendering full service to music merchants.

A. Dalrymple, president of the company, who some time ago was forced to undergo an operation, is now almost fully recovered and after convalescing several weeks in the mountains is now back at his desk and taking an active part in the business.

The Dalrymple-Whitney Corp. prides itself on its service to dealers and has established a capable service department under the direction of Robert Weinwurm, a graduate of the Columbia School of Radio Engineering, who served during the war as a lieutenant in the Signal Corps of the Navy. Mr. Weinwurm oversees the work of installing Ware receivers in the homes of dealers' customers and also looks after necessary adjustments.

The company has been successful in placing the Ware line with a number of music dealers in various sections of the country and particularly in the metropolitan district of New York, and Warren Whitney, of the company, recently ran true to form by selling a five-tube outfit to Ty Cobb, the "Georgia Peach," to be installed in his home in Augusta at the end of the baseball season.

Both Mr. Dalrymple and Mr. Whitney have had long experience in the piano field and are, therefore, particularly well acquainted with the music dealers of the country and their problems, which makes it possible for them to render the sort of service that meets the situation fully.

Mr. Edison Man:—

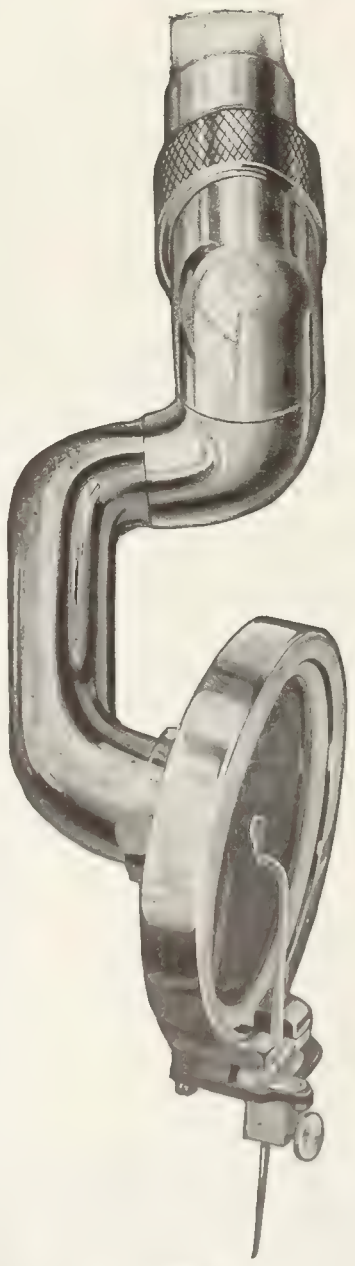
Don't Say

"KAN'T," say "KENT"

Write for catalog of complete line

The KENT No. 1
With "S" Sound Box

Has given complete satisfaction for years



KENT

Reg. U. S. Pat. Off.

F. C. KENT CO.

Irvington, N. J.

Two-Color Broadside on Victrola Club Campaign

The Musical Instrument Sales Co., New York, Victor wholesaler, inaugurated its Fall campaign a fortnight ago by sending out a two-color broadside, representing the first mailing piece in its Victrola Club Campaign. This campaign proved a phenomenal success last year, and it is expected that the coming Fall will provide an opportunity for Victor dealers to use this campaign to advantage. The Victrola Club Campaign runs for a period of twenty-one consecutive days, and the public's interest is sustained through the use of newspaper advertisements, specially designed circulars, unusually effective window displays, banners, buttons, etc.

Albany Store Renovated

Albany, N. Y., September 5.—Extensive alterations were recently completed at the Strand Temple of Music, of this city, and the renovated quarters make the store one of the most attractive in this section of the country.

The renovations were planned to give a Colonial atmosphere, and new appointments and color schemes were employed to enhance the effect. Autographed portraits of operatic stars adorn the walls and the wood finish is in mahogany. Fourteen new record demonstration rooms, all completely outfitted, have been installed.

Wanamaker Launches Drive

The first week of September saw the start of an intensive drive on the Brunswick Radiola combination units on the part of the sales force of the talking machine and radio departments of the John Wanamaker New York store. Supplementing the efforts of the salesmen, large advertisements featuring the combination of the Brunswick phonographs and the receiving sets of the Radio Corp. of America were carried in the leading metropolitan dailies.

Davis Music Co. Chartered

The John Davis Music Co., New York, was recently incorporated at Albany, N. Y., to deal in musical instruments, with a capital stock of $10,000. The incorporators include J. M. Davis, F. E. McDermott and D. Marks.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up or become sticky or rancid. Remains in its original form indefinitely.
Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., NewYork

A Radio Loud Speaker Based on a New Principle

The "Professional" Radio Reproducer Filled With Powerful Magnet to Amplify and an "Obstructer" to Clear the Tones

In offering the "Professional" radio reproducer, or latest form of loud speaker, to the trade and public, the Voluma Products, Inc., Hempstead, N. Y., claims for the new instrument a number of features that are distinctly interesting to those who seek to follow the improvements in radio apparatus and accessories.

The new radio reproducer has two particularly interesting features besides sturdy construction that is in itself impressive. First, there is a powerful specially designed magnet some six inches long and capable of lifting a weight of approximately eleven pounds, which accounts for the power evidenced in the performance of the reproducer, and, second, a "tone obstructer," a cone-shaped device, placed in the speaking unit immediately above the extra large diaphragm for the avowed purpose of breaking up the tone waves, eliminating foreign disturbances and promoting clarity of reproduction.

The whole mechanism is original in design and gets away almost entirely from the usual accepted forms of loud-speaker construction. In this connection, Iliff M. Simpson, general manager of the company, said: "The difficulty in constructing loud speakers to give satisfactory results in the past has been due to the fact that the ordinary telephone receiving unit was used as a basis and made to produce loud sounds through the application of power for which the unit was not originally designed or constructed. When a strong current was forced through a telephone magnet it resulted in distorted sound.

"In a number of cases the telephone receiving unit was reconstructed and strengthened but the basic principles were adhered to. In developing the 'Professional' radio reproducer we cast aside entirely the telephone-unit idea and based our experiments, which covered a number of months and involved heavy expenditure, along recognized lines of sound reproduction, such as those followed in the phonograph, for instance.

"The result has been a reproducer that has astonished the majority of those who have seen it for its volume and clarity. The volume is not forced or distorted, but comes logically from the use of a heavy magnet built to respond fully and naturally to electrical impulses. Means for adjustments are provided so that the reproducer may be regulated to a point where it produces maximum results and the adjustment may then be locked against meddling fingers."

The "Professional" radio reproducer responds in full volume to the ordinary electrical impulses of the receiving set and does not require power amplification in itself.

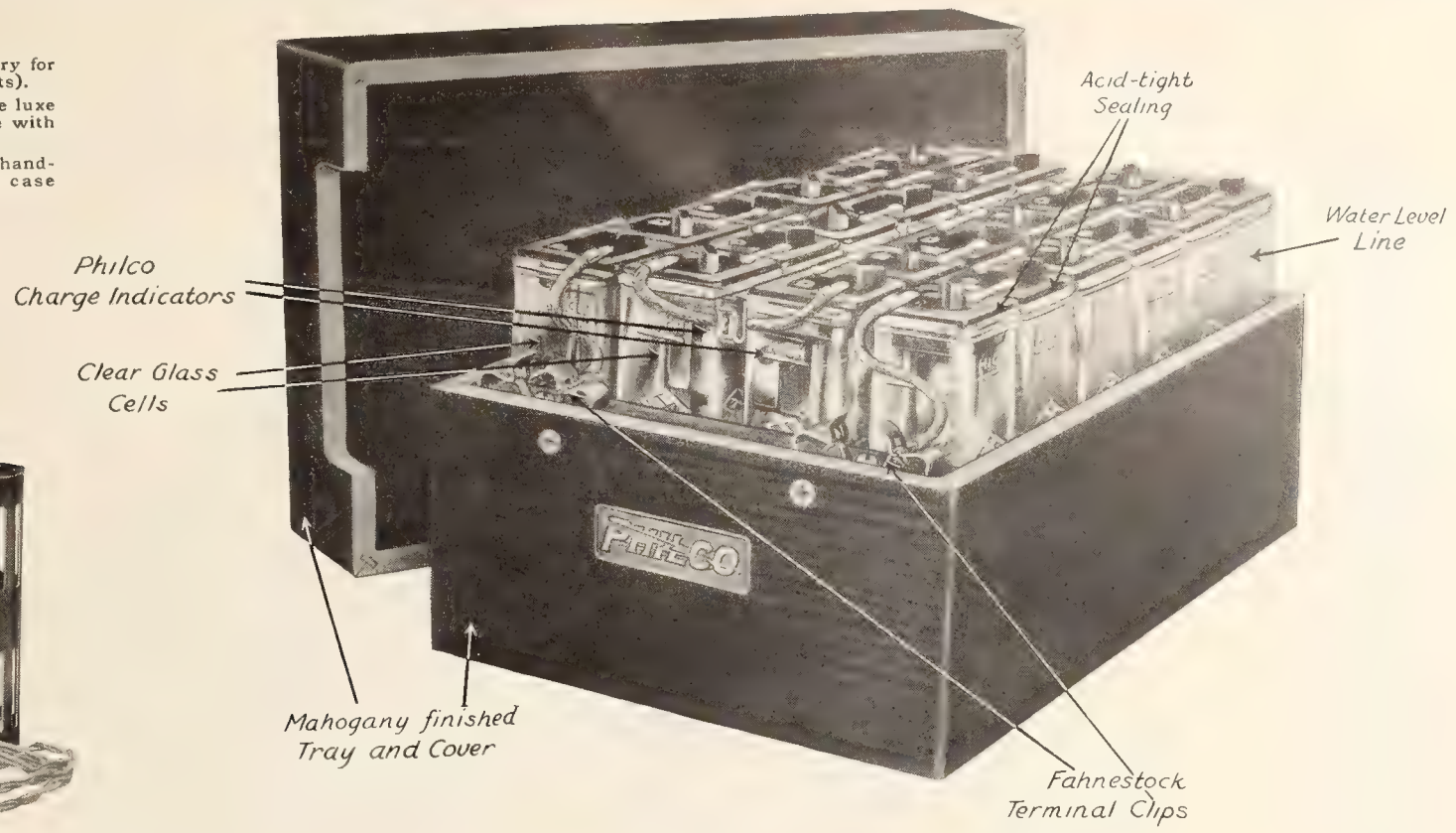
STYLUS BARS

Stylus Bar & Mfg. Co.

Clague Rd.

North Olmsted . . . OHIO

Philco Type 248 DX Battery for the "B" Circuit (48 volts).
Consumer price—with de luxe mahogany-finish case with cover—$20.
Consumer price—with handsome mahoganized case without cover—$16.50.



Philco Noiseless Charger for Philco "B" Battery and Type UD44. Consumer price—$9.75.

The world's finest "B" Battery

Philco Rechargeable Radio Storage Batteries deliver strong, uniform, non-rippling current, *without hum, roar or buzz*—an absolute essential for clear, unbroken, long-distance radio reception.

Here is a rechargeable storage "B" battery with all the advantages of the famous glass-case Philco Drynamic Storage "A" Batteries.

Glass Cells with acid-tight sealed covers. Safe for use inside the finest radio cabinets you sell.

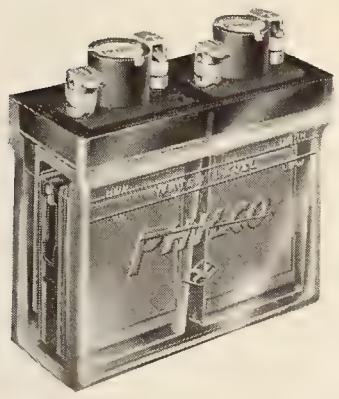
Drynamic Feature—Philco Radio Batteries are shipped to you charged but absolutely DRY. Convenient to handle and sell as victrola records. No charging equipment needed.

Mahogany-Finished Cabinet. Beautiful and decorative.

Charge Indicators. Exclusive Philco feature that tells all conditions of charge and discharge. No more bothering with old-fashioned hydrometer—or guess-work charging.

Tremendous Capacity. Double that of the ordinary "B" Battery. Insures clear, noiseless, uninterrupted reception. Needs recharging only once every two or three months—refilling with water only once or twice a season.

Easily Recharged. With the new Philco NOISELESS Charger, just a throw of a switch—a plug in a socket. No odor—no danger of overcharging. Recharging cost only 5 to 10 cents.



Type UD44 "A" Battery for low-voltage Peanut Tubes, with built-in Charge Indicator (Glass Case) Consumer price—$8.

Type UD86 "A" Battery for standard 6-volt tubes, with built-in Charge Indicator (Glass Case) Consumer price—$16.

Type RW "A" Battery for standard 6-volt tubes, (Mahogany-finish Case) Consumer prices—$14.50 to $37.50. With Philco Charge Tester, $1 extra.

Make certain the radio sets you sell give satisfactory service by equipping them with Philco Radio "A" and "B" Batteries. Philco Sales Engineers will gladly co-operate with you in designing storage battery equipment for any type of cabinet.

Order through your wholesaler, or fill out the coupon below and mail to us.

The Philadelphia Storage Battery Company

Philadelphia

PHILCO DRYNAMIC RADIO BATTERIES

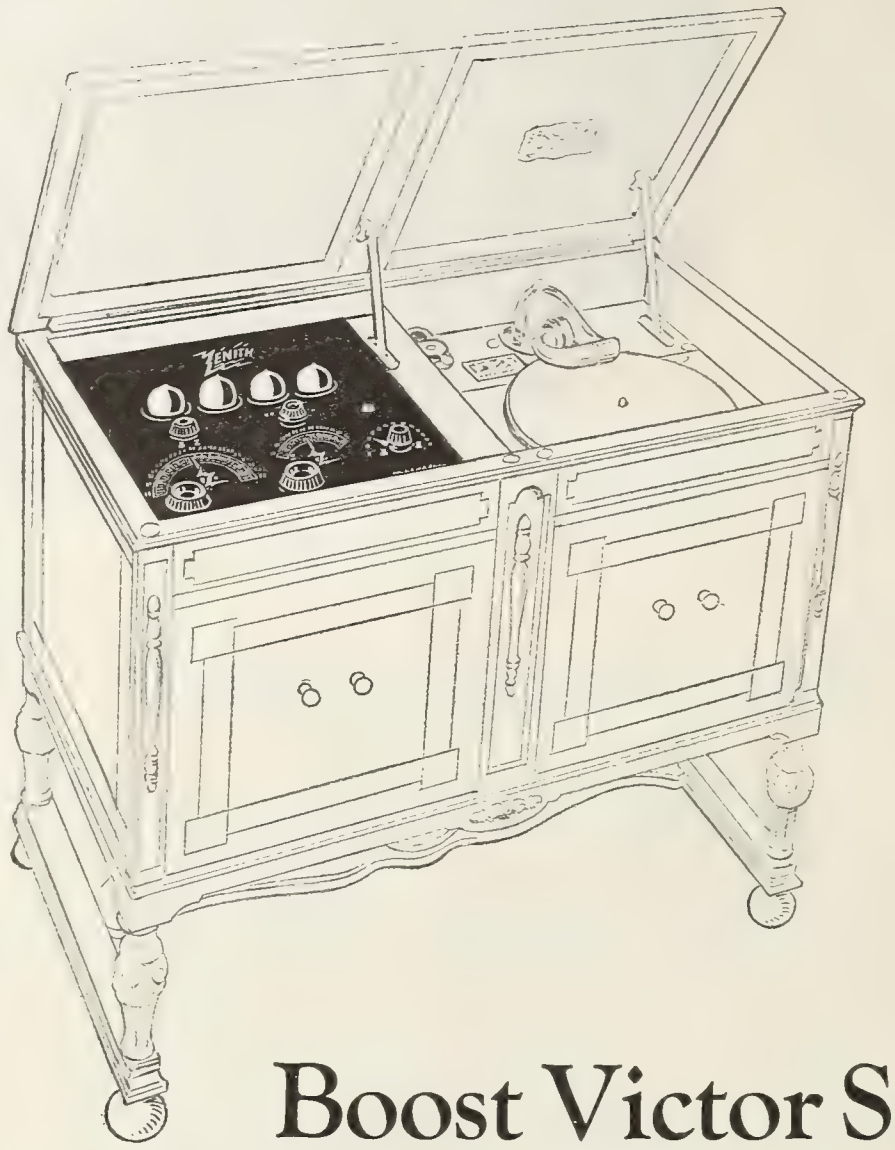
Philadelphia Storage Battery Co.
Ontario and C Sts., Philadelphia

SIRS:—I am interested in learning more about the new Philco Rechargeable Storage Batteries for radio.

Name _____

Business _____

City _____ State _____



Boost Victor Sales With ZENITH Radio

Many of your customers want both talking machine and radio. They want them in combination. They insist that each be of the highest quality. Boost your sales with the Victor Model Zenith.

ZENITH—*the Height of Achievement*—MacMillan's choice at the North Pole—holder of the Berengaria long-distance record. This set combines unusual distance range, selectivity, simplicity and beauty. It uses *either* dry or storage batteries. With Zenith's three stages of amplification, volume—with tone quality—is unequalled. If desired, it is louder than phonograph reproduction. It is unnecessary to place your head inside the horn to hear distant stations, with the Zenith.

READILY INSTALLED—The Victor Model Zenith perfectly fits four Victor models—Numbers 215, 400, 405 and 410. Combining Victor and Zenith is simplicity itself.

PRICE—Retails, without equipment, at $150.

Here's a real opportunity to make big sales you otherwise would lose—an opportunity to plus sales already made. A receiving set built *by* music men, *for* music men, at a music man's *discount*. Exclusive territory available, which insures price maintenance. A letter will promptly bring you full details.

ZENITH RADIO CORPORATION

332 SO. MICHIGAN AVE. CHICAGO

1269 BROADWAY NEW YORK CITY

Watch for the New Super-Zenith

A receiving set built to suit all requirements of the Music Dealer trade—in beauty of design, excellence of construction, ease of operation, and extraordinary selectivity and long-distance range.

In protection to our Jobber and Dealer trade, details are reserved until the New York Radio Show. However—here are two tempting bits of information:

1 The Super-Zenith will positively tune out all local broadcasting stations, *no matter how close or how powerful,* and bring in distant stations on loud speaker.

2 The new Zenith policy grants exclusive territorial franchise to the Jobber, and the Jobber grants exclusive territorial franchise to his Dealers.

A receiving set built *by* music men, *for* music men, at a music man's *discount.*

Get the edge on competition by wiring for details—today. Remember—exclusive territory goes fast.

ZENITH RADIO CORPORATION
McCormick Building, Chicago

Indianapolis Retailers Look Forward to Marked Fall Increase in Business

Optimism of Retailers and Wholesalers Based on General Improvement in Conditions Throughout the Territory—Sales Volumes Exceed Last Year's in Some Instances—The News

Indianapolis, Ind., September 9.—The tone of business during August and the first week of this month has been stronger and seems to bear out the opinions of dealers of a good Fall trade. The predictions are not without foundation, as is shown by the survey recently made by Frederick Pullen, general manager of the Phonograph Corp. of Indiana, Edison distributor for Indiana and eastern Illinois. The tour made by Mr. Pullen took him to the northern and southern parts of Indiana and eastern Illinois as well. The trip was taken with the purpose in view of ascertaining at first hand the condition of the trade and looking up prospective Fall business. Not only were dealers interviewed but the bankers and farmers as well. In commenting on the situation Mr. Pullen is very optimistic and, to use his own words: "Tell the whole trade that conditions look most encouraging."

T. X. Donovan, manager of the phonograph department of the Pearson Piano Co., dealer in the Victor, Cheney and Vocalion lines, visited during the past month the Pearson stores that are conducted in Indiana. Mr. Donovan is looking forward to an unusually good reason for Victor products.

Other dealers report the same tone prevalent and bear out the statements made by Mr. Pullen and Mr. Donovan. The territory covered by local dealers is in the midst of the corn and wheat belt and is governed largely by the success or failure of the rural districts. With good yields from the crops reported the trade will in like measure profit during the Fall season.

The July and August sales reported by the Phonograph Corp. of Indiana are ahead of last year's record, and indications point to a strong Fall trade.

The Pearson Piano Co. has remodeled the first floor of its store, rearranging the phonograph booths and making room for a small goods department. Only three booths will be used for phonograph display, and the store has been equipped with Audaks for record demonstration. This method, Mr. Donovan believes, will prove more efficient.

Sales of phonographs at the Pearson store have run about on a par with last year, with August of this year finishing a little stronger. The machines that have been sold the past two months have been to a better class of trade and the higher-priced machines have shown the best sales. Repossessions are fewer and collections are better at this store than at any previous times.

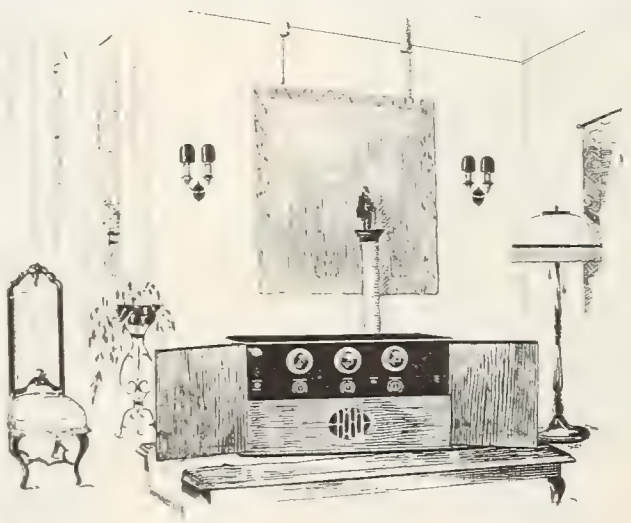
C. P. Herdman, manager of the phonograph department of the Baldwin Piano Co., dealer in Brunswick phonographs and records, reports that sales are ahead of last year. The record business at this store has shown a steady increase. Miss Elizabeth Luthiner is the new head of the record department.

Walter E. Kipp, formerly connected with the Edison phonograph business as jobber in Indianapolis, has returned home from a two months' honeymoon trip with his bride. Their trip included Colorado, Utah, Wyoming and Oklahoma. While in Utah Mr. and Mrs. Kipp were entertained by Mr. and Mrs. Robert Proudfit, incidentally joining the latter in a 1,200-mile camping and fishing trip. Mr. Proudfit is the owner of the Proudfit Sporting Goods Co., Ogden, Utah, the Edison jobber for that territory. Mr. Kipp's many friends will be glad to know that his health is excellent, and he is making preparations to again enter business.

Visitors in this territory the past month included F. A. McCauley, W. J. Davidson and C. W. Viley, from the Edison factory, Orange, N. J. A. C. Ireton, vice-president and general manager, Edison Phonographs, Ltd., spent a day at the Indianapolis office en route to Orange, N. J.

A. H. Bates, vice-president of the Ohio Talking Machine Co., was also a recent visitor.

The Fraternity Record Co., Plymouth, was recently incorporated here to manufacture and deal in phonograph records. The capital stock was placed at $10,000. The incorporators include Stewart W. Robertson, Chester W. Cleveland and Norval B. Langworthy.



Newport Radio Receiver

You can recommend this receiver to your clientele

The Newport Radio Receiver is a tried and proved receiver. You can show it to your clientele without apology.

The Newport Radio Receiver combines the four prime elements of radio: Quality, Selectivity, Volume and Range without sacrificing any one of them. It is sturdily constructed of the best materials and, with ordinary care, it will give many years of satisfactory service. It has been subjected to the most trying tests; it has been tested and approved by leading authorities in the industry. It operates at less by 30% A & B battery than the average receiver. It will not squeal.

Each Newport Radio Receiver is equipped with an unlimited guarantee for one year and a complete and comprehensive booklet on its operation.

The Newport Radio Receiver is built in cabinets of three designs—designs that delight all lovers of fine furniture. It is the receiver you want in your home. This model $155. ($160 West of Denver.)

It is equipped with two things; an unlimited guarantee for one year and a complete booklet of instructions.

* * *

It is inexpensive to operate (at least 30% less A & B battery than the average set).

* * *

It will not squeal.

* * *

Its sturdy construction, coupled with the careful selection of the best materials, insures many years of satisfactory service.

* * *

It is a good Receiver built in a cabinet that delights lovers of fine furniture.

* * *

It combines the four prime elements of radio: Quality, Selectivity, Volume and Range.

* * *

It has been approved by leading authorities in the industry.

* * *

It has been designed and built by competent engineers.

* * *

It is the receiver you will want in your home.

Please Address: T. W. Campbell

The Newport is a good receiver built in a piece of fine furniture

Newport Radio Corp.

250 West 54th Street
New York City

Gerhardstein's New Store

Sandusky, O., September 6.—Plans for building a new music store here at 1219 West Osborne street have just been announced by Leo H. Gerhardstein, who has been previously conducting a music business from his residence at the same address. Mr. Gerhardstein is having a one-story fire-proof structure built at the rear of his home. The interior of the store will be fitted up in an attractive manner.

McLogan-Pearce to Move

Calumet, Mich., September 6.—The McLogan-Pearce Music Co. is planning to vacate its present quarters in the Keckonem Building, on Fifth street, and move to the storeroom opposite the Central Hotel. Manager Weidelman announces that the new store will be completely remodeled before the company assumes occupancy.

DeHays Has Anniversary

Dayton, O., September 6.—Joseph A. DeHays, manager of the Dayton branch of the Starr Piano Co., recently celebrated his twenty-fifth anniversary as the manager of the local branch. It is largely due to his efforts that the branch has grown to the extent that it has.

The Trade in PHILADELPHIA and LOCALITY

Quaker City Sales on the Upward Trend as the Mines Resume Full Operations

Prosperity of Up-State Territory Felt in Jobber Activity—Edison Sub-Dealer Plan Proves a Success—Wholesalers and Retailers Planning Fall Business Campaigns—The News

PHILADELPHIA, PA., September 9.—With the inclination of the thermometer to the lower temperature of the closing days of the month the business barometer began to climb in proportion to the cooler days that turned the thoughts of dealers to coming Fall and its possibilities for betterment. And that there are better times in store for the trade was evident in the confident attitude displayed by the retailers in the placement of orders for both talking machines, records and accessories for repairs and other requirements in bulkier amounts than have been coming in for many months past. Salesmen who have taken to the road in preparation for the Fall business have been greeted with more optimism on the part of the storekeepers and with the optimism turned to practical evidence by substantial orders there is encouragement extending all through the phonograph and talking machine trade and including the distribution and manufacturing divisions.

With the opening of the mining season in the anthracite fields following the mid-Summer shut-down because of labor disputes in the latter part of the month the coal regions again became the active centers of up-State trading, and as the miners are among the best patrons of the talking machine dealers this turn in the tide of business brought its rewards to the local distribution establishments with quantity buying of records of all descriptions to take care of the cosmopolitan population.

Even in the city trade, which for many months has been the laggard in the talking machine world, there was noted a turn towards the upward trend, and both machines and records were bought in larger quantities than have been traded since last year.

Preparing for Fall Dealer Demands

Distributors are well stocked with the full line of models made by all the nationally advertised manufacturers, and they are prepared at this time to make early shipments of the holiday requirements so that dealers may not be caught short-handed on the popular sellers as they were last year when last-minute buying found warehouses depleted and manufacturers unable to speed up production to take care of belated orders.

Edison Sub-Dealer Plan a Success

The plan of the Edison Phonograph Co. to reach that portion of the public which ordinarily could not be approached through the normal channels of trade under the new sub-dealer distribution policy has been so successful that there are now over 100 of these dealers distributing the Edison in this territory, and supplied through the Girard Phonograph Co., local Edison distributor, with headquarters at Broad and Berks streets. These dealers are scattered throughout eastern Pennsylvania, southern New Jersey, Delaware and Maryland, and have been most successful in reaching customers who heretofore had no opportunity to hear the Edison. The sub-dealers work in conjunction with the larger city dealers, and are appointed by the larger concerns, and center chiefly in drug stores, stationery shops and general stores in the smaller suburban districts. The Girard Co. is completely settled in its new quarters on the sixth floor of the Snellenberg Building, to which it removed in order to secure larger space to take care of increasing business. There have been provided attractive surroundings for the dealers who visit the local distribution headquarters, and who can in sound-proof rooms hear the records and select machines with all the comforts of a modern talking machine establishment. The Girard Co. is displaying the full line of Fall and holiday Edisons in the new quarters, and with the expansion is able to give more efficient service and prompt deliveries. Arthur W. Rhinow, of the firm, has extended an invitation to dealers to take advantage of the convenience and facilities of the new business home. The Girard Co. is distributing the Haag Record Filing Cabinets in this territory.

G. Dunbar Shewell, Jr., a Visitor

G. Dunbar Shewell, Jr., manager of the Boston offices of the Cheney Phonograph Co., visited the Philadelphia headquarters of his father, President G. Dunbar Shewell, head of the company, in the Jefferson Building in the closing days of August to go over the plans for the Fall distribution of the Cheney machines. In

(*Continued on page* 96)

The Louis Buehn Company of Philadelphia

VICTOR VICTROLAS

VICTOR RECORDS

WHOLESALE EXCLUSIVELY

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 95)

summarizing trade conditions in the Boston and New England sales territory he expressed himself as much pleased with the optimistic attitude of the dealers towards the coming seasonal business, and noted that there was greater confidence all around. The Cheney is planning the opening of many new accounts in the New England States this season, with Rhode Island, Vermont, New Hampshire, Massachusetts and Connecticut lined up for the retail distribution of the Cheney machines. In Boston the Cheney is being featured by dealers in window displays of striking and appealing types. Among noteworthy displays recently made are those of the Henry F. Miller & Sons Piano Co., which featured the Cheney in the De Luxe and two consoles. The R. H. White Department Store in Boston also made the Cheney its chief attraction in a display arranged by Manager Sperry. The dealers have expressed much enthusiasm over the Cheney advertising campaign which will start in the Saturday Evening Post on September 20 with a full page ad. There is being distributed by the Cheney Co. a new attractive sign with metal surface on a solid walnut background and inscribed with "Authorized Dealer for the Cheney" in silver, raised lettering with blue backing. Professor Forest Cheney, who makes his headquarters at the Grand Rapids factory, and who is the inventor of the Cheney, was a visitor to the Eastern States, stopping at several of the offices en route. He called at the Philadelphia headquarters for a friendly visit with President Shewell.

Lit Bros. Featuring Pathé Radio

One of the biggest department stores of this city, Lit Bros., has just installed the Pathé new 1925 radio sets in its rapidly expanding radio department. Lit Bros. enjoy an excellent patronage in the Quaker city and believe that the new 1925 Pathé set will prove popular with the public which visits its store.

Effective Louis Buehn Window

Although exclusively wholesale, the Louis Buehn Co., of this city, has contributed many suggestions to the retail trade for window display through its own attractive windows on Arch street. A recent display which attracted considerable attention carried a placard advising passers-by that they could bring into their homes music from the famous orchestras of most of the large cities that evening through the use of the Victrola. Attractively displayed on easels in the foreground were Victor records of some of the foremost orchestras of this country. Running from these records were streamers of red ribbon attached at the other end to a large map which formed the background of the display. The ends of these ribbons were secured by thumb tacks to that particular city where the orchestra was located. The idea that the talking machine was also instrumental in bringing into the home music from distant cities caused much attention from passers-by and evidently had its proportionate share in the increased record sales which various retailers reported.

Everybody's After Fall Business

The entire sales staff of Everybody's Talking Machine Co., this city, is on the road developing Fall business. The territory in this country is not only well covered, but attention is being given to the development of business in other countries as well. Paul Susselman, of Everybody's staff, returned from Cuba with a substantial volume of orders for honest Quaker main springs and other supplies put out by Everybody's Talking Machine Co. Philip Grabuski, one of the members of the firm, after completing a trip in local territory, left for Mexico, where he will call upon dealers in the principal cities. This is in addition to the business which is being done through export houses. Everybody's Talking Machine Co. has already experienced a decided increase in business and anticipates exceptional Fall business.

Music Master Demand Grows

Henry E. Marschalk, assistant to the president of the Music Master Corp., recently returned from a trans-continental trip in the interest of the Music Master horn and other products of this house. Mr. Marschalk's trip was attended with remarkable success and the distributing organization of the Music Master horn has been greatly enhanced. Mr. Marschalk visited the various important trade centers on his trip, going out on the Northern route as far as Los Angeles and returning on the Southern route. He found optimism manifested everywhere. The size of the corn crops in the agricultural States and the high prices of both corn and wheat insure a steady inflow of money into this section of the country, and it would seem that spending would be plentiful during the season ahead.

Fall business opened up in a remarkable manner during the month of August and the Music Master Corp. is enthusiastically looking forward to the biggest season of its history.

B. Futernik Robbed

An exciting and perilous adventure came into the life of Miss Diana Futernik, daughter of B. Futernik, Victor and Columbia dealer, when a holdup took place in her father's establishment in the late days of the month. While closing up the store for the evening around six o'clock Miss Futernik was held up by the bandit, who secured $168.

Lewis Radio Jobbers Enter Field

Following the retirement of Charles H. Von Tagen from the talking machine business and the dissolution of his firm, the Lyric Phonograph Co., 2326 West Columbia avenue, the Lewis Radio Jobbers have taken possession of the store and will continue to carry on the business of dealers in all standard radio supplies. The new organization is not identified with the Lyric Co., being an entirely new concern with M. J. Lewis at its head. There will be carried the Atwater Kent, Music Master and Amrad sets and other supplies.

Penn Phonograph Co. Planning for Fall

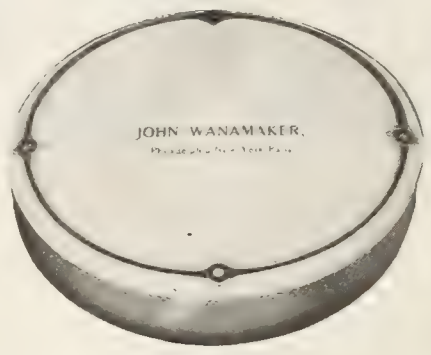
With the return this week of T. William Barnhill, head of the Penn Phonograph Co., 913 Arch street, from a two months' trip to California the company will begin its Fall drive for the Victor distribution, and the local offices are anticipating many helpful sales promoting plans to be put into effect when the head of the firm is again at his desk. Mr. Barnhill made the return trip with Mrs. Barnhill and his daughter, Marguerite, by the Northern Pacific route, having taken the Southern Pacific route en route to the Coast.

Some Fish!

If there is any "Doubting Thomas" in the trade to cast aspersions on the fish story that comes out of the vacation pastimes of District Manager O. F. Jester, of the Brunswick Co.'s Philadelphia branch, there is plenty of evidence to prove his claims. It is the well-preserved back bone of a nine-pound flounder which Manager Jester landed while trying out his piscatorial prowess in the waters of Townsends Inlet, off the New Jersey coast.

Brisk Ordering of Guarantee Products

With the return of Jacob H. Keen, of the Guarantee Talking Machine Co., from his vacation trip to Canadian parts, there also came many orders from Montreal, where he stopped long enough to open up some good accounts for the Guarantee main springs and talking machine supplies. Headquarters have been very busy getting out the shipments that have been ordered within recent days, and there is a de-



3½" in Diameter

The
Velvaloid Record Cleaner De Luxe

Gives the dealer an opportunity to advertise himself and his store, personally in the home and do it in such a manner that he is established there permanently as a friend.

Let us tell you how by dropping us a line. Then you will be anxious to order thru your jobber at once.

PHILADELPHIA BADGE CO.

Manufacturers and exporters of patented selective Advertising Novelties of Proven Merit.

Main Office and Plant

942 Market Street Philadelphia, U. S. A.

New York Office—25 Broad St.

WARNING

WE expect that this Fall will witness a shortage in Victrolas. At the present time we have a good stock on hand and can fill your orders. We therefore suggest that you place your Fall orders *now*.

H. A. WEYMANN & SON, INC.

1108 Chestnut Street Philadelphia, Pa.

VICTOR WHOLESALERS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 96)

THE TALKING MACHINE COMPANY PHILA., PA.

"LET PHIL FILL 'EM"

THE specialized service which has distinguished our service in the past will be found an invaluable aid by Victor dealers in the important Fall season which we are entering. Dealers in our territory not familiar with our service are invited to write.

The Talking Machine Company

Victor Wholesale Exclusively

1025 Arch Street Philadelphia, Pa.

cided improvement in demand from the coal regions and other sections of the State.

Milton M. Mark, of the Gem Phonograph Co., manufacturer of the Gem portable machines, is back at his desk again after a trip to Cuba. He brought some very good orders for the Gem from Havana. The Gem portables are being shipped from the factory as soon as they are produced, because of the large accumulation of orders.

Foreign Travelers Home Again

There returned to the Quaker City trade during the month two of its foreign travelers. They are Louis Buehn, head of the firm bearing his name, and one of the largest local Victor distributors, and George B. Davis and his son, Homer C. Davis, of the firm of George B. Davis & Co., operating two stores at 5207 Market street and 3926-3932 Lancaster avenue. Mr. Buehn, accompanied by Mrs. Buehn and their son, Louis Buehn, Jr., and daughters, Elsie and Adelaide, made a tour of Europe, extending over two months, visiting all the important centers in England and on the continent. The members of the Davis firm also were accompanied by their wives and toured through England, Belgium, Switzerland, France and Italy on a pleasure jaunt. The Davis Co. has added a radio department to both stores, handling principally the Radio Corp. sets.

New Brunswick Accounts

The first shipment of Brunswicks went out to a large percentage of the dealers in this territory during the month, and by Fall the local offices expect that there will be a steady increase in shipments, so favorable have been the comments from those who already have received them. The Brunswick records, too, have been growing steadily in distribution. The local offices have opened several new accounts among the Philadelphia dealers, including the Girard Music Shop, The Ridge Music Shops and the Walters Music Shop at Broad and South streets, where there is centered a large colored patronage and which will develop sales for the colored artists recording for Brunswick.

Growing Demand for Sonoradio

Manager E. S. White, of the Philadelphia offices of the Sonora Co., who has been through the State during the month, found that the Sonoradio loud speaker was fast developing a broad distribution, and that dealers have been reordering in large quantities. The Fall display of the Sonora Co. is now ready for trade selection, and in it are exhibited the fifteen models from which the holiday lines are to be had in a range of artistic machines.

Welcome New Columbia Manager

A. J. Heath, newly appointed Columbia manager of the Philadelphia branch, was heartily welcomed by the dealers who visited the local headquarters during the month when he took up his duties as head of the Columbia Co., here. Judging by the happy smiles with which the employes greeted the returning "boss" they are perfectly at ease about getting along under the new regime. But having known Manager Heath in other days when he was head of the local offices they are confident that all will be harmony and happiness at headquarters. Visitors who have called at the Columbia branch here since the new manager made his appearance comment most favorably upon the change effected in the arrangement of offices and stockroom. When entering the local offices instead of the formal reception room the dealers now find the office forces in full view and ready to take care of their needs, through the removal of the desks and forces to the new quarters in the front of the building adjoining the entrance. This is promoting the more intimate relationship desired by Manager Heath. Manager Heath reports that the latter part of August witnessed a most decided improvement in business, and with dealers taking an optimistic view of the future they are buying more liberally. Jack Doherty, assistant manager of the Columbia, is receiving the trade's condolence upon the death of his mother.

New Minelli Phonograph Models on Market Soon

PITTSTON, PA., September 6.—The Minelli Phonograph Co., Inc., of this city, will shortly be ready to place on the market its new line of phonographs. This line consists of four models, three of the console type and one portable model. The cabinets are well constructed and attractively finished. A feature of the Minelli line is the Minelli tone arm, which is quite different in construction from any other on the market. The Minelli horn is tone arm and sound chamber combined and does away with space used in the cabinet for sound chamber.

One of the advantages of the Minelli arm is that any piece of furniture may be equipped as a talking machine with this arm and a necessary motor and turntable. The arm is set into a swivel socket placed on the motorboard and may be removed as desired. This proves particularly advantageous in the case of the portable model. Until the complete line is ready to be placed on the market the Minelli Phonograph Co. will specialize on the sale and distribution of the tone arm, and arrangements are being made to establish distributors and dealers throughout the entire country. C. Rizzo is in charge of the sales end of the organization.

JOBBERS
REPAIR PARTS
GRAPHITOLEO
ALBUMS
BRILLIANTONE
GILT EDGE
SAPPHIRES

GUARANTEE
TRADE MARK

"Any Part for any Phonograph"

Guarantee Main Springs are made of the best hardened, tempered, round-edged spring steel obtainable, and must pass a rigid inspection before they are packed in individual dust-proof containers; each box labeled with complete information for your convenience. We will refund money or replace any spring that does not give absolute satisfaction.

INSIST ON GUARANTEE MAIN SPRINGS

GUARANTEE TALKING MACHINE SUPPLY CO.

109 N. TENTH STREET, PHILADELPHIA

Write for our latest Main Spring Chart

JOBBERS
MOTORS
TONE ARMS
SOUND BOXES
ADDATONES
3-IN-1 OIL
ATTACHMENTS

Direct Advertising as Retail Profit-builder

When and How to Feature Service and Price in Direct Publicity —An Analysis of This Important Problem by Robert E. Ramsey

A few months ago the writer happened to be in charge of promotional activities for the annual convention and exposition of the International Direct Mail Advertising Association. About the time interest started to simmer in the local city I received a telephone call one morning. There was an irate retailer on the other end of the wire and the substance of his conversation before I could cut in was about this:

"What in the blankety-blank does the local Chamber of Commerce mean helping this mail-order convention which is going to be held here next month? Aren't we having enough trouble in the city and our surrounding territories from the mail-order houses without the Chamber of Commerce taking our money to entertain and make a fuss over a bunch of mail-order men?"

Not All by Mail

There was more of it and stronger—but space will not permit, though the instance points a moral. I tried to explain that not all direct advertising (or, if you prefer to call it by the misnomer, "direct-by-mail" advertising) was delivered or distributed by mail. Nor was anything like a very large part of the grand total even used by the mail-order houses per se.

The only way I could eventually make a dent was by saying:

"Mr. So-and-so, do you ever get out a catalog or booklet? Use envelope enclosures? Issue a store paper? Mail any letters? Send out any folders? Well, if you do—(and I knew that he did)—you are using direct advertising."

Mollified, he later attended the convention and learned that not all deliverymen of direct advertising wear gray. In short, that by no means all of direct advertising is direct-by-mail advertising, and that not all direct advertising is delivered by United States Government employes, known as postmen.

House-to-house Distribution

What he learned is just beginning to permeate the national consciousness of the average dealer, as well as of the manufacturer, for that matter.

This is the sixth of a series of articles on direct advertising by Robert E. Ramsey, who is widely known as one of the most authoritative writers on this subject. He has lectured on this topic in the universities of New York, Chicago, Missouri and Toledo; he is the author of two of the best books dealing with the subject; he is editor of "Postage," the direct advertising magazine, and he is past president of the Direct Mail Advertising Association.—EDITOR.

Let's examine a few of the ways that direct advertising may reach the prospect by other than mail routes:

(1) From the retailers' standpoint, most important of all come the window cards, store display cards and the like, all of which are, strictly speaking, direct advertising. Therefore, all these displays should tie up with the appeal of the direct advertising which may reach the prospect through other channels.

(2) By house-to-house distribution—where not contrary to local statutes—either through your own employes or by employing firms who specialize in this work.

(3) At exits to theatres, factories and other places where crowds emerge. Suppose, for example, that some one of your products you handle is named after a famous movie star. Then the crowd coming out from a show where that star appeared on the screen would be in an excellent mood to be handed a piece of direct advertising literature featuring the product bearing the screen star's name.

Making One Article Sell Another

(4) With packages of all kinds that leave your establishment. Each one should carry at least one piece of direct advertising. More than that, you may be able to insert in various products an insert about other products.

(5) Use of special colored wrapping paper, with or without advertising thereon, as a carrier of "direct" appeals to others. Care must be taken not to antagonize shoppers or your delivery bill will increase when you use "obnoxious" wrapping paper.

(6) Your local theatre program can often be used to carry a special insert or slip-in enclosure, which is really direct advertising as contra-distinguished from the theatre program advertising itself. There are other carriers available in some localities.

The Telegraph in Direct Advertising

(7) One manufacturer of after-dinner mints is making them in special packages of three mints, which may be imprinted on the wrapper with the name of a local retailer and then distributed through restaurants and the like. Other products could be used in a similar way.

(8) The telegraph may be used as a carrier of direct advertising, sending appeals to out-of-town points, or in the city for some special sale, for example.

(9) Though it is not a means to be considered as excellent, distribution at certain banquets, conventions, special meetings and the like. A better plan than actually giving the direct advertising material at the meeting is to provide a card and offer to mail it to the inquirer in due course.

(10) Use of special-made racks to carry your own and the direct advertising which may be supplied to you by your manufacturer and other sources of supply. "Take One" boxes around the establishment may often give added distribution, but if this plan is used be sure the boxes are kept in good condition and the contents fresh and up to date.

Gummed Paper Tape

(11) With proper care to school children and through them to their parents. Retailers of some products find this method of distribution —worked out with the school authorities, of course—their best method of contact.

(12) Gummed paper tape for wrapping up bundles can be used to carry your direct advertising message, also some varieties of string.

(13) Envelopes for use of the local movie and theatrical houses at the ticket offices can carry a direct advertising message and for some retailers (of things especially of interest to theatre-goers) are an excellent method of distribution.

(14) In some cities the backs of street-car tickets and street-car transfers may be used to carry direct advertising appeals.

Inserting Leaflets in Other Retailers' Packages

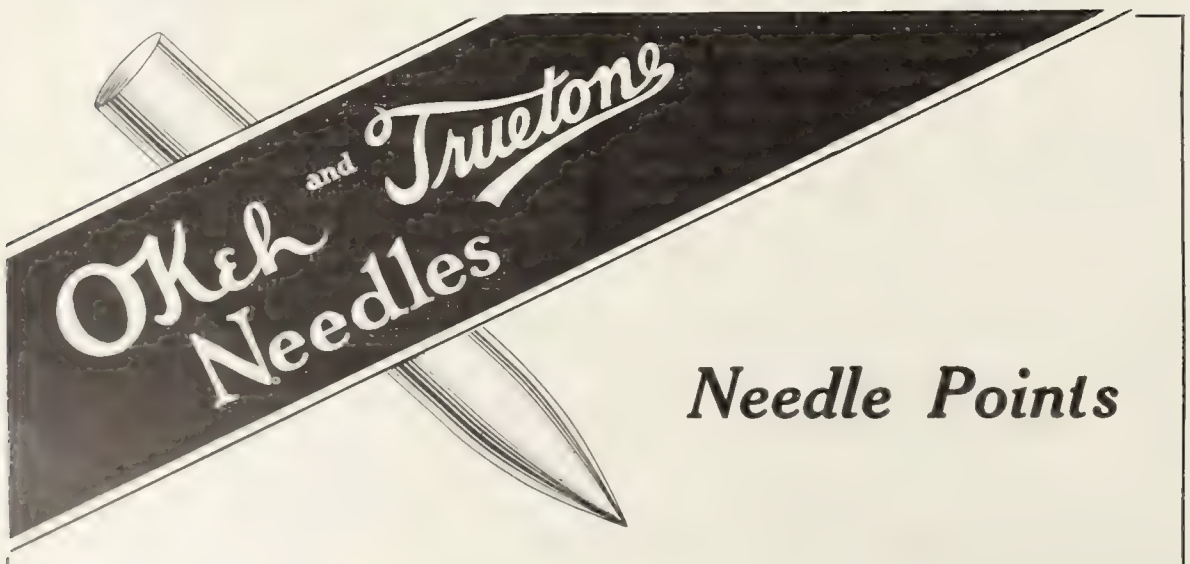
(15) If you use the store-paper as a means of direct advertising it can often carry an additional piece of direct advertising, such as an envelope enclosure.

(16) In co-operation with other retailers, in allied but non-competing lines. For instance, suppose you are on good terms with the stationer. You can supplement some of your advertising by inserting some of it in packages sent out by the stationer and he will supplement his by inserting some of his direct advertising in your packages. (This means, to be sure, adds some competition to your own direct advertising and it is for this reason not to be highly recommended.)

"Go Thou and Do Likewise!"

The average sugar-bowl advertises a certain sugar manufacturer and the restaurant or hotel or a brand of candies on the wrapper around the domino-loaf; the average hotel lavatory holds a cake of soap, the wrapper of which direct advertises the hotel and the manufacturer of the soap—with no desire to be irrelevant, let us close with: "Retailers, go thou and do likewise!"

For, truly, not all deliverymen of direct advertising wear gray.



Needle Points

No. 21 A customer may not want a package of needles ***every*** time he buys a record, but when he does need them, for good-business-sake sell him the best—especially when they cost no more! Sell OKEH and TRUETONE Needles!

General
Phonograph Corporation
OTTO HEINEMAN, President
25 W. 45th St. New York

Okeh Recording Artists Appear in Broadway Shows

James Barton, Sophie Tucker and Lopez Orchestra in Broadway Fall Attractions—Good Opportunities for Dealer Tie-up

Despite the fact that the Summer business of the General Phonograph Co. was 25 per cent greater than that of a year ago, the officials of the company are anticipating an even greater increase in Fall business. That there is good ground for such a supposition is granted when it is realized that within the past few weeks Okeh recording artists have opened on Broadway and more Okeh artists will appear in Broadway theatres in the very near future. James Barton, now an exclusive Okeh artist, recently opened in the "Passing Show of 1924," and from all notices of the show this popular comedian is the real feature of the revue. Sophie Tucker, another Okeh artist, is opening in Earl Carroll's "Vanities of 1924," and the star Okeh attraction, Vincent Lopez and His Hotel Pennsylvania Orchestra, will shortly be seen in the "Greenwich Village Follies of 1924."

In addition to these stars, who shine brightly on the legitimate stage, there are a number of Okeh artists who are steadily building up a large following from vaudeville audiences. Chief of these are Sargent and Marvin, comedians and songsters, who appeared at B. F. Keith's Palace early in September, and whose recording of their popular stage hit on Okeh records, "Go Long Mule," is proving a brisk seller.

Okeh dealers are alive to the benefits which result from tie-ups with these stage celebrities and it is certain that the coming months will see an increase in the sales of the records of these stars in the Metropolitan territory.

Run-A-Radio Operates Radio From Light Socket

G. B. Crouse, Inventor of Device, Tells How It Has Grown in Favor

The Rader Appliance Co., West New York, N. J., manufacturer of the "Run-A-Radio," which was recently introduced to the talking machine and radio industries, has been appointing representatives in the leading trade centers and wide distribution has already been established. George B. Crouse, inventor of this device and well known in engineering circles, recently gave The World a brief resumé of the salient features of the Run-A-Radio, stating in part:

"In the Run-A-Radio (as it is to be called) we have a successful device which so modifies the commercial machine generated electricity that its variations and fluctuations are completely eliminated so that the modern radio set may be operated direct from the light socket and thus made one of the great family of electrical conveniences.

"From the standpoint of the engineer, Run-A-Radio is one of those fortunate inventions, where although the principle involved is complex, the apparatus in which the principle is embodied is simple. The device for use on alternating current consists primarily of a transformer for changing the voltage supplied at the light socket, a pair of special rectifier tubes for changing the alternating to pulsating current, and a form of filter in which all disturbances, irrespective of their frequency, are eliminated in a single unit circuit.

"It is interesting to note that, in the case of Run-A-Radio, the boxes in which the original models were placed have never been opened since they were first assembled, except very recently for examination."

The manufacturers submitted the device to two eminent radio engineers, Milton B. Sleeper and Prof. John M. Morecroft, in charge of the electrical engineering division of Columbia University and also president of the American Institute of Radio Engineers. Both these men were high in the praise of the device, Prof. Morecroft stating that "It works astonishingly well and I regard it as a most ingenious invention."

The Southwestern Radio Jobbers' Association

Announces Its 1924

SOUTHWESTERN RADIO & ELECTRICAL EXPOSITION

in the

PARKMOOR BUILDING

DALLAS, TEXAS

October 14th—19th Inclusive

Simultaneous with the Annual Texas State Fair when nearly ONE MILLION people will visit Dallas—especially eager to learn and buy—Will you get your share of this business?

Wire or Write

SOUTHWESTERN RADIO & ELECTRICAL EXPOSITION

For Your Space Reservation

Exposition Office—Adolphus Hotel—Dallas, Texas

General Admission 25c.

Enjoying Busy Season

The Mutual Phono Parts Mfg. Co., New York City, manufacturer of the Mutual line of tone arms and sound boxes, has completed what has proved to be a very busy and profitable Summer. A shipment during the month of August was one of the largest in the history of the organization. Possibly the most popular number of the line has proved to be the No. 4 throwback and radio combination tone arm. Miss Evelyn Garfinkel, who is in charge of the Mutual office, recently returned from a vacation spent at Saratoga Springs, where she mingled with such celebrities as Governor Al Smith and Firpo.

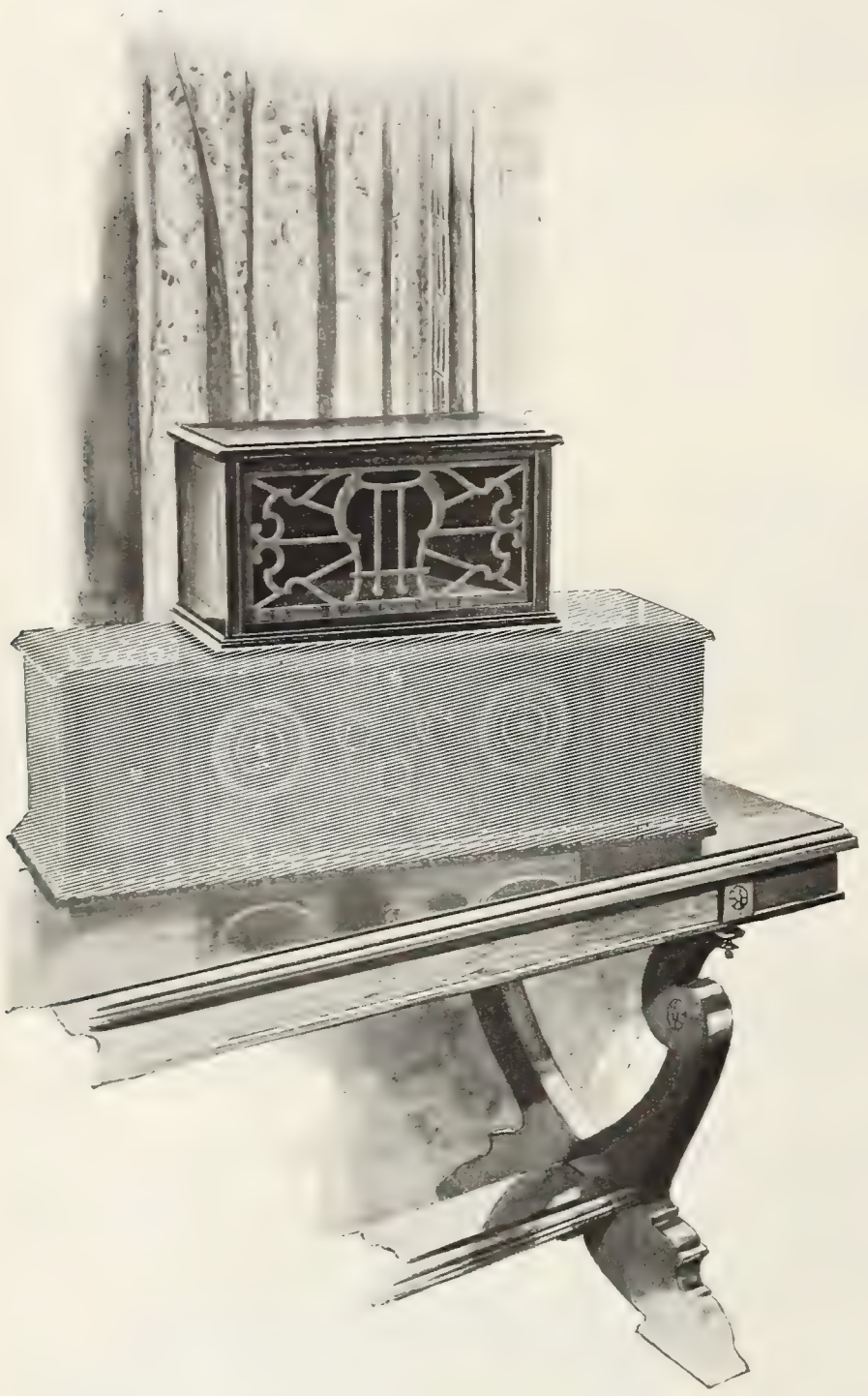
Sends Radio Set Across Continent by Airmail

The first complete radio set to be shipped across the continent by airmail was delivered to the addressee in New York fifty-three hours after its dispatch from San Francisco. The cost of mailing the set was $69.46, and it arrived in perfect condition.

The receiver that was mailed in this unique manner was a Gilfillan five-tube neutrodyne set. It was addressed to A. R. McConnell, 225 West Fifty-seventh street. In order to come within the postal regulations the receiver had to be shipped without its cabinet in a special container designed to prevent any possibility of its being damaged in transit. The receipt of the package was a complete surprise to Mr. McConnell as he had not been informed of its dispatch. It was delivered by a special letter carrier, who remarked in a nonchalant way, "Here's an airmail package for you."

The New Cabinet Model Music Master

See Our Exhibit at the First Radio World's Fair, Section D, Booth No. 2, Madison Square Garden, September 22-28, 1924



ANOTHER voice—clear, true, and resonant—has been added to Radio.

It is that of a second Music Master, as sweet and mellow in tone as the famous original whose merits you know so well.

This newer Music Master, a cabinet reproducer, embodies all the proved principles of sound reproduction which have made the familiar horn type Music Master model supreme among loud speakers.

The highly sensitive precision instrument is the same. The tone chamber is cast aluminum, so notably free from blast and distortion. And the horn of violin wood is "full floating"—it hangs suspended in perfect balance, wholly free from contact with the cabinet—a feature of the utmost importance.

And what a wonderful difference that makes! The most delicate inflections and modulations of voice or instrument are recreated with a purity and faithfulness truly astounding.

The Music Master Cabinet is a handsome piece of furniture—a suitable housing for the fine instrument it contains. The case is solid mahogany, beautifully designed and sturdily built.

The factory is in production now. Your present needs can be cared for at once by any recognized jobber. As national advertising will quickly follow this announcement you are urged to place your order at the earliest possible moment.

Cabinet Model VIII— $35.

Music RADIO

—and the Original "Musical Instrument of Radio"

THE cabinet type Music Master, shown on the opposite page, was designed not to *supplant* the horn type Music Master but to *supplement* it. Both types have their adherents, one as enthusiastic as the other. Both are indisputably leaders in their respective fields. Each is unrivalled except by the other member of its own family. They differ only in outward form—the component parts of each are alike in principle and construction, differing but slightly in design.

It is the combination of these parts—the extraordinary unit, the cast aluminum tone chamber and the violin wood amplifying horn—not any one alone, but all together as a complete assembly—that is responsible for the beautiful, natural tone quality of both Music Master Speakers.

Attach either Music Master Reproducer to the receiving set as you would headphones. No batteries are required. No adjustments are necessary. Unconditionally guaranteed.

Music Master Radio Reproducers offer the dealer sales possibilities unsurpassed by any other item in radio. Your jobber can supply you.

MUSIC MASTER CORPORATION

Makers and Distributors of High Grade Radio Apparatus
WALTER L. ECKHARDT, *President*
10th and Cherry Sts., Philadelphia
1005 Liberty Ave., Pittsburgh
Distributors for Radio Corporation of America

14-inch Model VI—for the Home $30.

21-inch Model VII—for Concerts and Dancing $35.

Master REPRODUCER

Profitable Use of the Talking Machine and Records in Music Memory Contests

Selections on Records Which Experience Has Proved Most Effective in Music Memory Contests —Immediate Sales and Live Prospects the Results of This Type of Competition

Music memory contests have been developed to a point where they have become recognized annual institutions in many localities throughout the country, and are playing a definite and prominent part in the work of developing musical appreciation in the public at large and particularly in the school children, who are to become the musical instrument buyers of the years to come.

In all these contests, those which have been held and those which will be held in the future, the number increasing constantly, the talking machine and the talking machine record have played a most important part, providing a means by which the thousands of contestants can familiarize themselves with the selections listed in the contests.

This study for the contest proper has more than a temporary effect, as having once learned to recognize one or two score standard selections, the memory will remain with the contestant for years, and is more than likely to develop an appreciation for that sort of music which will lead the individual to explore broader fields in search of appealing melodies.

Talking machine dealers as a rule have shown a quick appreciation of the opportunities offered by the music memory contests not only for the development of immediate sales, but for the building of prospects for the future. It is true that much of the work has been of the missionary sort to be charged to advertising, but still there is much, and accurate figures will probably be available shortly, that represents immediate sales and immediate profits.

The selections listed in music memory contests vary according to localities, conditions, and the opinions of those charged with the promotion of the event, but it is not surprising to learn that the same selections are to be found listed in a great many different contests. Music memory contests have been already held in over 1,200 cities and towns, and the National Bureau for the Advancement of Music has made a survey of the selections listed in 350 of these contests, with the result that it was discovered that the most generally used number was the Minuet in G by Beethoven, which appeared in 172 of the 350 lists submitted. "To a Wild Rose" appeared on 171 and the "Spring Song" on 164. These three were followed closely by the Barcarolle from Offenbach's "Tales of Hoffmann," Rubinstein's "Melody in F," Dvorak's "Humoresque" and "Anitra's Dance" from the Peer Gynt Suite. Others near the top of the list were the "William Tell Overture," "Blue Danube Waltzes," "Hallelujah Chorus" from the "Messiah," "Pilgrims Chorus" from "Tannhauser" and arias from "Trovatore," "Aida" and "Lucia."

List of Selections Cataloged

The full list of selections cataloged is presented herewith in the order of their popularity and the dealers in whose territory music memory contests are planned or scheduled would do well to see to it that their record stocks are complete so far as these numbers are concerned. It is a list to conjure with, when it is desired to appeal to those of cultivated musical tastes, and should prove a strong merchandising factor even when no contest is imminent.

Composition.		No. of Times Used.
Minuet in G	Beethoven	172
To a Wild Rose	MacDowell	171
Spring Song	Mendelssohn	164
Barcarolle (Tales of Hoffmann)	Offenbach	158
Melody in F	Rubinstein	154
Humoresque	Dvorak	153
Anitra's Dance (Peer Gynt)	Grieg	153
Traumerei	Schumann	149
Morning (Peer Gynt)	Grieg	148
Hallelujah Chorus (Messiah)	Handel	142
Blue Danube Waltzes	Strauss	141
William Tell Overture—The Storm	Rossini	139
New World Symphony—Largo	Dvorak	138
Pilgrims Chorus (Tannhauser)	Wagner	136
Anvil Chorus (Trovatore)	Verdi	133
The Swan	Saint-Saens	130
William Tell Overture—The Dawn	Rossini	120
From the Land of the Sky Blue Water	Cadman	120
William Tell Overture—Finale	Rossini	117
Narcissus	Nevin	116
Sextette (Lucia)	Donizetti	116
Berceuse (Jocelyn)	Godard	116
William Tell Overture—The Calm	Rossini	113
Stars and Stripes Forever	Sousa	112
Largo (Xerxes)	Handel	110
Intermezzo (Cavalleria Rusticana)	Mascagni	107
Hungarian Dance No. 5	Brahms	107
Soldiers Chorus (Faust)	Gounod	106
Toreador Song (Carmen)	Bizet	101
In the Hall of the Mountain King (Peer Gynt)	Grieg	100
Souvenir	Drdla	99
Liebestraum	Liszt	98
Minuet G Major	Paderewski	97
Dance Macabre	Saint-Saens	97
Serenade	Schubert	96
Cradle Song	Brahms	94
Amaryllis	Ghys	94
Marche Militaire	Schubert	91
Hark, Hark, the Lark	Schubert	91
Triumphal March (Aida)	Verdi	89
O Sole Mio	Italian Folk Song	88
Prelude in C Sharp Minor	Rachmaninoff	88
Rigoletto Quartet	Verdi	82
Ave Maria	Bach-Gounod	82
Unfinished Symphony, B Minor—First Movement,	Schubert	80
Elegie	Massenet	79
Asa's Death (Peer Gynt)	Grieg	78
By the Waters of Minnetonka	Lieurance	78
Midsummer Night's Dream Overture	Mendelssohn	76
Fifth Symphony—Andante	Beethoven	75
Hungarian Rhapsody No. 2	Liszt	74
Swing Low, Sweet Chariot	Negro Spiritual	72
Minute Waltz	Chopin	72
Bridal Chorus (Lohengrin)	Wagner	72
O, Thou Sublime, Sweet Evening Star (Tannhauser),	Wagner	71
Marche Slave	Tschaikowsky	71
Meditation (Thais)	Massenet	71
Salut d'Amour	Elgar	69
Miserere (Trovatore)	Verdi	69
Drink to Me Only With Thine Eyes	Old English	69
Funeral March	Chopin	68
Ave Maria	Schubert	68
Air for G String	Bach	67
Surprise Symphony—Andante	Haydn	66
All Through the Night	Old Welsh Folk Song	63
Moment Musical	Schubert	62
Midsummer Night's Dream—Wedding March,	Mendelssohn	62
To a Water Lily	MacDowell	60
The Bee	Francois Schubert	60
Turkish March (Ruins of Athens)	Beethoven	58
La Paloma	Yradier	55
Polonaise Militaire	Chopin	52
Nocturne in E Flat	Chopin	52
Poet and Peasant—Overture	Von Suppe	48
Unfinished Symphony, B Minor—Second Movement,	Schubert	47
Midsummer Night's Dream—Nocturne	Mendelssohn	47
My Heart at Thy Sweet Voice (Samson and Delilah),	Saint-Saens	46
Deep River	Coleridge	45
Minuet (Don Juan)	Mozart	43
Invitation to the Dance	Weber	42
Caprice Viennois	Kreisler	42
Home to Our Mountains (Trovatore)	Verdi	42
Two Grenadiers	Schumann	40
Celeste Aida	Verdi	38
Mighty Lak' a Rose	Nevin	38
Erlking	Schubert	37
Valse Triste	Sibelius	37
To Spring	Grieg	37
Lost Chord	Sullivan	36
Pomp and Circumstance	Elgar	36
Dagger Dance	Herbert	35
Danse Arabe (Nutcracker Suite)	Tschaikowsky	35
Old Folks at Home	Foster	35
Dance of the Hours (Gioconda)	Ponchielli	34
Ride of the Valkyries	Wagner	34
Cavatina	Raff	34
The Rosary	Nevin	33
Molly on the Shore	Grainger	33
Moonlight Sonata—First Movement	Beethoven	31
Waltz of the Flowers (Nutcracker Suite),	Tschaikowsky	31

National Advertising by Adler Manufacturing Co.

Manufacturers of Royal Phonographs and Radio Receivers to Use Large Space in Saturday Evening Post and Other Mediums

The Adler Mfg. Co., Inc., manufacturer of the Royal phonographs and radio receiving apparatus, has prepared an extensive campaign of general advertising in the national magazines as well as in radio fan publications.

Among the first of the national magazine ads will be one that will appear in the Saturday Evening Post in the issue of October 4, occupying a full page and featuring not only the console model Royal phonograph with radio installation known as the "Royal Cabriole," but also illustrating and describing the Adler-Royal Neutrodyne receiver.

An interesting feature of the advertising campaign is that it is planned to appeal particularly to women, and this policy will be followed in all the advertisements. The attractiveness of the instrument in the home, the simplicity of the radio apparatus from the operating standpoint, and the possession at the same time of a phonograph to play the records of the world's great artists are among the arguments presented.

Arrangements have been made whereby dealers handling the Adler Mfg. Co.'s lines will be able to tie up directly with the magazine advertising in their own localities and to their personal advantage.

Edwards Music Co. Opens

PADUCAH, KY., September 6.—A new music store, known as the Harry Edwards Music Co., recently opened at 120 South Third street. The proprietor, Harry Edwards, has been engaged in the retailing of musical instruments for many years, having been connected with local firms from time to time. The store will carry a full line of talking machines, radio sets, pianos and musical merchandise. The new quarters have been fitted in a most attractive manner and the instruments handled will be displayed in fine surroundings.

Jobbers—Attention

THE WALL-KANE POLICY

1—You are Fully Protected at All Times

Ever since Wall-Kanes were introduced, we have marketed them **thru jobbers** exclusively. We do not sell to dealers, and all dealers' orders are immediately turned over to the jobber.

THE JOBBER KNOWS WE ARE BEHIND HIM. This is one of the reasons why the demand for WALL-KANE products is growing larger year by year.

Wall-Kane Needle Manufacturing Company, Inc.

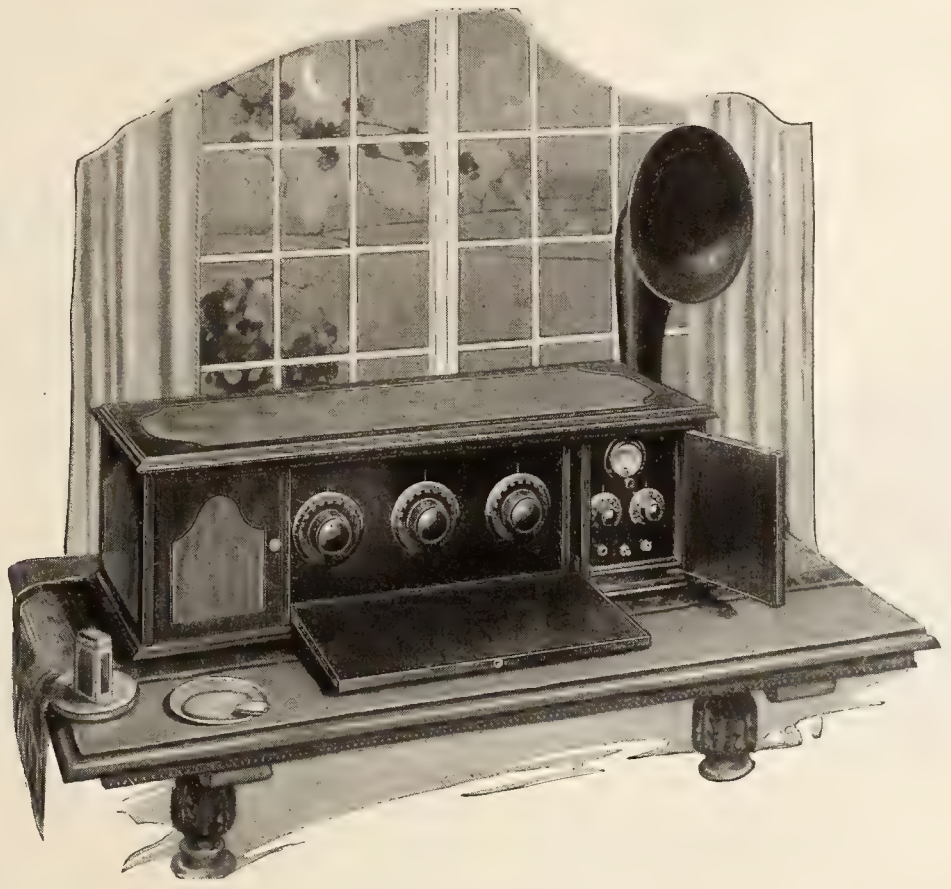
Manufacturers of

Wall-Kane, Jazz, Concert and Petmecky Phonograph Needles

3922 14th Avenue Brooklyn, N. Y.

GILFILLAN NEUTRODYNE

A Beautiful Radio Set of Great Power



Style GN-1

In a beautifully finished two-tone American Walnut Cabinet. A handsome addition to any room. The Cabinet may be entirely closed, whether in use or not. Many special features. Price without loud speaker, tubes, phones or batteries..... **$175**

Manufactured—Not Merely Assembled!

The delightful clarity, ample volume and great selective power of the *Gilfillan Neutrodyne* Radio sets are assured because the parts are made and sets built in three transcontinental Gilfillan factories. Every detail is inspected and approved by Gilfillan engineers, and every set is uniform in quality and workmanship.

The cabinets are made of selected American walnut finished in two tones and will harmonize with any furniture.

The national reputation of Gilfillan quality assures exceptional performance in reproducing speech and music from Radio Broadcasting Stations far and near.

Send for literature to nearest office.

STYLE GN-2—This model has the same NEUTRODYNE construction and features in a smaller cabinet. Price without loud speaker, phones or batteries.... **$140**

GILFILLAN BROS., INC.

KANSAS CITY
2525 W. PENN WAY

1815 W. 16th St., LOS ANGELES, CAL.

NEW YORK CITY
225 WEST 57TH ST.

GILFILLAN RADIO CORPORATION
LICENSED BY
Independent Radio Manufacturers Inc
Reg. U.S. Pat. Off. **NEUTRODYNE** Reg. U.S. Pat. Off.
Pat. Mar. 27, 1923 and April 4, 1924
Hazeltine Pats. Nos 1,450,060-1,489,228
Other Patents Pending

"One handle handles it"

Outing

TRADE MARK

"Master of movable Music"

4 YEARS HAVE PROVED OUTING PORTABLES ARE THE BEST

SENIOR, $37.50
finished in
Red Mahogany, Brown Mahogany and Oak

JUNIOR, $25.00
finished in
Brown Mahogany, Brown or Black Leatherette and Oak.

DISTRIBUTORS

A. C. ERISMAN CO.....174 Tremont St., Boston, Mass.
BRISTOL & BARBER CO., INC.....3 East 14th St., New York, N. Y.
NYRAD DISTRIBUTING CO., INC..250 West 108th St., New York, N. Y.
GENERAL PHONOGRAPH CORP.....15 West 18th St., New York, N. Y.
E. B. SHIDDELL CO.....1011 Chestnut St., Philadelphia, Pa.
BENNETT PIANO CO.....52 W. Market St., Wilkes-Barre, Pa.
JAMES COWAN CO.....18 West Broad St., Richmond, Va.
STARR PHONOGRAPH CO.....634 Grant St., Pittsburgh, Pa.
BELKNAP HARDWARE CO.....Louisville, Ky.
J. K. POLK, INC.....294 Decatur St., Atlanta, Ga.
INDEPENDENT JOBBING CO.,
112 East Center St. North, Goldsboro, N. C.
IROQUOIS SALES CORP.....210 Franklin St., Buffalo, N. Y.
STERLING ROLL & RECORD CO... 137 West 4th St., Cincinnati, O.
OHIO MUSICAL SALES CO.....1747 Chester Ave., Cleveland, O.
C. L. MARSHALL CO.....514 Griswold St., Detroit, Mich.
CONSOLIDATED TALKING MACHINE CO.,
227 Washington St., Chicago, Ill.
CONSOLIDATED TALKING MACHINE CO.,
1121 Nicollet Ave., Minneapolis, Minn.
MAJESTIC MUSIC SHOP.....16 South 7th St., Minneapolis, Minn.
STUART SALES CO.....502 Occidental Bldg., Indianapolis, Ind.
THE DUNNING CO.....303 Second St., Des Moines, Iowa
RENIER MUSIC HOUSE.....545 Main St., Dubuque, Iowa
JUNIUS HART PIANO HOUSE.....123 Carondelet St., New Orleans, La.
TEXAS RADIO SALES CO., INC.....2005 Main St., Dallas, Texas
CARL FLORINE ..... 131 East 4th Ave., Denver, Colo.
WALTER S. GRAY & CO.,
1054 Mission St., San Francisco Cal.; Los Angeles, Portland, Seattle

OUTING TALKING MACHINE CO., Inc., Mt. Kisco, N. Y.

Export Department
No. 44 Whitehall Street
New York City, N. Y., U. S. A.
Cable Address "OUTING" New York

Representatives in:

Sydney, New South Wales, Melbourne, Brisbane and Perth, Australia, Wellington, New Zealand
Havana, Cuba.
Buenos Aires, Argentine Rep.
Santiago de Chile.
Barranquilla, Colombia.
Genoa, Italy.
Dublin, Ireland.

Baltimore Retailers and Wholesalers Report Increased Demand for All Lines

General Optimism as Business Picks Up—Radio Not Interfering With Talking Machine Sales—Oversold on Brunswick Radiolas—All Wholesalers Busy Meeting Demands of Dealers

BALTIMORE, MD., September 10.—While the talking machine business during early August slumped to some extent, generally speaking, it has picked up some since the first of the month and dealers here are generally optimistic over the outlook for Fall and Winter.

August is usually the dullest month in the year, but the loss of business in talking machines was more than made up in the sales of radio by the houses which are handling radio lines, and this includes practically all music stores with a few exceptions.

Consensus of opinion here, however, is that radio has not and will not hurt the phonograph business, but on the contrary has stimulated the sales of records to no small extent. Dealers here base this on the fact that radio is a distinct field from the phonograph and there will always be a demand for both. They cite the predictions which were made about the piano business when the phonograph was first introduced: "That the phonograph was going to put the piano people out of business, etc.," none of which proved true and as a matter of fact more pianos are being made and sold to-day than before the phonograph was put on the market. The same thing, dealers say, holds with the radio.

Oversold on Brunswick-Radiolas

C. F. Shaw, manager of the local branch of the Brunswick, is very enthusiastic over the new Brunswick-Radiola, which has met with great success in this territory and he reports being heavily oversold on practically all types of this machine, although only about 20 per cent of the trade has been canvassed so far. By the time the balance of the trade has been canvassed he estimates he will have enough orders on hand to keep the branch busy until Spring.

Mr. Shaw is also one of the trade who does not believe that radio will have any effect on the sales of phonographs—on the contrary business of the Baltimore branch shows a substantial gain over last year and one of his representatives, M. M. Kuhn, of North Carolina, continues to lead all Eastern salesmen of the Brunswick in the number of contracts made with dealers for talking machines, while H. H. Shelton is running him a close second.

Columbia Wholesalers, Inc., Close Big Contracts

William H. Swartz, vice-president of the Columbia Wholesalers, Inc., distributors of the Columbia, is another jobber holding the same view and as proof cites the fact that talking machine business was about 15 per cent better than July, while the radio business, although not large and showing about 50 per cent increase wholesale, was only fair in the retail line and about the same as July. Mr. Swartz said he attributed this showing to the fact that the Columbia Wholesalers are the only jobbers handling outside lines of radio who are exclusively wholesale and have no retail department or store.

He reports having closed contracts with six of the largest radio stores in Baltimore, including the Hecht Department Stores group which, it is said, do the biggest radio business in the city.

Cohen & Hughes Report Increased Activity

William Biel, who has recently taken over the active general managership of the firm of Cohen & Hughes, Inc., Victor distributors, is another who is optimistic over the outlook for the phonograph, notwithstanding the constantly increasing demand for the radio, and reports making substantially good sales in a couple of stop-offs in Delaware on a recent trip to New York.

The reception of the Ware Radio, for which the firm has become exclusive distributors, by the dealers in the territory has been gratifying, according to Mr. Biel, and a catalog giving complete details of the radio line will shortly be sent out to the trade. The "Run-A-Radio," of which Cohen & Hughes have also taken the agency, is meeting with great success and dealers generally are featuring it in window displays with good results.

Features Paul Whiteman's Re-engagement

The visit of Paul Whiteman and His Orchestra to Baltimore last month was such a big success and so many people were unable to hear this remarkable orchestra that a return engagement has been booked for the Lyric Theatre on September 20, when two performances will be given. Cohen & Hughes will again make a feature of his visit by attractive window displays in all of their customers' stores and in addition will do some extensive advertising, including a double-page advertisement in the daily papers in combination with Victor dealers.

Mr. Biel reports that "Maytime" is still having a remarkable run here and repeat orders have been as large as any other record with but a couple of exceptions. Cohen & Hughes are giving credit for having brought out "Maytime" in this territory and the results have more than justified their judgment.

Roberts Says Radio Is Not Hurting Trade

"Do I think radio has hurt the talking machine business?" said W. F. Roberts, manager of E. R. Droop & Son, Inc., another Victor distributor, and the only jobber in Baltimore that has not gone into the radio business. "There's my answer," he said, pointing to a number of Victrolas stored in the front business office for lack of space in their large storage house at 10 to 14 Clay street.

"We are carrying the largest stock of machines in our history to-day and certainly would not be doing so if we thought the radio was going to hurt the sale of Victrolas. Up to last month business has shown a satisfactory increase right along and I see no reason why it should not continue to do so. Dealers are beginning to place their Fall orders and the outlook generally is good. I have no doubt that business this year will run ahead of 1923, notwithstanding the increasing number of radio sets being installed all over the country. The talking machine is an established institution in this country and nothing will ever take its place with the general public."

Places Large Orders With Columbia Co.

The Columbia Wholesalers, Inc., reports very good sales for the $100 Columbia console as well as the $100 upright, which still is a big seller in this territory despite the demand for consoles. According to this firm the new Fada sets have made a strong appeal to the phonograph trade, while the Crosley is also going strong here following the introduction of the large cabinet sets on which they are allowing the trade the full 40 per cent discount. Dealers generally are reported as being enthusiastic over the new De Forest D-12, on which they report being considerably oversold in this territory.

The firm also reports having placed the largest order in its history with the Columbia Co. for new model phonographs and new process records, which necessitates the renting of additional storage facilities, their large five-story warehouse at 205 West Camden street being filled to capacity.

Changes in Baltimore Brunswick Staff

The Baltimore branch of the Brunswick Co. states Edward Wallerstein has been promoted and will take over the Brooklyn territory operated by the New York office. Mr. Wallerstein has been associated with the Baltimore branch for the past four years and during that time made a host of friends who wish him continued success in his new field.

Herbert H. Sheldon has taken over the territory of Mr. Wallerstein, while Frank Epsey is now representing the Brunswick in Washington and Virginia, the territory formerly represented by Mr. Sheldon.

A newcomer in the local branch is Miss Helen Heagerty, who has been appointed secretary to Manager Shaw.

Liberty Music Co. Chartered

The Liberty Piano & Music Co., Wilkes-Barre, Pa., was recently incorporated with a capital stock of $6,000. The incorporators were Felix Mastromatteo, Lena Mastromatteo and Ralph Deflore.

New Philpitt Branch

Philpitt & Sons, proprietors of a chain of music stores, with headquarters in Miami, Fla., have opened a new branch at St. Petersburg, Fla.

Are You Prepared

Jobbers of
DE FOREST
FEDERAL
FADA
CROSLEY

MAGNAVOX
BALDWIN
ATLAS
BURGESS
PHILCO
BRACH
WESTON
APCO

etc., etc.

for what promises to be the greatest Radio season ever known. Place your order NOW! We carry only the highest quality and best selling products. Expert service, sales and merchandising assistance at your command.

Write today for price lists.

COLUMBIA New Process RECORDS
COLUMBIA New Model PHONOGRAPHS

The phonograph outlook is also excellent. Sales on this new COLUMBIA product have kept up very well. Dealers are placing fall orders now. Have you?

COLUMBIA WHOLESALERS, Inc.

205 W. Camden St. Columbia Baltimore, Md.

Wholesale Exclusively

COHOES

(*Pronounced KO-HOSE*)

RECORD Carrybags

Are the record delivery bags

YOU NEED

A Cohoes Record Carrybag is closed in the same manner as the ordinary delivery bag, BUT in doing so a carry feature and flap lock is formed. No strings—no buttons—no metal clasp needed.

The Columbia Phonograph Co. regards the ***Cohoes Record Carrybag*** so highly that they made special arrangements with us to furnish at special prices to their record dealers ***Cohoes Carrybags*** made from their official paper and printed with their copyrighted border design and trade mark.

Cohoes Carrybag Service includes beautiful border designs, attractive papers, unexcelled workmanship and above all reasonable prices and prompt delivery.

Write us and we will see to it that a sample ***Cohoes Carrybag*** is in your hands by return mail. You can then see for yourself how it will help your business.

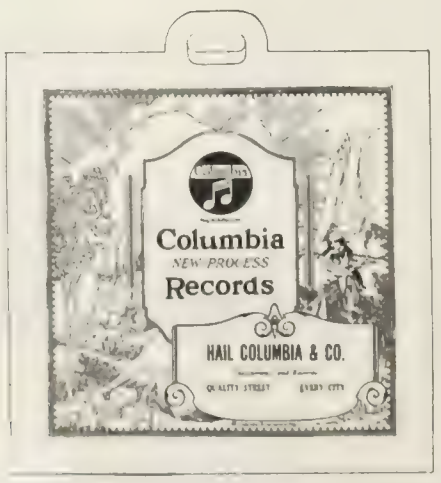
COHOES ENVELOPE CO., Inc.

Manufacturers and Retailers

All styles of Record Delivery Bags and Supplement Envelopes

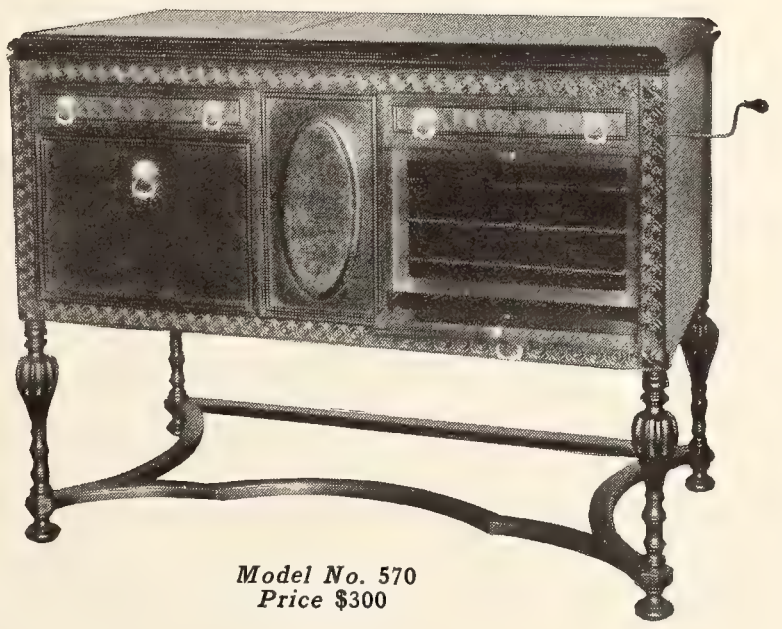
Canadian Pacific Building

342 Madison Avenue - - - - New York City



Columbia presents three beautiful new models

Model No. 580
Price $350



Model No. 570
Price $300

WE INVITE you to view these three new models as soon as you can.

They are on display at the Columbia Branch or sales office nearest you.

Your first glimpse of these beautiful phonographs will more than please you. For they are elegant examples of the finest craftsmanship. Their rich, artistic beauty will be appreciated by the most critical. Your customers who insist on harmony in furnishings and interior decoration will see in any of these three models a style and design that will fit in their homes.

The new mechanical features which have made the New Columbia a superior musical instrument are all found in these models.

The New Precision Motor—the New International Reproducer—the straight, spun-brass tone-arm—the automatic start and non-set stop mechanism—the tone-control leaves unite with the beauty of cabinet design to make a phonograph equaled by none.

Take your first opportunity to see these new models. You will want to place your orders at once.

COLUMBIA PHONOGRAPH CO., Inc.
1819 Broadway, New York

Model No. 560
Price $250

Write to the Columbia branch or distributor nearest you

Atlanta, Ga., 561 Whitehall Street
Boston, Mass., 1000 Washington Street
Chicago, Ill., 430-440 South Wabash Ave.
Cleveland, Ohio, 1812 East Thirtieth St.
Dallas, Texas, 2000 North Lamar Street
Kansas City, Mo., 2006 Wyandotte Street
Los Angeles, Cal., 809 S. Los Angeles St.
New York City, 121 West Twentieth St.
Philadelphia, Pa., 40 North Sixth Street
Pittsburgh, Pa., 632 Duquesne Way
San Francisco, Cal., 345 Bryant Street

Buffalo, N. Y., 700 Main Street
Detroit, Mich., 439 East Fort Street
Minneapolis, Minn., 18 North Third Street
Seattle, Wash., 911 Western Avenue

* * * *

COLUMBIA WHOLESALERS, Inc.
205 West Camden Street, Baltimore, Md.
COLUMBIA STORES CO.
1608 Glenarm Avenue, Denver, Colo.

COLUMBIA STORES CO.
221 S. W. Temple, Salt Lake City, Utah
TAMPA HARDWARE CO.
Tampa, Fla.
W. W. KIMBALL CO.
Wabash Avenue and East Jackson Boulevard, Chicago, Ill.
COLUMBIA DISTRIBUTORS, Inc.
1327 Pine Street, St. Louis, Mo.
224 West Fourth Street, Cincinnati, Ohio
517 Canal Street, New Orleans, La.

Columbia

PHONOGRAPHS AND Columbia ***NEW PROCESS*** **RECORDS**

Twin City Dealers Add to Lines to Be Ready for Expected Large Fall Demand

Retailers Planning Vigorous Sales Promotion Drives During Fall and Winter Season—Three Leading Firms Add Brunswick—Edison Exhibits at County Fairs—Other Trade Activities

MINNEAPOLIS and ST. PAUL, Sept. 6.—Three important Twin City firms have made distinct departures the past month and have added the Brunswick phonograph line in their large talking machine departments. These additions have been made just on the eve of the great Minnesota State Fair, which ends to-day, flooding Minneapolis and St. Paul with thousands of out-of-town visitors.

Brunswick Line With W. J. Dyer & Bro.

W. J. Dyer & Bro., of St. Paul, for over twenty years Victor representatives and who during the past month added the Brunswick line, are making a special display at their store and at their big annual exhibit at the Fair. The addition of the Brunswick products means a broad departure in their phonograph business and an enlargement of their work in the retail field in the Northwest. This is one of the great music houses in the country. Established in 1872, the name as a house of musical quality is known in every hamlet in the Northwest.

Metropolitan Music Co. Adds Brunswick

The Metropolitan Music Co., of Minneapolis, managed by Edward R. Dyer, son of W. J. Dyer, has also added the Brunswick and is opening its campaign for Fall business this week. This big music house has plans maturing for the development of the phonograph end of its business that will make it second to none in the Northwest. For many years the Metropolitan has carried only Victor products. "Doc" O'Neill, manager of the phonograph department of the Brunswick-Balke-Collender Co., believes that the firm's wonderful facilities and splendid reputation will mean much to Brunswick buyers.

L. S. Donaldson Co. Expands Lines

The L. S. Donaldson Co., of Minneapolis, has added the Brunswick line and will feature it along with the Victor line, for which it has been dealer for fifteen years. This company's new building, which now embraces an entire city block and, when additions are completed in the near future, will cost $6,000,000, will give it one of the greatest buildings devoted to department store purposes in the country. The phonograph manager, Murray M. Kirschbaum, has completed plans for a big Fall campaign with the Victor and Brunswick.

L. H. Lucker Co.'s Fine Display

That over 300,000 people passed the Edison booth of the Lawrence H. Lucker Co. is the estimate of J. Unger, who decorated the exhibit with his presence. The place of honor was occupied by a William and Mary console. The phonograph exhibit was augmented with a splendid radio display, especially featuring the De Forest and Ware lines. The booth was arranged by a professional decorator and was thought one of the best decorated booths at the Fair, occupying one of the most important positions in the Varied Industries Building, which forms the entrance to the grandstand.

Edison Exhibits at County Fairs

Country dealers have informed the Lucker Co. that they are making preparations for Edison exhibits at the various county fairs this month.

"Business is picking up fine," said Mr. Unger. "Orders are coming in in a gratifying manner. Business is good generally about the State, prospects are very good in North Dakota and in Wisconsin except where the floods have played havoc. The Lucker Co. has added two new salesmen, G. T. Ruden, who was with the firm three years ago, and A. Warner.

Exhibitors at the State Fair

Edison and Cheney phonographs occupied prominent exhibition booths at the Fair and large numbers of prospects were obtained among the hordes of visitors.

Ed. G. Hoch Optimistic Over Outlook

The Cheney exhibit at the Fair, under the Edward G. Hoch Co.'s direction, showed some of the best Cheney models, featuring the double resonator for improving the instrument's tone and the high console which gives the graceful lines with the convenience of the high upright models. The Cheney also featured its phonograph-radio combinations and its radios and accessories.

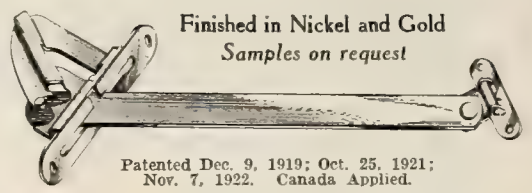
Edward G. Hoch said: "If the corn crop materializes, no doubt the Northwest will have a prosperous year. As far as the Cheney distribution is concerned, we are planning on big business because the national advertising is making the machine better known and because we will work sections that we have been unable to approach for four years. We expect a big volume of trade for the holidays. We will increase our business five times over last Fall if we have a continuance of our August sales, last month being a phenomenal one in sales volume. We have had the best portable year that we have ever had, particularly in sales of the popular Pal portable."

Mr. Hoch, who is kept busy making business trip after business trip, recently returned from Chicago, having been gone for ten days buying goods.

W. L. Sprague Visits Chicago.

W. L. Sprague, head of the Columbia Phonograph Co. here, is expected back soon from Chicago. He left last week.

AUTOMATIC LID SUPPORT



Finished in Nickel and Gold
Samples on request

Patented Dec. 9, 1919; Oct. 25, 1921; Nov. 7, 1922. Canada Applied.

The Most Dependable Lid Support on the Market

Star Machine & Novelty Co., 9-11 Watsessing Avenue Bloomfield, N. J.

R. J. Harkins to Serve Times Appliance Dealers

Prominent New York Distributor Has Special Department to Aid Dealers Solve Their Merchandising Problems

The Times Appliance Co., New York City, distributor of R. C. A. and other well-known radio sets and accessories, is conducting a department that is giving particular attention to

R. J. Harkins

the needs and problems of talking machine retailers. In this department are talking machine men who have had years of experience in the talking machine trade.

This department was recently augmented by the appointment of Robert J. Harkins, who will concentrate his calls on dealers located in New York City and northern New Jersey. Mr. Harkins needs no introduction to the talking machine trade as he has been actively identified with the industry since 1909. He was at one time connected with such well-known Victor distributing houses as the New York Talking Machine Co. and the Blackman Talking Machine Co., and more lately with the Brunswick-Balke-Collender Co. Mr. Harkins' genial personality and cordial manner has earned for him a host of friends throughout the trade, and his intimate knowledge of talking machine merchandising and radio products will undoubtedly be of a genuine service to the dealers he calls upon.

Okeh Foreign Releases

The General Phonograph Co., New York, recently issued to its dealers an attractive window poster featuring a list of Odeon and Okeh foreign records. The list includes selections recorded in the following languages: Italian, Finnish, German, Mexican, Polish, Bohemian, Hungarian, Slovak, Roumanian and Scandinavian.

Dealers should be prepared to supply

Brach Radio Antenna Sets

Ten Sales In One

Dealers everywhere welcome these complete Antenna Sets, in which everything required is supplied the radio fan in a single purchase, and everything is of the highest class—conforming to the requirements of the National Board of Fire Underwriters.

Quickens Sales, Avoids Answering Questions, Increases Profits.

Send for Terms

L. S. BRACH MFG. CO.

Newark - - - New Jersey

KIMBERLEY
"THE INSTRUMENT FOR PARTICULAR PEOPLE"
PHONOGRAPH COMPANY, OF NEW JERSEY
"PERFECT AS A GEM"

The Instrument for Particular People

Ambassador Model
Height 46" Width 20"
Depth 21"

This is the leading line of popular price phonographs in the market. It has quality, material and first class workmanship, in mahogany and walnut finish.

A reliable motor playing 3 ten inch records, a brass tapered tone arm and a very good reproducer.

If you wish to obtain the best share of business in your territory, this is the line that will secure it, and the prices of these machines will astonish you.

Do not miss this opportunity of writing at once, enabling us to book your orders early, as our sales at the present time point to holiday shortage.

We guarantee to fill orders, in priority, as received by us.

Grand Model 100
Mahogany
Height 33" Width 32"
Depth 22"

Grand Model 100
Two-Tone
Height 33" Width 32"
Depth 22"

The Kimberley Phonograph Company of New Jersey

Perth Amboy, N. J.

Factory:
Perth Amboy, N. J.

Office and Show Rooms:
206 Broadway, New York City

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE—This is the forty-second of a series of articles by William Braid White devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

Demonstration as Sales Force

One of the perennial questions for the talking machine merchant is the question of methods of salesmanship; and especially of methods of demonstration. In selling the talking machine, one is selling what the machine will do, nothing else than this, so that it becomes always a matter of importance to have the details of the demonstration rightly arranged. Every talking machine possesses, or is said to possess, certain tonal qualities, in the sense at least that in combination with a record it reproduces music after a certain characteristic manner. The arguments made concerning the possession or non-possession by various talking machines of characteristic tonal properties need not here concern us. What is important is that every machine needs to be demonstrated in the most effective manner. The most important element in such a demonstration is the choice of music.

Good Machines Only

Any good machine, any machine which is really worth while and which merits placement in a prosperous home, must be a machine of fairly good price. The out-door machines, the special machines for special purposes, are not here considered. What one has in mind is the sale of the standard machine which is priced at from one hundred to two hundred dollars, and which, for that price, is expected by its owner to assure satisfactory musical reproduction. It is probable that many machines within this range of prices are sold to persons who are little interested in good reproduction as such, and little able to pronounce judgment in the matter; but any one who knows the talking machine business at all knows well that one result of a policy of appealing mainly to such a public has been a progressive degradation of the quality of machines offered for sale and a general parallel lowering of the level of average price. None of this has been to the advantage of the talking machine business.

Music Choice Vital

It is therefore to the interest of every merchant to concentrate his efforts upon selling to such persons as can understand and appreciate fine reproduction; to which end nothing is more important than the rightful choice of music for demonstration. Every merchant appreciates the value of a system whereby he and his salesmen shall at any moment be able to put before the prospect just the very music which, in its class and of its type, best shows up the beauties of the reproduction.

It cannot too strongly be said that it is up to the salesmen to do the suggesting, at least in the vast majority of cases. Doubtless one can find occasionally prospects who know exactly what they want to hear, but even in these few cases it is much wiser, when possible, to take the management into one's own hands, for the simple reason that a great many pieces or selections which the prospect would be glad to hear are really for various reasons not satisfactory for reproduction by way of the talking machine. At least, many such pieces are not so good as others for the purpose of showing off the talking machine's abilities. There are many piano selections recorded for instance, but the older ones are almost uniformly disappointing when reproduced on any machine, while, on the other hand, the newer specimens are almost uniformly very good. It is thus easy to make a mistake which can spoil a demonstration entirely, and a sale with it.

Piano Reproduction Often Decisive

Some machines do not lend themselves as well to piano reproduction as to voice or violin work. In fact, one might almost say that one of the best tests of the goodness of a machine is its ability in respect of piano reproduction. For this reason, if one is fortunate enough to be selling a machine which does well with the later and better-recorded piano records, it is well to make them part and parcel of each sales demonstration, so far as may be convenient in every case. Some of the recent piano recordings are very fine. The latest Paderewski and Rachmaninoff, Cortot and Hofmann productions are extremely fine. As a general rule, it will be found that out-and-out jazz playing of the piano does not come forward well on the talking machine, for reasons which are somewhat obscure. On the other hand, the very finest examples of piano playing come out the best and appeal the most readily to the average hearer. Whether it is that good piano playing is not thought of in connection with the talking machine, or what not, the fact remains that nothing is so likely to charm and to persuade the prospect as the use of a very good piece of such work. To take an example, there is a recent Paderewski double-sided record containing on one face one of Liszt's most attractive concert studies and on the other a Chopin study of the most tempestuous and fiery kind, with glittering finger work, obviously melody that is at once striking and beautiful. Here is a simply wonderful record to fire off at a prospect. Paderewski on the whole is perhaps a less satisfactory recording artist than is, say, Cortot, who seems to take more trouble to do what the recording experts know needs to be done; yet in this particular case the great Pole has surpassed himself and has produced something which is authentically his own work, from first bar to last. I have demonstrated this double record many times and have never failed to get a strong reaction of wonderment and pleasure from the hearers, no matter how little technically acquainted with music they may have been. It is my opinion, based upon this as well as upon many other instances of the kind, that well-chosen piano records are without equals as demonstration weapons.

The Neglected 'Cello

Moreover, I should like to bring forward a much neglected region of the rich kingdom of musical literature which the talking machine throws open to us. Among the stringed instruments the violoncello has been treated with less than merited attention by owners and sellers of talking machines. I doubt whether any other instrument, save perhaps the clarinet, reproduces so faithfully through the talking machine. It gives better results than the violin and is richer and fuller. There are some magnificent Columbia 'cello records made by the greatest of living 'cellists, Pablo Casals. Columbia is peculiarly fortunate in having a call upon the service of this great artist, and Columbia 'cello records are simply superb. The 'cello ought to be much more used, through the medium of records, for demonstrating to prospects the tonal beauties of musical reproduction.

The Tricky Voices

I shall say nothing about voice because vocal records are only too familiar. One word of caution alone is in order here. Choose for demonstration two kinds of voice only; the frankly coloratura like Galli-Curci's, which is good only at thrills, roulades and fioritura work, but which does this superbly; and the rich deep contralto or baritone, like Claussen or Witherspoon. Tenors are often disappointing when recorded, and a voice like the tenor of Caruso is one in a million. No one can go wrong on him. Vocal records are usually chosen by name; but they should never be so picked.

Don't Overlook the String Quartet

Let me add a word in conclusion. Investigate the literature of the string quartet. Such a record as that which contains on one of its faces the Flonzaley Quartet's rendering of the Nocturne of Borodin or the "Molly on the Shore" of Grainger (Victor, both), or as comprises the London String Quartet's interpretation of "Sally in Our Alley" and "Cherry Ripe" (Columbia) should be in every hearing room ready to be brought out to demonstrate the unsurpassed capabilities of the talking machine.

Needle Points

No. 22 An inferior phonograph needle can be one of the trickiest little magicians in the world! Give it the chance, and it can change a soft and soothing "Serenade" into a screechy "Fire Siren Blues"! Don't sell "magicians." Their "tricks" are not appreciated at all! For faultless performance, sell OKEH and TRUE-TONE Needles!

General
Phonograph Corporation
OTTO HEINEMAN, President
25 W. 45th St. New York

The BLACK BEAUTY

Pure of line, clear of voice, this new Reproducer!

Three years of constant effort have perfected the streamlined beauty of its horn. Three times three years of acoustical research are invested in its mechanism.

Here, in truth, is a Reproducer which neither suppresses nor adulterates. Clear . . . vibrant . . . colorful . . . The Black Beauty provides economical entertainment of a quality heretofore unapproached.

Among its other qualifications—The Black Beauty is a profit-maker. It will be sought after and bought by many thousands of radio fans this season—our advertising insures *that*.

The Black Beauty will be bought by the people who want to spend $10.00 and get a *full* $10.00 value. And Black Beauty *is* that value—it's strictly in a class by itself.

Ask your jobber—if he doesn't handle the Black Beauty, (and some jobbers do not) write or wire us and we'll send you the list.

United Radio Corporation
Newark · New Jersey

An Interesting Analysis of the Progress of Broadcasting in European Countries

Broadcasting in the United States Has Made Far More Progress Than in Europe, Says David Sarnoff, General Manager, Radio Corp. of America, Who Has Just Returned From Abroad

David Sarnoff, vice-president and general manager of the Radio Corp. of America, who recently returned from a visit of seven weeks to Europe, had some interesting comments to make on the radio situation abroad and particularly on the question of broadcasting as it has been developed in this country in comparison with European countries.

"I investigated the broadcasting systems of England, France and Germany, and met the principal persons both in governmental and private circles, responsible for the development

David Sarnoff

of radio in Europe. My conclusions are that broadcasting, which was initiated in our own country, has advanced in the United States, both as a public service and as an industry, to so great an extent as to make comparisons with European countries almost impossible. In France it is just beginning and in Germany it has hardly begun. In England greater progress has been made than in other European countries. About 800,000 government licenses have been issued permitting British listeners to receive programs from the air. But even in England broadcasting cannot be said to compare favorably with the United States, either as to quality or variety of programs, or as to effectiveness, simplicity or small cost of receiving apparatus, manufactured and sold for home use.

"Nor is there to be found abroad the same freedom from censorship and restriction which exists here. For example, in England, where freedom of speech has been such a heralded tradition, political broadcasting is forbidden over the radio stations, which are all controlled by the British Post Office. In other European countries governmental regulations and restrictions are even more severe, and these, in a large measure, restrict and retard the growth of the broadcasting art in Europe, and at the same time deprive their listening public of the freedom, enjoyment and instructive information available to all in the United States.

"I endeavored to interest the British, French and German broadcasters in the idea of increasing the power of their sending stations, so that the programs of London, Paris and Berlin might be easily heard by the American listening public. At the same time I suggested the possibility of American stations sending over their programs, which could be regularly heard abroad. Much interest was shown in these proposals and I believe that an era of trans-oceanic broadcasting is near at hand. Realization of such a plan, would greatly enhance the value of broadcasting to the public on this side as well as on the other side of the Atlantic Ocean and help to bring the old and the new world a little closer together."

"I have seen nothing, as yet, in this new field of short waves either in Europe or at home," said Mr. Sarnoff, 'which justifies the claim that the present high-power long wave stations employed for commercial trans-oceanic communication will be supplemented by the low-power stations. Reliable radio transmission over long distances during the daylight and business hours must still be conducted with high-power and long waves, such, for example, as we are now using at Radio Central, on Long Island, N. Y. The possibilities of radio development in all branches of the art, however, are too great and promising to permit any negative views that its advance will stop here or there."

E. Elbrink Made Manager

TERRE HAUTE, IND., September 8.—Announcement was recently made of the appointment of Miss Ella Elbrink as manager of the music department of Silverstein Bros.' furniture store. Miss Elbrink possesses a wide experience in the retail music field and will pay particular attention to the building up of the talking machine record and player music roll end of the business.

Announcing Our Model No. 15

"EVEREADY" PORTABLE

Sample $7.50

Our "AUTOMATIC" Portable

Good Sellers the Whole Year Round

Model No. 20, $10.50 Model No. 25, $11.50

Model No. 25 Improved $12.50 for Sample

SPECIAL DISCOUNT IN QUANTITIES CASH WITH ORDER

Phonograph and Accessories. Repair Parts for All Makes. Puritone and Tructone Needles at 25c per M in lots of 10 M and up.

Fill out coupon and send with order

FULTON TALKING MACHINE CO., 253 Third Ave., New York City

Gentlemen: Enclosed find (Check Money Order) for the sum of... for Sample model.....No.....

Name .....

Address .....

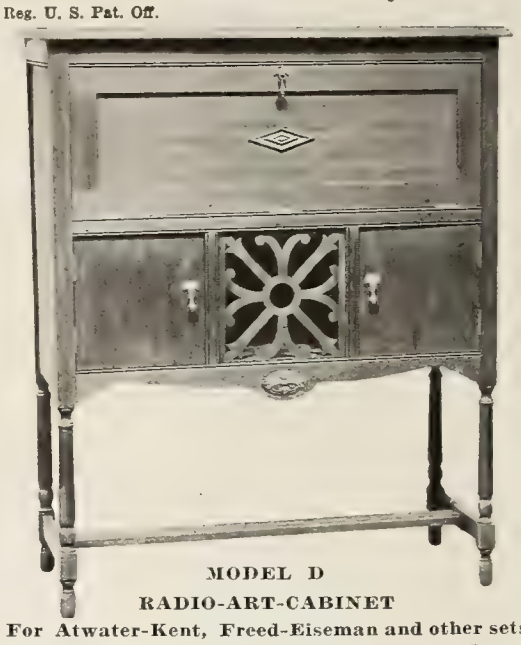
Fulton Talking Mach. Co.

253 Third Ave. New York City

Recordion TRADE MARK

Phonographs Consoles Art-Cabinets Radio-Speakers

Reg. U. S. Pat. Off.



MODEL D

RADIO-ART-CABINET

For Atwater-Kent, Freed-Eiseman and other sets

COLUMBIA MANTEL CO.

175-177 Powers St. Brooklyn, N. Y.

Real Merit Wins—The "Recordion" has it

Diversfied Pooley Line Seen as an Aid to Sales

Wide Range of Talking Machine and Radio Styles Give Dealers Unusual Scope in Merchandising These Popular Products

PHILADELPHIA, PA., September 9.—The Pooley Furniture Co., of this city, is entering the Fall season with a line that is well calculated to create one of the biggest seasons in the history of the organization. For the talking machine dealer the Pooley Co. not only has its complete line of talking machine console models, but also radio cabinets. The Pooley radio cabinet, executed in the style of William and Mary period and equipped with the Atwater Kent receiving set, Model 10B, has already proved very popular with the talking machine trade, and it is expected that this model will be an exceedingly big seller for the Fall. In addition to its compactness and efficiency in housing this well-known radio set, it serves as a beautiful piece of furniture as well, and is built in either American walnut or English brown mahogany, two-toned and decorated with rosewood and walnut inlay. It is divided into three compartments; a long one at the top for the radio panel; the one at the left beneath for the batteries, and one at the right as an amplifiying chamber.

The Pooley Co. has built up an enviable reputation as a builder of fine furniture, and orders already on hand for Fall delivery indicate the popularity that this line will enjoy during the coming season. The Pooley sales staff went out on the road on September 2 and its progress thus far has been marked by a regular volume of orders.

Appearance of Lopez at Orpheum Stimulates Sales

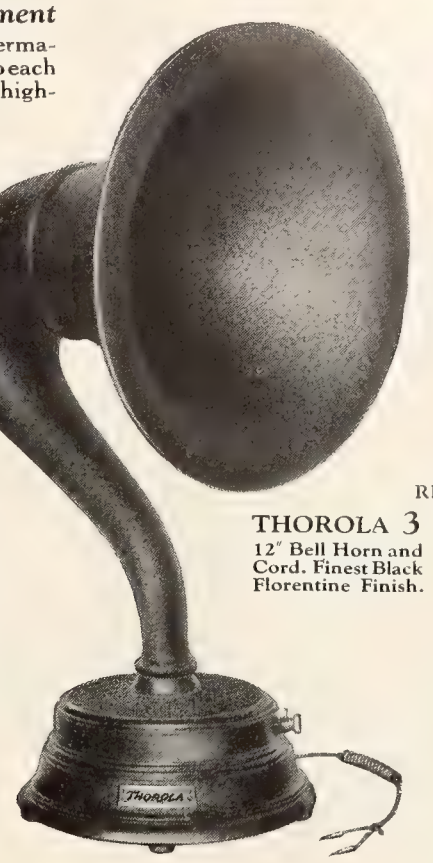
BROOKLYN, N. Y., September 10.—The appearance of Vincent Lopez and His Hotel Pennsylvania Orchestra at the Orpheum Theatre here last week was the occasion for John Strieff, Okeh dealer at 73 Flatbush avenue, to stimulate to a great extent the sale of Lopez records by means of an attractive window in which pictures of Lopez and His Orchestra and recent Okeh releases were featured. The location of the store for such a tie-up is admirable, being situated but a short distance from the theatre and along the route which many of the theatregoers take on their homeward journey.

RETAIL PRICE
THOROLA 4 $25
14½" Bell Horn. Complete with plug and cord. Beautiful Black Florentine Finish.

The Horn of Thorite
The famous synthetic material with *controlled* acoustics impossible in wood or metal.

Permanent Adjustment
A new principle which permanently adjusts Thorola to each individual set, assuring highest efficiency always.

Manufacturers of Console Radio Sets
The Thorola Six Unit consists of the operating mechanism of the Thorola, arranged especially for use in console radio receiving sets built complete with concealed loud speaker.
Every manufacturer of console equipment should use the Thorola Six Unit.
After you have made every possible improvement in parts, circuit and other factors of reception, you are still at least 50% from finest results until you equip with Thorola Six Loud Speaker Unit.



RETAIL PRICE
THOROLA 3 $20
12" Bell Horn and Cord. Finest Black Florentine Finish.

A Challenge to Sending Stations

Thorola notes are as pure as the singer's—exactly. Thorola's speech is as sharp as the voice of the speaker—exactly. Thorola tones are as clear as the tones of any musical instrument.

Thorola IS a great musical instrument.

Distance is the only difference between Thorola Loud Speaker and the sending station! In radio laboratories Thorola reproduction is now considered a **test** and a challenge of sending quality, so faithful is Thorola. Gone is distortion, rattle, blare.

Most remarkable, it is now possible to attain BOTH volume AND absolute clarity even on weak signals.

This is what now gives thousands of fans a new notion of radio pleasure. Thousands instantly investigated the new possibilities opened by Thorola Loud Speaker. Thousands were convinced that Thorola is a great triumph for America's oldest makers of loud speaking apparatus.

Thorola success is certain. Or else the daring Thorola guarantee is impossible. Thorola MUST be far better, or we lose. You have never handled an instrument so generously backed.

But first you must decide for yourself whether Thorola is as good as proclaimed. You must be sold on Thorola, and then you will have no doubt of the great new market Thorola opens.

Let us help you protect this market. Install Thorola instantly for trial and demonstration. There is no risk. You can test Thorola without actual cost. To save you from delay we will ship Thorola direct, if your jobber is still unsupplied. (Ordinarily Thorola sells only through regular channels, fully protecting the jobber, but at present the demand outpaces distribution.)

Seize this remarkable proposition. Be the first to offer your customers this latest radio sensation. Consider the maker; the guarantee; the price; the appearance; AND THE RESULTS. Swift profit stares you in the face. Cut the coupon. Sign and mail.

REICHMANN COMPANY, 1729-35 W. 74th St., Chicago

THOROLA

Made by the makers of famous
THOROPHONE
high-power model
$45

GUARANTEE
Thorola is guaranteed to provide approximately twice the volume of any loud speaker (except Thorophone itself) **in your own opinion,** or your money will be fully refunded at any time within 30 days from purchase date.
Thorola volume will be from two to three times the volume of most well-known makes of loud speakers.
Thorola improvement in tone quality is even more remarkable.

INTRODUCTORY TRIAL COUPON (*Good This Month Only*)
Reichmann Company, 1729-35 W. 74th St., Chicago
I am unable to obtain Thorola from my jobber. Therefore please supply me promptly, shipment prepaid. You may bill me at standard terms and discount with the absolute understanding that I may return the instrument to the factory AT YOUR EXPENSE, for full credit, within 15 days from date if I am not entirely satisfied.

Date.....
Name.....
Street Address.....
Town and State.....
JOBBER'S NAME MUST APPEAR HERE.....

Adolph Friedman Joins Hartzell Co. Organization

Made Eastern Sales Manager of Prominent Radio Distributor—Widely Known to Talking Machine Trade

The Hartzell Sales Co., well-known distributor of radio products, has opened a new office at 50 Church street, New York City. C. C. Hartzell, of the firm, announced the acquisition of Adolph Friedman, who for a great many years represented J. H. Bunnell & Co. in New York, Ohio, Pennsylvania and the New England States, as Eastern sales manager of the company. Mr. Friedman is well known to the jobbing trade in the territory he has covered and has a host of friends in both the retail and wholesale fields. He plans to embark on a co-operative sales plan, in which the Hartzell Sales Co. will appoint a number of jobbers. The outstanding feature of these plans will be exceptional service and rapid and efficient deliveries.

Adolph Friedman

Although the Hartzell Sales Co. has represented a number of houses for the past fourteen years, its entry into the radio field has only covered three years. Its activities, however, have been a pronounced success. The firm operates main offices in Chicago, Dallas, Atlanta, Pittsburgh and Philadelphia.

The Hartzell Sales Co. will only act as sales agent for the highest quality radio products and will merchandise these through high-grade jobbers. The company is now representing the United Radio Corp., whose product is the well-known Fibretone Amplifying Horn; the Acme Wire Co., New Haven, Conn.; American Transformer Co., Newark, N. J.; E. Z. Toon Dial Co., Indianapolis, Ind.; U. S. Tool Co., Newark, N. J., and Kurz-Kasch Co., Dayton, O.

Latest Figures on Exports and Imports of "Talkers"

Figures on Exports Show Substantial Increase for the Seven Months Ending in July—Interesting Data on Exports and Imports in Detail

WASHINGTON, D. C., September 9.—In the summary of exports and imports of the commerce of the United States for the month of July, 1924 (the latest period for which it has been compiled), which has just been issued, the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during July, 1924, amounted in value to $27,061, as compared with $59,627 worth which were imported during the same period of 1923. The seven months' total ending July, 1924, showed importations valued at $253,937, as compared with $442,185 worth of talking machines and parts during the same period of 1923.

Talking machines to the number of 5,030, valued at $178,324, were exported in July, 1924, as compared with 5,187 talking machines, valued at $13,401, sent abroad in the same period of 1923. The seven months' total showed that we exported 39,963 talking machines, valued at $1,559,536, as against 34,765 talking machines, valued at $1,387,960, in 1923.

The total exports of records and supplies for July, 1924, were valued at $152,159, as compared with $132,511 in July, 1924. The seven months ending July, 1924, show records and accessories exported valued at $1,057,203, as compared with $832,073 in 1923.

The countries to which exports were made in July, 1924, and the values thereof are as follows: France, $166; United Kingdom, $440; other Europe, $16,712; Canada, $28,212; Central America, $7,440; Mexico, $13,823; Cuba, $4,979; Argentina, $10,631; Chile, $3,290; Peru, $7,839; other South America, $30,078; China, $4,947; Japan, $2,753; Philippine Islands, $8,255; Australia, $23,594; New Zealand, $4,991; other countries, $10,174.

"WORKRITE RADIO SETS WORK RIGHT"
THE WORKRITE MFG. CO., Cleveland, Ohio
WORKRITE
SUPER NEUTRODYNE RADIO SETS

Plan to Issue Government Reports on Retail Problems

Domestic Commerce Division of the U. S. Bureau of Foreign and Domestic Commerce to Issue Bulletins for Guidance of Retailers

WASHINGTON, D. C., September 9.—Timely, accurate and substantial information, which will help the American merchant with his more difficult retail store problems, will be available shortly in pamphlet form, Dr. Julius Klein, director of the United States Bureau of Foreign and Domestic Commerce, announced to-day in discussing the work of his reorganized Domestic Commerce Division.

"Budgetary Control of Retail Stores" is the title of the first of a series of bulletins. The information it contains, according to Director Klein, represents the results of studies of a character never before attempted by a government institution. Underlying fundamental principles governing the importance of budgetary control, rather than numerous complicated forms and statistical data, are discussed in the new report, Klein says. The information which is now almost ready for publication, the director points out, clearly explains the necessity of its use and pictures the results that may be experienced in building a successful business.

The practical rather than the theoretical viewpoint has been secured, Klein says, as a result of constant consultation with leaders in the business. Previous surveys and studies, he asserts, have been inaugurated from the viewpoint of costs, attacking the problem from the standpoint of technique and procedure, rather than with the idea of presenting facts and suggestion affording a clear and thorough understanding of the economic highlights that must serve as a basis for all retail activities in the effort of the retailer to serve his community as a true "purchasing agent."

Lawrence A. Hansen, formerly assistant secretary of the Retail Trade Board of Boston and afterwards managing director of the Massachusetts Retail Merchants' Association, had charge of the collection and editing of the data. Mr. Hansen is a keen advocate of community consideration in connection with all retail problems, saying, "Service to the community must be one of the first considerations of the retailer if he is to clearly perform his assigned duties as purchasing agent for his clients."

Other studies which are now nearing completion deal with "Community Advertising," "Retail Store Location" and "Cancellations and Returns of Merchandise." According to Director Klein, such work as these studies present can only be viewed as the forerunner of much larger and broader activities carried on under the direction of skilled organizers who understand the needs of the business man and the procuring of the practical facts in fulfilling the retailer's needs for substantial information with regard to his business.

A voluntary petition in bankruptcy has been filed by Harry N. Chesebrough, 1432 San Pablo avenue, Oakland, Cal.

"Gee, that's the best plug I've seen yet"

That's exactly what seven of the largest phonograph and radio distributors in New York said when they first saw the

POLYPLUG

Eliminates all the annoyances so prevalent in the operation of the unsatisfactory screw type plug.

A few big features of the POLYPLUG, assuring highest efficiency, follow:

1. No necessity to take plug apart.
2. No necessity to tighten screws.
3. Positive contact always maintained.

POLYPLUG permits instantaneous changing from loud speaker to Headphone.

A Wonderful Feature

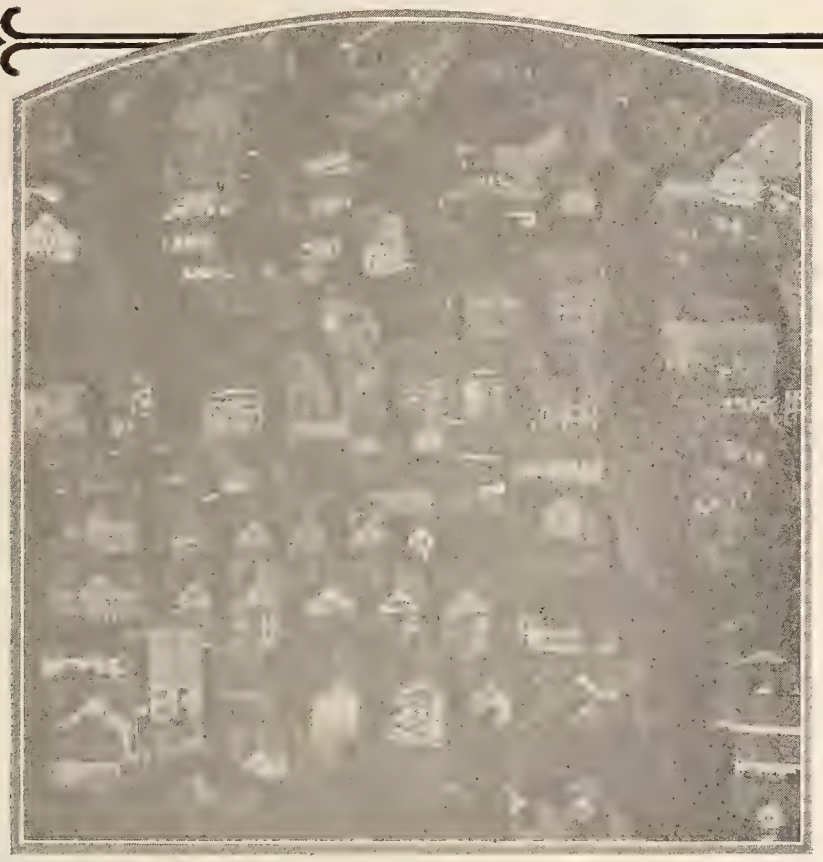
of the Polyplug and also the Polyplug is the famous slot enabling the phone cords to be pulled and [illegible] without the slightest damage to the actual contact.

Dealers: Write for complete literature and prices.

POLYMET MFG. CO.
70-74 Lafayette St. New York

Polymet TRADE MARK Registered

MOTORS
Ready for Delivery
Double Springs; play two 10-inch Records; suitable for Portable Phonographs. Sample, $3.75. Larger motor playing two to three 12-inch Records; suitable for Phonograph selling for $100. Sample, $5.75.
MERMOD & CO., 16 East 23d St. N. Y.
Telephone Ashland 7395



Fairchild Aerial Camera Corp.

UNANALYZED TERRITORY

Prospects=?

Fairchild Aerial Camera Corp.

ANALYZED TERRITORY

Prospects=(X)

This Man

Is wondering what has become of business

The Result—

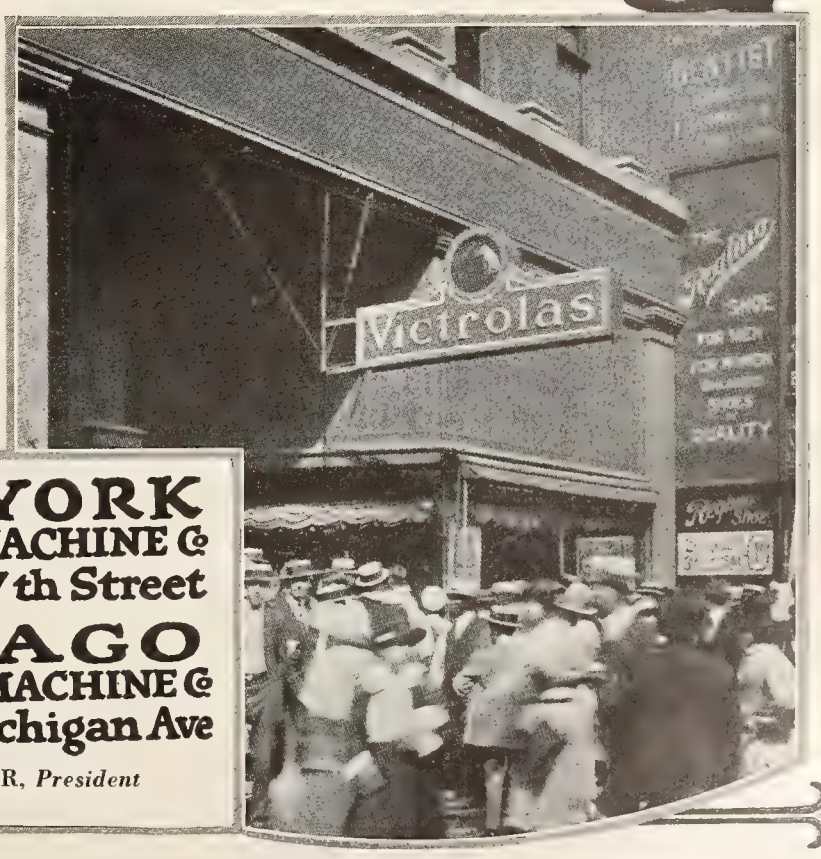
"Business is bad."

This Man

has found out who his possible prospects are. He is concentrating his efforts on them and is getting results.

The Result—

"Business is good."



NEW YORK
TALKING MACHINE Co
521 West 57th Street

CHICAGO
TALKING MACHINE Co
12 North Michigan Ave

A. D. GEISSLER, *President*

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., SEPT. 8, 1924. THAT business in general is altogether better no reasonable man will be disposed to deny. Certainly, we out in the Middle West feel and know that this is so. Reasons for the improvement are, of course, many, and various; but they may be summed up very briefly. For one thing the international situation is much better. The Powers have apparently approached each other in a sincerely amicable spirit and the application of the Dawes plan is now assured. This has already been reflected in the steadying of foreign exchanges and in an improved tone on the international Bourses, such as London, New York, Paris and Amsterdam. Germany is now again on a stable currency basis, although of course still weak and gasping from her horrible financial experiences of the last four years. France has spoken, in the persons of her solid peasantry, and the scabbard rattling Nationalist parties have been pushed aside in favor of a combination of modern radicals pledged to procure stability, restore trade and balance the Budget. The League of Nations continues to deepen and broaden its influence, which is always an influence for peace. Meanwhile at home the political campaign awakes relatively little excitement. The protest vote for La Follette will probably be large, but it will probably not be decisive, although its significance must not be overlooked if the major parties are to avoid disaster within the next four years. The agricultural interest, which is expected to register most of the La Follette votes, is in a better state of mind owing to greatly improved prospects for the harvest, and it is evident that in general the public feeling is one of much greater confidence. Of course it is impossible to say just how confidence arises or is dispelled in any case and yet after all it is the principal factor. However it may be, meanwhile, confidence is in process of restoration and this fact alone justifies optimistic hopes for the Fall and Winter, hopes which certainly one may expect to see fulfilled. It is time to cheer up, to order needed goods, and to start without further delay to organize the business situation. Despondency is a thing of the past. It is time to go forward.

Business IS Better

THE radio situation throughout this part of the country is interesting. The wild excitement which at one time threatened to send so many clever men entirely off their business heads has subdued, to a very large extent, and this new and fascinating comer in the field is showing some signs of a desire and intention to settle down and live a busy but quiet life hereafter. Not that quiet will in this case mean sleepiness. No one has, or can have, any true idea as to what developments are most likely to take place in radio during the next few years. The subject is far too big. One thing, however, ought to be emphasized, and that is that radio will develop in non-musical quite as much as in musical ways. That is to say, it is wrong to suppose that anything so big as this in its possibilities can ever really disturb the course of the music industries as such, although it doubtless will stimulate them in various ways. The fact that music merchants have sold radio and will continue to do so only means that radio happens to fit in nicely with music merchandising, and certainly does not mean that music and radio are from a business standpoint opposed to each other. The talking machine happens to fit in nicely with radio and should run along with it in double harness most amicably. That the two are opposed seems to be believed by some shallow thinkers; but the thing is absurd on the face of it. Radio and the talking machine are destined to supplement but not to oppose, or even in any serious way to compete with one another. That this is so is indicated by the fact that some of the most astute music merchants in the country are now operating radio departments and are devoting considerable attention to merchandising this comparative newcomer into the talking machine field. And the success which has attended the efforts of these dealers is still further proof that the farsighted retailers, who have the courage to act on their convictions, reap the profits which are their due.

Radio and Music

THE announcement of still another talking machine national advertising campaign lends point to those considerations which have been urged so often in the Talking Machine World when the question of high-class merchandising policies has been under discussion. In broadcasting to a general public statements as to the merits of any make of talking machine it is necessary to direct the appeal to something which the masses can understand and appreciate. Technical statements as to construction are useless, unless they are introduced merely to amplify the main thesis, which must always be what the machine will do. Every one can say something about this whether it be directly or indirectly. In some cases the statements will be indirect, coming through a discussion of the records made by the same manufacturer. In other cases the specific constructional properties of the machine will be emphasized; but in every case the intention is, and must be, to connect up in the public mind the idea of something specific concerning music or the hearing of music with the idea of the machine under construction. And that simply and easily leads to another question, the question of the dealer's readiness to make good on the statements broadcast through national mediums. It is useless to make statements about what one's product will do if even one retailer to whom a reader goes for proof is unable to supply the needed demonstration. Too often, unfortunately, such examples of failure in liaison between dealers and manufacturers are to be found in every large community. National advertising costs money, a great deal of money, and its only object can be to organize a reader interest which will help to bring inquiries to the dealers' stores. When such inquirers find that they do not get what they want they are likely to feel disappointed, disillusioned, and disgusted and are hardly to be blamed if they conclude that all music advertising is bunk, pure and simple.

Dealers Don't Co-operate

THERE is one thing which every merchant can always do, whether the weather be fine or wet, whether business be good or bad, whether his community be interested or listless. He can always demonstrate. To demonstrate, not only on a small but on a large scale, to give concerts, to show to many persons at one time just what a given machine or a given edition of records, or both in concert, are capable of doing in the way of music reproduction, is by all odds the best way to show reasons for acquiring the ownership of such a machine and of such records. It is perhaps old advice and may appeal less to some minds than would some wholly novel scheme for bringing in the crowds, some scheme which would have the essential merit of being quite unrelated to music. Still in business as in engineering it remains that the straight line marks the shortest distance between two points. To complain that to plan and carry out talking machine recitals, public demonstrations and so on is to be "high-brow" constitutes a simple, and to some folk effective, way of getting out of discussing a proposition which on the face of it everyone has to admit is obviously true. Excuses, however, are nothing to the point. The facts remain. To create general interest in the talking machine throughout any community, the one and eternal essential is persistent demonstration, public and private. A dozen pages could be written on the subject, giving details galore, but the great fact itself requires no more than a sentence for its expression. Dealers who propose to sell talking machines hereafter in satisfactorily profitable quantities had better learn this sentence by heart. It runs thus: Demonstrate, demonstrate and again demonstrate your musical goods, through the only channel always open to them, through the ears of your community. Every product has its merits, but the public will not find it out unless those upon whom the responsibility rests take steps to acquaint it with the facts. This applies particularly in merchandising talking machines and records, for demonstration of these products is the only really effective way to make the public realize the wealth of possibilities in the ownership of an instrument and records.

Demonstrate, Demonstrate, Demonstrate

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EUGENE F. CAREY, Manager

General Livening Up of Trade Is Basis of Optimism Over the Outlook for Fall

Dealers Not Yet Ordering Heavily, Although Larger Merchants Are Beginning to Stock Up in Anticipation of Busy Days to Come—Lyon & Healy Take on the Edison—Month's News

CHICAGO, ILL., September 9.—The latter half of July and the first week of August witnessed a general livening up of interest on the part of the Middle Western trade, which was hailed with gratification by jobbers and manufacturers. While it is true that there is some hesitancy in anticipating requirements, yet there is an absence of the pessimism that seemed to affect some quarters of the trade during the Spring and Summer.

A very material proportion of the larger dealers is already beginning to place orders, which show that they have a lively appreciation of the condition likely to be brought about the minute any important pick-up occurs in general trade. Retail machine stocks are extremely low—lower than they have been for many years—and, granting that jobbers' and manufacturers' stocks are fairly ample, they could not long withstand the strain of the general restocking movement which must come with any decided revival of retail demand.

That economic conditions are sound and that the effect of increased prices of agricultural products in stimulating confidence on the part of city as well as country dwellers will register itself in sales in the near future is believed by the majority of those in the Chicago trade. In fact, it is already doing this in a retail way to some extent, according to reports of retailers.

An important feature of the situation are the preparations being made by manufacturers and jobbers. They certainly show no lack of faith in a good Fall and Winter business. New and attractive models are being prepared, and never before has the dealer been offered such a seductive assortment. The straight console talking machine, of course, leads, but the number of new combination models in preparation is imposing. Several Western manufacturers will in the next few weeks bring out new talking machine models with special provision for the instalment of radio by the dealer or consumer.

Local retailers, both in the Loop and outlying districts, report a rather notable picking up in sales the past two or three months. Perhaps the proportionate increase has been larger than the same period of last year, although the actual business being done is no greater. This is simply because the reaction has come suddenly. General business is unquestionably improving and the talking machine business is naturally improving with it.

A very notable thing is the increase in record business. Jobbers report a decided improvement in the past fortnight, and an encouraging factor is that record business has been good all Summer. Comparatively few people stop to realize how significant this is. It means that machines are being kept alive and when they are being played they are doing good missionary work in promoting the sales of other machines. While the larger machines are now getting the greater part of attention, portables are still selling in great volume and promise to continue to sell. Nineteen hundred and twenty-four is generally referred to as the biggest portable year in the history of the trade.

While a large proportion of these portables are, of course, sold to those who have larger machines, a very large proportion are precursors of purchases of cabinet machines.

Radio manufacturers and jobbers generally express confidence in a very large Fall business and are evidently looking to the talking machine trade as an increasingly important channel of distribution for their product.

Prophesies Fine Northwestern Trade

Edward G. Hoch, president of the Edward G. Hoch Co., of Minneapolis, Cheney distributor for the Dakotas, Minnesota, Montana and the upper peninsula of Michigan, who was a visitor to the Cheney Talking Machine Co. the latter part of August, is extremely optimistic regarding the outlook in his territory and especially the Dakotas and Montana, which are going to have their full chance, he said, for the first time in five years. Abundance of rain and favorable conditions have brought about a tremendous wheat crop. In some localities, he says, it is running as high as seventy bushels per acre.

(*Continued on page* 118)

MONARCH SIX TUBE RADIO PANELS

Long Distance Receiving Units for Phonograph "Combinations"

MONARCH PANEL No. 4

No Aerial — No Ground

Operates on Portable Loop

Suited for use in two-section or three-section consoles—upright cabinets or table units—for all horizontal or vertical requirements.

Six Tube Radio Frequency Receivers. Three stages of Radio frequency detector and two stages of Audio frequency. Highest grade in both material and workmanship.

Completely wired and ready for installation including loop and loop base.

"Monarch" Panels Will Popularize Your Phonograph Combinations

Let Us Quote You on Your Radio Panel Requirements.

KRASCO MANUFACTURING COMPANY

451-469 East Ohio St. CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

They are beginning to feel the effect already and merchants are preparing to take advantage of the increased buying power of the people this Fall. Mr. Hoch expects the establishment of a number of new Cheney agencies in this territory.

Walter J. Hamlin, sales manager of the Cheney Co., is now on an extended trip through the South which is already beginning to bring some timely results.

Edison Line With Lyon & Healy

One of the important news items of the month is the announcement that Lyon & Healy will handle Edison phonographs and records at retail.

J. B. Turbett, manager of the Edison Phonograph Distributing Co., the local branch of the phonograph division of the Thos. A. Edison Co., expressed himself as highly pleased with the new arrangement. He said that Mr. Edison himself had expressed satisfaction in having the line in the hands of the famous Chicago house. In a sense, it is a return to old times, as the Lyon & Healy Co. was distributor for the Edison in the old cylinder days.

The delivery stock has already been made to Lyon & Healy's main store, where there will be a special room for the display of the Edison line of art models, as shown in conjunction with those of the Victor, Brunswick and Cheney.

A section of the big record department will be devoted to the Edison disc records. In a very short time Lyon & Healy will feature in its advertising that the four leading lines can be run side by side at the big store.

Later on it is expected that the Edison line will also be incorporated in the various Lyon & Healy branch stores.

Rickoff Joins C. H. Taylor & Co.

C. M. Rickoff, formerly manager of the musical merchandise department of the Consolidated Talking Machine Co., 227 West Washington street, has joined C. H. Taylor & Co. at 218 South Wabash avenue as manager of the wholesale department. Mr. Rickoff has been manager of the small goods department of the Consolidated Talking Machine Co. for the past two years, and previously had wide experience with the Rudolph Wurlitzer Co. Mrs. C. M. Rickoff joined the Consolidated Talking Machine Co. shortly after Mr. Rickoff was appointed manager and has assisted him in establishing this new department for the company. When Mr. Rickoff left to take up his new duties Mrs. Rickoff was appointed to manage the department.

Lund Sending in Large Excel Orders

I. Lund, sales manager for the Excel Phonograph Co., is on a general Eastern trip and from reports at the company offices is sending in some excellent orders. President Axel Nordlund has returned from a 2,000-mile auto trip, accompanied by his wife and a party of friends, to St. Paul, Duluth and Sullivan's Lake. In addition to the regular finishes the company is now furnishing the Models 20, 40 and 50 in the two-tone finish, a departure which is proving decidedly satisfactory to its trade.

Edison Wholesale Headquarters Move

The Edison Phonograph Distributing Co. is moving from 229 South Wabash avenue, which has been the local Edison distributing center for many years, to the Edison Storage Battery Building at 3130 South Michigan avenue, where it will occupy much larger quarters. It will have ample offices, stockroom and enlarged service department on the second floor. Manager J. B. Turbett is highly pleased with the amount of business now being received. Several new dealers in Illinois have just been established and two or three new accounts are just being completed in Chicago. In the Wisconsin zone, which is also controlled from Chicago, several new dealers have recently been established.

Excursion to New York Radio Convention

The Radio Manufacturers' Association has arranged for a special train to carry the Middle Western manufacturers, jobbers and dealers to New York for the Radio World's Fair, to be held September 22-28 at Madison Square Garden. The affair is under the direction of James F. Kerr, manager of the Chicago Radio Show, and U. J. Hermann. It is said that about two hundred persons from the Chicago district will attend the fair, and those desiring to make reservations for the special train can do so at the headquarters of the Radio Manufacturers' Association, 123 West Madison street.

Kimballites Vacationing

J. B. Sill, manager of the wholesale department of the W. W. Kimball Co., is spending a vacation in the East accompanied by Mrs. Sill. W. W. Lufkin, vice-president of the company, has just returned from a period of rest spent in the Maine woods.

Wallace W. Kimball, of the advertising department, left the latter part of August for the West. He took his hunting equipment with him.

Duncan Sisters Feature at Festival

The suburb of Roseland held a community festival on Monday, Tuesday and Wednesday of last week, celebrating the twentieth anniversary of Palmer Park. There were great doings, much music, lots of speaking and the Duncan Sisters made their appearance every afternoon at 6.30, between the matinee and evening performances, under the auspices of the Roseland Music Shop, Victor dealer, at 111th street and Michigan avenue. They sang, of course, mainly the numbers which they have recorded for the Victor, and the Music Shop, which prepared for a big demand for "Topsy and Eva" records, was not disappointed.

Looks for Good Fall Trade

Sam S. Schiff, of the Vitanola Talking Machine Co., in speaking of the trade, said that the generally optimistic attitude of dealers regarding business for this Fall and Winter is highly significant. It is true there is some little hesitancy in some quarters for placing large advance orders, but the general belief of the dealers with whom we have come in contact is that conditions are sound and that there is going to be a good, active demand as the season advances.

The newly introduced art models of Vitanola and Vitanadio are figuring very strongly in the company's current business.

A Better Fibre Needle Cutter for Less Money

RETAIL PRICE $1.00

The ALTO

Manufactured by

ALTO MFG. CO.

1647-51 Wolfram St. CHICAGO, ILL.

Visitors at C. T. M. Co.

Among the visitors of the past fortnight at the Chicago Talking Machine Co. were W. A. Armstrong, manager of the Victor department of the Taylor Carpet Co., of Indianapolis, accompanied by his wife and Mrs. Schubert, of the department; L. S. Tolbert, manager of the talking machine department of Wolf & Dessauer, Fort Wayne, and S. B. Curran, manager of the talking machine department of the P. A. Bernice Co., Peoria, Ill.

"Outing" Ambassador Visiting Trade

H. C. Cooley, who assumed his duties as sales manager of the Outing Talking Machine Co., Mount Kisco, N. Y., last month, has been in Chicago and the West on an initial trip visiting and making the acquaintance of the company's distributors in this section. Mr. Cooley is highly pleased with the business done on Outing portables this Summer and the orders being placed by jobbers at the present time. He made a little trip up to Minneapolis and other Northwestern points, and he says that with the best wheat crop in years and the good prices everybody is feeling highly optimistic regarding the Fall business.

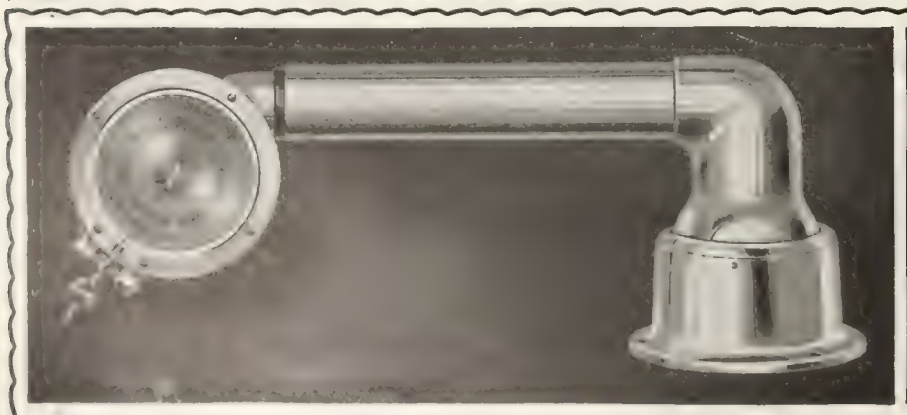
Sweet Makes New Connection

E. D. Sweet, well-known talking machine man with years of experience, has joined the Sonata Mfg. Co. as city salesman.

Ribolla Visits New York for Conference

S. A. Ribolla, general manager of the General Phonograph Corp. of Illinois, made quite a stay in New York the latter part of the month in conference with President Otto Heineman, who has just returned from his European trip.

(*Continued on page* 120)



Scotford Tonearm and Superior Reproducer

Manufactured under patents of Louis K. Scotford. Plays all makes of records. Fitted for tone control without the use of needle sharpener and without the scratch. Standard length 9½ inches, other lengths to order. Reproducer point—can be made to order longer or shorter. Base opening 1 inch in diameter.

Fine quality Nickel and Gold Plate finishes

SUPERIOR PRODUCTS SINCE 1888

The Superior Spring Balanced Lid Support

A touch of one finger lifts or closes the lid which stops, balanced, at any point desired. Does not warp lid. Noiseless in operation. The simplest spring balance made—and easiest to install. Can be made to fit any type and weight of lid. Furnished complete with escutcheon plate and all necessary screws.

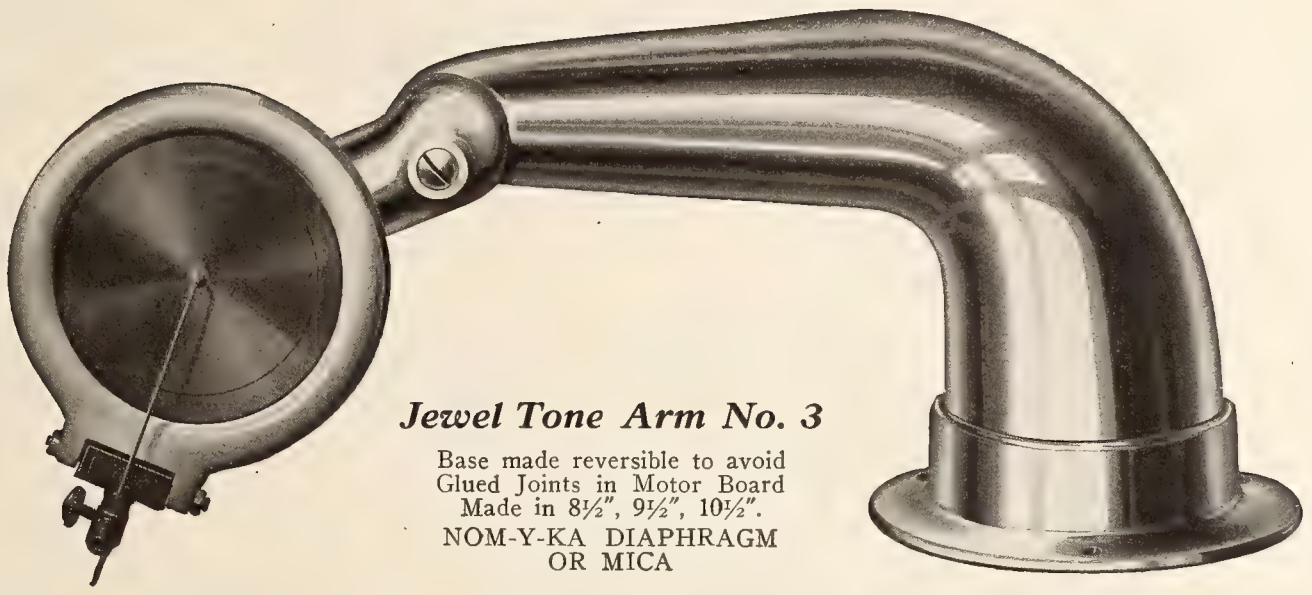
Supplied to manufacturers of high-grade phonograph cabinets in the United States and all foreign countries

Samples sent anywhere for trial

Low quantity Prices quoted on application

BARNHART BROTHERS & SPINDLER SUPERIOR SPECIALTIES FOR PHONOGRAPHS MONROE & THROOP STS., CHICAGO

The Jewel-Tone Reproducer *and* Tone Arm



Jewel Tone Arm No. 3

Base made reversible to avoid Glued Joints in Motor Board
Made in 8½", 9½", 10½".
NOM-Y-KA DIAPHRAGM OR MICA

ANNOUNCEMENT

Owing to recent improvements in the economical manufacture of our Tone Arms and Reproducers we have a much increased volume of production, while still keeping up the quality of workmanship, material, volume and tone to the very highest point of excellency.

We are pleased in being able to pass this saving on to manufacturers of phonographs.

It will pay you to get our greatly reduced prices and look into the matter of using the Jewel Tone Arms and Reproducers as your regular equipment.

Perfectly natural reproduction of what is on the record, plus great volume and the highest grade of material and workmanship in your tone arm equipment will greatly assist in the sales and repeated sales of your talking machines.

We will be pleased to send samples on memorandum for consideration to thoroughly responsible manufacturers, who are well rated or can give satisfactory proofs of reliability.

All Jewel products are guaranteed indefinitely in the broadest sense.

All repairs (except on broken Mica diaphragms) are made without charge, except for transportation, regardless as to whether breakage or defects are due to defective material or workmanship or to careless handling or accidents.

We take this opportunity of thanking our customers for their patronage in the past, which we appreciate, and we solicit the business of a few more manufacturers who are striving to make the highest grade phonographs they can consistent with reasonable economy.

It is possible that we might be of great assistance in regard to the proper balancing of Tone Chamber and Tone Arm equipment in your instruments.

Write us today for prices and samples.

JEWEL PHONOPARTS CO.

150—160 Whiting St., Chicago, Ill., U. S. A.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

On his return Mr. Ribolla spent several days with his family in their Summer quarters at Grand Beach, Mich.

U. S. Co. Honors Efficient Woman

The annual meeting and election of officers of the United States Music Co. was held on August 18 at the headquarters of this concern, 2934-38 West Lake street, Chicago. All of the officers, consisting of Arthur Friestedt, president; George Ames, vice-president; Jack Bliss, vice-president, in charge of the Eastern division; John G. Crotsley, treasurer, and Delbert A. Clithero, were re-elected.

The principal development of the 1924 annual meeting was the election of Miss M. E. Brown, recording manager, to membership on the board of directors. Miss Brown has been with the U. S. Music Co. during the past fifteen years and has worked her way up until she is now in complete charge of the arranging and recording departments. She has also become the principal minority stockholder and her election to membership on the board of directors comes as a reward for her indefatigable efforts in building up the merit and reputation of rolls which have come under her supervision.

The U. S. Music Co. is fortunate in possessing so capable and interesting a recording manager as Miss Brown, whose early experience on the concert and vaudeville stage fitted her admirably for her past fifteen years of work.

Radio Credit Bureau Is Established

A comprehensive system for the interchange of credit information in the radio industry has just been installed in the central office of the Radio Manufacturers' Association at 123 West Madison street, Chicago, under the direction of the Association's credit committee, composed of Walter H. Trimm, chairman; Donald MacGregor, Theodore Sheldon, Ronald Webster, John C. Tully and H. E. Wilkins. The committee, in its report to the Association which resulted in the installation of the system, said:

"We are in a new business. A business growing faster than any industry in the country. It is not strange, then, that we need a source of credit information not heretofore provided. Our business is not confined to one class of merchants. We reach the radio jobber, the electrical jobber, the hardware jobber, the automotive jobber, the music trade jobber, and others. For our own protection we must have available all the credit information we can secure regarding all our customers, no matter what their business may be outside of radio. Your committee believes that the only way to secure this protection is to interchange credit information among ourselves."

The committee will actively direct the work of the credit bureau and further states that "the plan will be elaborated from time to time just as fast and as much as the enlarging membership of the Association requires."

Harry D. Schoenwald for President

If the regular ticket goes through at the annual meeting of the Piano Club on October 15, and it probably will, Harry D. Schoenwald, the popular and very aggressive sales promoter for the Consolidated Talking Machine Co., will become president of the club. Harry has made a wonderful success as secretary and as a getter of new members, and has always shown an aptitude second only to that exercised in distributing talking machines and records.

Other members of the talking machine trade on the ticket as announced are Harry B. Bibb, of the Brunswick-Balke-Collender Co., who is a candidate for treasurer; retiring President John McKenna and R. M. Reilly, of the EdRay Sales Corp., who are scheduled for the board of governors.

The complete roster as just announced by the nominating committee is as follows: Harry D. Schoenwald, president; Henry D. Hewitt, vice-president; Gordon Laughead, secretary; Harry B. Bibb, treasurer.

The board of governors, for two years ending 1926, are as follows: Kenneth W. Curtis, Eugene Whelan, John McKenna, R. E. Davis, J. G. Childs, R. M. Reilly.

The hold-over members of the board are as follows: M. J. Kennedy, Jas. T. Bristol, Axel Christensen, E. V. Galloway and F. R. Michaels.

Establish Many Royal Agencies

Ray Reilly and Ed Blimke, of the EdRay Sales Corp., have done yeoman work the past Summer in getting the Royal line of the Adler Mfg. Co. established in Chicago. They have secured a number of good dealers all over the city. Considering the season they have booked an exceptionally fine line of business.

In addition to the combination phonograph and radio and Neutrodyne radio models which they have recently received they have also received a complete line of radio sets and are now equipped to take care of the radio demands of the dealers this Fall.

They are especially pleased with the news that the Adler Co. will start a national advertising campaign this Fall and look for a consequent benefit to their customers' sales.

Leon C. Samuels Touring Europe

Leon C. Samuels, exclusive distributor for the Vincennes Phonograph Co., sailed for Europe as per schedule on August 27 on the steamer "LaFrance" for a European trip.

No. 500

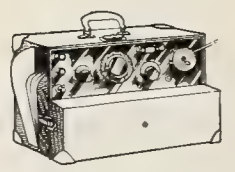
Radio Cabinet

With Built-in Loud Speaker

Mahogany or Walnut—Two Tone

Patents Applied For

Send For Literature and Prices



Portable Radio Set

With Collapsible Horn and Ribbon Antenna

Patents Applied For

Write For Further Information

LAKESIDE SUPPLY CO.

73 W. Van Buren St.

CHICAGO, ILL

Harrison 3840

Mr. Samuels left Chicago a week previously, however, and booked some mighty nice orders for Rivoli phonographs and Rivoli-radios on his way. Prior to his departure W. A. Ferguson, his assistant, took a short vacation at Duluth, Port Arthur and Escanaba, the latter his former home. He has an exceptionally fine display of the company's products at the Chicago office in the Republic Building, including the handsome new models which attracted so much attention at the recent Furniture Show.

Sees Good Things Coming This Fall

T. W. Hindley, sales manager of the Wasmuth-Goodrich Co., is quite sure that it is time to forget the deadness of the Summer months and face with assured optimism an excellent Fall trade. In one of his recent letters to the trade (and Tom is as facile a letter writer as he is a talker) he says he is quite sure that all signs point to a much greater talking machine business in the next four months than was put over during the past eight months. He also tells how his company is going to help the dealer make business good.

(*Continued on page* 122)

An Exceptional Line

for

Wide Awake Dealers

COLUMBIAN BABY GRAND

Elastic touch. Faultless Action. Mahogany Finish Only. Size, 59" x 56".

EXCEL PHONOGRAPH CO.

Manufacturers

400-412 West Erie St. CHICAGO, ILL.

Above are shown some of our best sellers. Styles 1 and 3 can be had in mahogany and oak finishes. Styles 10, 40 and 50 in mahogany and Walnut.

Order Now to Insure Immediate Delivery

VITANOLA

The Phonograph of Marvelous Tone

looks at problems through the dealer's eyes

And that is why—we say it modestly, but proudly—the same dealers who handled Vitanola phonographs years ago when we started making them, are today the most loyal dealers of all.

The experience of dealers is the best testimonial Vitanola can offer.

It naturally must follow that Vitanola considers the dealer first, and foremost.

We know that the dealer must sell what we make. Therefore we are careful to make only merchandise that the dealer can find a ready sale for.

We know that styles must be right, finish must be perfect, and inner construction dependable—because if this is not the case the dealer loses his friends and customers; and we lose HIM as OUR friend and customer.

No. 952 **List Price $220.00**

Width 30″; height 45″; depth 16¾″. Italian Walnut finish. Includes 5-tube radio set and loud speaker unit. No tubes or batteries. Cabinets constructed with horn in upper compartment behind doors. Grille in front of horn. Radio set behind center drop door. Room for batteries through two removable panels in rear. This is just one of the many new Vitanola models, showing how it looks when opened.

Dealer's price only $110.00

So Vitanola is built as nearly 100 per cent right as we can build it. Whether it's a Vitanola phonograph, radio cabinet or combination-radio phonograph, expect the best buy for your money; you won't be disappointed.

For Vitanola offers the best Dollar for Dollar values, always.

Vitanola Talking Machine Co.

829 American Furniture Mart

666 Lake Shore Drive **Chicago**

No. 702 **List Price $250.00**

Width 33″; height 47½″; depth 19″ at base (18¼″ at top). Italian walnut finish, includes complete phonograph equipment, 5-tube radio set and loud speaker unit. No tubes or batteries. Nickel-plated equipment, 2-spring motor. Rear panel removable. Top raises.

Dealer's price only $120.00

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

BLOOD TONE ARM CO.
PHONOGRAPH EQUIPMENT
326 RIVER STREET
CHICAGO, ILL.

The Blood Tone Arm Company is working *over time.*

There's a reason.

Don't wait too long before placing your fall orders.

There is coming an entirely new line of Emerson phonographs, including seven period-design console models, together with new Phonoradio and cabinet radios equipped with the latest type Federal radio and the Howard five-tube Neutrodyne receiving set, together with several DeLuxe art cabinets which Tom believes will make the trade sit up and take notice.

Just to show the dealers what is to be expected in the radio line Mr. Hindley gives his friends, the dealers, the following, quoted from an authoritative source:

"Recent reports from the principal radio manufacturers and distributors would seem to indicate a certainty that the wireless industry will have the largest year in its history. The only question seems to be just how big sales will be. Estimates based on seven months' production range between $350,000,000 and $500,000,000, including parts, sets and batteries and other accessories. Circumstances have combined to increase interest in radio. The growing intensity of the interest in the Presidential campaign, in which radio is expected to play a major part, has led to heavy purchases of new sets. The spurt in prices of agricultural products has focused attention on the daily market reports, especially in the rural districts. Sport has already played a big part through the Olympic games and promises to be even more a factor in view of the approach of the international polo and tennis matches, the tightest race the American League has ever seen, a World Series of extraordinary interest and a football year that promises real sensations.

"Then there is ever present, on the part of young and old, the hunger for music and entertainment that is so generously satisfied by the delightful programs which are daily broadcast from studio, concert hall, hotel and theatre. Combined with these influences and contributing to the general enthusiasm for radio has been the real satisfaction which recent equipment has given its users. Profits and production among the manufacturers and dealers, therefore, are piling up. Some idea of the volume of sales may be gathered from the fact that the first quarter of this year the sales value of Neutrodyne receivers, paying a royalty to the Hazeltine Corp., amounted to $7,600,000 and that the second quarter, undoubtedly, showed an increase over this amount."

Iroquois Sales Co. Manager Enjoys Himself

Irving S. Leon, manager of the Iroquois Sales Co., Strand and Okeh-Odeon distributor of Buffalo, together with his wife and children, spent a two weeks' vacation autoing through several States. Part of the time was spent at their former home in Peoria. They made a stay of a day or two in Chicago and Mr. Leon took occasion to visit some of his excellent friends in the trade here.

Commend Gulbransen Educational Work

The advertising and sales magazines have always had much to say about the fine sales helps and educational literature produced by the Gulbransen Co. of this city.

In the August issue of Printers' Ink Monthly considerable space is given in the book to "Good Times With Your Gulbransen," which dealers have found to be not only good producers after sales are made, but a very valuable aid in selling.

Under the title "What Should Go in the Good-will Booklet" Printers' Ink Monthly says, in part:

"The primary aim of 'Good Times With Your Gulbransen' is to keep the man who owns one thoroughly sold on it by showing him how to get the most from it in the way of amusement. For one thing, it tries to teach the owner to buy good rolls, recommending half a dozen manufacturers, although the Gulbransen Co. has no interest in any particular player roll concern.

"'Don't limit your library to the popular rolls of the moment,' says the booklet. 'You will tire of them and have a lot of rolls which you never play. Study the parts of this book devoted to explaining the better kinds of music. Buy some of the rolls recommended. We do not want to see your roll-library limited to the productions of any one or two roll makers. That would be like subscribing to only one magazine or reading only one publisher's books.'

"'Good Times With Your Gulbransen' is a sturdy campaigner for good music. Under the heading 'Suggestions for the Study of Music' it lays down the A B Cs of musical enjoyment with admirable simplicity. Anyone who can read finds that he can grasp ideas he once thought reserved to the esoteric few, as the booklet turns from Elements of Music, Examples of Rhythm and Examples of Melody and Examples of Harmony to such topics as Descriptive Music, Tone Poems, Nationality in Music and a suggested Music Memory Contest. As a practical recipe book for home entertainment it plays out programs made up of the works of classical, romantic and modern composers, programs for such events as Children's Day, and Old Times Concert, Christmas, and Americanization Day, and so on. It is obviously meant to be kept as a reference guide. The last six pages are blank for memoranda. And, lest we forget, there is no trace of a picture of the Gulbransen manufacturing plant in all its sixty-six pages. First, last and entirely it is a book for the promotion of good music and musical appreciation which are the bedrock of all Gulbransen sales."

New Radio Corporations

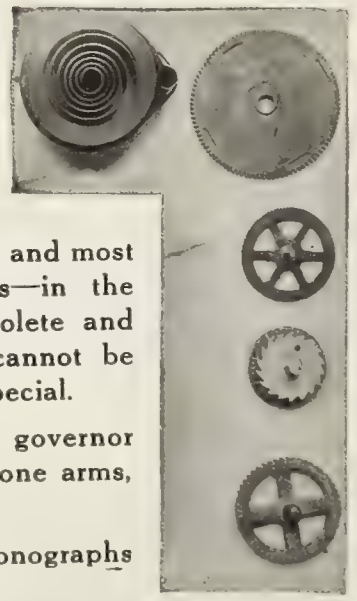
Among the Chicago radio corporations authorized by the Secretary of State are the following:

Western Dynergy Radio Co., 630 South Wabash avenue. Capital, $50,000. Manufacture

(Continued on page 124)

Repair Parts

For All and Every Motor That Was Ever Manufactured



We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

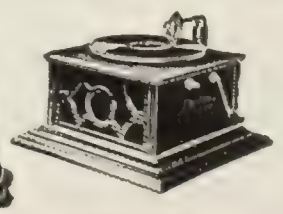
Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

Manufacturers of High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.



TRADE MARK "CONSOLA"

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill James Co.
Arolino Co.

CABLE ADDRESS "CONSOLA"

227-229 W. WASHINGTON ST. CHICAGO ILL.

Branches: 2057 Gratiot Ave., Detroit, Mich. 1121 Nicollet Ave., Minneapolis, Minn.

Okeh and Odeon Records

GET that bigger-than-ever share of the Fall increase in business—with these fast selling, popular lines and

"Consolidated Service"

Consolidated Talking Machine Co.

227-229 West Washington Street CHICAGO, ILL.

Branches:

2957 Gratiot Ave., Detroit, Mich. - - 1121 Nicollet Ave., Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)

and deal in radio, wireless sets, etc. Incorporators: Isidore H. Brand, Joseph Sobel, Milton Harris, Morris Luskin and Judge Blumenfeld. Correspondent: Milton Hart, 407 East Thirty-fifth street.

DuVolla Radio Co., 160 North La Salle street. Capital, $1,500. Manufacture and deal in electrical goods and machinery. Incorporators: E. M. DuVolla, P. W. Evans and B. C. Rosencrans. Correspondent: Hirsch, Chaikin & Bloch, 160 North La Salle street.

Randolph Radio Corp., 159 North Union avenue. Capital, $1,000. Deal in radio parts. Incorporators: Albert J. Goldberg, Samuel Micon, G. M. Bulmash. Correspondent: Albert J. Goldberg, 160 North La Salle street.

Central States Dynergy Radio Co., 630 South Wabash avenue. Capital, 100 shares no par value. Manufacture and deal in radio, wireless or aerial receiving apparatus, switches, etc. Incorporators: Joseph Sobel, John R. Sweeney and Edward L. Herbert. Correspondent: Milton Hart, 407 East Thirty-fifth street.

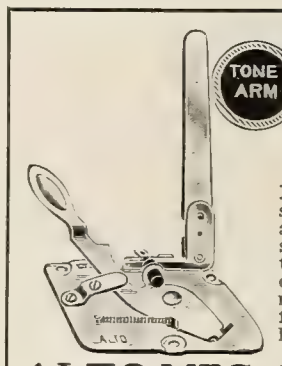
Popular Okeh Artists

One of the most popular orchestras making Okeh records is Jules Herbeveaux and His Orchestra, whose Okeh records have achieved country-wide success. This organization plays regularly at Guyon's Paradise Gardens, Chicago, one of that city's most successful dance palaces. Mr. Herbeveaux has a personal following among Chicago dance enthusiasts that is equaled by very few orchestra directors in the Windy City, and his orchestra is generally recognized as one of the leading exponents of dance music in the Middle West. This organization uses Buescher band instruments exclusively, in both its dance and recording activities.

Jules Herbeveaux and His Orchestra

Exploits Brunswick Radiola

Two of the four pages of the August issue of Bent Twigs, a lively little house organ published by the Bent Music Shop, are devoted to the Brunswick Radiola. The article is attractively illustrated with special designs and photographs of the different models of the line.



THE ALTO
Automatic Stop

For Phonographs.

Nothing needs to be screwed unto the tone arm. Simple in construction. It fits under the turn table. Our customers say it is the most accurate stop they found yet in spite of its low cost.

ALTO MFG. CO., 1647-51 Wolfram Street CHICAGO
Canadian Distributor Phono Parts Supply Co., Toronto, Ont.

Robert Illing Enjoyed Vacation

Robert Illing, of the Vitanola Talking Machine Co., spent the greater part of last month vacationing in the wilds of northern Wisconsin, luring pickerel from their retreats. This is the first vacation that "Bob" Illing has had in many years, as he states that handling Vitanola correspondence is to him just as pleasant as fishing.

Vitanola Service

Opposite the name and room number of the Vitanola Talking Machine Co. in the American Furniture mart is a large white star, indicating that the concern is open for business all year round and every working day of the year. Some concerns showing at the mart have salesmen there but one or two days of the week, but every day either M. C. Schiff, president of the company, or Samuel S. Schiff are present to greet visitors.

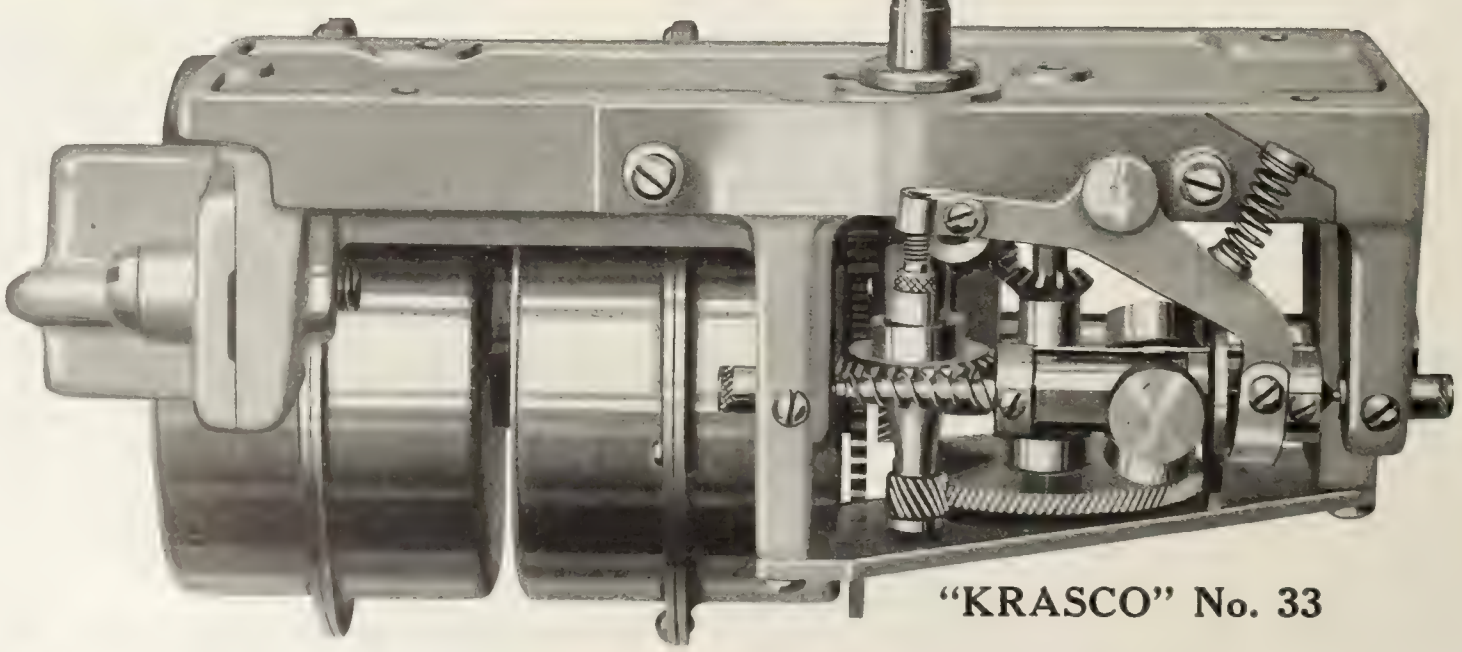
Change Several Departments at Lyon & Healy's

The sales and display rooms of several departments of the Lyon & Healy store are being rearranged so as not only to provide increased

KRASCO

A Revelation in SMOOTHNESS *and* QUIETNESS

The "OLD RELIABLE"
Nearly 2,000,000 KRASCO Motors in Use Today.



"KRASCO" No. 33

No matter what your motor requirements are KRASCO will fill the bill. If your trade wants reliable motors to play from four to ten ten-inch Records at one winding KRASCO will do it. Write for literature on KRASCO MOTORS. Types 2, 3, 4, 22, 33 and 41.

KRASCO MANUFACTURING COMPANY
451 East Ohio Street CHICAGO, ILL.
Eastern Branch, 120 West 42nd Street, New York

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 124)

Kimball Style X—Tudor

KIMBALL PHONOGRAPHS

Best by Comparison

A DEALER who orders three carloads of Kimball Phonographs at a time has written:

"We have satisfied ourselves that we cannot find a more satisfactory product than the Kimball. Our customers like the instruments very much."

Excellence of Construction
Natural Tone, Variety of Designs

Ask about Agency Franchise, Territory and Terms

W. W. KIMBALL CO., 306 South Wabash Ave., Chicago

ESTABLISHED 1857

Makers—Kimball Phonographs, Pianos, Players, Pipe Organs. Distributors—Columbia Records

space but more convenient access to the departments. The general offices of Lyon & Healy have been moved to the ninth floor at the north side of the building. A section of the small goods, the stringed instruments, has been moved from the fifth floor to the first. This was done to make the goods more accessible for purchasers of this type of merchandise. The brass and general band and orchestra instruments will remain in their old location on the fifth floor. The stringed instruments are now found just inside the Wabash avenue entrance, utilizing the space formerly held by the radio department. The latter has been moved to the Jackson boulevard entrance.

These changes, it is said, will give Lyon & Healy a much more diversified display on their first floor and will undoubtedly stimulate business. The displays have been so arranged as to prompt inquiries and produce sales. Such a large transient trade passes through the main floor alone that the advertising for such departments is noticeable.

Kimball Field Day

Employes of the W. W. Kimball Co. enjoyed a day's outing at Glenwood Park, Ill., on a certain August Saturday under the auspices of the Foreman's Club. The affair was a huge success, in spite of the fact that throughout the morning heavy clouds overcast the sky and did their best to dampen the ardor of the prospective picnickers. The weather, however, did not achieve its purpose, as most of those who did not get out on the early morning trains arrived in the afternoon.

An excellent program was arranged by the Foreman's Club, consisting of a musical program, games, races and dancing. E. B. Bartlett was master of ceremonies and the address of the day was given by L. A. Grittenton. Another speaker was Albert A. Husebey. A special band was hired for the occasion and provided music for the picnickers throughout the day.

Chas. F. Baer Again Columbia Manager

Chas. F. Baer has been appointed manager of the Chicago branch of the Columbia Phonograph Co., Inc., succeeding John McKenna, resigned. It's a return to the position he held for many years and, in fact, prior to his leaving the service of the company and engaging in business for himself in 1920, he had been associated with Columbia for twenty years. He returned in April of this year as assistant manager and was, accordingly, well equipped to assume the managerial duties when they fell upon his shoulders.

"It is very gratifying to me to be reappointed manager of the Chicago branch of our com-

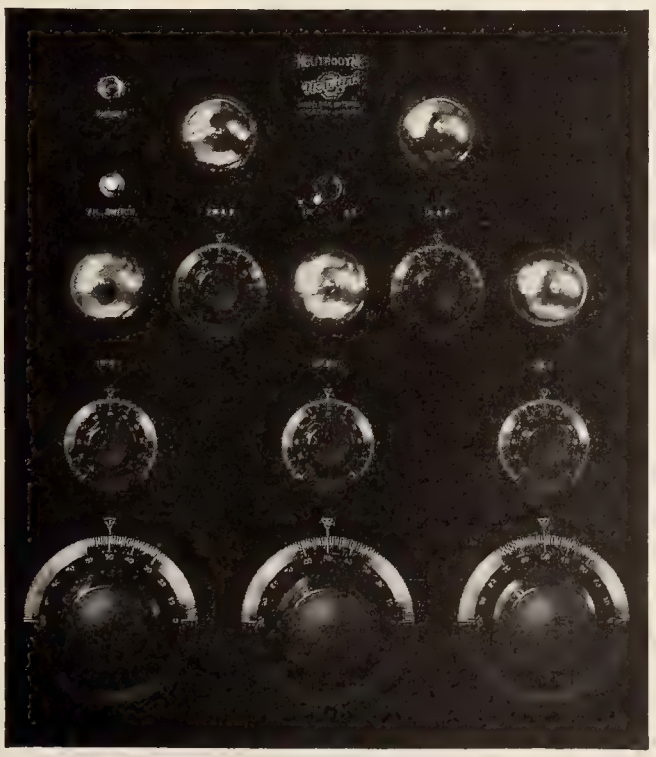
(Continued on page 126)

The most exclusive Neutrodyne models which are produced. It's not how many sets we build but HOW GOOD.

Howard Mfg. Co. Inc. — Guaranteed Products — Chicago, U.S.A.

Licensed by Independent Radio Manufacturers, Inc. — Req. U.S. Pat. Off. — NEUTRODYNE — Pat. March 27, 1923 and April 1, 1924 Hazeltine Pats. Nos. 1,450,080 and 1,489,228 Other Patents Pending

Howard 5-Tube Neutrodyne Sets for the Music Trade



Exclusive Howard 5-Tube Neutrodyne Set to fit any cabinet desired and complete ready for installation.

The Console illustrated at the right is built of finest materials throughout and supplied complete with enclosed horn in various period designs.

The Neutrodyne receiving set has coast to coast range and represents the highest development of the Neutrodyne circuit.

Write for Catalog and Prices.

HOWARD MANUFACTURING CO., Inc., 4248 N. Western Ave., CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 125)

Packed in attractive Colored Display Cartons

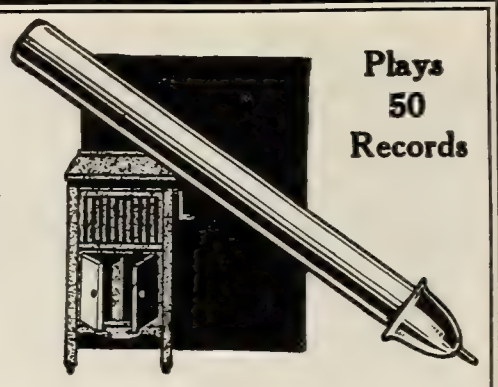
Retail Prices:
Box of 12 needles - 25c
Box of 4 needles - 10c
100% Profit to Dealers

Tonofone

REPRESENTS THE HIGHEST STANDARD QUALITY
Obtained in
SEMI-PERMANENT NEEDLES

Reproduces all the Tones Accurately and Clearly without the scratchy Surface noise.

TONOFONE NEEDLES ARE SOLD BY OVER 8,000 DEALERS and 26 WHOLESALE DISTRIBUTORS



Plays 50 Records

Cannot injure the finest record!
The stylus point is made of a material softer than the record substance, therefore wears the needle and *not* the record.

If you do not have complete stock on hand, order from your Distributor

THE TONOFONE COMPANY *Makers* 110 S. Wabash Ave., Chicago, Ill.

pany, a position which I formerly held for a good many years," said Mr. Baer. "The greatest pleasure is the realization that I have an opportunity of re-establishing friendly relationships with Columbia dealers, many of whom I have known personally for years. It has been gratifying indeed to receive a large number of letters and telegrams congratulating me upon my reappointment as manager.

"Prospects for the future are very bright and I know that our factory and our executive offices in New York are working as a unit with but one desire, mainly, to give the dealers what they want when they want it. The personnel of the executive offices is made up of men who have been in the game for years and who have learned what it means to build up a profitable phonograph and record business, and who are always striving to improve the product in every possible way."

Mr. Baer has appointed S. S. Gilroy, formerly on the auditing staff of the company, as assistant manager of the Chicago branch. "He is a man thoroughly equipped, through his years of experience in every branch of the Columbia service, to handle the problems in the Chicago branch toward the end of giving the dealers prompt and satisfactory attention," said Mr. Baer.

In arranging for an energetic Fall campaign various changes in the territory of the sales force have been made. Fred Johnson, of the city sales force, will now cover the Loop and North Side and the West Side as far south as Twelfth street. L. M. Sherlock will cover the South Side from Twelfth street to the State line. C. E. Beisel, who travels Michigan and northern Indiana, has had a slice of Illinois territory added, bounded by the Illinois River on the west. D. W. Donahan, who has been in the office, has been given central Illinois and Iowa territory. W. E. Pugh now covers Wisconsin and northern Illinois. W. L. Barren has all of Minnesota and the upper tier of counties in Iowa. L. E. Gunyo will cover the Dakotas and Montana.

Hold Third Anniversary

The J. M. Dvorak Music Co., located at 3844 West Twenty-sixth street, held its third anniversary celebration recently. Q. E. Pribyl, treasurer of the concern and general manager, was in charge of the festivities. There were a number of wholesalers present and the salesrooms were crowded with patrons who live in the neighborhood. Refreshments were served and a general good time was enjoyed by all.

Immediately after the anniversary celebration Mr. Pribyl left the city for his vacation, which he will spend among the foothills of the mountains at Little Valley, N. Y.

Musical Merchandise Manufacturers Meet

The first Fall meeting of a series of monthly gatherings was held by the Association of Musical Merchandise Manufacturers of the Chicago Zone on Thursday, September 4, at the Hotel LaSalle, with J. R. Stewart, president, in the chair.

One of the speakers was Vell Ruth, a member of the Illinois Chamber of Commerce, who gave an address on the Illinois Products Exposition to be held here on October 9-18 at the American Furniture Mart, 606 Lake Shore drive.

After this address there was a short discussion, during which it was decided to have the Association as a body exhibit at this exposition, each member contributing products that he manufactures. This exposition will show products made by manufacturers in Illinois, and the public will be invited.

Another interesting talk was given by G. L. Hostetter, ex-secretary of the Employers' Association of Chicago. G. F. Chapin, of the Standard Musical String Co., of New York, N. Y., was a guest at this meeting.

Columbia Co. Recording in Chicago

The first week in August witnessed the setting up of a temporary recording laboratory on the sixth floor of the building in which the Columbia offices are located at Wabash and Congress streets, in charge of Clyde Emerson, the company's recording manager from New York, and H. A. Kubies, who has charge of foreign-language recording.

It is expected that the same thing will be done at frequent intervals in the future, with the idea of giving the people of Chicago and the Chicago district records by artists with whom they are familiar, and also to add to the company's foreign catalog by recordings of the remarkable talent to be found in the various foreign colonies in Chicago.

The prime object of the exodus of the Columbia Co.'s foreign staff to Chicago this month was to secure the first records from Art Kahn and His Orchestra, with whom, as announced in The World last month, the Columbia Co. has made an exclusive contract. No less than nine excellent records were secured, which, it is believed, will prove to be very marked additions to the company's dance library. Furthermore, recordings were made of two of Chicago's leading Bohemian bands, of the voice of Sergei Borowski, famous baritone, formerly of the Moscow opera, accompanied by Astor's Orchestra of Russian Artists, and of some interesting Italian folk songs, with mandolin, guitar and flute accompaniment.

On Friday, September 5, the last day on which recordings were made, a large number of Chicago Columbia dealers took advantage of an invitation extended them to be present and the

(*Continued on page* 128)

Don't Overlook This "Buy"!

We offer the following at exceptionally low figures:

140 No. 8 Widdicomb Upright Phonographs; antique mahogany finish.
3,000 Widdicomb composition horns; will fit any machine.
10,000 modulator rods.
Gold and nickel-plated cover supports.
Gold and nickel-plated automatic stops.
400 nickel needle pads.
1,000 yards high grade scroll silk.
6,000 Edison and Pathe Jewel needles; loud, half-tone and soft, set in ivory and brass.

Will sell entire lot or any part thereof.

Write for prices.

CHICAGO PHONOGRAPH REALIZATION
1427 CARROLL AVENUE CHICAGO, ILLINOIS

THE VOICE OF THE WORLD
TRADE MARK
RADIO MASTER
CORPORATION OF AMERICA
BAY CITY, MICHIGAN

The exquisite appearance of our new line of phonographs is but part of their superiority. The best of panel stock—the best of equipment combined with skilled workmanship makes Phono-Master the outstanding value on the present market.

RADIO-MASTER MODEL No. 100
Four tube radio receiver employing the latest radio frequency circuits. Operates on an inside aerial. Supplied in either Walnut or Mahogany. Self contained loud speaker unit and horn. 25½ *in. long.* 17 *in. wide.* 15 *in. high.*

Dealer's price less tubes and batteries, $62.50.

PHONO-MASTER MODEL No. 6
Two tone Brown Mahogany, 33½ *in. long.* 21 *in. wide.* 33 *in. high.*
Dealer's price $40.00.

All Phono-Master Phonographs are equipped with combination radio phonograph tone arms and are built with a blank panel in which radio receiver may be installed. Radio-Master Receiving Sets in Phono-Master Phonographs make an ideal combination instrument. Price on the complete combination on request.

PHONO-MASTER MODEL No. 10
Two-tone Mahogany or Walnut, 40 *in. long.* 22 *in. wide.* 35 *in. high.*
Dealer's price $60.00.

RADIO-MASTER CORPORATION
OF AMERICA

BAY CITY, MICHIGAN F. B. WARD, President

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 126)

majority of them learned for the first time something about practical record making.

Organizing Sales Force

The Music Trade Radio Corp., at 328 North Michigan avenue, which, as reported last month, has been organized with Percy R. Kimberley at its head to specialize in jobbing radio to music merchants, is getting rapidly in shape and is organizing a strong force of traveling men with a wide acquaintance in the music trade. The company will feature the products of the Zenith Radio Corp. in its jobbing business.

Mr. Kimberley has already secured the services of Roy S. Dunn, formerly of the Schumann Piano Co. and a man of many years' experience in the trade, who will cover Wisconsin. Fred Aylesworth, a man of wholesale and retail experience in talking machines and radio, will have the State of Illinois, and J. E. Gerlich, a man widely known in both the talking machine and the piano trade, will cover the State of Indiana.

New Broadcaster Styles

The Broadcaster Corp. is operating its factory on Fullerton avenue at full capacity and is especially pleased with the reception that has been given its new models. The models include styles of console talking machines, radio and talking machine combinations, and also radio console cabinets unequipped. S. L. Zax, secretary and sales manager of the company, is now on a several weeks' trip which will include the Middle West, Southern and Eastern States.

Important Columbia Sales Conference

There was a general conference of the selling force of Columbia's Chicago office on Saturday, August 30, and Monday, September 1. Saturday was spent in visiting the Columbia Co.'s cabinet plants at Kankakee.

"I believe that salesmen should know all about the construction of Columbia cabinets so that when they are questioned regarding the wood used and methods of construction they can talk intelligently," said Mr. Baer. "Our boys saw the building of the Columbia cabinets from the millroom to the finished article. They will now be able to talk to their dealers on Columbia cabinet construction as they never could before."

On Monday, September 1, the regular monthly record meeting was held and in the evening a banquet was given at the Atlantic Hotel, at which were present, besides members of the sales force, W. C. Fuhri, vice-president and general sales manager of the company; Messrs. Emerson and Kubies, of the recording laboratory in New York; W. L. Sprague, manager of the Minneapolis branch; E. Kmentt, foreign representative of the Chicago branch; H. J. Wilkes, credit manager, and Jack Kapp, of the record promotion department.

After a very excellent dinner there were talks by Messrs. Fuhri, Baer, Emerson, Kubies, Kapp and Wilkes, followed by general discussion relating to products, sales and policies. The salesmen had their inning for an hour and a half, during which time Mr. Fuhri was kept busy answering questions.

Death of Walter A. Schaaf

Walter A. Schaaf, secretary of Adam Schaaf, Inc., and manager of the big Schaaf retail piano and talking machine store on Wabash avenue, died on September 2 of pneumonia, after but a few weeks' illness. With his brothers, Harry and Fred Schaaf, he had been associated with that institution ever since he was a boy in the upbuilding of the industry founded by his father.

Since the occupation of the building on Wabash avenue, a few years ago, he has had general charge of the retail sales, including the important talking machine business of the company. He was widely known in the trade and leaves a host of friends to mourn his loss.

Krasco Radio Activities

The Krasco Mfg. Co. is getting a fine distribution on the Monarch portable radio. Some of the largest dealers in the country have added this line. Some very famous people in the theatrical world have purchased Monarch portables from the New York office of the Rudolph Wurlitzer Co. Among these are Lupino Lane, a headliner in the "Ziegfeld Follies," and a famous English comedian; Will Rogers, also of the "Follies"; Harry Cantor, Miss Anne Pennington, Florenz Ziegfeld, Mr. Franklin, general manager of the Famous-Lasky Player Studio Corp., and Hugo Riesenfeld, leader of the Rialto Theatre Orchestra.

The company has also perfected a six-tube straight radio-frequency reception for talking machine installation with a loop aerial made to obviate the necessity of ground wires and outside aerial.

John McKenna Resigns

John McKenna, who for the past four years has been manager of the Chicago office of the Columbia Co., announced his resignation the middle of last month. During his incumbency of this position he has made himself widely liked in the Chicago trade and his popularity was attested by his election as president of the Piano Club of Chicago, from which he retires at the coming election in October. His administration has been most successful and he has endeared himself to the members, among whom talking machine men form a very large faction. Mr. McKenna came to Chicago from St. Louis, where he had charge of the Columbia interests. The announcement of his new trade connection will naturally be greeted with great interest in the trade.

Announces New Victor Calendar

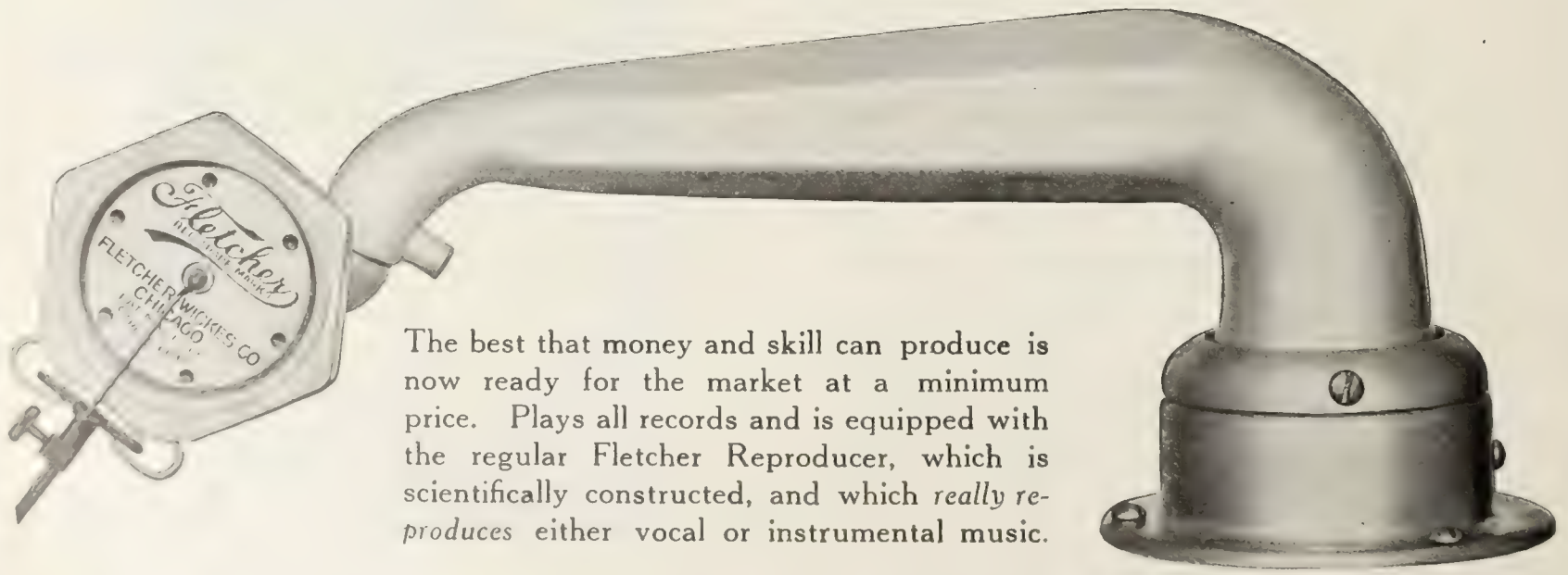
The Reincke-Ellis Co., of this city, advertising specialist, has sent out a preliminary announcement to Victor dealers this week regarding the Victor Red Seal calendar for 1925. The 1924 calendar issued by this company was a decided success and many Victor dealers were disappointed by reason of the fact that the supply did not meet the demand. The 1925 calendar promises to be even more effective than this year's calendar and will feature new rec-

(Continued on page 130)

A New Fletcher REG. TRADE MARK Product

No. 3 BRASS DRAWN TONE-ARM

One Piece Hexagon Taper, Non-Vibrating



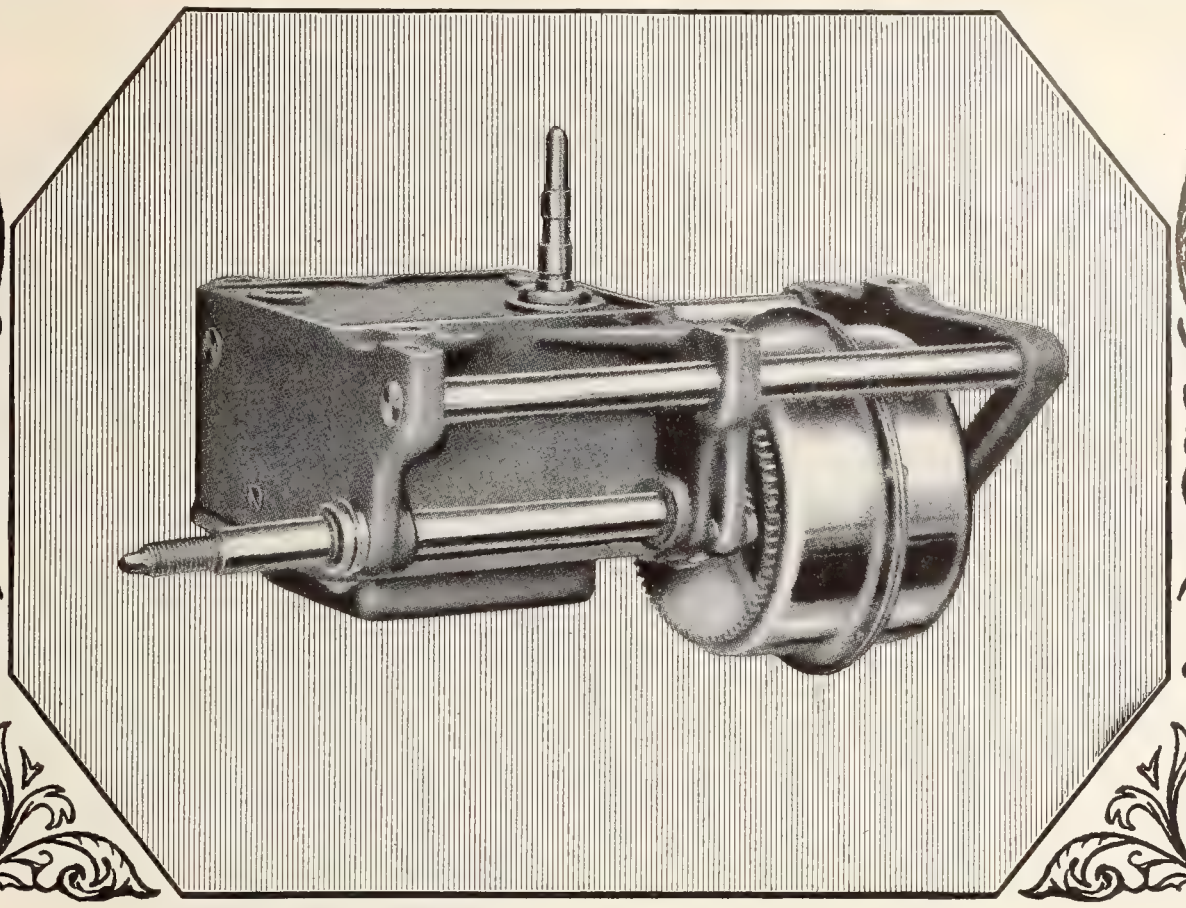
The best that money and skill can produce is now ready for the market at a minimum price. Plays all records and is equipped with the regular Fletcher Reproducer, which is scientifically constructed, and which *really reproduces* either vocal or instrumental music.

Write for samples and quantity quotations specifying 8½" or 9½" length.
Money back guarantee covers all sample orders.

Fletcher "Straight" and Fletcher "Universal" still made and carried in stock.

FLETCHER-WICKES COMPANY

116-122 WEST ILLINOIS STREET, CHICAGO



Motors With Personality Are These

THERE is an indefinable quality found in the products of this plant, that is more than high quality and superior workmanship. United Motors seem to possess in a way the personality of the men who create them—a reflection of the precision and accuracy that these craftsmen exercise continually.

Into an airy daylight factory, that is equipped with every modern machine to aid in the production of these fine motors, each day enters a group of skilled and conscientious workers. Workers who sing as they bend to their tasks and whose greatest happiness is not found in their pay envelopes, but in the inward satisfaction that they can feel when they send out the finished motor. Knowing that they have created a fine mechanism that is worthy of the name "United".

Added to fine materials, and workmanship, of the type that characterized the guilds of old, we further assure the superiority of our motors by a series of comprehensive and rigid tests which prove a motor before it leaves our hands. Springs, for instance, are tested as many as 200,000 times. Thus, United Motors have gained, and are keeping, a reputation for high quality and dependable service in the finest cabinets of those manufacturers who insist on quality first.

UNITED MANUFACTURING AND DISTRIBUTING CO.
9705 Cottage Grove Avenue, Chicago, Illinois, U. S. A.

UNITED

Largest Independent Manufacturer of Phonograph Motors in the World

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 128)

ords, new events, musical happenings and other timely incidents of interest to Victor dealers.

Kingwill-Siemon Nuptials

Scott Kingwill, Western manager of Tires and Automotive Electricity, two of the Edward Lyman Bill, Inc., publications, and formerly associated with the Western office of The Talking Machine World and Music Trade Review, was married on Saturday, September 6, to Ethel Siemon, daughter of Frederick Siemon, manager of the talking machine department of the Rudolph Wurlitzer Co. in Chicago. The wedding took place at the home of the bride, 1525 Birchwood avenue, Rogers Park, Chicago. The young couple left immediately for an Eastern and Canadian tour and will be at home to their friends in Rogers Park about October 1.

"Scott," as his business and social friends call him, is one of the best-known of the younger generation of trade-paper men and has been associated with the Edward Lyman Bill publications for some nine years. He served with distinction in the World War, having obtained a commission as first lieutenant of infantry. Proceeding to France he saw considerable service in the Argonne and St. Mihiel operations. He was promoted to captain and remained after the Armistice for some time in occupied Germany. His regiment was the Fifty-eighth Infantry, one of the regular army regiments in the famous Fourth Division. Upon his return to the United States he resigned from the army and resumed his place with the Edward Lyman Bill organization, assuming the Western management of Tires and Automotive Electricity.

Mrs. Scott Kingwill is famous among the younger set of Chicago's upper North Side for unusual beauty, charm and personality.

George W. Lyle Visits Chicago

George W. Lyle, president of the Manufacturers' Phonograph Co., New York, was on a visit among the distributors of Strand talking machines in the Middle West the latter part of August and spent the day with the Consolidated Talking Machine Co., Chicago distributor.

Brunswick Salesmen's Conference

All plans have been made for the first conference of Brunswick retail salesmen, which will be held in this city at the LaSalle Hotel, September 22 and 23. The Brunswick-Balke-Collender Co. has announced that the New York City conference will be held on October 13 and 14 instead of the dates formerly arranged. Later on similar conferences will be held on the Coast and in other sections of the country.

Name Changed to Mohawk Electric Corp.

The Electrical Dealers' Supply House, of this city, has changed its name to the Mohawk Electric Corp., with headquarters as heretofore at Diversey and Logan boulevard. The personnel of the company remains unchanged and it will continue to manufacture radio apparatus, brass specialties and electrical fittings.

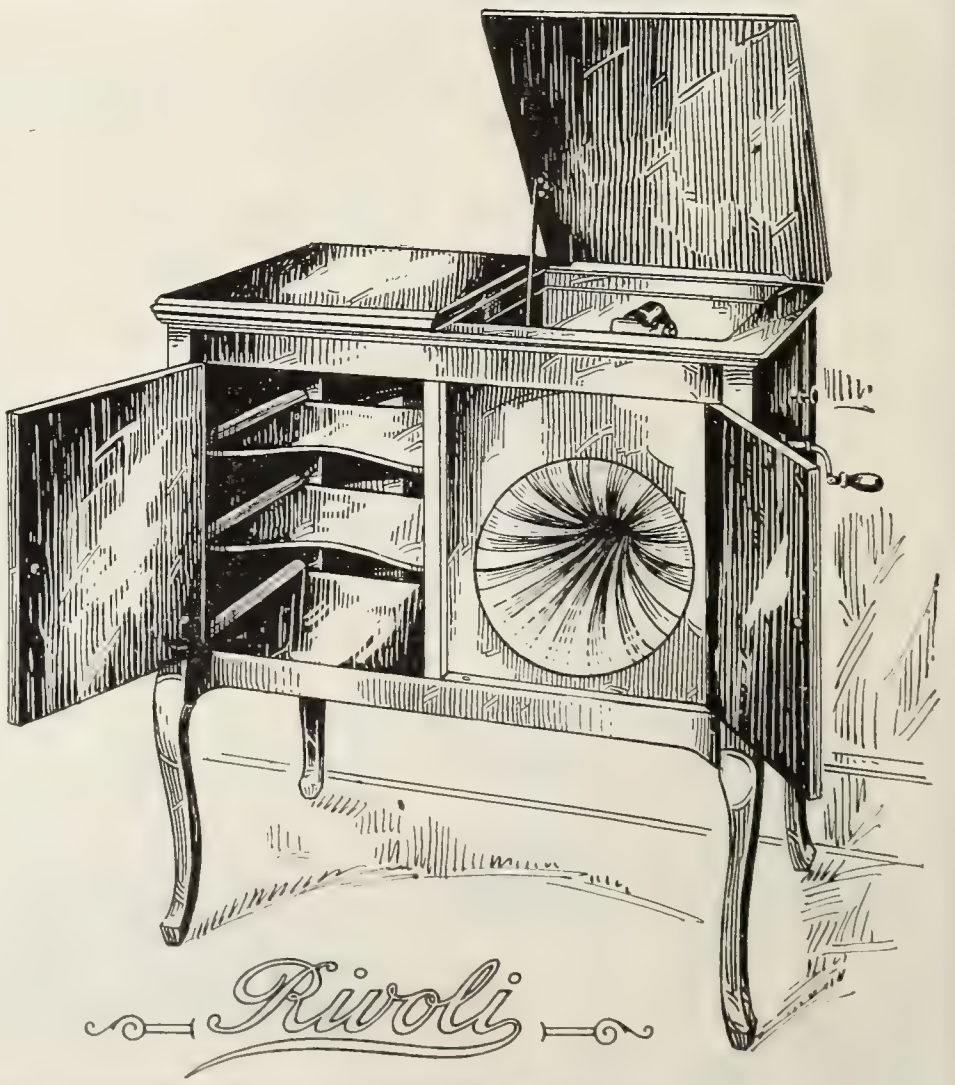
There are different classes of buyers just as there are different classes of merchandise.

The demand today is for buyers who know the difference between the different classes of merchandise.

The intelligent buyer or merchandiser can take one look at RIVOLI and know he need go no further—that he has found the ultimate in values and has encountered an article which can stand the minutest scrutiny without fear of the result.

RIVOLI seeks no short cuts to effect low prices—no counterfeit materials or elimination of not too noticeable parts. It finishes out so as to show exactly what it is made of, and stands strictly on its own merits.

Outstanding among these coveted merits is its wonderful TONE. Repeatedly its tone has been pronounced superior to that of any phonograph in existence.



VINCENNES PHONOGRAPH COMPANY
VINCENNES, INDIANA
Exclusive Distribution by LEON C. SAMUELS, 930 Republic Bldg., Chicago, Ill.

Ralph Waldo Emerson once said: "An institution is but the lengthened shadow of a man."

Which is another way of saying that a product is no better than the institution behind it.

Shrewd buyers always investigate the house with the goods. They know that water is no better than its source.

You are invited to determine the responsibility of the House that builds "MASTERCRAFT"—together with the product.

Two large factories with every modern facility, manned by artisans long skilled in the trade—make for quality, volume, efficiency and dispatch,—which means a wide range of "Golden Rule" Instruments—at interesting figures.

Buyers are divided into three classes: the self-starters, those that have to be cranked and those that have to be towed.

Self-starters will find this a profitable connection on Fall requirements.

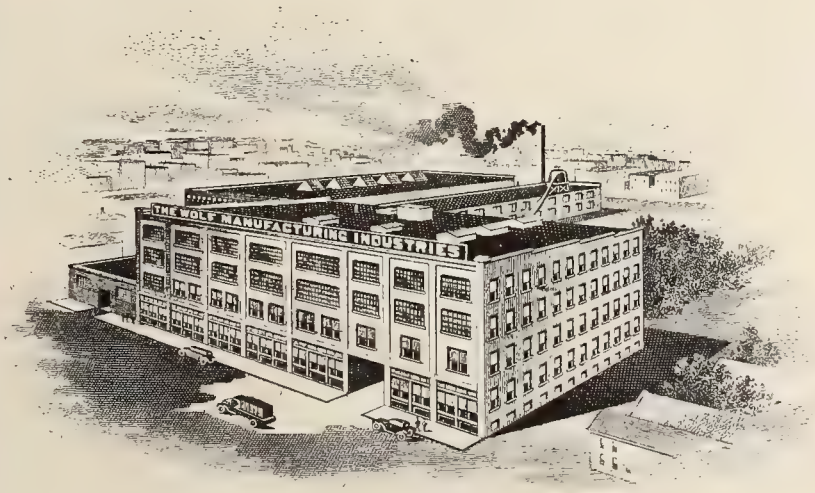
Descriptive literature—and quotations—on request.

THE WOLF MANUFACTURING INDUSTRIES

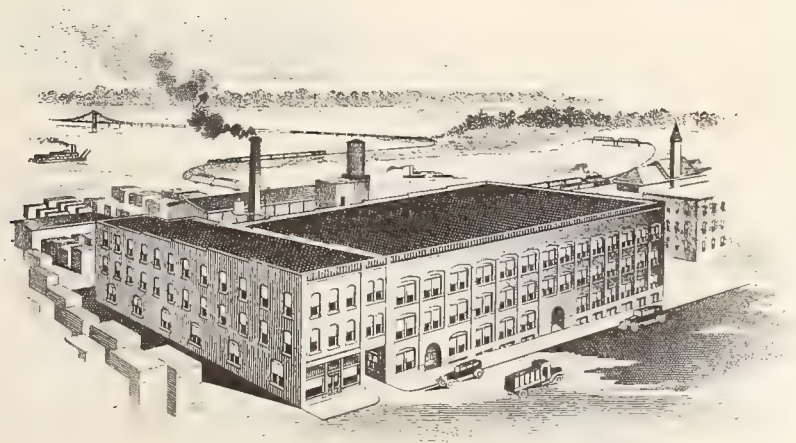
(Established 1890)

BUILDERS OF "MASTERCRAFT" PHONOGRAPHS

QUINCY, ILLINOIS



PLANT Nº1



PLANT Nº2

Improvement in the Demand for All Lines Felt Throughout Los Angeles Territory

Many Leading Retailers Now Featuring Radio in Their Sales Campaigns—Local Brunswick Branch Issues House Organ—Annual Picnic of the Barnes Music Co.—W. C. Fuhri a Visitor

LOS ANGELES, CAL., September 5.—Summer vacations are nearly all over and salesmen and sales managers have returned for the Fall sales campaign. A feeling of optimism seems to prevail throughout the trade and, as might be expected, evidence in support of this belief is showing itself on all sides. The rank and file of the phonograph sales departments are still divided into two camps: the old guard—one might call them—who look with strong disapproval on the radio innovation and sniff disdainfully at the tones of the latter as compared with those of the former and, while admitting grudgingly that the "radio has come to stay," declare that customers will realize more and more that "they want what they want when they want it" and that the phonograph is the instrument to give it to them. The other divisions are either more inclined to yield to the fascination of radio and to wax enthusiastic over the sale of sets, or else as practical salesmen, regarding all as fish whatever comes to their nets, they welcome the opportunity of a larger circle of customers and the chance of larger individual sales.

Novel Journal Issued by Brunswick Co.

The phonograph division of the Los Angeles branch of the Brunswick Co. issues monthly in typewritten multigraphed form a sheet for its dealers. It is called the Yellow Journal and comes in that color. Valuable suggestions, information and ideas are furnished for the increase of sales and added enthusiasm of dealers, together with a few items of personal interest. The editor or editors write well and interestingly, with a marked partiality for showing up everything witty and humorous.

Return to Southern California Music Co.

R. H. McMann and W. V. Ray, after an absence of a few months, have returned to Broadway and are again members of the phonograph and radio sales department of the Southern California Music Co. Irving Westphal, manager, was glad to welcome them back and place them in their former positions. Hub Fish, of the department, celebrated Saturday afternoon, Sunday and Labor Day by attending five baseball games. He claims that exercise of this kind is more invigorating than an equivalent of golf and, then, he declares, "there is no time wasted over lost balls."

Association Secretary Returns From Vacation

A. G. Farquharson, secretary of the Music Trades Association of Southern California, returned from a two weeks' vacation spent on Catalina Island. A number of members of the music trades spent periods varying from two or three days to a week or two at the Island and, as it is impossible to go to this charming resort and avoid seeing everybody else who is there, there were several impromptu, pleasant meetings of the trade. A 528-pound swordfish was caught on light tackle during August, as well as numerous smaller ones. On the return voyage a school of leaping tunas was passed numbering two or three hundred. Judging from the sight of these agile monsters of the sea leaping at intervals, one is brought to the conclusion that the nickname of Chevrolet cars as "leaping tunas" is a decided compliment.

W. C. Fuhri Visits Los Angeles

W. C. Fuhri, general sales manager of the Columbia Phonograph Co., Inc., visited Los Angeles during the week of August 18 and called on a number of the members of the trade in company with William F. Stidham, Los Angeles branch manager. He left for San Francisco by automobile with W. E. Henry, former Columbia official, and the route chosen for this journey was via Bakersfield and Fresno in the San Joaquin Valley.

Barnes Music Co. Holds Annual Picnic

Eighty-six members of the Barnes Music Co. and their friends held a very enjoyable outing at Redondo Beach in August. Special parking space and dinner tables were provided by the city officials of Redondo Beach for the holiday makers and a very enjoyable music program was given by several members. In the afternoon a twenty-mile boat ride was taken along the coast in special speedy motorboats. After supper the guests adjourned to the dance hall and spent an enjoyable evening.

Alexander M. Campbell has entered into partnership with C. R. Marlow in the operation of Marlow's Music Shop, Santa Rosa, Cal.

Department Store Finds Demand for Pathé Products

Ludwig Baumann & Co. Feature Pathé Phonographs and Radio Sets and Find Steady Demand—Large Percentage of Time Sales

An interesting example of merchandising radio on the time-payment plan is found in the experience of Ludwig Baumann & Co. This well-known home-furnishing house conducts three big stores, two in New York City and one in Newark, N. J. It has built up a remarkable business on the time-payment basis, which is said to amount to 90 per cent of the sales. This company has placed considerable emphasis on the Pathé radio line manufactured by the Pathé Phono. & Radio Co., of Brooklyn, N. Y. It is a decided tribute to the quality of Pathé merchandise that, although merchandised on the time-payment basis, exceedingly few Pathé radio sets were returned. The Ludwig Baumann radio department advertised Pathé radio sets straight through the Summer months and found good Summer sales.

With the experience of the past in mind, Ludwig Baumann & Co. have enthusiastically taken hold of the new line of Pathé radio merchandise for the Fall. The new line includes the "Minute-Man" and "Five-Six" sets, the "Console Speaker" and the "High Boy." Manager Gibbons, of the radio department, is a Pathé enthusiast and expects the new line to create big Fall sales.

Increase Production of Double-Spring Motors

Silent Motor Corp. Tells of Use of Model HH in Audak Record Demonstrators

The Silent Motor Corp., 325 Dean street, Brooklyn, N. Y., which for the past several years has featured its single spring motors, made particularly for use in portables, is making preparations to increase its production of double-spring motors. The silent motor model HH made for quality machines is being used by several well-known talking machine manufacturers and the success achieved with its use has induced the Silent Motor Corp. to further the production of its larger-sized motors. The Silent Motor Corp. is pleased over the fact that the model HH has been selected by Maximilian Weil, the well-known mechanical, electrical and acoustical expert, for use in the Audak record demonstrators. The Silent was selected after tests were given to a number of motors. The absence of sound, the durability, the ease of winding and the life of the motors were all taken into consideration before the selection was made. The Audak record demonstrators are now in the stores of thousands of dealers throughout the country and this means that there are almost as many Silent HH motors in use in dealers' stores. This first-hand knowledge of the merits of the Silent motor by dealers, and its use by a number of manufacturers, as well as the position it has attained in the single-spring field, has given the Silent products unusual publicity.

Triangle Radio Supply Co.
INCORPORATED
THE PYRAMID OF SERVICE

FADA
CROSLEY

STANDARD, nationally advertised radio apparatus, built by manufacturers with a record for performance, integrity and merchandising vision; backed by service that counts when you need it—that's the story of TRIANGLE in a nutshell.

Our latest catalog is now ready. Write or phone for your copy, today! It will pay you.

TRIANGLE RADIO SUPPLY COMPANY, INC.
120 West 23rd St., New York, N.Y.
Telephones: CHELsea 4240-4241-4242

"HERE'S *the* RECEIVER FOR YOU"

Confidently, with real pride, the dealer that enjoys a Crosley Franchise will, many times a day, repeat that phrase.

Because they are so well known through continued satisfactory performance and national advertising, he knows that Crosley Radio Receivers offer the least sales resistance. From past experience, he realizes that a Crosley sale means an added friend and continued customer.

Within the Crosley Line of Radio Receivers, there is one to suit every taste and pocketbook. If you handle Crosley's, every prospect may be quickly and easily converted into a purchaser.

Why neglect the opportunity for added profits that Crosley Radio Receivers and Parts offer you? Look at the make-up of the instruments and the low prices as listed here. Then picture the large Crosley business that you can do.

Regenerative Receivers

Crosley 50. One tube set, consisting of regenerative detector and tuner... ..$14.50

Crosley 50-P. The Crosley 50 in a quartered oak portable case with battery space, etc. $18.00

Crosley 51. Two tube set consisting of regenerative detector, tuner and one stage of audio frequency amplification.....$18.50

Crosley 51-P. The Crosley 51 in a leatherette covered portable case with battery space, etc.....$25.00

Crosley 52. Three tube set consisting of regenerative detector, tuner and two stages of audio frequency amplification.....$30.00

Crosley Trirdyn 3R3. Incorporating radio frequency amplification, regeneration, reflex and additional audio frequency amplification. Three tubes giving the efficiency of a four or five tube set.....$65.00

Crosley Trirdyn Special. The Trirdyn 3R3 set in a larger, more handsome mahogany case with battery and accessory space included $75.00

Radio Frequency Receivers

Crosley Model VI. Two tube set incorporating radio frequency amplification, detector and tuner.....$24.00

Crosley Model X-J. Four tube set incorporating radio frequency amplification, detector, tuner and two stages of audio frequency amplification.....$55.00

Crosley Model X-L. The Model X-J rearranged and mounted in consolette cabinet with loud speaker built in.....$120.00

Prices given are without accessories.

Crosley regenerative receivers are licensed under Armstrong U. S. Patent 1,113,149.

Crosley owns and operates Broadcasting Station WLW.

Decide today to standardize on this complete line.

For Sale by Good Jobbers Everywhere.

CROSLEY
Better-Cost Less Radio Products

Write for Complete Catalog

THE CROSLEY RADIO CORPORATION

Powel Crosley, Jr., President

926 Alfred Street, Cincinnati, O.

Interesting Career of Dr. Leonard F. Fuller

New Vice-president and Chief Engineer of R. E. Thompson Radio Corp. Has Been Active in Telegraph and Radio Work for Decade

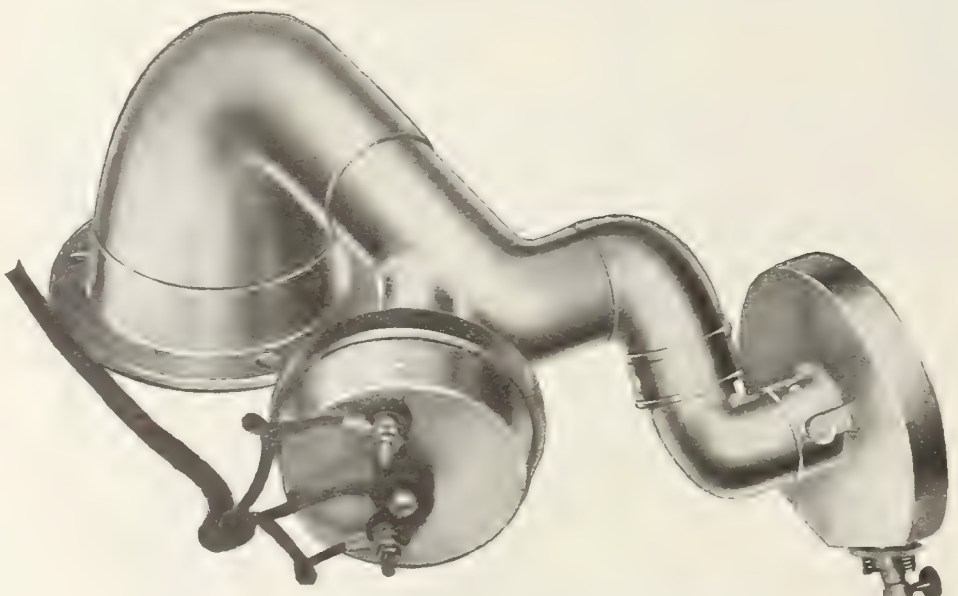
Dr. Leonard F. Fuller, who on July 1 became vice-president and chief engineer of the R. E. Thompson Mfg. Co. and the R. E. Thompson Radio Corp., New York and Jersey City, N. J., has had an interesting career in the field of telegraphic and radio communication. He was for a number of years connected with the Federal Telegraph Co. of California as chief engineer and in 1919 became connected with Colin B. Kennedy, manufacturer of home radio. Later he was consulting engineer for the Wireless Improvement Co., the Pacific Gas & Improvement Co. and the Great Western Power Co. In this work Dr. Fuller attracted the attention of the General Electric Co. and was called East to become a member of this noted organization at Schenectady, N. Y. It is noteworthy that Dr. Fuller was instrumental in the development of the designs of many of the radio stations for the United States Navy Department.

In his new capacity Dr. Fuller is enthusiastically interested in the future of home radio and of the development of the receiving set. He considers the municipal station acquired by the City of New York as a most progressive step and one which will undoubtedly be followed by other large cities. This, he says, gives a definite assurance to the continuance of broadcasting for the benefit of the people, and the most efficient method of reaching them. Home radio, he says, is the largest field for the manufacturer. It is to-day a distinct factor in modern life. Its news value, educational field and utilization for pleasure will make it indispensable.

Dr. Fuller looks with pleasure on the stiff competition now present in the radio field, which, he seemingly thinks, will make it impossible in future for poor equipment to exist. Receiving sets built on proper engineering lines will without doubt capture the market.

ORIGINAL and BEST
Phillips

PHONO-RADIO-TONE ARM
TRADE MARK REG



Patent Pending in United States

Canadian Patent No. 241,205 Basic Patent

Manufacturers of
Supreme Reproducers
High Grade Tone Arms
and
Low Priced Portable Arms

We hereby announce that we claim exclusive rights in a tone arm with a dual inlet for a talking machine sound box and the radio receiver, and that we are prepared to protect our customers with an adequate patent guarantee on all such tone arms purchased from us.

WM. PHILLIPS PHONO PARTS CORP.
145 West 45th Street CABLE ADDRESS "PHONOPARTS" New York City

Magnavox Co. Distributing Two New Receiving Sets

Special Features Embodied in New Magnavox Models TRF 50 and TRF 5—Extensive Publicity Featuring Company's Products

The Magnavox Co., Oakland, Cal., has started distribution to its wholesale representatives of the two new models of Magnavox receiving sets, designated as TRF 50 and TRF 5. The same circuit is used in both sets, the only real point of difference being the larger set, TRF 50, has a larger cabinet with a built-in Magnavox reproducer.

The new Magnavox set is a five-tube tuned radio frequency circuit, consisting of two stages

New Magnavox TRF 5

of tuned radio frequency of special design, detector and two stages of radio frequency. A new type of amplifying network is used in the radio frequency circuits, giving true power amplification, resulting in an extremely high gain per stage. No potentiometer or other form of "losser" is necessary to prevent oscillation. This results in longer life to both the tubes and "B" batteries. The three chief advantages of the sets are simplicity of control, reproduction of exceptional clearness and the cabinets of the highest grade workmanship and finish, in period models which harmonize with any style of furniture. Another welcome feature is the Unit Tuner, which permits all tuning to be done with a single dial.

The larger set, TRF 50, which lists at $150 without tubes or batteries, is a cabinet set of attractive appearance with a built-in Magnavox reproducer unit of the semi-dynamic type which requires no batteries. Tubes and "B" batteries are readily accessible by raising the top, which is equipped with an automatic holder. Terminals for "A" batteries are provided in the rear. The TRF 5 model consists of a smaller and simpler cabinet with no reproducer but with space for "B" batteries.

Advertising broadsides have been prepared by the company giving full particulars of the Magnavox line, which now consists of reproducers, vacuum tubes and broadcast receivers. It also reproduces copies of the advertisement which the company is to insert in publications with a national circulation, and, in brief, outlines the company's policy of dealer co-operation, which is most comprehensive.

Sponsors Band Concerts

MILWAUKEE, WIS., September 6.—The Kesselman-O'Driscoll Co., Milwaukee's progressive music house, has been securing all kinds of advertising and publicity benefits as a result of the series of band concerts it has sponsored. This store has developed a huge interest in band instruments through its school for players and it is doing a fine business in Holton saxophones and band instruments, made by Frank Holton & Co., Elkhorn, Wis.

Tune-Housen Incorporated

The Tune-Housen, New York, was recently incorporated at Albany to deal in talking machines and sheet music, with a capital stock of $25,000. The incorporators are W. Webber, E. Dowell and H. Troy.

Insure your own prosperity with a Royal Franchise

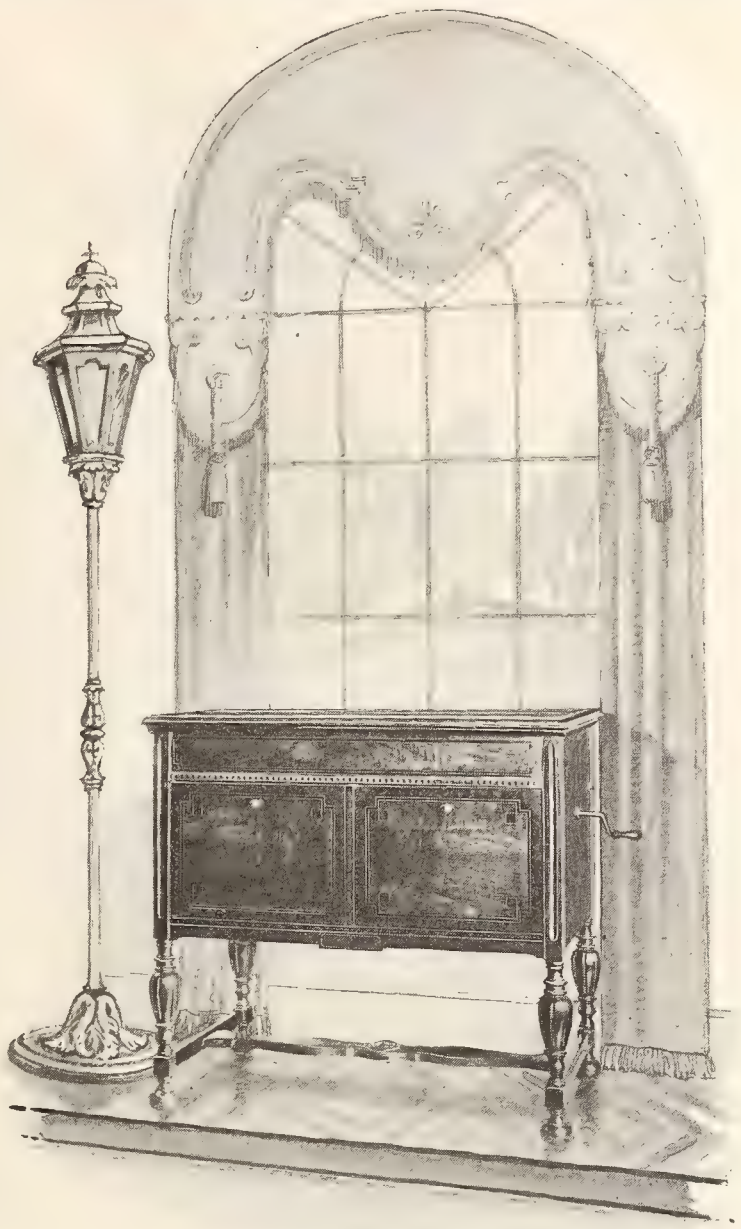
THE new Royal line of Phonographs, Combination Phonographs and Radio, and Adler-Royal Neutrodyne Radio, represent positively the last word in their respective fields. In all of our advertising we recognize that women are sure to be your principal customers and we emphasize three points that will make a powerful appeal to them:

Radio simplified so that anyone can operate it.

Phonographs that play the records of the world's greatest artists—better.

Cabinets that are exquisite pieces of furniture.

A progressive dealer will be quick to see the possibilities of three such powerful selling points that a Royal franchise places in his hands. Backed by powerful *National Advertising* which will reach the representative families in every community, a Royal franchise enables you to identify your own business with a selling and advertising campaign that is sure to be the sensation of the coming season.



ROYAL *line can prove in a dealer's store*

1 *Increased Turnover.* Royal instruments are bought on sight, because they are better and different.

2 Less investment per dollar sales in Royal; therefore, greater profit.

3 Royal Instruments on a dealer's floor mean growing business. One sale makes another.

See our exhibit at the
FIRST RADIO WORLD'S FAIR
Madison Square Garden
September 22-28, 1924

ADLER MANUFACTURING CO.
Louisville, Ky.

Address all communications to
LAMBERT FRIEDL
Vice-President and General Sales Manager
881 Broadway New York City

District Representatives

WILLIAM A. CARROLL
802 Bramson Building Buffalo, N. Y.

EDRAY SALES CORP.
532 Republic Building Chicago, Ill.

H. N. BUCKLEY
Grand Hotel Cincinnati, Ohio

RADIO EQUIPMENT CO. OF TEXAS
1319 Young Street Dallas, Texas

BERGER SALES COMPANY
817 Liberty Avenue Pittsburgh, Pa.

BLACKMAN SALES CO.
2002 Grand Avenue Kansas City, Mo.

BRUNNER & LUKAS
881 Broadway New York City

S. E. LIND, INC.
1531 West 25th St. Cleveland, Ohio

H. N. BUCKLEY
134 No. Pennsylvania St. Indianapolis, Ind.

ROBERT HARRIS
1015 Chestnut Street Philadelphia, Pa.

S. E. LIND, INC.
2765 West Fort Street Detroit, Mich.

MARKS PHONOGRAPH & RADIO CORP.
2215 Pine Street St. Louis, Mo.

ROYALLINE SALES CORP.
218 Tremont St., Room 204 Boston, Mass.

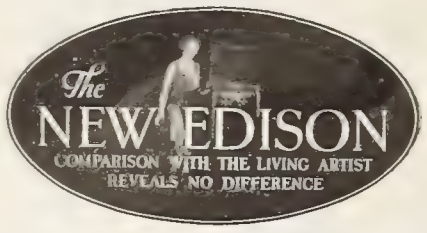
JOSEPH PHILLIPS
3229 West Colfax Ave. Denver, Colorado

ROYAL
The Perfect Phonograph

Licensed by Independent Radio Manufacturers, Inc. Reg. U.S. Pat. Off. NEUTRODYNE Reg. U.S. Pat. Off. Pat. March 27, 1923 and April 1, 1924. Hazeltine Pats. Nos. 1,450,080 and 1,489,228 Other Patents Pending.

ROYAL ADLER NEUTRODYNE*
The Perfect Radio
*Made by King, Hinners Radio Co.

Opportunity for increased profits is offered through a New Edison dealership. Perhaps a dealership is open in your town.



TEXAS-OKLAHOMA PHONOGRAPH COMPANY
2025 JACKSON STREET DALLAS, TEXAS

Optimism Reigns in Dallas as Surveys Show Texas in an Enviable Position

Talking Machine Dealers Are Looking Forward to an Exceptionally Brisk Fall Demand for Talking Machines and Radio—Wholesale Travelers on the Road—E. G. Council a Trade Veteran

DALLAS, TEX., September 6.—Economic surveys of the entire country have disclosed that Texas is in better condition economically and a better holiday business is expected for this State than for any other part of the United States. Music dealers, especially those dealing in talking machines and radio instruments, are looking forward, confidently expecting a large part of this Fall business, and all are laying in heavy stocks in preparation for the rush that has already set in.

All distributors in Dallas now have their sales forces on the road covering the Southwestern territory, and reports from the field men are most encouraging. Sizable orders, too, dealers say, are backing up the reports of favorable business conditions throughout this territory.

Lester Burchfield, of Sanger Bros., in charge of the wholesale department for Victor machines and records, reports his greatest difficulty is in filling orders. The combination talking machine and radio receiving sets are most popular, and the price is of little consideration. People in Texas now have money, Mr. Burchfield said, and when they want something they are not to be balked by the price.

Retail trade in Victor machines and records is holding up well, not only in Dallas but throughout the State, according to reports made to Mr. Burchfield from his field men, and orders he has received for machines to be shipped to the various towns where there are Victor dealers is "proof of the pudding," he says.

The new Brunswick Radiola is proving a sensation in this territory. Manager Humphreys reports heavy orders for this new machine. Other Brunswick models are going good.

The S. B. Reed Music Co., of Austin, retail dealer for the Brunswick, reports that S. B. Parsons, a salesman, sold thirty-one Brunswicks in thirty-one days—a sale a day. This achievement is cited as an evidence of the growing popularity of Brunswick phonographs in Texas.

R. H. Currie, president of the Texas-Oklahoma Phonograph Co., distributor of Edison machines and records in Texas, Oklahoma and parts of Louisiana and Arkansas, says "business is good and getting better." The Edison field force has been on the road for several weeks and orders have been piling up until the Dallas office is badly swamped.

E. G. Council, one of the leading music merchants of Dallas, whose specialty is sheet music, but who also handles player-piano rolls and talking machine records, has just completed thirty-one years in the music industry, fourteen of which have been in Dallas. Mr. Council says his entry in the music industry was entirely accidental. "I was preparing to go away to college thirty-one years ago," Mr. Council said. "Parental objection was raised to my engaging in athletics, and so I did not go to college. Instead, I went to E. B. Guild, one of the leading music dealers in Topeka, Kan., where I then lived, and asked him for a job. I have been in the music business ever since." Mr. Council is now regarded as one of the best-posted men on musical affairs, especially on sheet music, records, etc., in the Southwest.

Discussing business conditions in this line, Mr. Council said there is a very strong demand for sheet music, player-piano rolls and records. He notes a lessening of the demand for jazz and a return to the old-time melodies. The wave of jazz has run its course, he says, and music with feeling now is wanted.

F. Frimil, of Sealy, Tex., and F. Felceman, of Rosenberg, Tex., both enthusiastic Odeon record dealers, have just returned from Europe on the S. S. "Leviathan" and report a splend'd vacation. They visited some of the Odeon dealers in Europe and advise that they believe they received some very valuable suggestions, as the Odeon dealers over there are very live and do a much larger record business than we do. Both Mr. Frimil and Mr. Felceman were originally from Czecho-Slovakia, but have been in Texas for about twenty years and, as this was their first trip back since coming to this country, they found an entirely different place and it was very interesting to them. Mr. Frimil advises that a type of music as played by Brouskova Band, exclusive Odeon orchestra, is still very popular with the Europeans in sections visited by him.

"We find business increasing wonderfully on our Mexican, Bohemian and German records since about August 20," states Paul Blackwall, of the Texas Radio Sales Co., Inc.. "Our stock was allowed to deplete slightly during the Summer months and we are having a hard time getting ahead of orders for this merchandise. We believe that our Bohemian and Mexican record business this Fall and Winter will more than double the same business last Winter. Also are selling a large number of portable phonographs for this time of the year."

RADIO

Combination Set Manufacturers

Are PROGRESSIVES in the talking machine field. They are looking into the future and preparing to meet a clearly forecast demand.

We have also looked into the future and are prepared to meet a demand, just as clearly forecasted, for quality binding posts.

EBY Posts are scientifically designed, beautifully finished and their price is right.

Our COMBINATION is QUALITY and SERVICE

H. H. EBY MFG. CO., Philadelphia, Pa.

Wide Trade Interest in New Peerless Albums

Phil Ravis Books Many Orders for the New "Pictorial Records"—Appoints Ten Distributors for Kiddie Records

The new loose-leaf record album manufactured by the Peerless Album Co., 638 Broadway, New York City, has aroused unusual interest in the trade. The traveling representatives of the Peerless Co. all report it as the best seller of the present season. Many dealers look upon this loose-leaf album as the most progressive development ever contributed to the art of album manufacture.

Phil Ravis, president of the Peerless Co., recently returned from a trade trip in which he visited many of the larger cities in the United States. Mr. Ravis booked many orders for the new "Pictorial Records," for which his company is the metropolitan distributor. He appointed ten distributors for these new Kiddie records in behalf of the New Record Corp., 210 Fifth avenue, New York City.

The number of orders booked for these children's records in the metropolitan area has been quite substantial, and the interest and enthusiasm shown in other States which have been the source of orders lead Mr. Ravis to believe that during the coming Fall this series of records will be most active sellers. He states that the response to the introduction can be described as enthusiastic.

Extensive Drive in Radio

Saul Birns, who successfully conducts a chain of talking machine and radio shops in New York City, has already put into effect a part of a very comprehensive advertising campaign for the coming Fall season. In the belief that if a good radio set is placed in the home it stays sold, he is sending out 20,000 cards advertising the Pathé Minute Man radio set made by the Pathé Phono. & Radio Co., Brooklyn, N. Y. These cards offer to place a set in any home on a five days' trial. It is expected that many sales will result from those taking advantage of this offer and good Fall business is looked forward to. Mr. Birns has taken on the new 1925 line of Pathé receiving sets, which includes the "Minute Man" and "Five-Six," and also the various furniture models.

Pathé Radio Receivers

Showing the "New Minute Man" with "Console Speaker."

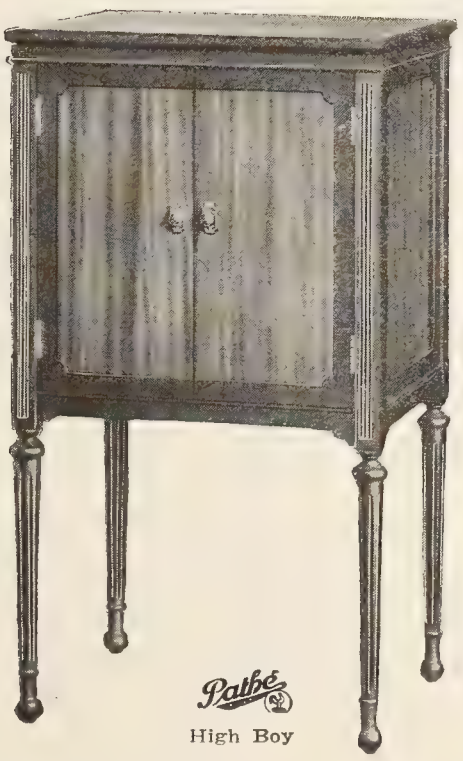
A strikingly beautiful combination.

Pathé
New "Minute Man" with "Console Speaker"

Console Speaker — a Radio table, with built-in Wood speaker and room for batteries. Fits any set.

Pathe "High Boy"

A handsome and complete radio outfit with New "Minute Man" or "Five-Six" Receiver, built-in Loud Speaker and room for all batteries.



Pathé
High Boy

DEALERS Write for Folders and Discounts

PATHÉ PHONOGRAPH & RADIO CORPORATION

16 Grand Avenue, Brooklyn, N. Y.

Pathe Radio Loud Speaker

Dealers' Window Prepared by the Victor Co. Visualizes Instrument in the Home

Diagram Shows How a Victor Talking Machine May Be Placed to Advantage in the Living Room of the Home—Simplicity of Arrangement and Low Cost Features of the Display

In view of the campaign that has been carried on the past year or so by many music merchants of the country both individually and collectively to emphasize the necessity of providing a definite place for musical instruments in the new home, the special window display prepared by the Victor Talking Machine Co. for the use of its dealers during September, and reproduced herewith, is particularly timely and effective.

Of course, the talking machine dealer is not faced with the problem that confronts the piano dealer for the reason that with its small size there is generally found place in the room in which the talking machine fits nicely, or at least, there is some type of talking machine, whether upright or console model, that will be found to serve the purpose.

However, the idea of enabling the prospective purchaser to visualize just how the Victrola can be placed in a modern living room to the greatest advantage should in itself be a great help in persuading the prospect to make his purchase at the moment instead of waiting indefinitely. Seeing the floor plans of the home he can form an idea of how the similar placing of the instrument may be made in his own particular home.

A worth while feature of the display is that it is simple to arrange. Practically any local architect or builder will be willing to loan or give the talking machine dealer a blueprint of the ground floor plan of a home, especially if the architect's name is allowed to appear in one corner.

A bit of white ink with which to outline on the plan the top of the Victrola as it is placed in a most desirable position in the room is all the equipment a dealer needs to complete that section of the display. A suitable sign, such as that shown in the sample window and a couple of the late models of instruments complete the arrangements.

For the dealer who wants to put a little greater effort into the window, it might be well to place therein a miniature home surrounded by a lawn or garden, and perhaps with small figures scattered about and a light inside to show a miniature Victrola in the living room.

The main thought is to capitalize on the interest that has been aroused or supposedly has been aroused by the various campaigns being carried on by dealers in various sections, particularly on the Pacific Coast and in the Southwest and by the members of the National Association of Music Merchants, who have lent their support to the movement to have the modern homes designed with special thought to the ultimate placing of pianos and talking machines therein and away from windows and heating apparatus.

Victor Dealers' Window Display Visualizes Placement of Talking Machines in the Living Room

Fire at Blue's Music Store

MONTGOMERY, ALA., September 8.—Several hundred dollars' worth of damage was caused by fire recently at Blue's Music Store here.

FOR FALL SALES

The popularity of the small talking machine is increasing by leaps and bounds. Orders on hand for Fall delivery of the "Yale" talking machines are substantial. If you do not already carry the "Yale" line, it will pay you to investigate it now. It offers you a line which will add to your profits at practically no increased overhead and with no competition whatever to the larger talking machines you already carry.

The "Yale" is not a toy; it is a complete talking machine, attractive in design and with an exceptional tone.

Write us today regarding our proposition.

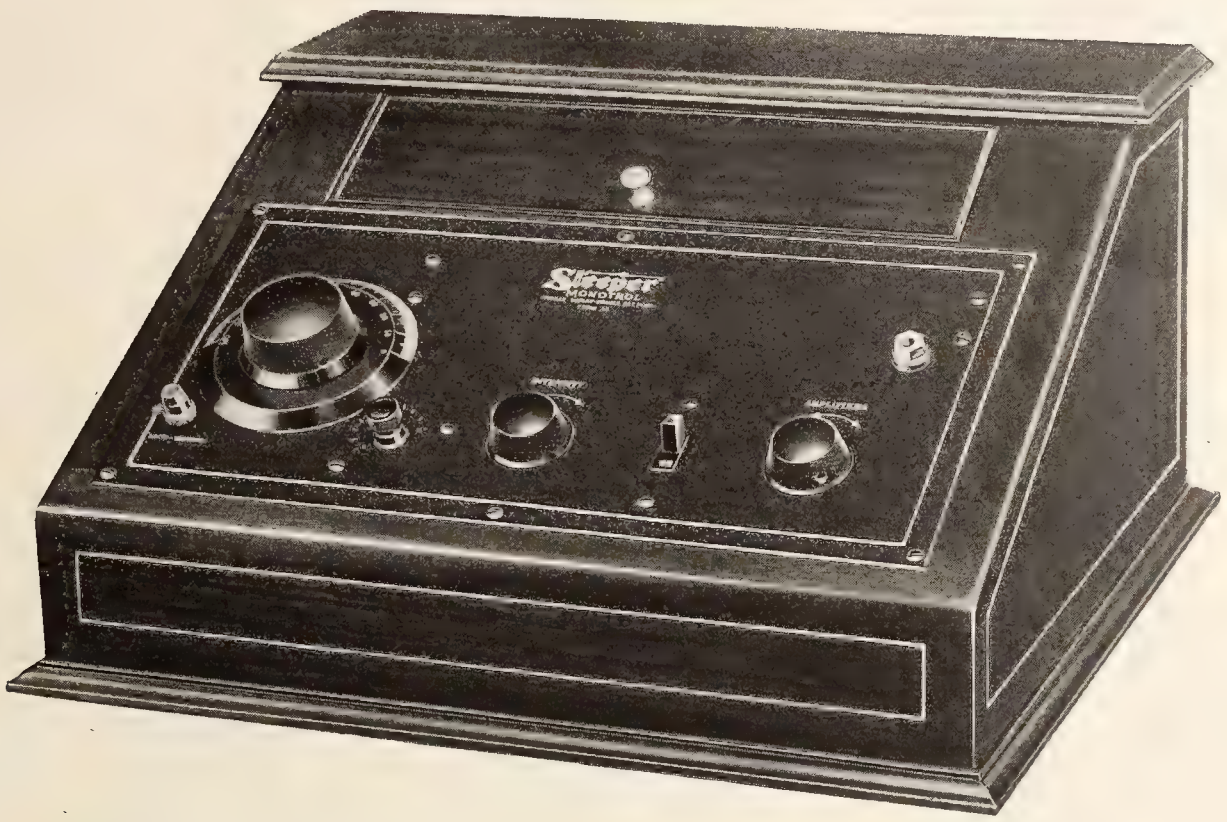
A $15 value that can be sold at $10 with a good profit

DAVIS MFG. & SALES COMPANY

763 State Street NEW HAVEN, CONN.

MID-WEST DISTRIBUTORS—Targ & Dinner Music Co., 229 W. Randolph St., Chicago, Ill.
PACIFIC COAST DISTRIBUTORS—Christophe's, 2365 Mission St., San Francisco, Calif.

The New Sleeper MONOTROL REG. U.S. PAT. OFF. TYPE 54



DID YOU READ ABOUT IT LAST MONTH?

We ran a five-page advertisement in last month's issue of this publication. It was something which no dealer could afford to miss.

It announced the new model of "the most perfect radio set in America."

It listed the 24 improvements which, added to the famous Inverse Duplex Circuit, have so broadened possibilities for good reception in all localities, so sharpened selectivity, so improved tone and simplified construction that it sets a new high mark in radio refinement.

It showed how the new Sleeper Monotrol, Type 54, meets every sales requirement and answers every question customers can ask.

It outlined our plan to help you sell—a plan which eliminates illegitimate competition, and which includes extensive advertising, the Sleeper Time Payment Plan, manuals for your salesmen and for purchasers, free cooperative display and advertising material, exhibitions, demonstrations and lectures and a personal service from all our departments.

It pictured our plant and described the men who stand behind the Sleeper Monotrol.

If you missed this advertisement, be sure to send for our Campaign Plan Book which describes these factors in greater detail and which clearly points your opportunity for 1924-25. Send also for our interesting manual—"How to Sell a Radio Receiver."

SLEEPER RADIO CORPORATION
Established 1919
436 Washington Ave. Long Island City, N. Y.

CHICAGO
10 South La Salle St.

SAN FRANCISCO
111 New Montgomery St.

Sleeper MONOTROL
·THE MOST· PERFECT RADIO SET in AMERICA

Imitator of Music Master Speaker Is Enjoined

U. S. District Court Issues Injunction Against True Tone Horn Co. in Action Brought by Music Master Corp., Philadelphia

PHILADELPHIA, PA., September 9.—Judge John C. Knox, of the United States District Court of the Southern District of New York, recently granted an injunction to the Music Master Corp. in an action brought by that company against the True Tone Horn Co. for an alleged imitation of the Music Master loud speaker.

The injunction orders the latter company to "desist and refrain from, directly or indirectly, any manufacture or sale of radio reproducers or loud speakers so similar in design and appearance to plaintiff's . . . as to be calculated to cause confusion in the trade as to the origin thereof, and

"It is further ordered that up to November 1, 1924, but not thereafter, the defendants may dispose of the . . . reproducers or loud speakers herein complained of and which they allege they now have on hand on condition that said devices be altered or modified in color, in such a manner as to completely distinguish them in appearance from plaintiff's loud speaker, and that said devices have applied to them suitable nameplates, or the like, having a name or trademark conspicuously displayed thereon which shall indicate the origin of the goods and clearly distinguish defendant's reproducers or loud speakers from plaintiff's."

In the complaint it was stated that the Music Master Corp., at considerable expense of time, effort and capital, had developed a speaker of recognized merit which had established a reputation for quality of tone and proved a big seller. Furthermore, the loud speaker has been so well advertised in newspapers, magazines and trade publications that its distinctive shape and construction were recognized almost at sight and that an imitation product of similar form and color might easily be mistaken for the original by the incautious buyer.

It is believed that the securing of the injunction against imitators will have a salutary effect on those inclined to take advantage of the rapid growth of the radio industry to indulge in unfair competition.

Greater City Phono Co. Adds Freshman Radio Line

Prominent New York Wholesaler to Distribute Product of Charles Freshman & Co.

The Greater City Phonograph Co. announces, through Maurice Landay, president, its appointment as distributor for Charles Freshman & Co., Inc., manufacturers of the Freshman radio receiving sets, known under the trade name of the Freshman Masterpiece and the Freshman Kits. "In adding the products of the Freshman Co. we feel that we have taken a decided step towards satisfying the requirements of the phonograph trade insofar as radio is concerned. The Freshman Masterpiece is designed and constructed with the same care and attention given to all products manufactured by this company and retails at a price which should appeal to all classes," said Mr. Landay, in discussing his company's appointment as a distributor for the Freshman Co.

Barron Adds Brunswick Line

SUPERIOR, WIS., September 8.—E. T. Barron & Co., of this city, who during the last eight years have operated an exclusive Victrola Shop in that city, have put in the Brunswick line. They plan extensions to their phonograph business. They are the largest dealers in northern Wisconsin.

Coming from Montana eight years ago, E. T. Barron, located in Superior. His Gabler slot machine interests now extend pretty much over the entire West. He has achieved one of the biggest successes made in the talking machine business in the State of Wisconsin.

Scores in Scranton Concert

The Mound City Blue Blowers, exclusive Brunswick artists, who just completed a successful Summer season at the Beaux Arts Cafe, Atlantic City, played a special engagement at the Town Hall, Scranton, Pa., September 13. This novelty combination has already appeared at the Palace Theatre, New York, and will shortly open at Broadway's new ballroom, the "Arcadia."

The Tube With the
UNCONDITIONAL GUARANTEE

Every VOLTRON tube has a refund value at the factory, under the wide terms of

The VOLTRON GUARANTEE

"VOLTRON tubes are guaranteed against manufacturing defects. Return for free replacement, if defective, before thirty days from purchase; after thirty days return for an adjustment based upon actual usage. IN EVERY CASE AN ALLOWANCE WILL BE MADE regardless of condition of tube. Return direct to the VOLTRON Manufacturing Company."

VOLTRON SALES COMPANY
227 Fulton Street New York City, N. Y.

VOLTRON MANUFACTURING COMPANY, *Newark, N.J.*

Launches Campaign on Atwater Kent Products

E. A. Wildermuth, 1061 Atlantic avenue, Brooklyn, N. Y., wholesale distributor of radio equipment manufactured by the Atwater Kent Mfg. Co., has launched an intensive sales campaign among the talking machine dealers in the Brooklyn and Long Island territory for the Fall and Winter season.

"We feel, after having been advised of the Atwater Kent Co.'s plans for sales and co-operation among the dealers during the coming season, that we, as distributors, are in a position to offer the dealer quality radio equipment and also a satisfactory sales plan," said E. A. Wildermuth in a recent chat with The World regarding these products.

The company has been doing an excellent business during the time that it has been carrying the Atwater Kent line, but with the new models which are being offered to the trade this Fall Mr. Wildermuth feels that they will even surpass their best sales to date. "We are aware of the fact that the talking machine dealer has become a most important factor in the retail sales and merchandising of radio and we have studied his problems as closely as possible so as to be able to offer him every co-operation within our power," said Mr. Wildermuth.

Announces Plan to Educate Radio Buying Public

The Newport Radio Corp., 250 West Fifty-fourth street, New York City, has devised a plan whereby the dealer may be protected against complaints and dissatisfaction of the customer that results from a limited knowledge of the operation of a radio receiving set. The plan consists of enclosing in every set a booklet with instructions, station charts and detailed information concerning the proper operation of the receiving set and how to obtain the most efficient results.

"We feel that in offering the Newport receivers to the trade we have a product of which we are personally proud and wish the dealer to share with us in this feeling," said T. W. Campbell, president of the Newport Radio Corp., in a recent chat with The World. "Having studied some of the problems with which the dealer is confronted, we have concluded that this plan of enclosing a booklet with every set will eliminate the source of a great many unnecessary complaints which the dealer receives from the consumer whose lack of knowledge causes unnecessary dissatisfaction. While we realize that the dealer, as a wideawake merchandiser, does everything within his power to instruct the purchasers of sets in how to operate them to the best advantage, nevertheless he cannot be continually at their side, but must concentrate his efforts upon making new sales. The booklet which is enclosed with the set, however, is constantly at the side of the purchaser, where he may consult it and satisfy himself on the proper and best methods of operation."

Thos. C. Hindley a Visitor

Thomas C. Hindley, Chicago representative of the Wasmuth-Goodrich Co., and popular throughout the talking machine trade in the Middle West, was a recent visitor to New York, calling upon his friends in this city. Mr. Hindley spoke enthusiastically of the progress being made in the sale of the Phonoradio in his territory and predicted a very active Fall trade. While here Mr. Hindley attended the first international polo match, held at Long Island on September 13.

The Down South Music Publishing Co., New York, recently changed its name to the Majestic Music Co.

Amazingly Different!

Music lovers from coast to coast have learned to divide all Radio Reproduction into two broad classes.

One class is the reproduction supplied by The Superspeaker.

The other is the wide variety that comes from all the rest of the so-called loud-speaking devices.

Between these two classes yawns a veritable Grand Canyon of Acoustics—the difference between real music and mere noise. Such is the verdict Jewett owners everywhere proclaim.

We can easily understand this verdict, for we know the reasons which cause this amazing difference.

These reasons have their beginnings in such fundamentals as dimensions, materials, workmanship and the application of acoustical engineering, available only to experienced musical-instrument men.

Not in even one of these fundamentals does the market include a duplication of The Superspeaker. Until the advent of some other instrument which can duplicate our product not in one but in every fundamental, the present chasm cannot be bridged.

From a long experience in the musical instrument field we unhesitatingly recommend The Superspeaker as a business building article for any merchant, and an essential part of any Radio stock.

The Superspeaker,

No extra batteries—nothing to get out of order—Each Superspeaker shipped in individual carton—

Vemco Reproducing Unit also furnished separately for Phonograph Adaptation.

Get our dealer proposition in time to cash in with Fall Demand.

JEWETT Quality Products

The Superspeaker

THE JEWETT RADIO & PHONOGRAPH CO.
5680 Twelfth Street - - - Detroit, Michigan

HAPPENINGS IN THE DOMINION OF CANADA

Montreal Trade in Strong Positions for Fall Campaigns With New Products

Manufacture of Victor Cabinets With Provision for Radio Progressing and Will Be Available This Month—Manufacturers and Retailers Looking Forward to Busy Fall—News of the Trade

MONTREAL, CAN., September 9.—In a trade letter to its dealers the Victor Talking Machine Co. of Canada, Ltd., states: "The manufacture of Victrola instruments Nos. 215, 400, 405 and 410, with provision for installation of radio receiving sets, is progressing satisfactorily. These four styles, in moderate quantities, will be available about September 25." Several manufacturers of radio sets have already indicated their intention of making special designs for these Victrolas.

William Prentice, president of the Columbia Phonograph Co., Ltd., who has been touring the continent for the past three months, has returned home.

The Columbia Phonograph Co., Ltd., is in receipt of a letter from Alfred E. Henderson, Montreal, noted lecturer, strongly endorsing the Columbia portable phonograph. "Taking it all in all it is far and away the best portable I have ever heard or seen and I am taking it to Wembley before beginning my third Trans-Canadian lecture tour," he said.

The Th. Goldschmidt Corp., 41 Common street, the exclusive representative of the manufacturer of N. & K. imported loud speakers, phones and phonograph units for Canada and the United States, is launching a strong national advertising campaign.

Charles Culrose is handling a large quantity of Vocalion records which he claims are increasing in popularity every day. The Aeolian-Vocalion phonograph is a prime favorite, as is also the Sonora.

A unique presentation was recently made to Edgar M. Berliner, president of the Victor Talking Machine Co. of Canada, Ltd., by the branch managers and department heads to commemorate the completion of the first Canadian Victrola made in the new cabinet factory. Mr. Berliner was made the recipient of a solid silver replica in miniature of a Victrola 210, complete in all its features and accurate as to detail, even down to the hinges on the doors and the trade-mark "under the lid" and horn space, containing a small clock with a blue and gold enamel dial. Mrs. Berliner was presented with a bouquet of roses.

While other departments were closed for two weeks and the employes enjoyed their usual vacations the cabinet factory of the Victor Talking Machine Co., Ltd., continued full-time operations in all departments. The Canadian Victor officials are looking forward to the greatest demand ever for His Master's Voice instruments. Their figures indicate that even with full-time production the requirements may not be met and that it may be necessary to resort to night operation by the time Fall sets in. It is announced by the company that E. R. Fennimore Johnson, vice-president of the Victor Co., of Camden, N. J., has become a director of the Canadian company to succeed R. L. Freeman.

C. W. Lindsey, Ltd., has recently given over its handsome show windows to effective displays of Sonora and Columbia phonographs.

L. R. Beaudry, manager of the Starr Co. of Quebec, Ltd., is most optimistic as regards Fall business for Starr phonographs and Starr records and views the outlook as most promising both in new dealers and increased sales from those dealers now on the books.

Just before leaving England recently for his holiday on this side of the water the Prince of Wales voiced an Empire message to be distributed by phonograph record, according to word received here by the local office of the Victor Talking Machine Co. The matrix is being sent here and the records will be on sale in twelve-inch record form in September.

Entire Trade Looking Forward to Radio Show to Be Held in Toronto in November

Broadcasting of Concerts and Lectures and the Exhibition of All Types of Radio Products to Be Features of the Event—Month's News and Activities of the Trade

TORONTO, ONT., September 8.—It has been announced that a radio show will be held in the King Edward Hotel, this city, from November 10 to 15. One of the objects of those sponsoring the show is to give Toronto radio fans an opportunity to see all the latest radio devices. Concerts and lectures will be broadcast, as well as technical demonstrations.

Howard B. McKenzie, technical director of Burndept of Canada, Ltd., has been granted letters patent covering a new invention which, it is understood, will be placed on the market this Fall. It is known as the McKenzie Monro-Multi Control Device. The World understands he is assigning his patent rights to a joint ownership of Burndept and himself, and that the Burndept firm is planning to manufacture it.

A recent visitor to Canada was R. L. Wickes, of the Fletcher-Wickes Co., Chicago, Ill., manufacturer of the Fletcher tone arms and sound boxes, which have been made popular in Canada through their use on McLagan phonographs.

Manager John B. Byers, of Canadian Brandes, Ltd., this city, announces that at the forthcoming Canadian National Exhibition here his organization will stage an exhibit of Brandes head sets.

Fred Gennett, one of the officials of the Starr Piano Co., Richmond, Ind., was a recent visitor to Toronto. Mr. Gennett's family is summering at Bayfield, Ont., on the shores of Lake Huron, and, with W. D. Stevenson, of the Starr Co. of Canada, Ltd., of which company Mr. Gennett is second vice-president, paid a visit to the Queen City.

Canada Steamship Lines, Ltd., consisting of nearly twenty ships, which are equipped with Brunswick phonographs, recently put in stocks of new Brunswick records, preparing for a busy season.

The marriage took place recently of Miss Mae Skilling, of the Columbia Phonograph Co.'s educational department, to Waddington Mason, also of Toronto. The honeymoon was spent motoring through the Adirondacks to New York and Washington.

S. J. O'Donnell has joined His Master's Voice family as special representative of the Victor Talking Machine Co. of Canada, Ltd. Mr. O'Donnell recently resigned the sales managership of the Musical Merchandise Co., Ltd., Brunswick distributor. He will make Toronto his headquarters.

The Columbia Phonograph Co., Ltd., has recently put out its first folder by the new Canadian company, which contains illustrations and descriptions of each model in the new Columbia line.

At a meeting of the Toronto branch of the Canadian Radio Trades Association, under the presidency of J. W. Askham, it was decided to hold the annual convention on September 3.

For the purpose of impressing the visitors to the Fall fairs in the Province of Quebec with the importance of buying Canadian products, the Canadian Manufacturers' Association will this year again conduct its "Produced in Canada" campaign.

Activities of the Trade in Winnipeg Territory

WINNIPEG, MAN., September 8.—R. H. Williams & Sons, Ltd., Regina, Sask., have moved their phonograph department from the basement to the second floor. They have also adopted the "Audak" system for demonstrating records, which has done away with four sound-proof rooms. Since the move they report that their business has picked up 100 per cent.

The Canadian Pacific Railway has just purchased six Brunswick phonographs, to be sent out to six of its camps in the interior of British Columbia. Two bought from Heintzman & Co., Ltd., Calgary, Alta.; two from the Matthews Music House, Calgary, Alta., and two from the Kent Piano Co., Vancouver, B. C.

In the parade held here commemorating the fiftieth year of Winnipeg being incorporated as a city Farquhar & Shaw had a very attractive float. On the banners and on the side of the float was mentioned that they were Brunswick dealers and at various intervals throughout the route they played Brunswick records. Since this publicity stunt a considerable increase in Brunswick record sales has been noticeable.

Pending the completion of its new and spacious premises the Kent Piano Co., Ltd., Vancouver, B. C., is occupying temporary quarters.

Fletcher Bros., Ltd., Victoria, B. C., are planning to operate a high-powered radio broadcasting station in connection with their music store, providing a daily program of music.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY *NONE LOWER IN PRICE*

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY

The first of the Cheney National Advertisements appears in the September 20th issue of *The Saturday Evening Post*

The Cheney line embraces a wide range of upright, console and wall cabinet De Luxe models, as well as a number of radio combination models both equipped with, or adapted for radio installation. The CARLYLE below, is a remarkable value at $135

The CHENEY
The Master Phonograph

Outstanding Merchants Everywhere Sell The CHENEY

Lyon & Healy, Inc.
Chicago
Henry F. Miller & Sons Piano Co.
Boston
John Wanamaker
New York
Strawbridge & Clothier
Philadelphia
Buescher's Music Co.
Cleveland
J. L. Hudson Co.
Detroit
Cable Piano Co.
Detroit and branches
Pearson Piano Co.
Indianapolis and branches
Foster & Waldo Co.
Minneapolis
The Emporium, Inc.
San Francisco
Bullock's, Inc.
Los Angeles
G. F. Johnson Piano Co.
Portland, Ore.

More Profits for Every Cheney Dealer

During the past ten years, The Cheney has won public appreciation for its superior tone quality and distinction of cabinets unequaled by any other phonograph.

The Cheney franchise has come to have definite value in every community.

Now—by inaugurating a campaign of national advertising in The Saturday Evening Post, by carrying the story of Cheney superiority into millions of the best homes, we are making The Cheney franchise an asset of even greater value.

Every Cheney merchant will find selling easier, note a greater familiarity on the part of his customers with Cheney features, and make more profits.

The biggest, most influential music and department stores in the country are putting The Cheney on their floors. Could there be better reason for every merchant inquiring into the profit possibilities of The Cheney in his store?

Write immediately for complete information on The Cheney line, prices, and franchise opportunities

THE CHENEY TALKING MACHINE COMPANY—CHICAGO

The Cheney is made complete in our own factories in Grand Rapids, Michigan

First Victor Co. Concert at Atlantic City Auditorium Attracts Large Crowd

More Than Five Hundred Music Lovers Crowd Beautiful Concert Hall at New Atlantic City Showroom—Galaxy of Victor Stars Entertain—Concerts to Be Daily Event

More than five hundred lovers of music crowded the beautiful auditorium of the Victor Talking Machine Co.'s display rooms at Atlantic City, N. J., on the evening of Wednesday, September 3, for the first of a series of concerts, open to the public, which have been arranged by the Victor Co. for the pleasure of the cosmopolitan thousands gathered daily at this famous resort. The concert was unique in many respects. The artists included the Peerless Quartet—Albert Campbell, Henry Burr, John Meyer and Frank Croxton, with Frank Banta at the piano; the Victor Concert Orchestra, under the baton of Rosario Bourdon, and Alexander Schmidt, solo violinist. The entire program was received with remarkable enthusiasm, due both to the excellence of the performance and the ideal setting provided by the Victor Co.—an auditorium decorated by artists, insulated from the noises of the Boardwalk by its position on the second floor, and commanding a sweeping view of the Atlantic.

The Peerless Quartet members are familiar figures on the popular concert stage and were received with the acclaim that always accompanies their appearance. The Victor Concert Orchestra, though known through Victor records in millions of homes, is practically never heard as an organization in public and excited much interest on that account. The fact that the orchestra, under the leadership of Mr. Bourdon, has been trained for years in the absolute perfection of performance required for recording purposes, assured a standard of performance not to be excelled by any body of musicians, and this fact, coupled with the charming and well-arranged program, brought forth expressions of the keenest satisfaction on the part of the discriminating audience.

The interest of the Atlantic City crowds in the Victor exhibit and concert series is attested by the fact that while only 550 cards of admission to the concert were issued, 515 persons attended the concert, practically the capacity of the auditorium. Late-comers swelled this number until very regretfully Thomas Husselton, manager of the Victor Co.'s display, was compelled to close the doors of the concert room.

Mr. Husselton, during the brief intermission in the concert, welcomed the audience to the Victor display and explained its purpose. The Victor Co. has occupied the quarters at 1731 Boardwalk, adjacent to the Traymore, and including an exquisitely appointed display room, the complete library of Victor records, the entire line of Victrola instruments from the small portable type to art models executed in the Victor art shop at Camden; demonstrating booths, a pleasant room for the children's hour, a spacious deck commanding a view of the boardwalk and the sea, and other interesting and unique features. Here an expert staff welcomes many visitors from every part of the world, every day. Records—"The whole library if you wish," Mr. Husselton said—and Victrolas of all types are explained and demonstrated. There is absolutely no solicitation of business, visitors being referred to dealers in their home town. The Victor Co. maintains the display rooms and the concert series in order that music lovers visiting Atlantic City may have every opportunity of becoming more familiar with the musical service performed by the Victrola and Victor records. They are invited to spend as much time as they wish in the luxuriously appointed display rooms, where requests for any record can be met in a second, and where music can be heard in its perfection under the most favorable conditions.

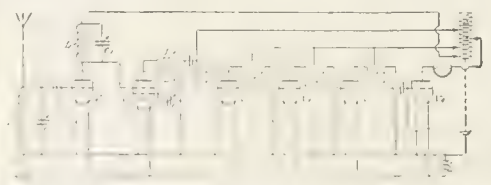
A feature of the Victor Co.'s service at Atlantic City is the class conducted for children by Miss Mabel Rich, of the Educational Department of the Victor Talking Machine Co. Classes are held several times a week, one for the little tots and one for older children. While their parents are enjoying music in the main auditorium or watching the ever-changing spectacle of the Boardwalk and the sea from the spacious and comfortable open-air deck on the second floor, the children are being entertained profitably in the classes. More than a hundred children, coming from every corner of the United States, have been registered for the classes, and many more have attended who have not been registered.

Several of the great hotels of the famous resort have seized the opportunity of giving their guests extra service by providing them with invitations and programs for the concerts at the Victor display rooms. More than thirty conventions are to be held at Atlantic City during September, bringing delegates from all corners of the world. Hundreds of these will visit the Victor exhibit and have the quality of the service rendered by the dealer and the Victor Co. strikingly brought home to them.

One of the striking developments of the record concerts conducted at the display rooms is the fact that the crowds, though certainly in the holiday spirit and not inclined to take anything very seriously, have demanded programs of the highest grade. The record concerts had been planned to include some of the light popular and modern music in order to appeal to all musical tastes, but to the surprise of those in charge, on several occasions the audience expressed its desire that the programs be made up of music of the more serious type. This development has special significance at this time when the discussion of jazz is occupying so much of the attention of the musical world.

Some idea of the effect of the comment that accompanies the record concerts may be gained from an experience of Miss Rich with one of her audience. It happened that the "William Tell" overture was on the program, and Miss Rich told the story of the opera, some facts about the composer, and the meaning of music. Afterward a gentleman approached her to thank her for the pleasure he had been given, and to tell her that though he regards the Rossini overture as one of his favorites, he never before knew that it had any connection with the opera, or that it was descriptive of any incident. He added that he counted his experience at the Victor display rooms as the most pleasant of his Atlantic City vacation.

This experience is typical of many, according to the comments heard in and about the Victor establishment on the night of the concert, and is bound to reflect in added appreciation of the work of dealers in Victor products throughout the country, since all visitors are referred to local dealers. The large and cosmopolitan crowds, the non-solicitation of business, the unique character of the Victor establishment and the pleasure that is to be had there, the ever-increasing numbers who visit the showrooms, all are certain to have a marked effect upon the public and therefore upon the dealer and the Victor Co. The display will remain open throughout the year and thus will reach every class of customer with the Victor message.



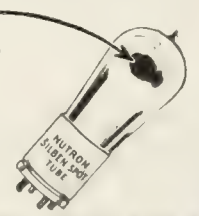
Biggest Sellers for Livest Dealers

—Greater Results Than Ever!

Here is a tube that acts as both oscillator and modulator in the Super-Heterodyne Circuit and also as both detector and amplifier (dual amplification) in the reflex circuit, thereby, in each case, entirely eliminating one tube. The Nutron Solodyne (double-grid) Tube does the work of two tubes at once and **gives better results. This is in addition to its use** in making possible the No "B" Battery (Solodyne) Circuit now in use by thousands of radio fans throughout the country. List $6.00; Dealers $4.20.

Nutron
Matched Tubes
Silben Spot (Pat. Pending)

This Silben Spot Does it—



Sell
Silben Spot Tubes
(Pat. Pending)

After years of chemical and electrical research a startling process of tube treatment has been discovered! What appears to be an ordinary 6 volt storage battery tube actually works like a $12.00 power tube. It makes weak reception strong and good reception stronger.

The "Rendement"

Ordinary tubes have three measurements. The Silben Spot Tube UV has a fourth, known as the "rendement." The secret is in the Silben Spot (Pat. Pending). Furthermore, every Silben Spot Tube is DEPENDABLE because each one is rigidly tested before it leaves our factory. Each Silben Spot Tube gives known results. Made in all types used in standard sets. List $1.00. Dealer $2.80.

NUTRON
Silben Spot

NUTRON MANUFACTURING CO.
731 Main Avenue Passaic, N. J.

Distributors Protected.

Devendorf's Shop Enlarged

FLINT, MICH., September 8.—Growth of business, steadily progressing for the past five years, is given as the reason for the enlarging of the store of Devendorf's Brunswick Shop at 125 East Kearsley street, here. In addition to enlarging the floor space of the store complete renovations and redecorations will add to the general attractiveness of the shop. Fred Devendorf, who conducts the business, has had many years' experience in the retailing of musical instruments. A branch store was recently opened in Lapeer to render service to patrons in the eastern section of the county.

Feature Brunswick Special

Brunswick dealers in metropolitan territory have been featuring to timely advantage a special Brunswick release designated as No. 2669, featuring two of the most popular hits from the current Broadway musical comedies. These two numbers played by Ray Miller and His Orchestra, exclusive Brunswick artists, are "Lonely Little Melody," from the "1924 Ziegfeld Follies," and "Somebody Loves Me," from George White's "Scandals of 1924." These two selections have already won tremendous success in the metropolitan district and are fast becoming popular throughout the country.

Phonograph Dealers:

NOW is the time to inquire about

Federal Service

FEDERAL makes radio equipment, but it *sells* service — performance. From smallest screw or part to the completed set, every step in the Federal manufacturing process is looked upon as but a necessary incident to the main objective — positive, satisfying performance.

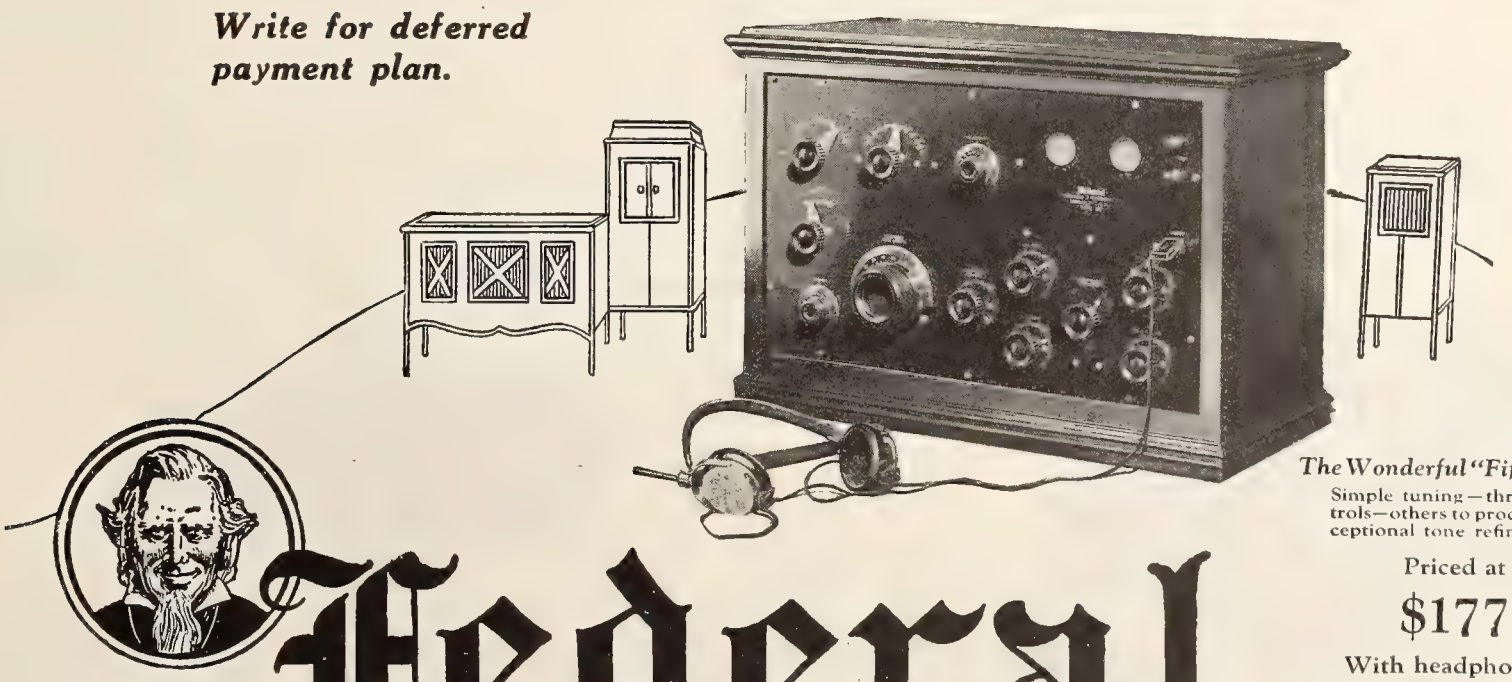
And this same ideal prevails in the Federal sales organization. You link your establishment with Federal for a profit-making service. A service that helps you find your radio market — helps you sell Federal performance to that market — helps you gain the enthusiastic good-will of your customers by teaching them *how* to achieve the *real* thrills of radio from their Federal Sets.

Now is the time to become fully acquainted with Federal Service. Let us explain in detail just what it means to you. Let us show you how Federal has organized to build profits and lasting good-will for you.

FEDERAL TELEPHONE MANUFACTURING CORPORATION
BUFFALO, N. Y.

Boston New York Philadelphia Pittsburgh Chicago
San Francisco Bridgeburg, Canada

Write for deferred payment plan.



The Wonderful "Fifty-Nine"
Simple tuning—three controls—others to produce exceptional tone refinement.

Priced at
$177
With headphones.

For Loop Reception (No 61)
$46 extra

Federal
Standard RADIO Products

ROYAL PHONOGRAPH-RADIO

WOLVERINE PHONOGRAPHS
THE CAMP-FONE
CAMP'S DAILY DOZEN
REDUCING RECORDS

S. E. LIND, Inc.
Manufacturers and Wholesale Distributors
2765 West Fort Street
DETROIT, MICH.
Tel. West 2161

VOCALION RED RECORDS

FIBRE, VOCALION
BRILLIANTONE,
PETMECKY and
GILT EDGE NEEDLES

Big Improvement in Industrial Outlook in Detroit Reflected in Stimulated Sales

Dealers Profiting by State Fair—Wholesalers Have Large Stocks on Hand in Anticipation of a Busy Fall—Improvements at the Edison Shop—Plans for Sales Campaigns Under Way

DETROIT, MICH., September 8.—Business is certainly looking up in the talking machine industry around this section and rightfully so. Industrial conditions have shown big improvement and the weather has been unusually cool. On top of this there have been an unprecedented number of song hits released around the same time, all of which serves to stimulate sales. This outlook on business is not merely a trade correspondent's opinion, but is that of our dealers, who are not inclined to say business is good if it is on the wane.

This is State fair month in Detroit. It lasts ten days and attracts thousands of people not only from Michigan, but from northern Indiana and Ohio as well. In the big exhibition hall there are displays by Grinnell Bros. and several other dealers of talking machines, records, etc. In the past the dealers have enjoyed good business and there is no reason to anticipate anything else this year.

Manager Quinn, of the Brunswick Shop, accompanied by his wife and daughter, returned September 1 from an extended trip that took him as far West as the Pacific Coast. The party went via Canada and Vancouver. During his absence of nearly a month business held up very well and Mr. Quinn is well stocked in anticipation that the coming Fall will be the best the store has ever had. The radio department has been quiet during the Summer, but this is expected to take a big jump within the next few weeks. A great many people have been visitors at the Brunswick Shop to look over the assortment of radio receivers and in the majority of instances they have asked "what will you allow me for my phonograph as part payment?" The Brunswick Shop will not take in phonographs on radio sets.

Herb. Wiedoeft and His California Orchestra played two weeks at Granada Park and were a big attraction. The J. L. Hudson Music Store had them as a special attraction one noon for an hour. The orchestra played on the first floor and hundreds of people were turned away. The Spitalny Orchestra has succeeded the Wiedoeft Orchestra at this park.

The Edison Shop, on Woodward avenue, looks much more attractive since the front was changed and the window moved to the edge of the sidewalk. In fact, the whole interior has been redecorated and rearranged so that it is more beautiful than ever. R. B. Alling, of this store, who is also general manager of the Phonograph Co. of Detroit, Edison jobber, says it has been a splendid year so far, sales are ahead of 1923 and that the outlook is exceedingly bright for Fall.

Sam Lind, who is distributing the Royal line of phonographs in this section, has enjoyed excellent business all Summer, one of his best customers being the Peoples' Outfitting Co. Sam is planning on a tremendous Fall and holiday business and has stocked up his new quarters accordingly.

We find the tendency of most retailers is either to cut out sending out records on approval or to discourage the policy as much as possible. The action of the J. L. Hudson Store in establishing the no-approval policy has started others thinking, as the Hudson record business has not suffered one iota as a result.

Some of the dealers in the neighborhood sections report a lot of cash sales the past month, due to the reopening of the large motor factories. Collections generally are holding up well and nowhere do we hear the least complaint.

Pathé "High Boy" to Be Carried at Bloomingdale's

Bloomingdale Bros. will be one of the first big New York department stores to show the Pathé "High Boy." This is one of the Pathé Phonograph & Radio Corp.'s 1925 radio models —an attractive piece of furniture housing a high-grade radio set, built-in loud speaker, with space for batteries, etc.

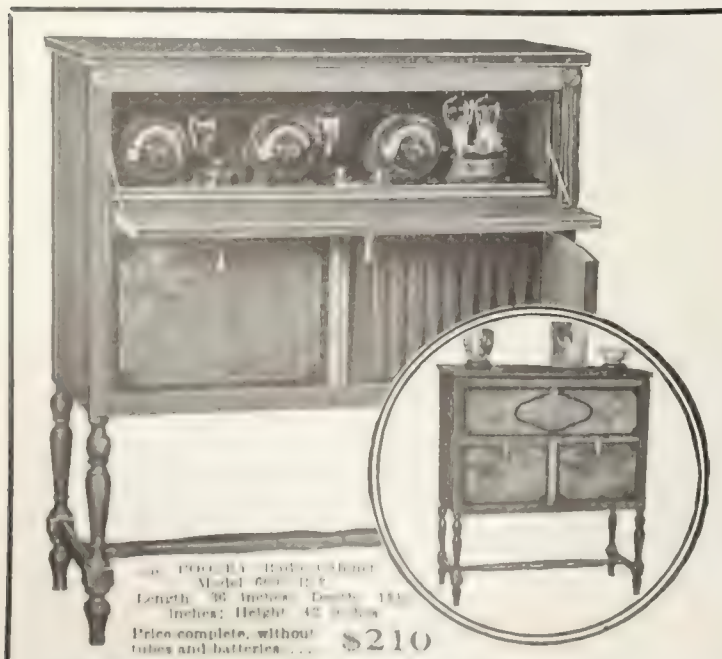
The Pathé Co. reports that dealers who have seen the "High Boy" have commented on its beauty and convenience. Many orders have already been booked on the "High Boy" and it is expected to prove a big seller this Fall.

Radio Firm Incorporated

The Kustombilt Radio Corp., New York, was recently incorporated at Albany, N. Y., to manufacture radio apparatus with a capital stock of 10,000 shares of preferred stock at $10 per share and 20,000 shares of common stock at $1 per share. The incorporators are J. K. and F. J. Sprague and J. J. Tucker.

Glendale Music Co. Opening

The Glendale Music Co., Glendale, Cal., recently held the formal opening of its new four-story building at 118 South Brand boulevard.



The Pooley
RADIO CABINET

EQUIPPED with the dependable Five-Tube Atwater Kent Model 10-B Receiving Set. It includes two stages of tuned radio frequency amplification, detector, and two stages of Audio-frequency amplification.

The POOLEY Loud-Speaker Amplifying Horn (patent applied for) is built into the type 600-R-2 Cabinet. It is a POOLEY invention found only with POOLEY Instruments. It gives maximum volume. PRODUCING A TONE QUALITY SURPASSING ANYTHING SO FAR DEVELOPED IN THE SCIENCE OF RADIO.

C. L. MARSHALL COMPANY, *Wholesale Distributors*
514 Griswold Street **Detroit, Michigan**

The ORSENIGO RADIO and PHONOGRAPH

Come on and get in the swim with the rest of the crowd.

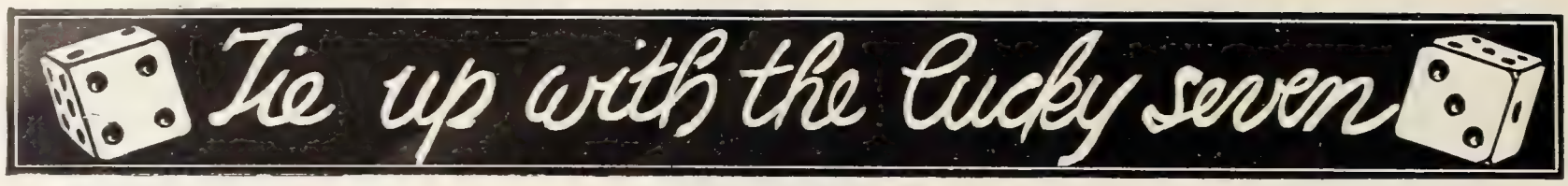
Orsenigo phonographs are the only phonographs selling today having all cabinets made with a radio that in tone and quality is equal to the phonograph.

Also on exhibition twenty other models embodying the French, English and Italian schools.

The Orsenigo Company, Inc.

383 Madison Avenue
at 46th Street
New York City, N. Y.

Factory: Long Island City, N. Y.



GO 'LONG, MULE

By Creamer and King. The greatest novelty of the day — A song that sprang into prominence over night and a "natural" hit.

SHE LOVES ME

By Egen and Brown—Lew Brown wrote "Last Night On the Back Porch" and this is just as contagious a dance tune. An outstanding number.

ROSE MARIE

By De Sylva, Henderson and King. The most beautiful melody fox trot of recent years and the lyrics are by the author of "A Kiss In the Dark."

Any Way the Wind Blows

By Creamer and Hanley. A wonderful song and dance number—The orchestras are just crazy about it and it is one of the cleverest novelties of the season.

If You Don't Want Me

Stop Doggin' Me 'Round

By Arman and Hughes. The bluest of the blue. That's what we claim about this—if you are subject to "jazz-itis" you'll fall a victim.

I'm Scared To Death To Hold My Breath

UNDER THE WATER

By Brown, Henderson and Von Tilzer. Winnie Lightner's song hit in the George White Scandals. Even the title makes you chuckle.

GO, EMMALINE

By Creamer and Brown. A "hot" tune by two boys who knew how to write 'em. "Go, Emmaline" is the kind that makes you strut your stuff.

Published by
SHAPIRO, BERNSTEIN & CO., INC.,
Music Publishers
Broadway and 47th St. New York City

YES! OF COURSE, WE PUBLISH "NIGHTINGALE" WALTZ.

GLEANINGS from the WORLD of MUSIC

Organization Important in Making the Sheet Music Department Profitable

Dealer Handling Everything in Music Is Faced With Problems Which Must Be Satisfactorily Solved if Each Branch of the Business Is to Produce the Sales and Profits It Should

In this period, when many dealers operate stores with the idea of adopting the slogan "Everything in Music," they confront problems the solving of which either makes or mars their success as music merchants. Talking machine dealers, in enlarging their distribution activities, generally consider first sheet music or musical merchandise, and more recently radio. Of course, radio is no longer a problem to be considered, as a heavy percentage of dealers are now stocking such goods. Sheet music and musical merchandise are, however, given consideration because such goods are factors not only in substantial profits, but in bringing many customers into the store.

The problem that confronts all such dealers who aim to carry "Everything in Music," and one which they are not readily solving, is the question of amply caring for the demands of customers in these various departments without slighting the sales activities and service in what might be termed opposition departments. None of these different varieties of musical goods fundamentally oppose each other. They all seemingly create their own demand. Each has a clientele which, for the particular moment, is interested in that phase of musical activity. The demand filled, this clientele, doubtless, is in the market for other allied products. Herein, however, lies the weakness of the "Everything in Music" store, which, in order to be economically operated, must have a limited sales force, and creates opposition for the services of the sales force. There naturally are periods each day when one particular department may be more rushed than another and some sections of the store and its stock will then be slighted. Even in some of the highly efficient chain shops that to-day handle radio with all other musical items there are periods during the course of the day's business when some of the departments are practically eliminated as factors in the day's sales.

Department Should Have Own Head

Such weaknesses in these combination musical establishments can only be solved by the attention that is given to designing properly the interior of the establishment in order to separate the different sections of the store, efficiently handle the various groups of buyers and eliminate confusion. If the trade is large enough some one person should be responsible for each department. The lesser sales force can, as the demand rises or falls in the various departments, respond where they are most needed. This will serve to keep an active factor in charge and responsible for the sales of the merchandise in a particular section.

In smaller establishments such arrangements may not be possible, but a similar situation must be faced, and thought and attention toward solving the problem is necessary. To-day popular sheet music and player rolls are being slighted so much so that thousands of possible sales in these two items are lost. To a lesser extent talking machine records are suffering through the same condition.

Standard Music Untouched

Fortunately for standard music its position is not being weakened by any such factors. There never was an overabundance of sources of distribution for standard music and these limited distribution points to a great extent are operated by the proprietors of the establishments. Most of them love the music business and have a particular weakness for sheet music, musical literature and books, and this, in these trying times, is the bulwark and insurance that protects the distribution of standard music.

To-day, if anything, there are too many distribution points for popular sheet music, player rolls and talking machine records. There would not be too many if they were all properly handled, had adequate stocks and were prepared to give service to the purchasers of such products. But, instead, there are too many hodge-podge assortments of such popular goods. The tendency in too many establishments is to sell just what is demanded and no more. It is one copy of sheet music, one player roll and one record that seemingly satisfies too many such departments, no effort being made to describe or show other goods. In many such establishments customers wait upon themselves. While all of this is better than no distribution at all, it makes a generally unhealthy situation when present-day stocks with demands from numerous channels are considered.

There was a time when the popular music rack appeared as an important factor in adding to sales volume. To-day, however, if the stocks are not replenished promptly the consumer loses interest and the popular rack becomes almost dormant as a sales creator.

Present-day stores with talking machine records, player rolls, radio, popular sheet music, kodaks, skates and other sport goods tend during the height of the Fall and holiday season to make such music establishments a department store, indeed. To efficiently care for the customers of varied tastes that enter such establishments is a problem which taxes the merchandising ability of the heads of these distribution units.

Irving Berlin Plans Wide Fall Campaign

Two New Numbers, "Come Back to Me" and "When I Was a Dandy and You Were a Belle," Included in the Sales Drive

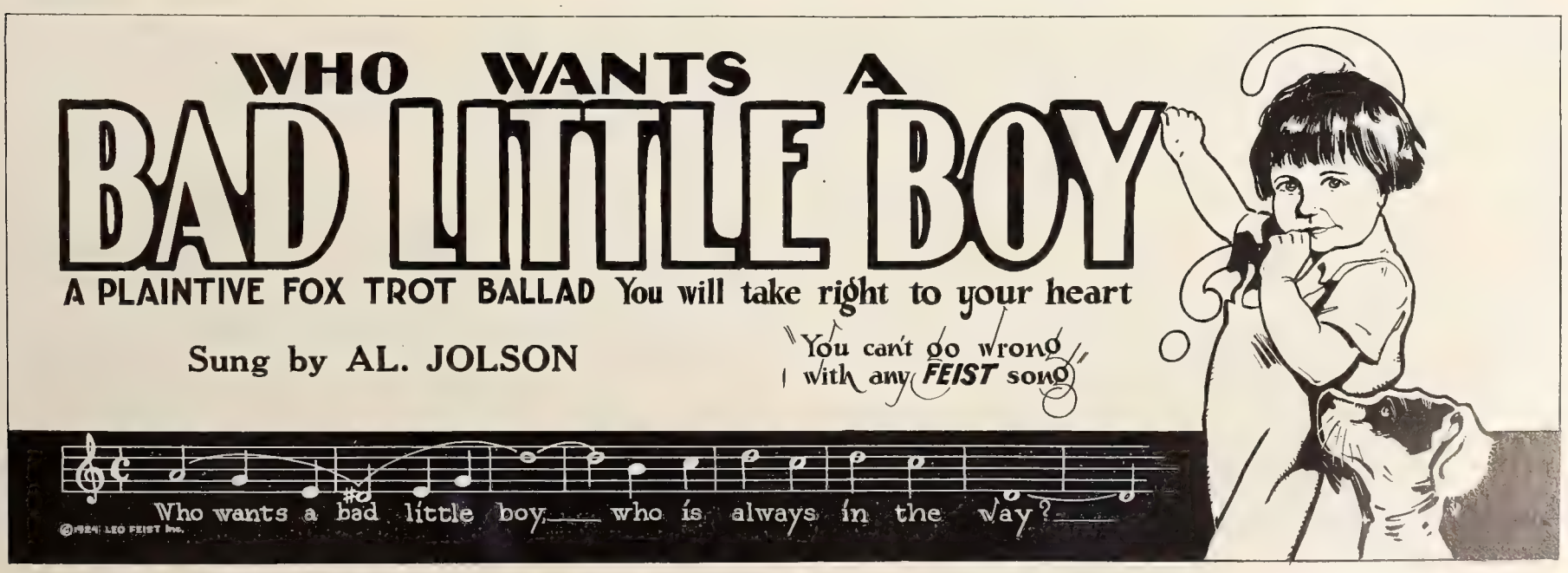
Irving Berlin, Inc., announces a wide campaign on a number of new songs for the Fall season. Its activities, of course, on "What'll I Do?" are being continued, as well as its newer exploitation activities on "Charley, My Boy." At present two new songs have been announced and it is understood they will be supplemented in the course of a week or ten days by an enlarged program, including a new series of popular numbers. The new numbers include "Come Back to Me," described as a syncopated waltz, introducing an entirely new style of dance music. The number is by Will Donaldson and Billy Rose. The other issue is "When I Was a Dandy and You Were a Belle." This song is sung by Jane Greene and Ed Wynn in the new Ed Wynn show which is shortly coming to New York.

Frank Quartell Writes Shapiro, Bernstein Song

Paul Specht Musician Proves Versatility With "Lonesome Bluebird" Over the Radio

Frank Quartell, feature cornetist with Paul Specht's Alamac Orchestra, has written an exceptionally catchy song, entitled "Lonesome Bluebird," which Shapiro, Bernstein & Co. are to bring out very shortly.

The tune has been broadcast over WHN and has brought out many favorable comments from radio editors of the daily press. "Lonesome Bluebird" will be played regularly by Paul Specht and His Alamac Orchestra. Within a few days Quartell will leave New York for his vacation in northern Wisconsin.



FIVE RECORD RECORD BREAKERS

MORNING
Won't You Ever
Come 'Round

NOBODY LOVES
YOU LIKE I DO

NO ONE KNOWS
WHAT IT'S ALL
ABOUT

COME BACK TO
ME

NOBODY'S CHILD

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST

IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

A. Golding Announces Plans for Hearst Fall Drive

Advertising Manager of Hearst Music Publishers, Ltd., Announces Elaborate Plans for Big Fall Campaign on Its Numbers

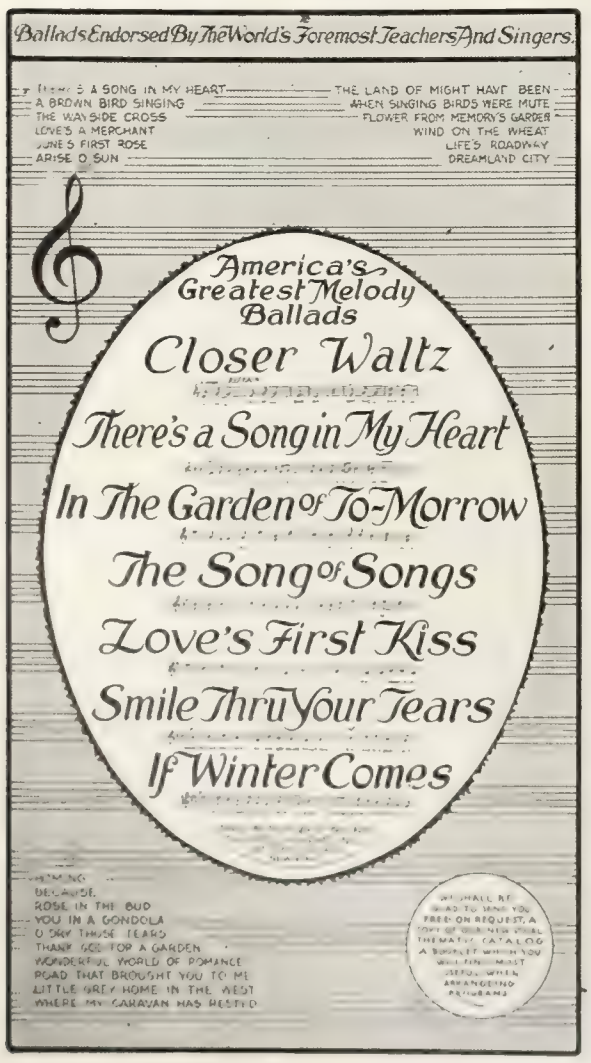
A. Golding, advertising manager of Hearst Music Publishers of Canada, Ltd., recently returned to the home office of his company, Winnipeg, Can., following an extensive tour of the larger trade centers in New York. Shortly after his return plans for the Fall season were arranged by the company and Hearst activities during the Fall are to be on a larger and wider scope than ever before.

The coming campaign will include extensive advertising and merchandising plans. Some of these will be most original in style and will cover every channel of trade activity. This enterprising publishing company expects them to set a new high mark for music publishing activities.

These increased publicity and exploitation plans will use as a background and basis the record made by the company during the past season which placed Hearst songs before the consumer in the theatre, dance hall, cabaret and by way of radio. Hearst numbers were and are being recorded by every talking machine record and player-roll manufacturing organization. They have been used constantly by every orchestra director and Hearst numbers are frequently found in the program of leading vaudeville artists.

In selecting songs for the new season the same standard is being maintained that was found so successful by this company during the past months. The Hearst organization believes that after all a song is its best salesman. Without a meritorious offering the extensive publicity drives would not receive the wide response justifying the large appropriation necessary for such widespread propaganda.

The past policies of the Hearst organization, which made possible the exceptional co-operation of the dealer in efforts toward increasing the sale of Hearst music, will be adhered to, including the Hearst trade slogan "The Dealer First." This idea is to be kept in mind and will mean practical co-operation toward increasing the dealer's business. A wide variety of display cut-outs, window strips and much other display material will be issued gratis by the company. The details of the Fall plans will shortly be announced to the dealers, all of which will keep in mind that to successfully conduct a sheet music business a dealer-first principle is important.



"Love Has a Way" a Hit

"Love Has a Way," written by Victor Schertzinger, writer of "Marcheta," which is the musical theme of Mary Pickford's new feature, "Dorothy Vernon of Haddon Hall," has proved one of the big higher class popular successes of the season, in both sheet music and talking machine record form. The success of this number and the wide advertising it has received, in conjunction with the release of Mary Pickford's photoplay, has to a great extent been credited to its instrumental value. However, in recent weeks it has added to its popularity in vocal form. The Victor Talking Machine Co. has released a vocal rendition by Frances Alda. This is furthering the interest of the number, which already has gained recognition in Australia, New Zealand and many other foreign countries.

"Marjorie" Wins Success

"Marjorie," a new musical comedy, with book and lyrics by Fred Thompson and Clifford Grey, and music by Herbert Stothart, Philip Culkin and Stephen Jones, with an interpolated number by Sigmund Romberg, recently opened at the Shubert Theatre, New York. The songs include "Hollywood," "Margery," "Monastery," "The Happy Ending," "What Do You Say?," "Yesterday," "Shuffle Your Troubles Away," "Forty-second Street Moon," and "My Twilight Rose." All of the music is published by Harms, Inc., including the Sigmund Romberg number, "My Twilight Rose," by special arrangement with M. Witmark & Sons.

The Mitchell Brothers Score in a Big Way

The Mitchell Brothers, "Johnny and Bill," as they are known to almost every fraternity house throughout the country, first gained fame with their banjos while students at the University of Washington. They were known to their fellow students as the "Siamese Banjo Twins," and were leaders of that never-to-be-forgotten University of Washington Glee Club.

The boys' fame while in college spread like wildfire, and the management of the Clemmer

Mitchell Brothers

Theatre, Seattle, Wash., after much coaxing, induced them to play a vaudeville engagement at that theatre. From their opening performance they were such a sensational hit that they played most of the big picture houses in and around Seattle, finishing up with a Keith contract in 1919 and 1920 and later on were features in all the Balaban & Katz picture theatres.

In 1922 the boys left the stage to take a post-graduate course in finance at Columbia University. After their graduation they received so many wonderful offers from vaudeville managers that they thought it best to give up their banking careers and again re-entered vaudeville, where they were a sensational hit.

Johnny and Bill are now playing a return engagement at the Balaban & Katz Theatres and as the star attraction are being held over in Chicago.

The Mitchell Brothers' banjo drums have inscribed on them over 5,000 names of prominent citizens from coast to coast who offered their autographs to the boys as a token of appreciation for their wonderful performances. It is understood that the Mitchell Brothers will soon make records for one of the leading companies.

Feature New Waltz Song

PORTLAND, ORE., September 3.—Sherman, Clay & Co.'s new waltz song, "Rock-a-Bye My Baby Blues," was featured recently by Hazel Stallings, America's premier whistler, at the Columbia Theatre. This, coupled with an attractive window display in the local Sherman, Clay windows, added much to the interest in the song.

Feist Numbers Popular in Philadelphia Trade

"Doodle Do Do," "May Time" and "June Night" Are Among the Leading Sellers With the Retail Dealers of the Quaker City

PHILADELPHIA, PA., September 9.—The raging popularity that has followed the introduction of the newest of music hits in the publications of Leo Feist, Inc., with Philadelphia headquarters, 1228 Market street, has extended to this city and "Doodle Do Do" is now the big sales-pulling song in the shops of Quaker City dealers. In Atlantic City, Benson's Orchestra, on the Million-Dollar Pier, and Higgins and Daniels, in the Beaux Arts Café, are the means of popularizing this hit, and with tremendous success as the Summer's most appealing song in their renditions. Since the middle of August the most popular songs in the purely local trade and which are drawing patronage to the counters of the McCrory and Kresge chain stores, and which are also being featured by H. A. Weymann & Sons and the Presser Co., are "Maytime" and "June Night." D. Swisher, Eleventh street, below Chestnut street, is another of the wholesalers of these songs who have been successfully introducing them to the trade. Work on the new list of Feist latest numbers is under way and will include among the favorites such popular pieces as "Don't Blame It All on Me," "Wait Until You See My Girl" and "Blacking Blues." These new lists of important Fall sheet music and hits will be distributed locally by Manager Floyd Kinney.

Remick Philadelphia Office Offers Many Dealers' Aids

Much Window Display Material Available for Exploitation of Company's Hits—New Remick Catalog Distributed

PHILADELPHIA, PA., September 3.—Specially attractive and sales-appealing displays have been prepared for the window and inside exhibition purposes of the music dealers by the Philadelphia offices of Jerome H. Remick & Co., under the management of J. McCauley. These new displays have been developed in connection with the newest of hits in the Remick list and include such favorite business getters as "Mandalay," "The Last Sweetheart of Mine," "Follow the Swallow," and "Dreamer of Dreams." The Remick local offices at 31 South Ninth street will arrange to have these displays made in any of the stores carrying its sheet music.

"Bye, Bye Barbara" Has Premiere in New York

Score by Carlo and Sanders Published by Edward B. Marks Music Co.—First Production of Theodore Hammerstein

At the National Theatre, New York City, a new musical comedy, entitled "Bye, Bye Barbara," recently had its New York introduction. This piece is the first producing effort of Theodore Hammerstein, youngest member of the famous theatrical family, who presents it in association with Adolph Mayer.

The music is by Carlo and Sanders; the book by Alonzo Price and Sidney Toller. The show is romantic in character and the action takes place in Santa Barbara, Cal. There are many original novelties used in the production, including a flock of sheep, which makes an effective setting for the "Bo Peep Waltz" number, built around the famous old nursery rhyme. Other outstanding songs are "Gee, I Must Be in Love" and "Quaint Little House (Built for Two)."

The principals include Jack Hassard, Janet Velie, Lillian Fitzgerald, Mildred Keats, Colin Campbell and others. Edward B. Marks Music Co. will publish the score.

RECENT RECORD RELEASES OF "LOVE HAS A WAY"
By Victor Schertzinger
VICTOR No. 1032B VICTOR No. 19309
PATHE No. 036090 PERFECT No. 14271
OKEH No. 40115
Other Records and Rolls In Preparation

ANOTHER TRIUMPH!
for
"LOVE HAS A WAY"
Lopez Speaking!
'I shall now play that marvellous fox-trot "Love Has a Way" by Schertzinger. This song is my favorite ballad'
Vincent Lopez
35¢ Scored by ONIVAS
HAROLD FLAMMER PUBLISHER

"BLACKIN' BLUES"

"Blackin' Blues" is about the weirdest thing yet — One of those "Shivery" fox trots and just a little "Low Down"

"YOU CAN'T GO WRONG WITH ANY FEIST SONG"

As a Struttin' Fox Trot song "Pickin' 'em Up and Layin' 'em Down" is a tune that'll be the talk of the town!

"Pickin' 'em Up And Layin' 'em Down"

©1924 LEO FEIST Inc

Hearst Questionnaire Sent to the Dealers

Publisher Asks What Sort of Advertising Material Is Greatest Aid to Them in Exploiting Numbers in Their Respective Localities

Some of the outstanding plans of Hearst Music Publishers of Canada, Ltd., covering its coming activities were recently reviewed in these columns. Particular references were made to its co-operative arrangements for dealers and the accompanying service, not only from the home office of the company but through its various branches and representatives.

In line with its coming policy on dealer hookups and co-operation Hearst Music Publishers have forwarded to the trade a questionnaire in which retailers are to state what forms of advertising they would prefer the organization to adopt; whether preference should be given to national magazines, farm journals, local newspapers or direct by mail. These answers will be used as a basis for planning an extensive advertising program and the channels covered will be closely related to the dealer's activity, thereby allowing him to obtain maximum results from such publicity. The dealer is also requested to state the type of supplementary advertising material he can best use, such as window trims, display panels, folders and circulars, streamers, thematic booklets or electros for advertising. It is planned by the Hearst company also to record the records and rolls each dealer handles and to gather other data that can be used advantageously by the home office. The company has adopted as a slogan, "Persistent Pounding Produces Profits."

Some of the advertising material of the Hearst organization is most attractive in form. All of it is designed with the idea of producing sales for the dealer. Its window trims are most elaborate and its supplementary material for the counters are made to meet varied tastes.

"Stop Imitating" American Composers Are Urged

America's composers of music can not hope to reach a place in the sun through an imitation of European styles, remarks one of the most prominent of their number, Charles Wakefield Cadman. The American must shake off the shackles of a too apparent Continental influence and express himself boldly and sincerely, says Mr. Cadman. Not even experimentation with Indian themes, of which Cadman is a master, is real American music, so he confesses. A composer who uses either Indian or Negro themes merely touches the outer shell of American life.

This composer laments the fact that experts have failed to consider as "consciously American" such works of his own as his Piano Sonata in A Major, based upon verse of Joaquin Miller, the California poet. He also mentions Deems Taylor's "Through a Looking Glass" as typically American, and gives the following partial list of others attempting to write music that does express America: John Powell, Henry F. Gilbert, John Alden Carpenter, Rubin Goldmark, A. Walter Kramer (by some of his later works), Leo Sowerby ("when he gets away from the French style"), Arthur Farwell, David Guion and, in lighter music, Zez Confrey.

Two Feist Shows Have Three Road Companies

Two shows for which Leo Feist, Inc., published the music will have three road companies on tour during the coming season. They are "Little Jessie James" and "Blossom Time." The first of the James shows opened in Boston on August 4. The No. 2 show opened in Scranton, Pa., on September 1, and about the same time the third show opened in Altoona, Pa.

The "Blossom Time" shows have played for several seasons and from all indications will be successful profit makers for several seasons more. The first of the "Blossom Time" shows opened in Chicago on September 1, closely followed by the No. 2 show in Syracuse on September 8. Later in the month the third show will open its season in Charlotteville, Va. "Song of Love," from "Blossom Time," continues to be one of the big sellers in the Feist catalog. Naturally with the visit of the "Blossom Time" show in various localities the sales in those sections take on a new vigor. The song itself, however, is a permanent part of every dealer's stock and it is now accepted as a standard offering and should be a permanent factor in sales for a generation.

Garrick Hit on Victor Record

The Garrick Music Sales Co., of Chicago, which is achieving considerable success with several of its latest numbers, is being congratulated upon the fact that its hit, "Tell Me You'll Forgive Me," has been recorded by the Victor Talking Machine Co. and will be released very shortly. The International Orchestra has made the record for the Victor library and it is expected that it will be received enthusiastically by the Victor trade.

"Golding's Diary of Musical Events" Out

New Publication of Golding Music Co., of Winnipeg, Can., Contains Much of Interest

Alfred Golding, well known from coast to coast for his organizing and publicity activities in the music publishing business, has achieved another triumph in publishing "Golding's Diary of Musical Events" which has been so enthusiastically received that it is now being compiled for its third year's publication.

The detail embodied in this 120-page manual places it in a category by itself, for not only does it contain an authentic diary of musical events, summaries of local organizations, all dates pertaining to musical clubs, societies, choirs, etc., but also contains directories of music teachers, complete lists of artists open for engagements, a condensed catalog of songs, studies and advertisements of most useful information to the buying public.

"Golding's Diary of Musical Events" is copyrighted by Golding's Music Co., Winnipeg, Can., and is but one of several innovations introduced into the West by this progressive house. The majority of the prominent artists located in Winnipeg have placed themselves under Golding's concert direction; the house also acts as a clearing house for musical events; has instituted a register where data of all functions can be registered free, and the unfortunate clashing of events thereby eliminated.

The book is printed on coated paper in a heavy golden-rod cover, and is a very creditable and useful production.

Similarly this initiative is reflected in the volume of music carried in stock. Besides the usual lines of sheet music, music books and teachers' supplies incidental to music stores—Golding's carry a stock of foreign and modern music which is probably the richest in the Dominion of Canada.

Mr. Golding made many friends while traveling in the music field and the trade will be glad to know that the venture he started in an experimental mood has grown to such a successful issue.

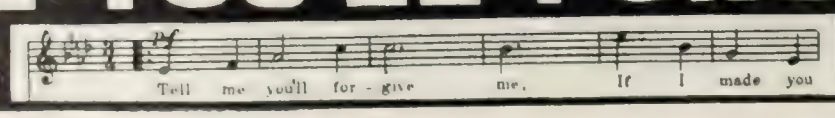
New Ponce Chicago Man

Phil Ponce Publications recently appointed Jimmie Altiero as the Chicago representative of the company. This firm has also accepted for publication the song by Charles O'Flynn entitled "I Found You Out When I Found You in Somebody Else's Arms."

WE PUBLISH THE SENSATIONAL RADIO WALTZ HIT

"TELL ME YOU'LL FORGIVE ME"

GARRICK MUSIC SALES
4040 Dickens Ave. CHICAGO



On RECORDS and PLAYER ROLLS

The Hits that took the Bite out of Dog Days and Still Going Strong

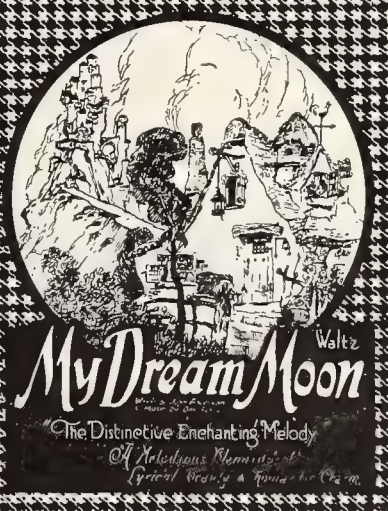
RELEASED ON VICTOR, EDISON, COLUMBIA VOCALION, OKEH GENNETT, STARR Etc and on all PIANO ROLLS

"In a Wonderful World of Our Own" a Waltz-melody of Lilting Beauty

Sweeping the Country from Breezy Atlantic City to Sunkist Frisco.

ENDORSED BY EVERY LEADING DIRECTOR

"JUNE"
The Wedding Fox Trot
The Scintillating Success of the Season



Make your own conditions - don't be at the mercy of them

FEATURE HEARST HITS!

HEARST
MUSIC PUBLISHERS OF CANADA LTD
HEAD OFFICES - WINNIPEG CANADA
CHICAGO - NEW YORK - TORONTO - VANCOUVER

It Pays TO BE FIRST WITH A "HEARST"

"Lady of My Cigarette" Proving a Big Success

Featured by Dan Gregory Orchestra, Which Is Enthusiastic Over Number—Melody a Turkish Novelty That Is Infectious

Among the orchestras featuring the novelty fox-trot, "Lady of My Cigarette," released by Phil Ponce Publications, is the Dan Gregory Orchestra. This musical combination, which is one of the most popular in Eastern territory, is enthusiastic over this new song and dance. The melody of the number is described as a Turkish novelty and there are some indications that this issue will be the forerunner of an Oriental deluge.

For a song that has been in the hands of the orchestras for only a few short weeks "Lady of My Cigarette" has been more than promising. Phil Ponce, head of the publishing firm which is issuing the number, describes it as "the tune they walk a mile to hear," linking up the song with the well-known cigarette slogan.

New Copyright Act of Argentine Republic

Chief of Argentine National Library Holds United States Copyright Protects in That Country—Some of Its Details

The copyright law of Argentina, No. 7092, passed on September 23, 1910, and modified by law No. 9510 of October 10, 1914, is presumed to give protection to such property as is copyrighted in the country of origin, provided that the country, by law, special treaty, or by its adherence to an international convention on the subject, gives the same rights to Argentine citizens.

The chief of the Argentine National Library, in which institution publications are deposited in order to obtain copyright protection, is of the opinion that such publications as are issued in the United States and duly copyrighted there are, by that fact, protected in Argentina, due to ratification by the United States of the Pan-American Agreement of 1910, even though there is no authority in the Argentine law to receive publications from abroad or to issue the corresponding certificate.

The chief of the library further states that, in so far as he is informed, no jurisprudence on matters of copyright of foreign works has been established by the courts. In view of this situation it is recommended that United States publishers, in sending copyrighted matter to Argentina, have printed or stamped on each work the following phrase as a warning to the public: "Todos derechos protegidos por Convenio Internacional" ("All rights protected by international convention").

Many Hits in Feist List

Leo Feist, Inc., which has two of the outstanding hits of the season in "June Night" and "Doodle, Doo Doo," is also fortunate in including in its catalog "May Time," which has made rapid strides towards popularity in recent weeks. In addition to the above it has a new number recently introduced by Al Jolson, entitled "Who Wants a Bad Little Boy?"; two songs in the Ziegfeld "Follies," "All Pepped Up" and "Adoring You," and the following popular songs that are showing much activity, some of which will doubtlessly be recognized as outstanding successes during the coming Fall, "Where the Dreamy Wabash Flows," "Helen Gone," "String Beans," "Why Live a Lie?" and "Black and Blue."

Lynne Stanley has opened a music shop at 156 Mill street, Brass Valley, Col., with a full line of musical instruments, sheet music and other supplies.

"Mandalay" Featured in Fine Window Display

PORTLAND, ORE., September 4.—The Remick Song & Gift Shop, of this city, has long been noted for its attractive window displays. Attractive windows lure people into the store and are doubly valuable during the Summer or any other dull period. Fortunately for Portland the Summer season has been quite active. That, however, has not deterred the Remick Shop from continuing to make its windows a magnet

Remick Features "Mandalay"

for possible customers. Herewith is shown a particularly attractive window on the Remick song "Mandalay," with colored cut-out figures and lifelike illustrations which attracted more than the usual attention. Here is depicted an elephant train on the white desert sand with a black background, making a striking contrast and adding to the charm of the window, which has come in for high praise.

Jolson Records Feist Song

Al Jolson has made a Brunswick record of the new Leo Feist, Inc., song, "Who Wants a Bad Little Boy." It is also understood that this number will be included in the new Jolson show now in preparation. The song is by Joe Burke and Mark Fisher, two writers from Philadelphia, the former of which has been connected with some past successes. The professional department of Leo Feist, Inc., is quite enthusiastic over this new offering and undoubtedly "Who Wants a Bad Little Boy" will be made one of the outstanding features of the Feist catalog during the coming months.

Victor Wholesalers

The House of Mellor in Pittsburgh since 1831

"THE DIFFERENCE IS IN THE TONE"

The Starr Piano Company

STARR PIANOS for over half a century have represented highest ideals of craftsmanship. Each Starr Made Grand, Playerpiano and Upright represents a value known the world over.

STARR PHONOGRAPHS from the smallest table style to the elaborate console model possess musical worth which is the result of a careful coordination of each part into a perfect symmetry.

GENNETT RECORDS represent the highest attainment in the art of sound recording. Their variety, perfect reproduction and real musicianship of the artists have made them musical gems of rarest charm. Released every week.

THE STARR PIANO COMPANY

Established 1872 *Factories: Richmond, Indiana*

NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO, PORTLAND, KANSAS CITY, BIRMINGHAM, NASHVILLE, DETROIT, CINCINNATI, BOSTON, CLEVELAND, INDIANAPOLIS.

Outlines Radio Production Policies of Mercury Co.

Edgar Sisson, Chief Engineer of Mercury Radio Co., Discusses Radio Problems

The Mercury Radio Products Co., New York, has been achieving considerable success in the introduction of the Mercury radio receiver. This receiver, which uses the well-known Grimes Inverse Duplex System, is being merchandised by jobbers and dealers in the talking machine trade and new connections are being opened in the leading trade centers.

In a recent chat with The World, Edgar Sisson, chief engineer of the company, gave interesting details regarding the company's manufacturing plans and the important features of the Grimes Inverse Duplex System. Mr. Sisson stated in part:

"The Talking Machine World recently completed an elaborate survey of the talking machine trade and the interesting results of this work have already been made known. What this paper attempted to discover was the interest of dealers, jobbers and distributors of talking machines and musical instruments in radio, and it found that a great many of them were handling radio receivers but that two definite objects stood in their way.

"The first of these was that there were few receivers then which had been designed with adequate tone quality to meet the requirements of buyers of musical instruments. The second difficulty lay in the fact that radio was highly technical, demanded service which they could not supply, and information they did not have due to the fact that it was not made intelligible, or available at all.

"In designing the new Mercury receiver, these two liabilities were the first for which provision was made. It was easy to foresee the time when amateurish attempts for distance would wear themselves out and the general attention would turn to the set that could bring in good local stations within a reasonable range with a tone quality that would make listening a pleasure. To do this the Grimes Inverse Duplex System was selected. This circuit has balance; Mercury engineers have avoided overloading, which has often been a distracting feature, by a simple control placed on the front of the panel. The circuit also has stability and therefore stations can be logged after once tuned in and referred to under similar conditions. But, above all, it can be operated on a loop as well as an outdoor antenna. Also the Grimes Inverse System uses two tubes twice, thereby creating a fine balance in the audio circuit, at the same time drawing an amount of battery current equal to the load when the tubes are used only once. It is therefore very economical. Thus every effort in designing the Mercury receiver has been bent toward coping with the tone problem. To make assurance doubly sure, and to make the set doubly sensitive, it includes two steps of tuned radio frequency.

"The effort to make the set easy to merchandise has also received attention. In the first place, the receiver has been made as simple as possible. In the second, all problems of assembly have been eliminated: wires have merely to be connected with marked taps, bulbs placed in specified sockets and the set is ready to demonstrate. In order that the dealer will be absolutely sure of its construction and operation, diagrams and directions of a non-technical nature have been compiled and accompany the set.

"The public is interested in radio as a musical instrument; as an adjunct to entertainment in the home. According to The Talking Machine World's survey, radio will not compete with talking machines, but the correct set, with tone and an efficient system of merchandising, will increase the gross profits of the dealer who sells it. This statement is enforced by the certainty that the future will see parent stations, with surpassing programs tied in on balanced land wires to a number of local stations, so that the best of everything will be available to the person with a good receiver in any vicinity.

"Radio is undoubtedly of vital importance to the music dealer. He cannot get along without it in the future. But he must invariably choose the set with tone quality—for that is what is and will be in demand, and the set which he can sell, and which will stay sold."

Gardner Branch Opened

SPARTANBURG, S. C., September 8.—The S. W. Gardner Music Co., Inc., of Gastonia, N. C., opened a branch store in this city on the first of the month, occupying the building on Morgan Square formerly used by the Smoker confectionery concern. Talking machines and records, pianos and a full line of musical merchandise are being carried. Several record demonstration booths have been installed.

C. M. Atmore has succeeded E. E. Campbell as sales manager of the Robertson Music House, Indianapolis, Ind. Mr. Atmore is an experienced merchandiser and his success in the new post seems assured.

Radio Exposition to Be Held in Dallas in October

Southwestern Radio and Electrical Exposition Planned by Radio Jobbers' Association

DALLAS, TEX., September 8.—Plans for the 1924 Southwestern Radio & Electrical Exposition, to be held in the Parkmoor Building, this city, on October 14 to 19, inclusive, under the direction of the Southwestern Radio Jobbers' Association, are rapidly nearing completion. According to George Goodwin, chairman of the executive committee in charge, indications are that the affair promises to be one of the most comprehensive in character and largest in scope of its kind ever held in the Southwest and will be the first showing of the 1925 radio models in this section of the country. October 14 to 19, the date of the Exposition, is simultaneous with the holding in Dallas of the Annual Texas State Fair, and it is felt that this Exposition comes at a most opportune moment when it will be accessible to the many thousands of people who will be visiting in Dallas at this time.

There will be approximately a hundred exhibitors at the show, representing every type of radio receiving set, as well as the various accessories and batteries that are now on the market. Facilities will be available for not only broadcasting reception on the floor of the Exposition, but special plans are being made for reproducing at the Exposition a most complete, up-to-date broadcasting studio from which actual broadcasting will be done by prominent artists of the air.

The United States Government, through the Army Signal Corps and other branches of the service, will be invited to participate, and it is expected that there will be shown in this connection the important part that radio is destined to play in our system of national defense. The extraordinary progress made by the radio industry during the past year, and the many striking improvements in radio apparatus to be placed on the market in 1925, will be shown for the first time in this Exposition and will prove a revelation to the thousands who will attend.

To Exhibit at Fair

Music dealers of Canton, O., are making preparations for the annual Autumn Exposition, which is to be held September 17 to 20, and in which eight of the city's leading music houses will participate.

VAN VEEN & COMPANY, Inc.

Woodworkers Since 1907

Costly experiment has taught the Phonograph Trade the importance of high-grade sound-proof hearing rooms and store fittings.

Radio dealers can avail themselves of Van Veen equipment in the first instance and avoid the experimental losses of the Phonograph trade. Van Veen booths are indispensable in selling and demonstrating radio.

Counters, racks and wall display cases carried in stock or made to special design. Write for estimate and catalogue.

Offices and Warerooms:
413-417 East 109th Street *'Phone Lehigh 5324* NEW YORK CITY

IN THE MUSICAL MERCHANDISE FIELD

How Operation of Musical Merchandise Department Influences Entire Business

Small Goods in Demand the Year Round Brings Up Sales Volume—Getting the Most Out of the Department Through Intelligent Sales Campaigns—Possibilities for Development

The place of the band instrument and musical instrument line in the talking machine store is no longer to be questioned, for a surprisingly large number of talking machine dealers, in a desire to expand their businesses and broaden their field of activity, have seen fit to stock such a line to their general satisfaction and profit, particularly where intelligence has been used in merchandising these additional lines and the interests of their regular musical following capitalized.

The talking machine business cannot be regarded as a strictly seasonal business. But the fact remains that it requires considerably more effort to put over machine and record sales during the Summer months than during other times of the year. This is due to conditions over which many retailers have little or no control, for a goodly proportion of their customers leave their permanent homes for a few weeks or a few months during the heated season and take their patronage with them.

Seasons Have Little Effect on Sales

In spite of this Summer movement of the permanent population, it is significant that the sales of small musical instruments, particularly the stringed family, such as the ukulele, banjo, guitar, etc., as well as certain types of band instruments, particularly the saxophone, have kept up close to the mid-Winter average in many cases. It would perhaps be hard for anyone to find a definite reason for this strong demand beyond the publicity and exploitation work put behind small instruments by manufacturers and the steadily increasing public interest in music and music-producing mediums.

Small Goods Boost General Sales

There is one dealer who practically paid the entire expenses of his establishment from June to August inclusive, through sales of small musical instruments, carrying on a persistent campaign through the newspapers, by mail and by personal contact. Another found that his record business this year was considerably better than in the Summer of 1923, despite the fact that none of his competitors could make a similar claim. He ascribed this increase to handling musical merchandise, which served to bring more people, especially the younger ones, into his store for the instruments themselves or for needful accessories such as strings, picks, etc. This increased following was found to consist, to a substantial degree, of record buyers who, under ordinary circumstances, might have patronized another dealer or, barring their small instrument needs, have remained away from the store entirely.

An All-year-round Proposition

So much for the Summer business. But it is logical to assume musical instruments that sell well in Summer, regarded as the off-season, should naturally sell more readily during the Fall and Winter, and that the dealers who put the proper effort back of these small instruments will find a very substantial source of profit therein.

It is not to be concluded that sales will be automatic, that the manufacturer's advertising, plus a local display of the goods, will bring customers trooping into the store. But the average dealer has on hand an excellent field for cultivation in the customers already on his books for talking machines and records. He has a mailing list and personal contact that should be worth thousands of dollars to him. Likewise, customers for musical merchandise can well be developed into talking machine and record buyers once they form the habit of coming to that particular store for their musical needs.

The dealer cannot be content, however, with following up his talking machine customers alone as prospects for small instrument sales. He must broaden his field of activities just as he has broadened his line to get results that are commensurate with his investment and his sales effort.

There is hardly a group of youngsters these days which does not boast of its amateur dance orchestra and each orchestra of four or five men means the sale of several hundred dollars' worth of equipment. Likewise, there are few schools, particularly high schools, without a band, orchestra or some sort of organization using musical instruments.

The Possibilities for Developing New Field

So far as the school is concerned, the dealer is in a particularly fortunate position for the reason that his training in the talking machine business has taught him how to gain entry into the schools and arouse the interest of both teachers and students to the buying point. If he is willing to go to a little trouble to promote and encourage the organization of small bands and orchestras in schools and make terms upon which to supply the instruments, he is going to be dollars in pocket.

If he watches his local newspapers he will find frequent items referring to the organization, or contemplated organization, of bands and orchestras, among the members of fraternal organizations, clubs and various groups of employes, including the Post Office and the local fire and police departments. This information can be used to advantage in promoting sales.

Successful musical merchandise selling is not done altogether in the store. It is a line that depends, in no small degree, on missionary work of the right sort. The dealer must discover the new field and show the way before he can hope to make sales and reap the profits. It is a department which cannot be carried on successfully as an off-shoot of the talking machine department. It is worthy the attention of a strong sales force, whether that force consists of one salesman or ten. In short, it is a business and not simply a fad.

Orchestra Advertises Its Use of Conn Instruments

CHICAGO, ILL., September 8.—Thousands of dance lovers who frequent the Trianon ballroom of this city each evening are apprised of the fact that the instruments used by the orchestra to whose music they are dancing are manufactured by C. G. Conn, Ltd. The Dell Lampe Trianon Orchestra has a placard prominently displayed with the message "Conn Instruments Used."

Mr. Lampe, in discussing the high regard in which he and the members of his orchestra hold Conn instruments, stated that it was through no suggestion of his that the Conn instruments were chosen. Various makes of instruments were originally used, but the merits of the Conn products were discussed until finally the entire aggregation was Conn-equipped.

Expand Small Goods Dept.

BALTIMORE, MD., September 9.—Expansion of the musical merchandise department has been so rapid that the Kranz-Smith Piano Co. has fitted up a separate department for brass and string instruments in the basement of the store at Charles and Fayette streets. The new department will be under the management of Edward Kieffer.

The Best Men on the Phonographs
All Use Buescher Instruments

THE learnedness of the average flapper and high school boy concerning instruments of the orchestra is due in great measure to the popularity of record orchestras. Every time a new fox-trot comes into the household there's a lot of discussion as to whether this or that effect is made by the Trumpet, Trombone, the Saxophone—or what.

William Scotti played in the Earl Fuller Orchestra in the days when Earl Fuller's Columbia records were the best sellers. Later he played with Hazy-Natzy in various records, with Al Jocker's Orchestra and in various Edison record orchestras.

All young folks are real live prospects for the dealer who handles Buescher Band Instruments and Saxophones.

Mutes make the Buescher-Grand Trumpet and Cornet fine instruments for the parlor or the front porch. The mute quiets the tone to just the right volume for indoors. The Saxophone, of course, is quiet or loud, as the player desires, without a mute.

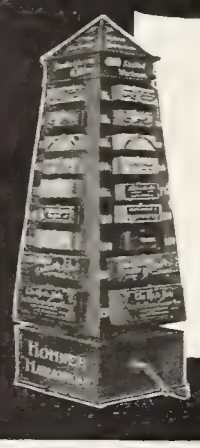
Ask for catalogs and trade prices. Let our literature acquaint you with the great possibilities for you in Buescher True-Tone Band Instruments and Saxophones.

WILLIAM SCOTTI
and His Buescher
Saxophone

BUESCHER BAND INSTRUMENT CO., G-93 Buescher Block, ELKHART, INDIANA

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 157)

HOHNER Harmonicas and Accordions
THE WORLD'S BEST



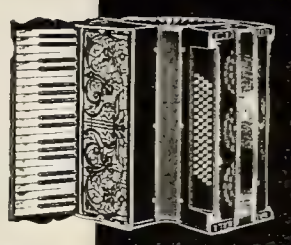
Every Day Is a Hohner Day

Every Day Finds a Ready Market for Hohner Harmonicas

Ask Your Jobber

M. HOHNER

114-116 East 16th Street
New York City



HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

Bruno Organization Is Preparing for Big Fall

Distinguished Musical Merchandise House Begins Ninety-first Season—Fall Orders Already Beginning to Come In—Travelers on Road

C. Bruno & Son, Inc., wholesalers of musical merchandise, 353 Fourth avenue, New York, are preparing for a heavy Fall business which has already begun to get under way, according to Fred Kling, advertising manager. This is one of the oldest houses in the business and it now begins its ninety-first selling season.

Bruno's staff of traveling sales representatives has begun to take to the road for the start of the Fall and Winter campaign and dealers' orders will soon begin to come in.

"Bruno is ready for a big season," declared Mr. Kling to a World representative. "Our Mr. Chas. Sonfield has been in Europe all Summer looking after the interests of Bruno's thousands of retail customers. As a result we are able to show a finer assortment of reliable merchandise than ever before in our career. Mr. Sonfield has visited all the leading manufacturers of Europe and his trip has not been in vain, we can assure the dealers.

"Our domestic lines have also been strengthened all down the line. We have made some new connections with American manufacturers that will benefit our dealers and we have made arrangements for some new numbers that are certain to be popular."

Summer Sales of Leedy Mfg. Co. Break Records

INDIANAPOLIS, IND., September 6.—All records for volume of sales for the Summer months were broken during the past season, according to U. G. Leedy, president of the Leedy Mfg. Co., Inc., makers of drums and drummers' accessories, of this city. Mr. Leedy stated that the close of the Summer season, which is usually the dull time of the year, found the factories with no reserve stock for the Fall, and his advice to the trade is to anticipate the season's requirements and to place orders as early as possible. "From all indications," says Mr. Leedy, "the manufacturers of musical merchandise are going to be taxed to the utmost to take care of the Fall demand."

A new edition of the publication, "Musical Truth," which is issued four times during the year by C. G. Conn, Ltd., of Elkhart, Ind., is now ready for the press.

When You Buy Drums

Ludwig TRADE MARK

Does the line sell? That's your question when you buy Drums for resale purposes.

A liberal margin, the right selling price, greatest consumer demand and strict dealer co-operation have made Ludwig Drums the best selling line of Drums and Accessories in the World.

Get full particulars about our direct-from-factory service. Send for complete catalogs, prices and discounts. We'll help you.

Ludwig & Ludwig

World's Largest Drum Manufacturers

1611 No. Lincoln Street Chicago, Ill.

Conn Dealers Benefit From Appearance of Orchestras

Isham Jones' Orchestra on Western Tour Occasion for Effective Tie-ups by Conn San Francisco Co. and George J. Birkel Co.

SAN FRANCISCO, CAL., September 4.—The recent tour of the Pacific Coast made by Isham Jones and His Orchestra was the occasion for very successful tie-ups on the part of Conn dealers situated in the cities visited by this famous aggregation. Upon the arrival of the orchestra in this city they were met by Paul Ash, popular orchestra leader, and twenty-five young ladies, each of whom carried a bouquet of roses. Phonograph dealers and Daniel Miller, of the Conn San Francisco Co., tendered a breakfast to the travelers at the St. Francis Hotel.

The Conn San Francisco Co. was the headquarters for the orchestra while they were in that city and this company benefited from the visit by placing a very attractive display in the windows of the store. Large photographs of Mr. Jones and His Orchestra were surrounded by gold-burnished Conn instruments, and an enlargement of Mr. Jones' testimonial of Conn instruments was the centerpiece of the display. A number of sales directly attributable to the local appearance of the orchestra resulted.

In Los Angeles the George Birkel Co., Conn dealer, took similar steps to welcome the orchestra and carried an attractive window display centered about these popular musicians. As in San Francisco the professional musicians of the city called at the store and met the members of the Jones Orchestra and also the members of Paul Biese's band, who were also in the city at the same time and who are also entirely Conn-equipped.

Gibson, Inc., to Market New Instrument, Tenor-Lute

KALAMAZOO, MICH., September 8.—An announcement that should prove of particular interest to dealers in musical merchandise who have close contact with players in professional dance orchestras is that of Gibson, Inc., of this city, who are placing on the market a new instrument to be known as the Tenor-Lute.

This instrument is designed for tenor-banjo players who have long felt the want of an instrument upon which to double. They desired an instrument that could be played like the tenor-banjo, but that would have an entirely different tone. The new instrument fills that need, having a quality of tone similar to a guitar. It has the standard tenor-banjo neck, four strings and banjo pegs, but the body of the instrument is of wood and imparts a rich tone greater in volume than that of the guitar.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 158)

Hohner Publicity Includes a Billboard Campaign

Billboard Advertising a Feature of the Comprehensive Hohner Harmonica Drive

Publicity on Hohner harmonicas continues to grow as the season advances. M. Hohner, New York City, manufacturer and importer of the Hohner harmonica, has placed behind this instrument publicity that has reached from coast to coast and in practically every known phase, including magazines, newspapers, news articles, harmonica contests and other ways almost too numerous to mention. One of the latest developments in the publicity placed behind the Hohner harmonica is the large billboard campaign recently inaugurated. In New York City alone over thirty-nine large billboards are used. This advertising has been prepared with excellent taste and features the Hohner harmonica in a very strong manner. That this publicity pays is proved by the steady sales by Hohner dealers. Active plans are in preparation for Hohner publicity during the Fall and Winter seasons and, judging from past performances, the phrase that "every month is a Hohner month" will carry through the year.

One of the Attractive Billboards Featuring Hohner Harmonicas

Fall Bacon Banjo Orders Indicate Big Season

GROTON, CONN., September 9.—The Bacon Banjo Co., Inc., of this city, reports that the number of orders received thus far for Fall delivery would indicate that the coming season will surpass all others in sales volume.

Increasing numbers of orchestras are reported to be using the Bacon banjo and many letters of enthusiastic commendation are received at Bacon headquarters from these banjoists. "Nick" Carter, banjoist of the Castle Inn Entertainers at Delaware Water Gap, Pa., has played the Bacon banjo for years and is enthusiastic over it. Mr. Carter summed up his commendation by stating that he had always used the Bacon Silver Bell and always would.

R. Roy Coats in New Post

MEMPHIS, TENN., September 8.—R. Roy Coats was recently appointed manager of the Melody Music Shop, 111 Madison avenue, this city. He is instructor of the Young Ladies' Institute Saxophone Band and of the Jonesboro (Ark.) Junior Band.

P'mico.
Musical Merchandise of Quality
New Catalog Showing Splendid Values
Write for your copy today!
Progressive
MUSICAL INSTRUMENT CORPORATION
319 Sixth Ave., New York

Arthur Victor Arrives at Jerome C. Harris Home

Jerome C. Harris, secretary of C. Bruno & Son, Inc., Victor wholesalers, New York City, again became the proud father of a young son on August 15. This is the second son and child in the Harris family, and Mr. Harris proudly and rightfully states that he now holds a pair of kings. The newest arrival has been named Arthur Victor Harris. Although father Harris has a well-earned reputation as an indefatigable worker in the advancement of Victor prestige and sales, the middle name of the younger Mr. Harris is a family one and does not relate to the famous talking machine. Both Mrs. Harris and young Arthur Victor are enjoying the best of health, and the head of the family is making plans to have the coming Fall season one of the biggest in the history of the Bruno organization.

For Extra Profits This Fall

With the opening of the fall season the demand for instruments of the "small goods" type invariably experience a sharp increase. Folks are getting ready for the long winter evenings—preparing to increase their pleasure and profit during this season.

Have you a small goods department? If not, do you realize that phonograph users are the most likely prospects for instruments which they can play themselves?

The Conn line of wind instruments—every instrument for the band and orchestra—is not only the highest in quality, but the best known. National advertising in more than fifty publications including double pages in color in the Saturday Evening Post, maintain Conn leadership and increase profits for Conn dealers.

Is your territory open? Write now for complete information—no obligation is involved.

C. G. CONN, Ltd.

934 Conn Building Elkhart, Ind.

CONN
WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE BAND AND ORCHESTRA INSTRUMENTS

CULTIVATE YOUR MUSICAL BUMP

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 159)

Pedal Tympani Proving Popular for Orchestral Use

Instruments Capable of Rapid Tuning and Many Arrangers Have Provided for Their Wide Use to Get More Novel Effects

CHICAGO, ILL., September 6.—The problem of the modern orchestra to add more tone color to its playing has resulted in more or less of a contest between the manufacturers of musical instruments to supply the new instruments to fit the orchestrations and the arrangers of compositions to make orchestrations that will include instruments newly placed on the market. One of the most popular instruments used to give additional tone shading are the tympani. Modern composers realize the possibilities of the tympani, the one difficulty being the fear that these instruments were not capable of rapid tuning.

Ludwig & Ludwig, manufacturers of drums and also the Ludwig natural-way balanced action tympani with the easy tuning action, report that the pedal tympani may safely be used by the modern composers and arrangers as chromatic instruments. "They are capable of very rapid tuning," says Wm. F. Ludwig, president; "but it is necessary, of course, that the performer devote a little time to the manipulation of the pedals in order to become proficient. However, this is not one-tenth as difficult as mastering any other orchestral instrument.

"The most essential qualifications are a good ear, which can be acquired if not already possessed, a keen sense of rhythm, which drummers naturally have, and a little practice with the pedal mechanism. The tones are located just as easily as the positions on a slide trombone."

Harry L. Alford, composer; J. Bodewald Lampe, composer; Isham Jones and other artists use the pedal tympani in their arrangements.

A Leedy

Drum Department

IN YOUR STORE

MEANS

REPEAT BUSINESS

"THE SATISFIED DRUMMER ALWAYS COMES BACK"

The "POPULAR" outfit at $40.00 retail is only one of seven wonderful sellers at prices from $25 to $100.

Leedy helps the dealer with,—newspaper ads—mats and electros—cuts of all items—broadsides for mail and counter use—display cards—catalogs, etc.

WRITE TO US.

Leedy Mfg. Co. INDIANAPOLIS INDIANA

BACON BANJOS

Played by Leading Musicians and Orchestras

Sold by Representative Music Merchants

BACON BANJO CO., Inc.

GROTON, CONN.

Bruno Now Distributes "Maxitone" Banjo Resonator

Made of Heavy Gauge Aluminum in Three Sizes and Can Be Attached Instantly to Any Instrument—Many Orders From Dealers

C. Bruno & Son, Inc., importers and wholesalers of musical merchandise, 353 Fourth avenue, New York, have been appointed wholesale sales representative for the "Maxitone" banjo resonator, a new tone-amplifying device for banjos, according to announcement made this week by Bruno officials.

The resonators, which are made of heavy gauge aluminum, are made in three sizes to be attached instantly to any ten-inch banjo-mandolin, or eleven or twelve-inch tenor banjo or banjo. It is expected that music dealers will find a great demand for these devices, for they not only improve the tone of a regular banjo, but they change its appearance to resemble the new extension resonator type instruments which are so popular.

The "Maxitones" will be sold direct by the dealer and many dealers have already placed orders for them in response to a notable demand for them from banjo players. It weighs only twenty ounces and has scientifically constructed sound holes. It is rigidly held in place on the banjo by means of four nickel-plated adjusting spring clamps.

B. & J. Catalog Bringing Big Results in Orders

Buegeleisen & Jacobson, New York City, importers and wholesalers of musical merchandise, report that their new catalog is bringing surprising results in the short time that it has been out in the trade. This attractive piece of literature, which was described in detail last month, is very comprehensive in scope and lists a wide range of instruments, styles and prices. The three weeks of its existence have already developed a volume of orders that is taxing the capacity of the house. Felix Baer, of the B. & J. organization, reports that four nights' overtime was necessary last week to take care of the orders. Mr. Baer points to this heavy business as an indication of the faith of musical merchandise dealers all over the country in big business for this Fall.

Buescher Equipped Orchestra Entertains Prince

En route to this country aboard the "Berengaria" the Prince of Wales was entertained by and danced to the music of the Paul Specht Carolina Club Orchestra, which has been playing at the Piccadilly Hotel in London. This orchestra is composed of a group of young university students and is fully equipped with Buescher instruments.

Charles Sonfield, general sales manager of the musical merchandise department of C. Bruno & Son, Inc., returned from Europe recently on the S. S. "Berengaria." Mr. Sonfield spent some time in Europe studying conditions.

The Instrument that *Sells*

Vega Banjos in many models sell from $34.00 to $375.00. Always a price and style to please.

The new Vegaphone models are used by leading artists and orchestras and on seventeen makes of records.

EVER increasing in popularity, the banjo is one of the greatest sources of new sales. To carry a high quality make of banjo having a wide price range will bring new customers and a resulting profit.

Vega Banjos have established a wide reputation for high quality and inherent value. They are made in many styles selling from $34.00 to $375.00. There is always one style Vega that will sell.

Vega Instruments are sold direct to the dealer assuring you of good service.

Write for Catalog and Dealer Information

THE VEGA CO.

155-W Columbus Avenue **Boston, Mass.**

Manufacturers of String and Brass Instruments

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 160)

FRED C. BUCK
Banjoist and Arranger
"Waring's Pennsylvanians"
and His
Weymann Orchestra Banjo
The Most Prominent Banjoists Are Playing Weymann Instruments
Write for Agency
H. A. WEYMANN & SON, Inc.
1108 Chestnut Street Philadelphia, Pa.

Fred Gretsch Returns From European Trip

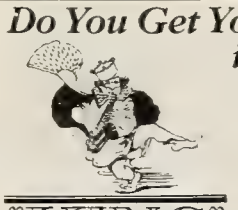
Fred Gretsch, president of the Fred Gretsch Mfg. Co., Brooklyn, N. Y., returned recently on the S. S. "Minnetonka" from a ten weeks' European trip. With Mr. Gretsch was Mrs. Gretsch and son, Fred, Jr., who returns to take up his studies at Cornell University.

Mr. Gretsch, in a chat regarding his trip, reported a strong likelihood of a shortage of several lines of musical merchandise during the coming months and he urgently advises dealers to prepare themselves against this situation. He found that most of the manufacturers in Germany, which is the large European musical instrument-producing country, were working upon a basis of limited production and were prepared to distribute their output in limited lots among American importers.

Attractive Billboard Advertises Small Goods

WILMINGTON, DEL., September 8.—The J. B. Wilson Co., music dealer at 912 Orange street, is using billboard advertising to bring before the public the various musical instruments which it carries. One very attractive billboard erected recently is devoted to Conn saxophones, Vega banjos and Ludwig & Ludwig drums. The board is divided into three panels, the center and largest one giving the name and address of the company and the information that it is an exclusive agency for Ludwig & Ludwig drums. The smaller side panels each contain a picture, one of a Conn saxophone and the other the Vega "De Luxe" tenor banjo, with the resonator.

Do You Get Your Share of the Profit in Band Instruments?



OR are you buying various lines only on demand and on a low margin? If you want a small goods department that pays well investigate our proposition to dealers. We offer full dealer protection and satisfactory margin on the finest line of Brass Instruments in America, nationally advertised and featured by extensive direct-mail campaigns. Ample territory given to dealers who are willing to sell. Write for our proposition.

THE H. N. WHITE CO.
5215-55 Superior Ave., Cleveland, O.

Jack Shilkret and Band Scores in Victor Issues

One of the new comers in the list of Victor artists is Jack Shilkret and his orchestra, whose first records were announced in the August Victor list. Mr. Shilkret is a leader and recorder of many years' experience with the Victor Talking Machine Co., but the August records were his first recordings as head of his own orchestra. He has made innumerable recordings as a member of the International Novelty Orchestra, the Troubadours, Zez Confrey's Orchestra and others.

The orchestra includes many musicians who are popular in New York City with dance enthusiasts, including Harry Shilkret, a very fine trumpeter; Harry Raderman, the original laughing trombonist; Jack Wasserman, well-known saxophonist, and Louis Raderman, violinist. Mr. Shilkret plays on the piano and doubles on the saxophone, and this orchestra, in common with many other Victor orchestras, uses Buescher band instruments and saxophones exclusively.

Jack Shilkret and His Orchestra

BRUNO

THE OLDEST AND LARGEST MUSICAL MERCHANDISE HOUSE IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834
C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

Vega Popularity Growing

BOSTON, MASS., September 8.—The Vega Co., Inc., of this city, manufacturer of the well-known Vega banjos and other stringed and brass instruments, reports that the popularity of the banjo, although already great, is still constantly growing. Even though this company manufactures and imports a large line of musical instruments, the Vega banjo is reported to be one of the greatest sources of new sales. The coming Fall season is expected to be an exceptionally large one and the Vega Co. is putting into effect an energetic sales promotion campaign to thoroughly cover this important season.

Weymann Factory Moved

The musical instrument factory of H. A. Weymann & Sons, Inc., manufacturers of Weymann orchestra banjos and the Keystone State line of stringed instruments, has been moved to a new location at Hancock and Columbia avenues, Philadelphia, where more than twice the amount of manufacturing facilities will allow the firm to catch up with the large volume of orders received and provide for better service in the filling of orders. Preparations are now under way for an immediate increase in production

Big Months Ahead!

The Carryola Line—Profitable Portables the Year 'Round

It has been a big summer for Carryola dealers. And it's going to be a profitable fall and winter. The portable phonograph, mighty in its popularity, has come to stay. The market is everywhere, every day. Reaches into homes, churches, schools, club rooms and other gathering places all over the land.

You can make maximum sales with Carryola portables. They have a combination of features that insures volume business. The staples in the portable field. The portables for quick turnover. Big sales every month in the year. More sales of records, too, when you handle the Carryola line.

Built Right—Sold Right

Two big reasons are responsible for the remarkable success of Carryola portables—the way we build them, and the way we sell them. Strictly high-grade machines, quality-built in every way.

Carryola portables are sold only through recognized music channels and Carryola dealers are backed by a firmly established, ably financed organization, manufacturing portables on a big-production scale. Hence the low prices. The Carryola Company fully realizes its responsibility to the trade and has developed a complete merchandising plan. Progressive sales ideas—a variety of dealer helps—real sales assistance.

Carryola is the line for big profits, winter and summer—right now! Send for our proposition today.

CARRYOLA COMPANY of AMERICA

373 Broadway **Milwaukee, Wis.**

New York Office
37 W. 37th St.

San Francisco Office
57 Post St.

The CARRYOLA MASTER —Truly a Masterpiece

The full, rich tone of Carryola Master rivals that of costly cabinet machines. The Master is the only portable with the Add-A-Tone Reproducer, which greatly increases the volume and clearness of tone. A truly exquisite instrument. Its superiority is readily apparent.

Has quick, easy-winding SILENT motor which plays more than two pieces with one winding. Plays all records; has space for 15. Always assembled and ready to play. Has durable, 3-ply veneer case, genuine Du Pont Fabrikoid covering, nickeled trimmings. Continuous piano type hinge—complete in every way. Has the appearance of a much higher priced machine. A masterful instrument of outstanding value in the field.

The CARRYOLA

S. H. Mapes Now President Jos. W. Jones Radio Corp.

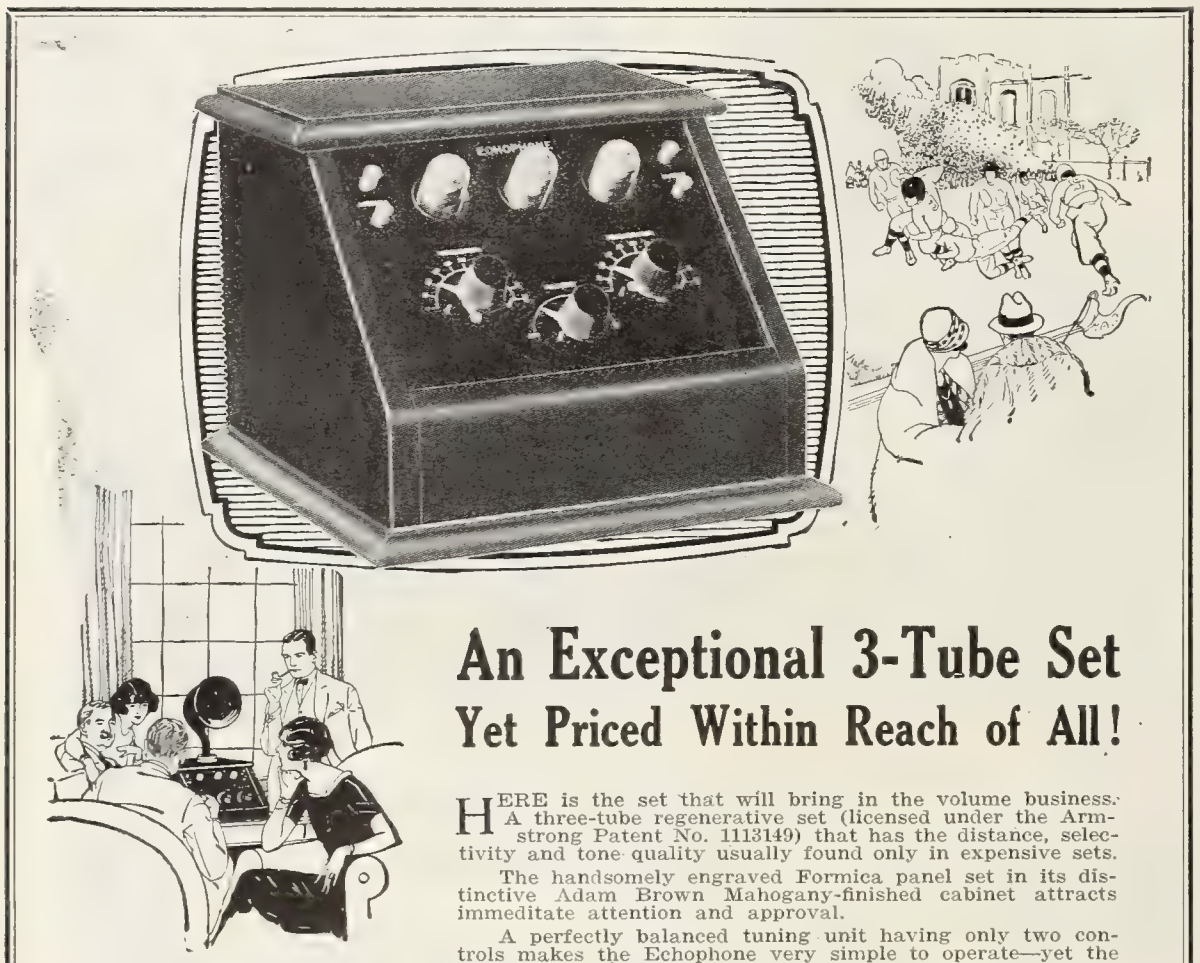
Widely Known Talking Machine and Radio Executive Appointed to Important Post With New Company Headed by Joseph W. Jones

S. H. Mapes, well known in the local talking machine and radio trade, has resigned as assistant to the vice-president and manager of the New York offices of the Federal Telephone Mfg. Corp. to become assistant to the president and general sales manager of the Joseph W. Jones Radio Corp., Inc., New York. Mr. Mapes, who has a host of friends throughout the industry, will assume his new duties on October 1, and his thorough familiarity with the merchandising of radio products well qualifies him for his new and important post.

The Joseph W. Jones Radio Corp., Inc., was recently organized with a large capitalization to take over the Radio Improvement Co. and the Jones Tacomiter Co. The president of the company is Joseph W. Jones, who is widely known throughout the country as the inventor of the Jones Speedometer, Tacomiter, Motrola and the process for making lateral-cut records. Mr. Jones controls numerous radio patents which will form the basis for the products to be manufactured by his company.

Edward N. Burns, formerly vice-president of the Columbia Phonograph Co. and one of the foremost authorities on phonograph merchandising, is vice-president and general manager of the new company. Mr. Burns needs no introduction to the talking machine and radio industry, as he has been in close touch with all developments in both fields for several years past.

F. S. Martin, formerly manager of the Boston office of the Federal Telephone Mfg. Co., has been appointed manager of the New England territory for the Joseph W. Jones Radio Corp., Inc., According to the company's plans it will manufacture a complete line of radio products, including sets and parts, and also the Tacomiter, which is a well-known device used for measuring the speed of airplane propellers.



Attention Phonograph Manufacturers

Echophone radio panels complete with attached apparatus may be quickly installed in either upright or vertical phonograph cabinets. The compact, solid construction of Echophone sets is admirably adapted to this use. The panels are of square type and of dimensions permitting them to be readily adjusted to any size cabinet. Manufacturers will find our prices on Echophone panels especially attractive. Write for details.

An Exceptional 3-Tube Set
Yet Priced Within Reach of All!

HERE is the set that will bring in the volume business. A three-tube regenerative set (licensed under the Armstrong Patent No. 1113149) that has the distance, selectivity and tone quality usually found only in expensive sets.

The handsomely engraved Formica panel set in its distinctive Adam Brown Mahogany-finished cabinet attracts immeditate attention and approval.

A perfectly balanced tuning unit having only two controls makes the Echophone very simple to operate—yet the set covers the entire radio-casting field of 200 to 600 meters. Retails at $50 without tubes or batteries.

The Echophone line also includes a four and five tube set of equal efficiency.

The Echophone "4" contains a perfectly balanced triple circuit, has a special switching arrangement for controlling selectivity and volume. From every standpoint it is one of the most scientifically built receivers on the market today. Retails at $125 without tubes or batteries.

Echophone "5" employs both radio and audio frequency amplification. Can be operated from either a loop or small indoor or outdoor aerial. Two main tuning controls with patented auxiliary adjustment for adapting the radio frequency amplifiers to various wavelengths. Retails at $110 without tubes or batteries.

With the Echophone line you are able to meet the needs of both "price" and "quality" buyers with meritorious merchandise. No need to carry a big stock of models. Quick turnovers assured with these three fast-selling sets. Write today for prices, literature, selling helps, etc. The Armac Radio Co., Agents, 1120 N, Ashland Ave., Chicago, Ill.

Manufactured by
THE RADIO SHOP
1120 N. Ashland Avenue, Chicago, Ill.
Long Beach, California
Sunnyvale, Calif.

Get New Thrills- Listen in on the

ECHOPHONE
Storage Battery Results at Dry Cell Cost

ECHOPHONE RADIO EQUIPMENT

Dealers: Get in touch with your Jobbers

W. C. Fuhri Returns From Trip to Pacific Coast

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., returned to his desk a few days ago after a six weeks' trip to the Pacific Coast. En route to the Coast from New York Mr. Fuhri visited every Columbia branch and also called upon some of the Columbia dealers throughout the country. In a chat with The World he stated that conditions everywhere were very encouraging, and he was particularly gratified to find the Coast doing an excellent business and making plans for a banner Fall trade.

All of the Columbia branch managers were optimistic in discussing conditions in their respective territories, and this optimism was reflected in August sales totals, which showed a substantial increase over the figures for July. Columbia dealers are evincing keen interest in the various sales and publicity plans sponsored by the company the past few months and are giving these important plans their heartiest cooperation.

Atwater Kent Mfg. Co. Outlines Marketing Policy

The Atwater Kent Mfg. Co., Philadelphia, Pa., has just issued an outline of its marketing policy, describing the high standards which govern the conduct of its business.

Referring to discounts it states "Our policy for the 1924-1925 season embraces one single maximum discount for the established recognized wholesaler of the Atwater Kent radio products." In the outlying territories—that is, territories not closed and covered by recognized Atwater Kent wholesalers—an intermediate discount is given. The suggestion is also made to the wholesaler that he give the recognized radio retailer a flat maximum discount regardless of quantity purchase. The musical retailer is predicted to be a prominent factor in the radio business of the future, and the servicing of radio is to be more important than ever before.

The Atwater Kent program contemplates intensive merchandising. Sales quotas have been assigned to each district. Prompt shipment will be possible with the immense new plant of the company and the policy for the prompt handling of radio repair material by the special radio service department is assured. Reliable advance information to all proper parties will be given through a bulletin service. Changes in standard equipment will be kept to a minimum. Only such improvements as the proper advancement of the set demands will be made.

The Atwater Kent line is complete. The four, five and six-tube sets, both open and closed, and the DeLuxe models, give a wide selection. The three Atwater Kent loud speakers cover the needs in this field. The phonograph sound reproducing unit for the talking machine will continue to be a substantial seller, and it is expected that the new Universal phonograph radio replacement set will give the trade an opportunity for big business.

The company's policy also includes co-operation with its wholesalers and an extensive warranty on its products.

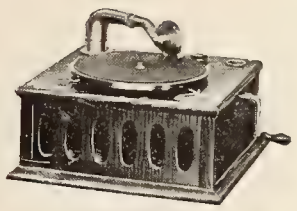
New Amrad Distributor

The American Radio & Research Corp., Medford Hillside, Boston, Mass., has announced the appointment of the McPhilben Radio Corp. as exclusive metropolitan distributor for Amrad products. The McPhilben Radio Corp. is located in Jamaica, L. I., convenient to the entire metropolitan territory, and has a substantial sales organization which has covered the radio field in metropolitan territory for a long period of time. It is expected that this company will shortly open a New York office, which will include a shipping department and display room.

10 Years of Success for the

CHARMAPHONE

Profit-Making Phonographs

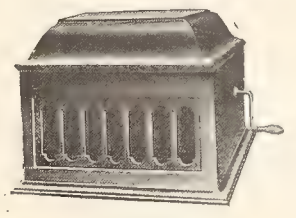


Retail $25
MODEL NO. 2
Height: 7 in.; width: 16 in.; depth: 16 in.

Better Merchandise— Lower Price

That's the Charmaphone slogan for this season. Here are shown the leaders of a line that includes designs and prices to meet all tastes and every purse.

The Dealer's profit is extra liberal. The quality cabinets, fine workmanship and unusual tone assure sales.



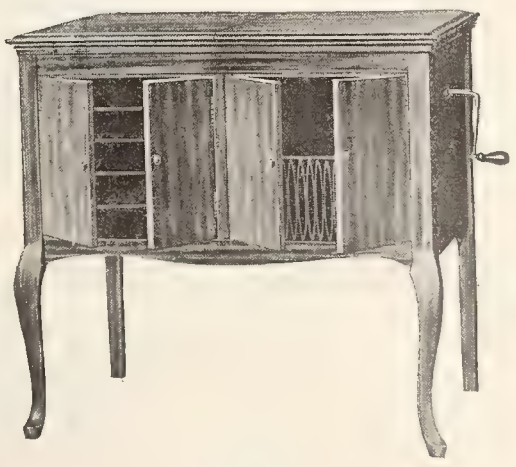
Retail $40
MODEL NO. 3
Height: 14 in.; width: 18 in.; depth: 21 in.

Retail $100
MODEL NO. 10
Height: 49 in.; width: 22 in.; Depth: 22 in.

Retail $60
MODEL NO. 4
Height: 42 in.; width: 19 in.; depth: 21 in.

Retail $125
MODEL NO. 20
Height: 36 in.; depth: 21 in.; width: 31 in.

Retail $70
MODEL NO. 5
Height: 43 in.; width: 19 in.; depth: 21 in.



Retail $85
MODEL NO. 15
Height: 32 in.; width: 31½ in.; depth: 21 in.

If you are not already a Charmaphone Dealer, write at once for illustrated catalog and prices. This will be a Charmaphone season. Get your share of the sales. Call, wire or write

THE CHARMAPHONE COMPANY

Executive Offices:
21 East 21st Street, New York City

Factory:
PULASKI, NEW YORK

Growth of Orders Reported by Thos. A. Edison, Inc.

In an interview with The World the executives of Thomas A. Edison, Inc., reported a substantial increase in both the instrument and record business during the past few weeks. Dealer inventories have been found to be exceptionally low and the outlook indicates a steady acceleration in business from now until the end of the year.

Ambler-Holman Chartered

Ambler-Holman, manufacturers of the Ambler-Holman radio receiving sets, have incorporated under name Ambler-Holman, Inc. The distribution channels of this increasingly popular set are steadily being added to. Within the last few weeks the H. B. Holman Sales Co., of San Francisco, was appointed factory distributor to the jobbers throughout the West. This company also maintains offices in Los Angeles, Cal.; Seattle, Wash., and Portland, Ore.

The Phonograph Sales Co., of Milwaukee, Wis., recently decreased its capital from $50,000 to $15,000.

Harry E. Sherwin an Enthusiastic Radio Fan

The accompanying illustration will introduce to the talking machine trade Harry E. Sherwin, marketing manager of the Th. Goldschmidt

Harry E. Sherwin

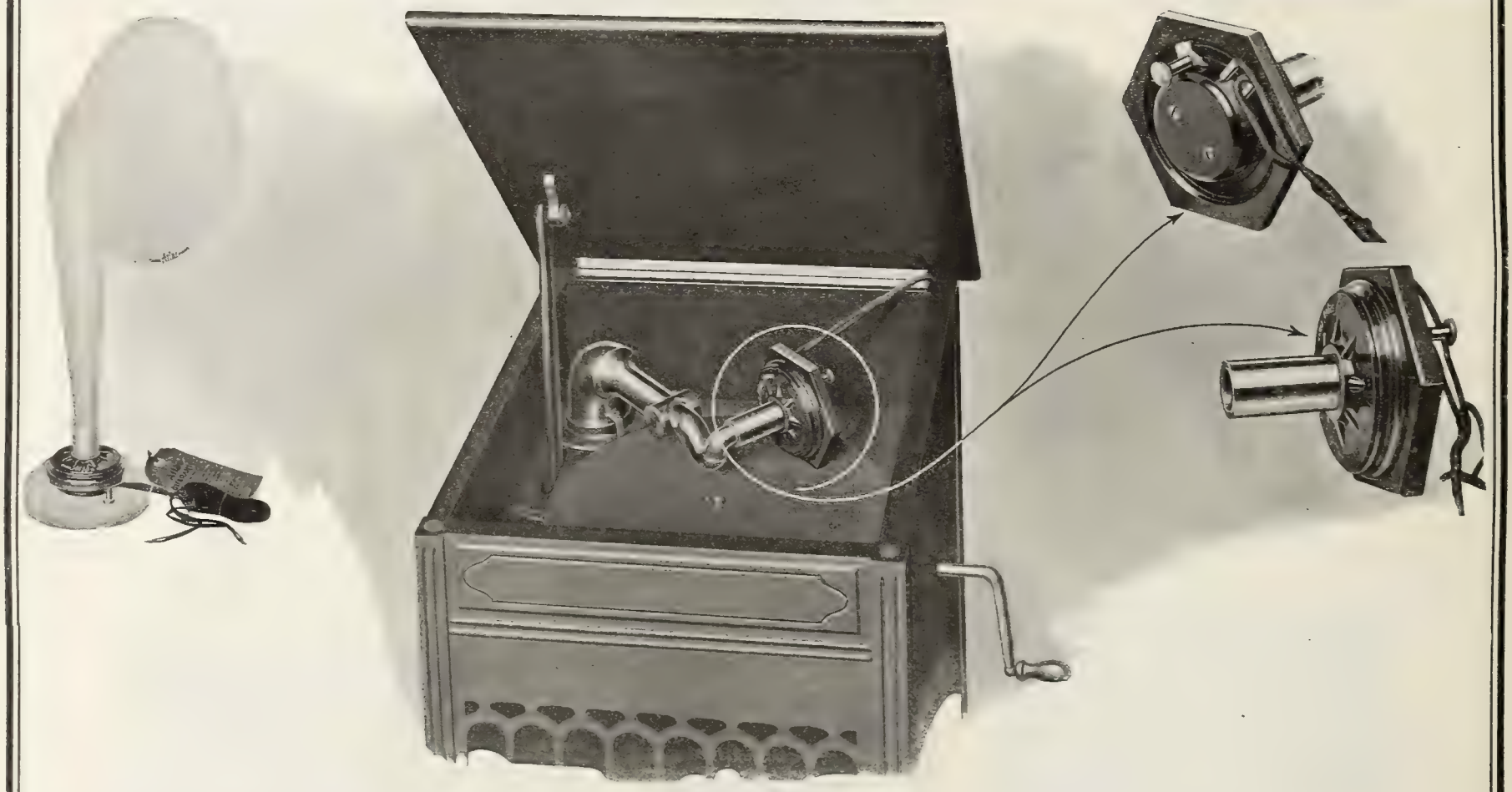
Corp, and well known in merchandising circles. Mr. Sherwin is an enthusiastic radio fan, and he is shown here tuning in with the new N & K imported loud speaker. He recently completed a trip which included the entire United States, Mexico and Canada, and he states that business conditions are fundamentally good, with the trade preparing for a healthy Fall and Winter season.

Cowperthwait Adds Pathé

Immediately upon the release by the Pathé Phono. & Radio Corp., Brooklyn, N. Y., of its new Five-Six receiving set Cowperthwait & Son, prominent New York furniture house, installed this new set in its radio department. It has been named the "Five-Six" because it uses five tubes for local stations and six tubes to bring in the distant stations on the loud speaker. Cowperthwait & Son will feature this new set in their department during the coming Fall and Winter season.

New Victor Artist

The Victor Talking Machine Co., Camden, N. J., has supplied its dealers with window placards announcing a new Victor artist, Toti Del Monte, famous coloratura soprano of La Scala, Milan, whose first Victor recordings were released last Friday, September 12. These recordings, sung in Italian, are the Mad Scene from Lucia di Lammermoor in two parts.



Clear Articulation, and Mellow Tone, Mean More Than Mere Volume—Atlas Gives All Three

Atlas
TRADE MARK
RADIO REPRODUCTION

Atlas Radio Reproduction (either through the Atlas speaker or the phonograph unit) floods the room with the best that's in the set.

And since your customers judge radio solely by "how it sounds", it is simply good business to equip the radio sets you sell with Atlas Radio Reproduction. Atlas helps sell the whole outfit, and helps to keep it sold!

Write for profit-details.

MULTIPLE ELECTRIC PRODUCTS CO., Inc.
36 Spring Street, Newark, New Jersey. Dept. 0.

New York, Boston, Philadelphia, Baltimore, Pittsburgh, Detroit, Chicago, St. Louis, Denver, 550 Howard Street, San Francisco

Marconi Wireless Telegraph Co. of Canada, Ltd.
Sole Canadian Distributors.

Radio Success

Depends largely on choosing the right kind of distributing jobber. The Spartan Electric Corporation is organized to supply the right merchandise at the right price at the right time. Get in touch.

We handle Stromberg Carlson Neutrodyne, Murdock Neutrodyne, Radyne, Cunningham Tubes, Kodel Portable, Exide Batteries, Eveready Batteries, Philco Batteries and the famous Spartan Speaker.

Spartan Electric Corporation
99 Chambers Street
New York City
Telephones: Worth 2773-2774

Reasons for Big Fall and Winter Carryola Sales

The Portable as an All-Year Product Grows in Favor—Big Demand for Latest Styles

MILWAUKEE, WIS., September 6.—"We have every reason to expect heavy Fall and Winter sales with the Carryola line," said an official of the Carryola Co. of America of this city in a recent chat with The World. "Several factors and tendencies assure this bigger expansion of sales with our product, and with general conditions steadily improving and advanced prices being received for farm crops, we feel sure a promising year is ahead of us.

"The day of the portable is here, and the public is being educated to desire more and better music. Radio is doing its share, augmented orchestras in moving picture houses are increasing the interest in music and record manufacturers are bringing out thousands of records by new orchestras, singers and instrumental numbers. Then there are traveling musical organizations, with active sales plans by the musical instrument manufacturers to increase their outlets, and all these factors are developing a growing demand for music.

"The portable phonograph most satisfactorily meets the demand of the great majority of people for music anywhere, any time. It provides entertainment for homes, churches, schools, clubrooms, for young people going away to college and for the great number of young folks who are away from home working in cities. We have made a careful survey of the portable market, and the two models of the Carryola that we have introduced have met with a popular reception from dealers everywhere. Apparently we have been able to reach the big majority of portable buyers and our Carryola Master has proved to be a remarkable business getter for the trade as a whole."

It is understood that the Carryola Co. will bring out in the near future several new models that will increase the range in price for the line and give Carryola dealers a wider opportunity for sales. The Carryola Master has several features, including the Add-A-Tone reproducer, playing all makes of records; the Silent motor, playing more than two records with one winding, and carrying room for fifteen records. The Carryola Co. is making plans for effective sales co-operation with its trade this Fall, including national advertising, dealer tie-ups and every form of sales helps.

Edison Ends Vacation

During the latter part of August Thomas A. Edison, the famous inventor, returned from his annual Summer vacation, spent with Henry Ford and Harvey Firestone. This year the triumvirate spent their holiday in New England, and their itinerary included a two-day visit with President Calvin Coolidge in Plymouth, Vt.

Brunswick Radiola Week Big Success in the East

Brunswick Radiola Week in Eastern territory was inaugurated on September 11 and will continue up to and including September 18. The week so far has proved a decided success and Brunswick dealers throughout the Eastern territory are co-operating with the Brunswick-Balke-Collender Co. in emphasizing the sales and musical possibilities of the Brunswick Radiola. On September 11 attractive full pages appeared in several New York newspapers and out-of-town papers, and in the September 13 issue of the Saturday Evening Post, distributed on September 11, a double-page spread appeared featuring Brunswick Radiola products.

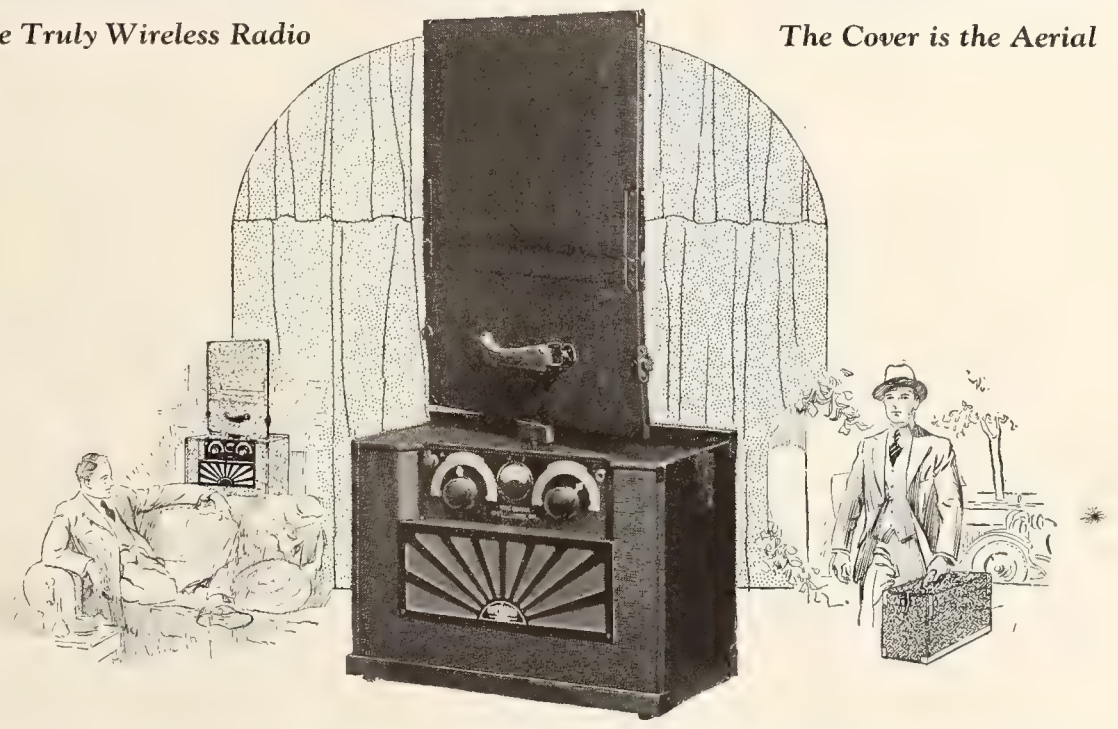
Before the campaign started H. Emerson Yorke, of the sales promotion and publicity department of the Brunswick Co., sent a letter to Brunswick dealers offering various suggestions which were used to splendid advantage throughout the territory. These suggestions included the use of small newspaper advertisements, window displays, Brunswick Radiola demonstrations and other timely sales helps. Brunswick Radiola products have been used as the basis of one of the most interesting sales and publicity campaigns introduced in recent years, and Brunswick Radiola Week in New York has emphasized the rapidly growing popularity of these products.

New Mutual Distributor

The Mutual Phonoparts Co., New York City, manufacturer of Mutual tone arms and sound boxes, has announced the appointment of a new distributor, the Shapleigh Hardware Co., of St. Louis, Mo. This prominent wholesale hardware house has a large and efficient sales organization thoroughly covering the territory in which it operates and the arrangements were concluded in time to make it possible to cover the entire Fall season. This new distributor is planning an intensive drive on Mutual products.

Presenting The 1925 Operadio

The Truly Wireless Radio — *The Cover is the Aerial*



The Original Self-Contained Radio Set

With many revolutionary improvements and a new application of the Cascade Radio Frequency Circuit (capacity compensated)

The 1925 Operadio develops still further the unique Operadio idea—a radical departure in radio design.

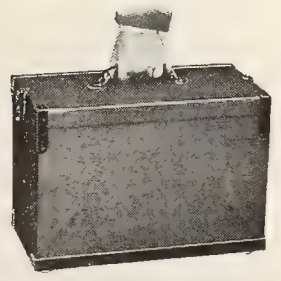
Operadio engineers set for themselves this task—to produce a radio set of the highest efficiency, to give it beauty worthy of any surroundings, to do away with the need of external wires or connections and to design it in so compact a form that it can be easily carried anywhere.

Introduced last year, the Operadio created a country-wide sensation. Many thousands are now in use. In the new model all the former features are retained—the loud speaker, six tubes, dry cells and all parts are fitted into a compact cabinet and the necessity for aerial and ground is eliminated by a patented wave-bridge located in the cover. To these are added new refinements and no less revolutionary improvements.

The 1925 Operadio is marked by extreme beauty of appearance and efficiency of performance. The wave band is expanded to include reception from radiocast stations of all wave lengths. Utmost simplicity of tuning—only two controls. Razor-sharp selectivity.

The remarkable efficiency of the set is due to the perfected application of cascaded radio frequency amplification, capacity compensated. For example, the set contains removable radio and audio units. In each of these are hermetically sealed all the finely adjusted parts in perfect and unchanging balance, thereby insuring absolute uniformity of performance and virtually eliminating the possibility of damage.

There are many additional exclusive features—a specially designed condenser with planetary disc control, safety fuse for tubes, "A" and "B" battery tester, space for largest size "B" batteries, etc. Write at once for particulars.



The 1925 Operadio ideally fulfills every need for an easily-operated, reliable, long range home set—complete and ready for instant operation and easily taken with you anywhere.

The Operadio Corporation, 8 South Dearborn Street, Chicago

Dealers: Write on your letterhead for our sales proposition and full particulars about the 1925 Operadio.

OPERADIO

MAIL THIS COUPON
The Operadio Corp.
8 So. Dearborn St., Chicago, Ill.
Please mail me complete particulars about the 1925 Operadio.
Name .....
Street .....
City ..... State .....

Artistic Freed-Eisemann Booklet Released to Trade

One of the most attractive booklets brought out in some time is now being distributed by the Freed-Eisemann Radio Corp., of Brooklyn, N. Y. The entire radio line manufactured by the company is artistically illustrated, with text outlining the merits of the product. Each page contains an artistic sketch in two colors of the various Freed-Eisemann sets in use in the home and the last page of the booklet contains some pertinent information under the title: "What the Purchaser Should Know." The booklet is bound in brown imitation leatherette paper with an illustration in black and gold. It is a most effective piece of publicity.

Due to the fact that its quarters have for some time proved inadequate to meet production demands the company now occupies an additional floor in the Sperry Building.

New York Landay Store Renovated and Rearranged

The Landay Bros. store at 427 Fifth avenue, New York, reopened the latter part of last week after being closed for several weeks during which time extensive alterations and redecorations were made. The most important change was the extending of the display windows back for a distance of fourteen feet and so altering them that instead of two large windows there are now four. One of these will be devoted to displays of musical merchandise. The Audak system of demonstrating records has been installed and new record demonstration booths have been erected on the main floor. The musical merchandise department has been moved to the basement and new record racks have been built. This department now occupies a prominent position in the front of the street floor.

Wallerstein in Important Post

Harry A. Beach, Eastern sales manager of the phonograph division of the Brunswick-Balke-Collender Co., New York, announced recently the appointment of Edward Wallerstein as a member of the traveling staff to cover Brooklyn territory. Mr. Wallerstein, who was formerly associated with the Brunswick headquarters at Baltimore, succeeds Frank Elliot, who has joined the forces of the North American Radio Corp., New York.

Opens New Music Store

MORGANTON, W. VA., September 2.—L. E Webb, a well-known local musician, has opened a music store here with a complete line of musical merchandise. He has on display a complete assortment of high-grade string instruments, banjos, guitars, violins, ukes, Hawaiian guitars, tenor jazz banjos, strings and accessories. Mr. Webb has been operating a music studio which he will continue in conjunction with the store. He is able to play and demonstrate all kinds of musical instruments in a most competent way.

Kenneth Mills, Columbia Manager, Home From Europe

Kenneth Mills, manager of the New York branch of the Columbia Phonograph Co., and Mrs. Mills, have just returned on the Aquitania from a month's visit to England and France, a most delightful trip that combined business and pleasure. While in London, Mr. Mills visited extensively with the retail trade, and reports most favorably as to the widespread and highest-classed distribution obtained through Columbia dealers in the British capital. One Bond street dealer reported that the Prince of Wales had been a frequent customer to his store.

Mr. Mills is most encouraged by the improved interest and activity that has come with the early days of September, centering in a greatly increased record business, and in a special interest in the new three-tone Columbia console models just being announced. He is very optimistic over the outlook.

Victor Standard Records

The two standard Victor records pushed by Victor dealers during the week starting September 12 under the sales plan for standard records are record No. 6235, "Hungarian Rhapsody, No. 2—Part 1 and 2," played by Ignace Paderewski, and record No. 18595, coupling two humorous selections, "Uncle Josh and Aunt Nancy," by Cal Stewart and Ada Jones, and on the reverse side "Train Time at Pumpkin Centre," rendered by Cal Stewart."

Four of the Latest Victrola Models of the Victor Talking Machine Co.

Victrola No. 350 Victrola No. 360 Victrola No. 370 Victrola No. 100

These Distributors Will Help You Secure the Sensational New

N&K TRADE MARK

Imported

LOUDSPEAKER

THE distributors listed below are now prepared to serve the music and talking machine trade with the new N & K Type W Imported Loudspeaker, N & K Imported Phono Unit, and N & K Imported Phones.

We are frank in saying that the demand for the new speaker has exceeded even our own expectations. And it is increasing daily. Take advantage of it and of the growing interest created by the

N & K NATIONAL ADVERTISING CAMPAIGN

reaching approximately 75 million radio-interested readers of America's most popular publications.

Secure a sample N & K Imported Loudspeaker at once from the nearest distributor on this list. It will bring you orders from customers to whom you have never before been able to sell a speaker.

AUTHORIZED N & K DISTRIBUTORS

ALABAMA
H. M. Price Hardware Co., Mobile.

ARKANSAS
O. D. Tucker IV Co., Little Rock.

CALIFORNIA
H. Earl Wright Co., 133 Eighth St., San Francisco.
Alexander & Lavenson Electrical Supply Co., 926 Howard St., San Francisco.
Rudolph Wurlitzer Co., San Francisco.

CONNECTICUT
Plymouth Electric Co., 155 Court St., New Haven.

COLORADO
Reynolds Radio Co., Inc., Denver

DELAWARE
Garrett-Miller Co., Fourth & Orange Sts., Wilmington.
Wilmington Electrical Specialty Co., 405 Delaware Ave., Wilmington.

DISTRICT OF COLUMBIA
Carroll Electric Co., Washington, D. C.
Cohen & Hughes, 1221 E St., N.W., Washington.
William Boyer Co., 812 Thirteenth St., N.W., Washington.

FLORIDA
Florida Radio Supply Co., 205 Hogan St., Jacksonville.
Electrical Equipment Co., 42-58 W. Fourth St., Miami.

GEORGIA
Butler Bros., Atlanta, Ga.
Carter Electric Co., 21 Haynes St., Atlanta, Ga.

ILLINOIS
Butler Bros., Chicago.
Beckley-Ralston Co., 1801 So. Michigan Ave., Chicago.
Chicago Radio Apparatus Co., 415 So. Dearborn St., Chicago.
Commonwealth Edison Co., 72 W. Adams St., Chicago.
Lynn Radio Co., 220 S. State St., Chicago.
Newark Electric Co., 226 W. Madison St., Chicago.
Motor Car Supply Co., of Chicago, 415 So. Dearborn St., Chicago.
Marshall-Field & Co., Section 42, Chicago.
Wakem-McLaughlin, Inc., 225-235 E. Illinois St., Chicago.
Tay Sales Co., 6 No. Franklin St., Chicago.
Rudolph Wurlitzer, Chicago.

INDIANA
Alamo Sales Corp., 131 E. Ohio St., Indianapolis.
Capital Radio Supply Co., 54 W. New York St., Indianapolis.
South Bend Electric Co., cor. South & Michigan St., South Bend.

IOWA
Blanchard Supply Co., 911 Bradan Ave., Chariton.
Radio Exchange, 511 Seventh St., Sioux City.
Republic Electric Co., 120 E. First St., Davenport.

KANSAS
Southwestern Radio Corp., Wichita.

KENTUCKY
Belnap Hdwe. & Mfg. Co., Louisville.
The Sutcliffe Co., Louisville.

MAINE
James Bailey & Co., Portland.

MARYLAND
Cohen & Hughes, 225 W. Saratoga St., Baltimore.
Southern Electric Co., 5 So. Gay St., Baltimore.
Joseph M. Zamoiski Co., 19 No. Liberty St., Baltimore.

MASSACHUSETTS
Chandler & Farquhar, 250-260 Devonshire St., Boston.
E. W. Ham Electric Co., Worcester, Mass.
Hub Cycle Co., 19-37 Portland St., Boston.
McKenney & Waterbury Co., 181 Franklin St., Boston.
Milhender Electrical Supply Co., 617 Atlantic Ave., Boston.
Northeastern Radio, Inc., 99 Bedford St., Boston.
M. Steinert & Sons, 35 Arch St., Boston.
Wetmore-Savage Co., 76 Pearl St., Boston.

MINNESOTA
Butler Bros., Minneapolis.
Findley Electric Co., Minneapolis.
W. S. Nott Co., 201 N. Third St., Minneapolis
Farwell, Ozmun, Kirk & Co., St. Paul.
Noyes Bros. & Cutler, St. Paul.

MICHIGAN
Harry F. Anderson Co., 5950 Second Boulevard, Detroit.
Detroit Electric Co., 113 E. Jefferson Ave., Detroit.
Commercial Electric Supply Co., 132 E. Congress St., Detroit.
Tisch Auto Supply Co., Grand Rapids.

MISSOURI
Hafer's Supply Co., Joplin.
The Schmelzer Co., Kansas City.
Western Radio Co., Inc., Baltimore at 14th St., Kansas City.
Butler Bros., St. Louis.
Commercial Electrical Supply Co., N.E. cor. Broadway & Spruce St., St. Louis.
Van-Ashe Radio Co., 210 N. Tenth St., St. Louis.

NEW YORK
Albany Hardware & Iron Co., State St., Albany.
Electric Supply & Equipment Co., Church St., Albany.
W. R. Ostrander & Co., Brooklyn.
McCarthy Bros. & Ford, 75 W. Mohawk St., Buffalo.
H. I. Sackett Electric Co., 251 Pearl St., Buffalo.
Seeber & Hoffheims, Inc., 861 Main St., Buffalo.
Beaudet & Bradway, 2 Maple St., Glens Falls.
Bangert Electric Co., 297 Fulton St., Jamaica.
Alpha Electric Co., 151 W. 30th St., N. Y.
Butler Bros., 495 Broadway, N. Y.
Capitol Distributing Co., Inc., 25-33 W. 18th St., N. Y.
Dalrymple-Whitney Radio Corp., 437 Fifth Ave., N. Y.
Independent Electrical Supply Co., 59 Warren St., N. Y.
W. R. Ostrander & Co., 371 Broadway, N. Y.
Steelman, Inc., 24-26 Murray St., N. Y.
Hickson Electric Co., 36 So. Avenue, Rochester.
Frank E. Bolway & Son, Inc., 319 So. Clinton St., Syracuse.
Clark Music Co., 416 Salina St., Syracuse.

NEBRASKA
W. M. Dutton & Sons Co., Hastings.
American Electric Co., 1521 O St., Lincoln.
Auto Electric & Radio Corp., 2813 Harney St., Omaha.
The McGraw Co., 1208 Harney St., Omaha.

NEW JERSEY
Radio Distributing Corp., 8 W. Park St., Newark.
Tri-City Electric Co., 52-56 Lafayette St., Newark.
Tri-City Electric Co., 159 Ward St., Paterson.
Paterson Radio Co., 213 Market St., Paterson.

NORTH CAROLINA
Southern Radio Corp., 905 Realty Bldg., Charlotte.

OHIO
Ainsworth-Gates Co., 605 Main St., Cincinnati.
Atlas Rubber & Belting Co., 416 Main St., Cincinnati.
Cincinnati Gas & Electric Co., 114 W. 6th St., Cincinnati.
Ohio Rubber & Textile Co., Cincinnati.
The United States Distributing Co., 1106 Second Nat'l Bank Bldg., Cincinnati.
Rudolph Wurlitzer Co., Cincinnati.
Haas Electric Sales Co., 639 Huron Rd., Cleveland.
The Cleveland Products Co., 713 Huron Rd., Cleveland.
A. Goldenberg Elect. Co., 3949 Woodland Ave., Cleveland.
Budd & Co., Columbus.
Hughes Peters Electric Corp., Columbus.
S.M.K. Radio Corp., 23 E. Third St., Dayton.

OKLAHOMA
Dodge Electric Co., Tulsa.

OREGON
Hallock & Watson, 192 Park St., Portland.

PENNSYLVANIA
Altoona Electrical Supply Co., 1120 Twelfth Ave., Altoona.
Thompson's, Chester.
Erie Radio Co., Inc., Erie.
R. M. Peffer, 2 So. Fourth St., Harrisburg.
Johnstown Automobile Co., 101 Main St., Johnstown.
Kirk, Johnson & Co., 16-18 W. King St., Lancaster.
Allied Electric Supply Co., 617 Liberty Ave., Pittsburgh.
U. S. Radio Co. of Pennsylvania, Inc., Pittsburgh.
Bramson Radio Specialty Co., 1101 Fifth Ave., Pittsburgh.
Music Master Corp., Pittsburgh.
Ludwig-Hommel & Co., 530 Fernando St., Pittsburgh.
Shipley & Co., 1015 Chestnut St., Philadelphia.
Music Master Corp., Philadelphia.
Bright & Co., Reading.
Lucas Supply & Equipment Co., 109 W. George St., York.

RHODE ISLAND
B. & H. Supply Co., 16 Mathewson St., Providence.
Narragansett Radio Corp., 133 Dyer St., Providence.

SOUTH DAKOTA
Dakota Radio Apparatus Co., Inc., Yankton.

TENNESSEE
Orgill Bros. & Co., 36 W. Calhoun St., Memphis.
C. M. McClung & Co., Knoxville.
Chattanooga Radio Corp., 12 E. Sixth St., Chattanooga.
W. C. Teas Co., Chattanooga.
Herbruck & Lawrence, Nashville.
Braid Electric Co., Nashville.

TEXAS
Butler Bros., Dallas.
Huey & Philip Hdwe. Co., Dallas
Tel Electric Co., 602 Preston Ave., Houston.
Southern Radio Corp. of Texas, 608 W. Evergreen St., San Antonio.
Veihl Crawford Hdwe. Co., Fort Worth.

VIRGINIA
Woodhouse Electric Co., Norfolk.
Southern Electric Co., Norfolk.
Southern Electric Co., Richmond.
Tower Binford Electric & Mfg. Co., Richmond.

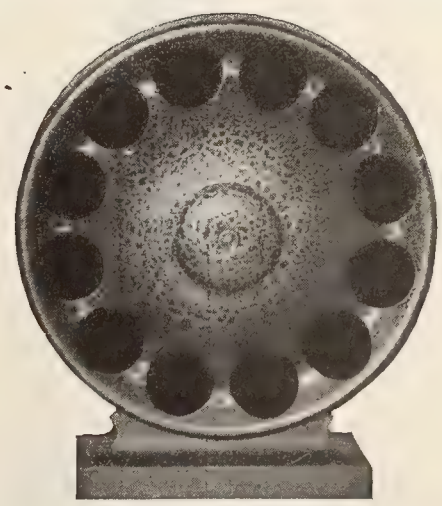
WASHINGTON
L. C. Warner Co., 305 Occidental Ave., Seattle.
Washington Electrical Supply Co., Spokane.

WISCONSIN
Badger Radio Co., 495 E. Water St., Milwaukee.
Hansen Storage Co., 120-134 Jefferson St., Milwaukee.
Fox River Valley Radio Supply Co., 143 W. Wisconsin Ave., Neenah.

WEST VIRGINIA
Gee Electric Co., Wheeling.
Sands Electric Co., Wheeling.

CANADA
John Millen & Son, Ltd., Montreal, P.Q.
Bennet & Elliott, Ltd., Toronto, Ont.
R. S. Williams & Sons, Ltd., Toronto, Ont.
R. S. Williams & Sons, Ltd., Montreal, P.Q.
R. S. Williams & Sons, Ltd., Winnipeg, Man.
Consolidated Distributors Radio, Inc., 130 Princess St., Winnipeg, Man
Bowman Bros., Ltd., 1827 Cornwall St., Regina, Sask.
Motor Car Supply Co. of Canada, Ltd., 514 Eleventh Ave., W., Calgary, Alberta, Can.
Motor Car Supply Co. of Canada, Ltd., Edmonton, Alberta.
Maritime Radio Corp., Ltd., St. John, N.B.
Mechanics Supply Co., 80-90 St. Paul St., Quebec, P.Q.
Bowman Bros., Ltd., 234 20th St., E., Saskatoon, Sask.
Phinney's, Ltd., 454 Barrington St., Halifax, N.S.

MEXICO
La Casa del Radio, Av Jaurez 62, Mexico City, D.F.



Made of a new lightweight material, *burtex* which eliminates false vibrations. A new type of construction causes the sound to penetrate clearly to all parts of the room. Operates on all ordinary plate voltages. Requires no batteries. 11 inches high. Finished in a choice of handsome color schemes. List $27.50. Write for folder, *"The Loud Speaker You Have Been Waiting For."*

Be sure to visit Booth 4, Section G at the Radio World's Fair, Madison Square Garden, New York, Sept. 22-28

TH. GOLDSCHMIDT CORPORATION Dept. T9 15 WILLIAM STREET, NEW YORK

The Sonora Shop Is Latest Addition to St. Paul Trade

ST. PAUL, MINN., September 5.—The Sonora Shop, 18 West Sixth street, which is conducted by William J. Simpson and James J. Mead, held its formal opening recently and drew hundreds of music lovers. The new store is attractively arranged and decorated, and its equipment is most modern and complete. A full line of Sonora phonographs is carried, including period models, such as Louis the fifteenth, Chippendale De Luxe, Italian Renaissance, Sheraton, William and Mary and others. The Sonoradio is also being featured, and it is expected that a brisk business will be done in this combination during the Fall and Winter. A full line of records is carried, including Odeon and Fonotipia European recordings.

Both Mr. Simpson and Mr. Mead possess long experience in the retailing of musical instruments in this city, and both have a large following.

The Jackson, Miss., branch of the L. Gruenwald Co. recently took over new quarters.

A. J. Walsh Enthusiastic Over Edison Tone Tests

Arthur J. Walsh, musical director of Thomas A. Edison, Inc., and advertising manager for the same company, has spent a good part of the Summer at Atlantic City, where he has been largely responsible for the success attained by the exhibit of the New Edison in the Arts and Industry Exposition. Mr. Walsh feels very enthusiastic about the tremendous number of people that have heard the Edison tone tests, given in connection with this exhibit by Helen Davis and Victor Young, and considers it one of the best pieces of publicity and advertising that the Edison organization has ever undertaken. Quite a number of leads have been developed from this exhibit, on which Edison dealers have cashed in with actual sales in their own territory.

A. O. Andelin and Dr. J. W. West have purchased the stock of the Wendell Music Co., Idaho Falls, Idaho, which will operate in the future as the Andelin Music Co. This is a popular local music house.

Increased Demand for Sonora Products in Gotham

The Greater City Phonograph Co., Inc., New York, Sonora distributor for New York City, Staten Island and northern New Jersey, reports through Maurice Landay, president of the company, greatly increased activity among the phonograph dealers in the sales of talking machines. The Sonora line of phonographs, Sonoradios and Sonora loudspeakers continues to enjoy constantly increased sales throughout the territory, according to Mr. Landay. The new Sonoradio, equipped with a five-tube Ware Neutrodyne receiving set, from all indications will be oversold during the coming Fall and Winter season, continued Mr. Landay.

"Dealers who have visited the showrooms of this company to view the new Freed-Eiseman line of radio products have been greatly impressed with the appearance and performance of both the panels and cabinet sets. A leading phonograph manufacturer assisted in the designing of the cabinets and they have been made to conform exactly with the requirements of the talking machine trade," said Mr. Landay in a chat with The World.

Edison Hawaiian Records Made by Anna Case

When visiting in the Hawaiian Islands, last year, Anna Case, the distinguished Edison artist, created quite a sensation by singing some of the finer Hawaiian songs in the native Hawaiian tongue. Thomas A. Edison, Inc., recently recorded two of these selections, which will be released during the current month. They are sung in Hawaiian and are on the same record. The selections are "Na Lei O Hawaii" (Song of the Islands) and "Sweet Lei Lehua." In each song the accompaniment is by an Hawaiian orchestra.

Cohoes Carrybag Popular

The Cohoes Envelope Co., Inc., manufacturer of all styles of record delivery bags and supplement envelopes, is strongly featuring the Cohoes record Carrybag. The Cohoes Envelope Co., Inc., has been long established, and has earned a reputation as a manufacturer of quality envelopes. The record Carrybag, in addition to its distinction as a well-made bag, has other distinctive features, such as the carry feature and flap lock. No strings, buttons, or metal clasp are used. The Cohoes Envelope Co. is rendering a service along with the purchase of these envelopes which includes attractive border designs and attractive papers.

The company points with pride to the satisfaction rendered by these envelopes and reports that in the New York territory out of some 800 dealer accounts only one so far has failed to reorder

EVERY-THING FOR THE RADIO DEALER

ZIMMERMAN · BITTER
CONSTRVCTION · COMPANY

A wise dealer will prepare in advance for the Fall business.

Our vast experience in equipping musical merchandise and radio stores is at your disposal.

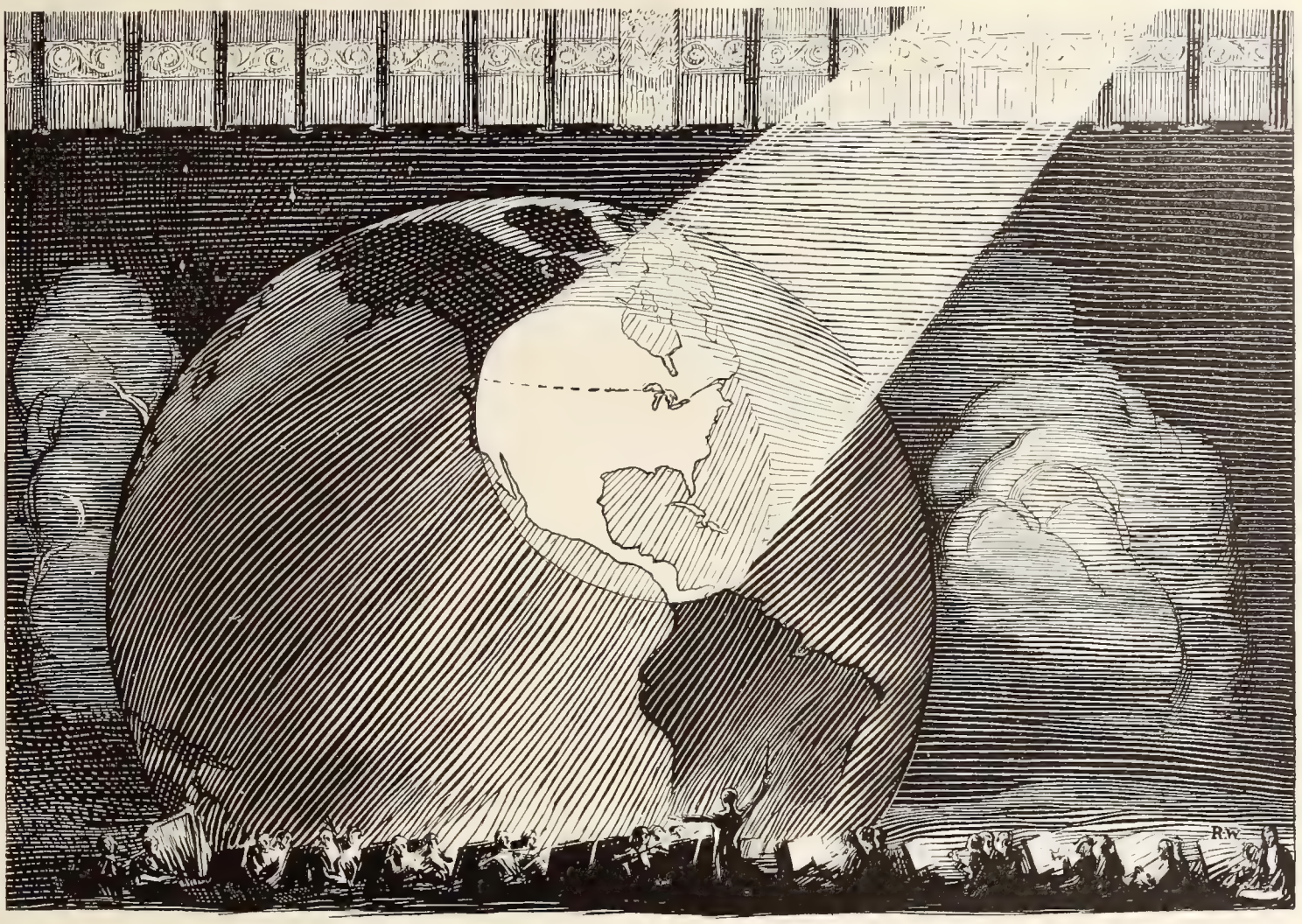
Complete stock on hand ready for immediate shipment.

quality ZB design

Record Racks — Display Cases
Hearing Rooms — Musical Instrument
Service Counters — Cases, Etc.
Prices on request

ZIMMERMAN-BITTER
CONSTRUCTION COMPANY
325-27 East 94th Street, New York
Telephone Lenox 2960

ASK US ABOUT OUR SHEET MUSIC AND MUSICAL INSTRU-MENT CASES



When the Curtain Rises on the World's Entertainment

WHETHER you settle down comfortably to enjoy some special event or just to taste the casual pleasures of the ether, the *Mercury* Receiver holds up a faithful mirror before the original studio performance.

The ethereal whisper of a violin, the mighty rushes of an orchestra, the lyric loveliness of a precious voice and the reedy depths of a great organ — *all* music is reproduced by the *Mercury* with an impartial fidelity very new in radio.

MERCURY RADIO PRODUCTS CO. - 50 CHURCH ST., NEW YORK CITY

Our proposition will interest good talking machine dealers. Write for it today

MERCURY

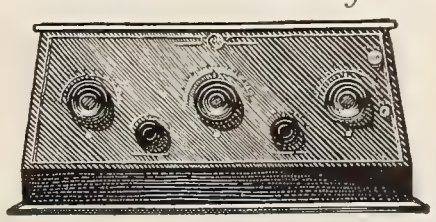
BROADCAST RECEIVER

Licensed under Grimes Patents—issued and pending

"*The* STRADIVARIUS *of* RADIO."

TECHNICAL

Highest existing development of Grimes Inverse Duplex System. Four tubes reflexed and equal to six in cascade, (two tuned radio frequency, tube detector and three stabilized audio frequency). Operates from loop (furnished) also indoor or outside antenna *without change in set*. "Last word" low-loss engineering at every point.



APPEARANCE

Solid American Walnut Cabinet. Hand rubbed *genuine* piano finish. Inclined panel of heavy-gauge, etched ordnance bronze. Set rests on rubber protecting buttons. Balanced panel arrangement of controls. All "A" and "B" dry batteries self-contained. Price, with loop; but *without* tubes and batteries, $165.00 list.

INVERSE DUPLEX SYSTEM INSURES NATURAL TONE QUALITY

P. L. Baerwald Wall-Kane General Sales Manager

The Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., has announced through its president, Nathan Cohen, the appointment of Paul L. Baerwald as general sales manager of the company. Mr. Baerwald needs no introduction to the trade. For a period of eight years he was connected with the General Phonograph Corp. During this period he made a host of friends. Mr. Baerwald succeeds Samuel Kaminshine, who has withdrawn from the needle firm to go into another field. Mr. Baerwald will cover the entire United States on the Wall-Kane jazz and concert needle. He left a short time ago on his first trip in the interest of Wall-Kane products, which will carry him to the Pacific Coast.

Reduces Prices of Products

The Kirkman Engineering Corp., New York City, manufacturer of the K-E loud speaker and the K-E phonograph unit, has announced a reduction of price in both these numbers. The Kirkman Engineering Corp., which is well known in talking machine circles and is also prominent in the electrical field as manufacturer of electrical products for many years, manufactures the K-E automatic stop. The K-E loud speaker and phonograph unit and other electrical instruments of high quality made by this firm are particularly adapted for sales in talking machine warerooms. Production has already been increased in anticipation of a big Fall season.

Branch Store Moves

NAPA, CAL., September 5.—The local branch of Kohler & Chase, music dealers, recently moved to its new store in the Empire Theatre Building. The interior of the store has been artistically decorated. H. D. Secoy is the manager.

New Form of Columbia Record Supplement Liked

Columbia dealers throughout the country are receiving with enthusiasm the new form of Columbia record supplement that was inaugurated recently. Heretofore the new Columbia records were featured each month through the medium of an eight-page supplement, but this form has been changed to a twenty-page supplement, which is proving infinitely superior to the smaller folder.

In the twenty-page supplement there are featured each month the new Columbia selections, together with photographs of the various artists and timely comments regarding the records listed. There is also presented a resumé of the records listed previously, and the folder as a whole can be used to splendid advantage by Columbia dealers in their sales work.

J. E. Lasky a Columbia Caller

Jacob E. Lasky, president of the City Trust Co., St. Louis, who is also interested in the activities of the Columbia Distributors, Inc., of that city, Columbia jobber, was a recent visitor to the Columbia executive offices in New York. Mr. Lasky spent several days here in conference with W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., and was very enthusiastic regarding the progress made by the Columbia Distributors, Inc., in developing Columbia business in St. Louis territory.

Other recent callers at the Columbia executive offices in New York were Westervelt Terhune, manager of the Atlanta branch; W. S. Parks, manager of the Boston branch, and W. H. Lawton, manager of the Seattle branch.

The Lockwood Radio Co., Inc., has opened a store at 931 Market street, Philadelphia, Pa. It will distribute the Eagle radio line.

W. T. Chappell Made Manager

TOPEKA, KAN., September 6.—W. T. Chappell, of Salina, was recently appointed manager of the Topeka Music Co. and is now in charge of the store at 633 Kansas avenue, this city. Mr. Chappell has for several years been associated with his brother in the furniture business. He announced, on taking over his new position, that the store would specialize in radio equipment.

Has Successful Trade Tour

B. R. Forster, head of the Brilliantone Steel Needle Co., New York City, who has been away on a trip of about six weeks' duration, returned to headquarters around the first of the month. Mr. Forster's trip carried him as far as the Pacific Coast. He found business good and brought back with him a substantial volume of orders. The general business of the company has shown a remarkable increase during the past month and good Fall business is looked forward to.

The Brilliantone Co. has announced the appointment of Irving P. Unger to the sales staff. Mr. Unger is a brother of Louis Unger, general manager of the Reflexo Co. and was at one time formerly connected with the Brilliantone Co. He will shortly leave on his initial trip covering the retail trade in Michigan, Pennsylvania and Ohio.

Victor Repair Parts Catalog

The Victor Talking Machine Co. recently distributed to its dealers a consignment of twenty-four sheets of repair part catalogs. The sheets show the structural details of fourteen types of Victrolas and include all changes since the various types were announced to the trade. A chart of Victor mainsprings was also included in the consignment. This matter is being used to advantage by Victor dealers.

CAPITOL PRODUCTS GIVE YOUR CLIENTELE SOMETHING ENTIRELY NEW

The policy created by Capitol to serve new and better radio products has resulted in a steady stream of Fall orders to replace the depleted stocks of last Summer. Today wise dealers are buying merchandise that will sell instantly, without the profit losses of dead stock. When you order Capitol products, you are buying only new and better radio.

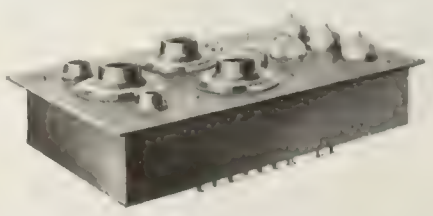
MURDOCK NEUTRODYNE—the only 5 tube genuine neutrodyne, marketed to sell as low as $130.00, that will stand the most exacting tests for distance, volume, or clarity.

AMBLER-HOLMAN receivers were designed for the elite trade but priced moderately. Stores displaying this handsome receiver realize the attention it attracts by virtue of its unique design.

CHARMITONE LOUD SINGER enables you to tune in weak signals with a super-sensitive stethoscope provided on each. It eliminates head phones on any receiver.

The Dynergy receiver that needs no batteries, has been accepted on its merit by leading music merchants. Its ease of operation, with generous tone volume and the absence of battery trouble makes this an ideal receiver for your trade.

N & K Products, Bright-Star Batteries, Presto Plugs, Battery Chargers, Loops, Lightning Arresters, RCA Tubes, Art Cabinets.



Song-Bird, 5 Tube, Phono-Panel is particularly adapted for phonograph combinations. It is completely encased to preserve the interior and the extremely low price of $80.00, list, should be a boon to your combination sales.

CAPITOL DISTRIBUTING CO., INC.

25 West 18th Street
New York City

Victor Co. Acquire License to Produce Bubble Books

F. K. Dolbeer, sales manager of the Victor Talking Machine Co., has announced that the Victor Co. has acquired by exclusive license the very broad Mayhew patents which practically cover all records in albums with printed story accompanying such records, and is now in a position to announce the first two books to be followed by others as early as factory conditions will permit.

Victor Bubble Books will contain three double-faced, seven-inch Victor records with six songs and two stories combined in one book. They will be twice as big as the first editions and representing full Victor quality.

Bubble Book No. 1. The first and the Mother Goose Bubble Book, containing the following selections: "Tom, the Piper's Son," "Mary and Her Little Lamb," "Jack and Jill," "Simple Simon," "Little Bo-Peep," "Old King Cole."

Bubble Book No. 2. The Singing Games and the Animal Bubble Book. Selections: "Miss Jennie Jones," "The Farmer in the Dell," "Lazy Mary," "Three Little Kittens," "Three Little Pigs," "Three Blind Mice."

New Edison Releases Popular

In the releases for the current month there are two new selections, namely, "College Horn Pipe" and "The Devil's Dream," by Jasper Bisbee, who is the rural fiddler discovered by Thomas A. Edison and Henry Ford on their camping trip last Summer. The first records by Mr. Bisbee were released a short time ago, and their popularity is responsible for the release of the new numbers.

Also included in the new releases is "The Sidewalks of New York," by Billy Jones and Chorus. This song played one of the biggest parts in the recent Democratic Convention held in New York City, and, in consequence, a large public demand was created for this famous old song, written by Charles B. Lawler, some thirty years ago.

The organ selections which were released as Edison records, last month, have proved very popular, and the repeat orders now being received by Thomas A. Edison, Inc., for these numbers are large.

William Phillips, president of the William Phillips Phonoparts Corp., New York City, finds the demand well apportioned throughout the entire line. The new portable arm has rapidly taken its place in popularity and the Phono-Radio tone arm is in strong demand.

Dictograph
The Articulating
True Tone
LOUD SPEAKER

Milton H. Batz Joins Forces of Sonora Phono. Co.

The sales department of the Sonora Phonograph Co., New York, announced this week that Milton H. Batz, formerly connected with the traveling staff of the Columbia Phonograph Co., Inc., in Buffalo territory, has joined the staff of the Gibson-Snow Co., Syracuse, N. Y., Sonora jobber, and will cover the same territory for this distributor.

Herman D. Shultz, formerly traveler for the Columbia Co. in Detroit territory, has joined the staff of Yahr & Lange Drug Co., Milwaukee, Wis., Sonora jobber, covering the same territory that he formerly traveled.

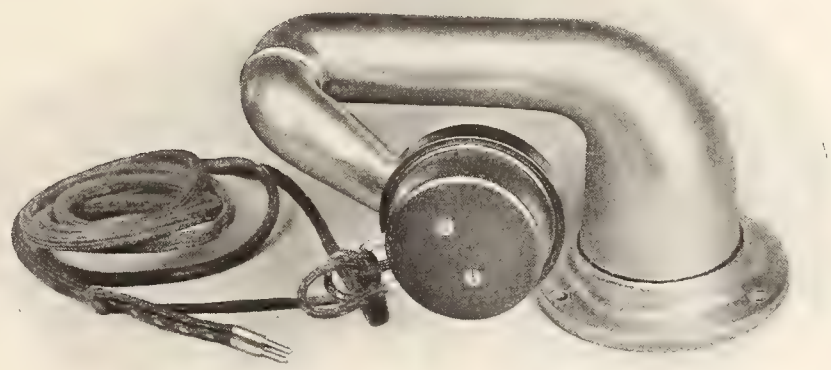
Among the recent visitors to the Edison laboratories at Orange was Peter Hawley, head of the Girard Phonograph Co., Edison jobber located in Philadelphia.

Neumeister Convalescing

The many friends in the trade of Chas. W. Neumeister, general sales manager of the Radiotive Corp., Brooklyn, N. Y., manufacturer of loud speakers and loud speaker attachments, will regret to learn that this popular sales executive was struck by an automobile about ten days ago and painfully, although not seriously, injured. Mr. Neumeister spent about a week in a hospital and was then removed to his room at the Hotel Shelton, New York.

In Hands of Receiver

ALBANY, N. Y., September 10.—The Baker Music House, Inc., talking machine and general music dealer, with stores in Albany, Schenectady, Utica, Gloversville, N. Y., and North Adams, Mass., has been placed in the hands of a receiver. Liabilities, $1,050,000, and assets, $1,150,000.



TRIANGLE RADIO TONE ARM

If you want to get the full amplification from your Combination Radio and Phonograph, use a Triangle Radio Tone Arm. By removing the sound box, a Loud Speaking Unit can be attached in a second, without the use of tools.

Radio amplification employs the same principle as Phonograph amplification, and to get the best results the Loud Speaking Unit must be attached to the end of the tone arm.

We guarantee twice the volume from our Radio Tone Arm with the Loud Speaking Unit on the end of the arm, that can be obtained by any other method. We are prepared to demonstrate and back up our statement with real proof.

Manufacturers should be careful to give the dealers the best. Otherwise, the dealers will not be able to dispose of their product when demonstrated in competition with the product of the manufacturer who employs the best method of amplification.

No manufacturer would think of putting a reproducer, or sound box, on any part of a tone arm other than the extreme end; otherwise, the results would be far from satisfactory. The same applies to the Radio Loud Speaking Unit. Unless this unit is attached to the extreme end of the tone arm, more than half of the amplification is lost. Radio is new, and the average dealer does not understand this. However, in a short time they will become as well acquainted with Radio as they are with Phonograph amplification. These dealers will then talk and sell the product which employs the correct principle.

Order a sample Triangle Radio Tone Arm, and decide the matter for yourself.

We also manufacture drawn brass tone arms for Radio only.

TRIANGLE PHONO PARTS CO.

'Phone Nevins 2037

722 Atlantic Avenue **Brooklyn, N. Y.**

Largest Manufacturers of Phonograph and Radio Tone Arms

Western Sales Office—1500 Republic Building, Chicago, Ill.

C. Gilbert and R. M. Keator Guests of Honor

Recent successful radio patent litigation by Dr. Lee De Forest was the subject of a detailed and enthusiastically received speech by S. E. Darby, Jr., at the Lotos Club, 110 West Fifty-seventh street, at a testimonial dinner given last night to Charles Gilbert, retiring vice-president, and Randall M. Keator, retiring secretary of the De Forest Radio, Tel. & Tel. Co. As noted elsewhere in this issue of The World, Messrs. Gilbert and Keator have formed the Gilbert-Keator Corp., New York, and will distribute radio products.

Melville E. Stone, counselor of the Associated Press, said that during the war about 3,000 words a day were received by wireless from the Eiffel Tower. He said, however, that for "speed and intense accuracy" the cable still was relied upon largely. He spoke of Dr. De Forest as "not a promiser but a doer."

Other speakers were Dr. De Forest, ex-Judge T. G. Haight, J. H. McKinnon, W. H. Ingersoll, general sales manager of the De Forest Co., and the guests of honor. The directors and officers of the company present were W. H. Priess, E. H. Jewett, A. C. Allyn, William Buchsbaum, James I. Bush, Arthur D. Lord and Frank W. Blair.

THE SHELTON Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Operating on AC or DC current of 110 volts. Specify type of current when ordering.

SHELTON ELECTRIC CO., 16 East 42nd Street, New York

Tremendous Th. Goldschmidt Jobber Representation

Th. Goldschmidt Corp., New York, has just announced the names of its authorized distributors in the United States, Canada and Mexico which have been appointed to serve the music and talking machine trade. The list contains the names of over 170 representative concerns which are now jobbers for the N & K phones, N & K loud speakers and N & K phone units. The list as a whole is a most remarkable tribute to the products of this company, which is so widely represented that the dealers may be served promptly and satisfactorily by the particular jobber in their locality. An idea of the magnitude of the N & K jobber representation may be gleaned from the list which appears in full in an advertisement on another page of this issue of The World.

H. C. Lansell With Nyrad Co.

H. C. Lansell, for many years connected with the wholesale talking machine trade with the Blackman Talking Machine Co. and later with the Musical Instrument Sales Co., has been appointed a sales representative of the Nyrad Distributing Co., radio wholesaler, and will cover the New Jersey, New York State and Connecticut territory. The Nyrad Co. is distributor for Sleeper, Atwater Kent, Pooley, Music Master, Eveready and other leading lines of radio sets and accessories.

Planning Energetic Sales Campaign During the Fall

The American Radio & Research Co., Medford Hillside, Boston, Mass., and its branches are making energetic plans for the development of business during the Fall season. The New York sales office, under the management of L. P. Naylor, territorial manager in charge of New York, is planning to surpass all previous sales records. This office, which covers some of the most important territory in the country, has a complete sales organization of its own, consisting of nine men, each of whom is not only thoroughly conversant with his own line, but also thoroughly understands the subject of radio merchandising. The accompanying photograph was taken at a recent sales conference of the New York sales staff. Those in the top row, from left to right, are A. R. Strauss, J. F. Hunter, A. E. Lanning, C. H. Fink and F. A. Coale. Bottom row: A. A. Papp, C. E. Weller, L. P. Naylor, manager, and M. Schmidt.

Staff of American Radio and Research Co.

W. E. Meland and V. E. Meland have formed a partnership with R. E. Sachs in the Sachs Music House, Harvey, Ill.

Dealers! Jobbers!

Here is a quick turnover profitmaker you cannot afford to overlook—

Agfa ROLL-FILM FILM-PACK

A Size for Every Camera

Thousands of dealers and jobbers are reaping NEW, great profits selling FILMS—get your share of this business.

The famous AGFA noncurling FILM is superior in speed and clearness to the ordinary film—but costs no more—and gives you a greater profit!

QUICK! Send NOW for details of interesting proposition.

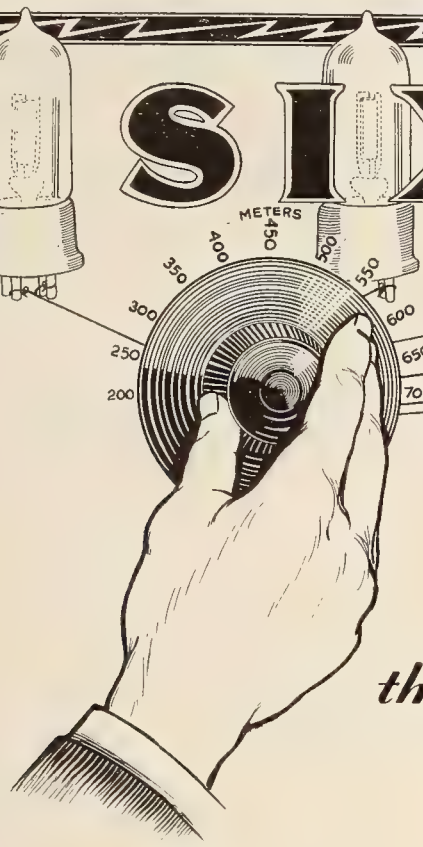
AGFA PRODUCTS, Inc.
114 East 13th Street
New York

Giant Edison Phonograph in Atlantic City Pageant

At the Atlantic City Pageant held on Thursday, September 4, Thomas A. Edison, Inc., was represented in a very unique and impressive manner. The most important feature of the Pageant was the parade, and in this parade there were many elements, including the numerous entries in the National Bathing Beauty Contest, floats of the various fraternal orders and the floats of the national advertisers and exhibitors at the Art and Industry Exposition, now being held in Atlantic City.

For this occasion a very large facsimile of the William and Mary model of the New Edison was constructed and mounted on a float. Inside were hidden ten men, who composed a dance orchestra and who played popular and dance tunes throughout the parade. Even a piano was contained inside. On the front and back of the float were gold signs reading "When You Hear the New Edison You Actually Hear the Artist." Throughout the parade a turntable, on which was placed an imitation record, was kept whirling. Girls carrying parasols, the tops of which were imitation Edison records, accompanied the float.

Huge Facsimile of Edison With Hidden Musicians



SIX TUBES

—a single turn of the

SINGLE CONTROL

to the desired wavelength —

the station SNAPS IN!

that's **Thermiodyne** TF6

TRADE MARK - LICENSE UNDER TRUBE PATENTS PENDING

(Ther-my-o-dine)

14 Points of Thermiodyne Supremacy

1—*Single Control*.

2—No Outdoor Antenna Necessary

3—No Directional Loop

4—Meter or Kilocycle Pickup of Stations instead of meaningless numbers

5—CANNOT Squeal or Howl

6—CANNOT Radiate

7—CANNOT Distort

8—The Newspapers Give Time and Wavelength

9—Thermiodyne Picks Them at Exact Setting Every Time

10—No Logging of Stations; Nothing to Remember

11—Stations of Different Wavelengths Cannot Interfere with Each Other

12—A Six Tube Receiver; Three Stages Thermionic Frequency, Detector and Two Stages Audio Frequency

13—Distance, Volume, Clear as a Bell, Without Fuss or Excuses

14—A 180 Degree Turn of the *Single Control* is Like an Instantaneous Tour of Dozens of Cities

CONSIDER what this means to you, Mr. Dealer.

For the first time in radio history, a six-tube receiver that brings in any desired station with a *single* turn of a *single* dial to a *single* pre-determined number. And more—a pure quality and clarity of tone unmatched by any other receiver on the market.

Thermiodyne appeals particularly to the average non-technical man or woman who looks for perfect performance with easy operation. It may be used with any type of aerial, or, under favorable conditions, with none; with dry or storage batteries and with any make tubes.

Thermiodyne is beautifully built, in an exquisite genuine mahogany cabinet with ample space for all batteries for dry cell operation. It is sold at an especially attractive price that nets you a handsome profit.

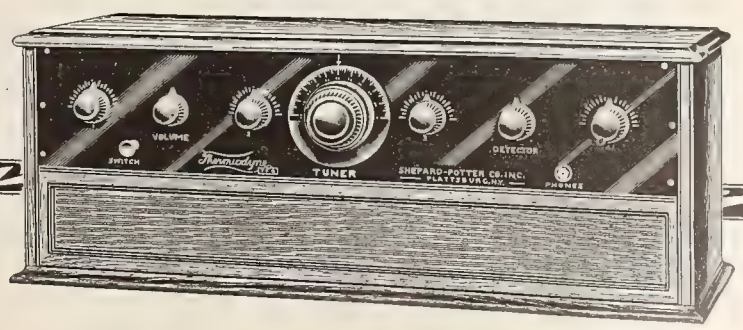
LIST PRICE $140

Made and Fully Guaranteed by

SHEPARD-POTTER CO., Inc.

Plattsburgh, N. Y.

Write NOW for Thermiodyne Brochure, descriptive of this remarkable receiver and for details of territorial allotment



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The convention was welcomed by Mayor Clayton C. Towns, of Cleveland, and President Charles H. Yahrling responded on behalf of the Association. Another speaker was ex-Governor Harry Davis, who is once more in the race for the Governorship. Henry Dreher presided as toastmaster.

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The bright spot of the entire session was the address by T. M. Pletcher, president of Q R S Music Co. and of the Zenith Radio Corp. Mr. Pletcher's subject was radio and its relation to the general music business. He declared emphatically that music merchants were asleep if they permitted the electrical dealers and other competing merchants in this line to place this new form of musical entertainment in the homes of the American people.

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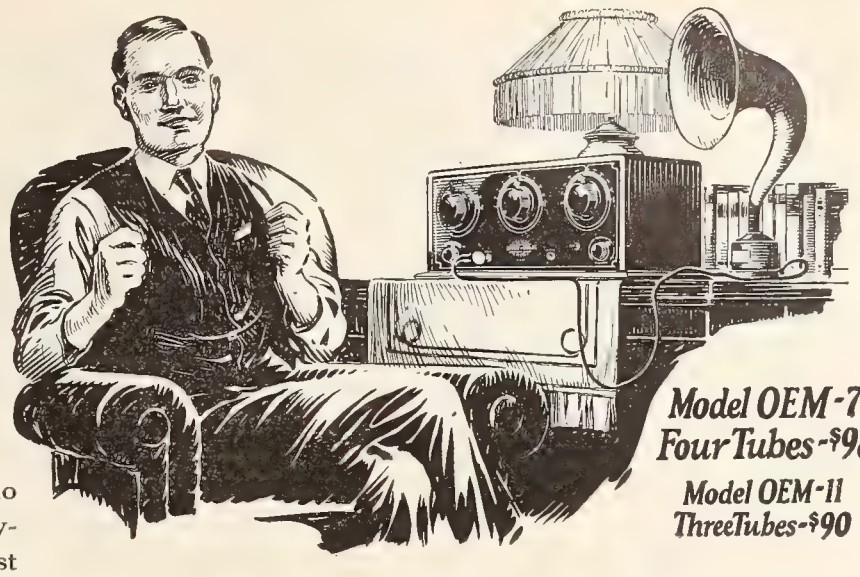
"Let Winter Come. I've Got a DAY-FAN OEM"



Model OEM-7 Four Tubes-$98

Model OEM-11 Three Tubes-$90

THOUSANDS upon thousands of people who have radio sets are prepared to get real enjoyment during the long, cold winter evenings just ahead. These people will have the benefit of listening in on broadcasting stations which will offer a greater variety than ever before.

Are YOU prepared to get this enjoyment?

The DAY-FAN receiving set, Model OEM, is just the friend you need this winter. It has thoroughly proven its worth and has made a lasting place for itself in hundreds of homes. It will enable you to get the best of everything that is "in the air."

The OEM comes to you practically already tuned. Once you get a station you can always get it with the same dial settings as shown in your log book. When you want it again you simply turn the dials in accordance with your records on this station—and listen in.

What little you need to know about the OEM is contained in a small but very complete instruction book which is sent with each set.

The Dayton Fan and Motor Company

Manufacturers of High Grade Electrical Equipment for over 35 Years

DAYTON · OHIO

tion; to the members of the Cleveland entertainment committee for the program provided for the entertainment of the visitors; to the association officers for their active and efficient administration during the past year, and to Ed. B. Smith, Jr., for bringing in most members.

Another resolution endorsed the mutual insurance department established by the Association and another the Kelly Stephens Price Maintenance Bill, now in Congress. Another resolution pledged support to W. W. Smith, newly elected president of the National Association of Music Merchants. By still another resolution it was resolved that where manufacturers publish nationally fixed prices these should be given as f. o. b. factory. The Membership Committee reported a total of 109 new members during the year with the number of 366 members now being carried on the rolls.

New Officers Elected

The annual election results as follows: Otto Grau, president; Otto Muehlhauser, vice-president; O. C. Boyd, treasurer; Rexford C. Hyre, secretary. The new Executive Committee consists of C. M. Alford and George P. Gross.

Exhibits at Convention

The exhibitors at the convention included the following companies: Bush & Lane Piano Co., Cheney Phonograph Sales Co., Dreher Piano Co., Hartman Electric Mfg. Co., W. W. Kimball Co., Radio Phonograph Crafts, The Stradivara Co., the United States Music Co. and others.

Banquet on Wednesday Evening

The convention ended on Wednesday evening at a banquet at the Hotel Statler with an attendance of 300. The speakers of the evening were Matt J. Kennedy, secretary of the National Association of Music Merchants; W. W. Smith, of Toledo, the newly elected president of National Association of Music Merchants, and Thos. B. Hendricks, president of the Cleveland Advertising Club. Music for dancing after the dinner was furnished by Philip Spitalny's Orchestra and in addition there was other musical entertainment.

May Peterson, Vocalion Artist, Honored by Legion

A significant tribute was paid to May Peterson, celebrated soprano and Vocalion Red record artist, recently at the sixth annual convention of the American Legion, held at Brownwood, Tex., when, by a unanimous vote of its 15,000 members, she was elected "Little Sister of the American Legion" in that chapter. Miss Peterson was enthusiastically received by the Legionaires in several roles and a duet arrangement of "Swanee River" sung with Mme. Schumann-Heink.

At a solo recital later in the convention proceedings Miss Peterson sang many numbers she has popularized on Vocalion records. During the same week Miss Peterson was elected Honorary Colonel of the Thirty-sixth Division of the National Guard, of which her husband, Colonel Ernest O. Thompson, is commanding officer. Miss Peterson was married to Colonel Thompson last June.

The Peter Pan Gramophone Co., Ltd.

LONDON, ENGLAND

Manufacturer of the "Peter Pan" Portable Phonograph

Announces the Opening of

Distributing Headquarters for the United States

in the Canadian Pacific Building

342 Madison Avenue New York

Suite 806 Telephone Vanderbilt 7036

The "Peter Pan" is the original camera-shaped and camera-size gramophone. It is protected completely by patents on all fundamental parts, and in workmanship, tone quality and appearance, is far superior to any instrument of similar type or size now being offered to the trade.

We are now appointing jobbers and dealers. Write for our proposition.

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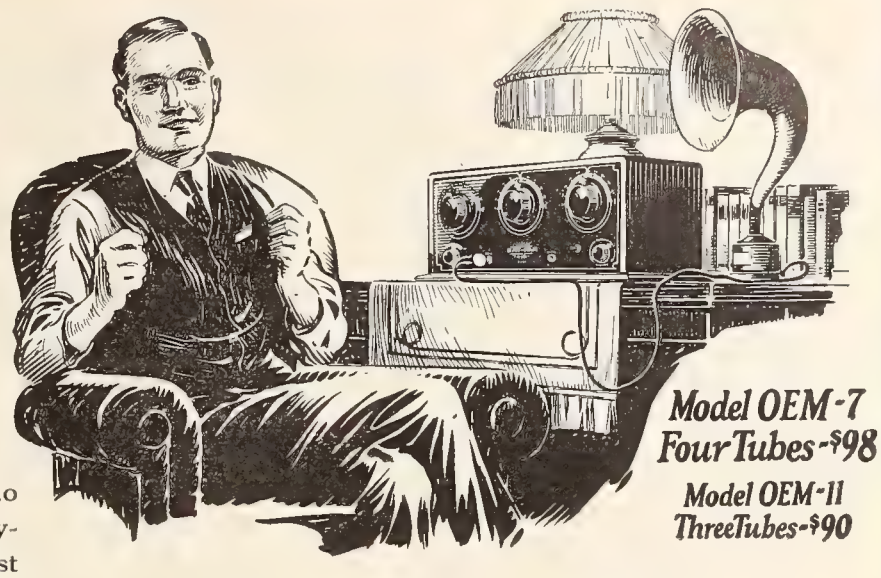
ORANGE NEW JERSEY

"Let Winter Come. I've Got a DAY-FAN OEM"



Model OEM-7 Four Tubes-$98
Model OEM-11 Three Tubes-$90

THOUSANDS upon thousands of people who have radio sets are prepared to get real enjoyment during the long, cold winter evenings just ahead. These people will have the benefit of listening in on broadcasting stations which will offer a greater variety than ever before.

Are YOU prepared to get this enjoyment?

The DAY-FAN receiving set, Model OEM, is just the friend you need this winter. It has thoroughly proven its worth and has made a lasting place for itself in hundreds of homes. It will enable you to get the best of everything that is "in the air."

The OEM comes to you practically already tuned. Once you get a station you can always get it with the same dial settings as shown in your log book. When you want it again you simply turn the dials in accordance with your records on this station—and listen in.

What little you need to know about the OEM is contained in a small but very complete instruction book which is sent with each set.

The Dayton Fan *and* Motor Company
Manufacturers of High Grade Electrical Equipment for over 35 Years
DAYTON · OHIO

tion; to the members of the Cleveland entertainment committee for the program provided for the entertainment of the visitors; to the association officers for their active and efficient administration during the past year, and to Ed. B. Smith, Jr., for bringing in most members.

Another resolution endorsed the mutual insurance department established by the Association and another the Kelly Stephens Price Maintenance Bill, now in Congress. Another resolution pledged support to W. W. Smith, newly elected president of the National Association of Music Merchants. By still another resolution it was resolved that where manufacturers publish nationally fixed prices these should be given as f. o. b. factory. The Membership Committee reported a total of 109 new members during the year with the number of 366 members now being carried on the rolls.

New Officers Elected

The annual election results as follows: Otto Grau, president; Otto Muehlhauser, vice-president; O. C. Boyd, treasurer; Rexford C. Hyre, secretary. The new Executive Committee consists of C. M. Alford and George P. Gross.

Exhibits at Convention

The exhibitors at the convention included the following companies: Bush & Lane Piano Co., Cheney Phonograph Sales Co., Dreher Piano Co., Hartman Electric Mfg. Co., W. W. Kimball Co., Radio Phonograph Crafts, The Stradivara Co., the United States Music Co. and others.

Banquet on Wednesday Evening

The convention ended on Wednesday evening at a banquet at the Hotel Statler with an attendance of 300. The speakers of the evening were Matt J. Kennedy, secretary of the National Association of Music Merchants; W. W. Smith, of Toledo, the newly elected president of National Association of Music Merchants, and Thos. B. Hendricks, president of the Cleveland Advertising Club. Music for dancing after the dinner was furnished by Philip Spitalny's Orchestra and in addition there was other musical entertainment.

May Peterson, Vocalion Artist, Honored by Legion

A significant tribute was paid to May Peterson, celebrated soprano and Vocalion Red record artist, recently at the sixth annual convention of the American Legion, held at Brownwood, Tex., when, by a unanimous vote of its 15,000 members, she was elected "Little Sister of the American Legion" in that chapter. Miss Peterson was enthusiastically received by the Legionaires in several roles and a duet arrangement of "Swanee River" sung with Mme. Schumann-Heink.

At a solo recital later in the convention proceedings Miss Peterson sang many numbers she has popularized on Vocalion records. During the same week Miss Peterson was elected Honorary Colonel of the Thirty-sixth Division of the National Guard, of which her husband, Colonel Ernest O. Thompson, is commanding officer. Miss Peterson was married to Colonel Thompson last June.

The Peter Pan Gramophone Co., Ltd.

LONDON, ENGLAND

Manufacturer of the "Peter Pan" Portable Phonograph

Announces the Opening of

Distributing Headquarters for the United States

in the Canadian Pacific Building
342 Madison Avenue New York
Suite 806 Telephone Vanderbilt 7036

The "Peter Pan" is the original camera-shaped and camera-size gramophone. It is protected completely by patents on all fundamental parts, and in workmanship, tone quality and appearance, is far superior to any instrument of similar type or size now being offered to the trade.

We are now appointing jobbers and dealers.
Write for our proposition.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

WANTED—One or two experienced phonograph salesmen to sell the highly successful Carryola line of portables. Going big everywhere. This is a real opportunity for man whose past record shows he can produce. Permanent, profitable arrangement for right man. Give references and tell us all about yourself in first letter. Replies strictly confidential. Address Sales Director, Carryola Company of America, 373 Broadway, Milwaukee, Wis.

WANTED—Active agent for the sale of mica diaphragms. High-class gentleman with A No. 1 references. Address "Box 1444," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED—TRAVELING SALESMEN—Old established house, in the business 19 years, has an attractive opening for a high-grade salesman. Only capable man, accustomed to producing substantial income desired. Commission basis with drawing account. Exclusive territory. Must be experienced and acquainted in the music trade and able to promote the sale of portable phonographs among retail dealers only. Indicate your qualifications fully. Address "Box 1406," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Crew manager, with own truck, to sell Victrolas and other well-known phonographs and pianos. Capable of taking charge of several canvassers in New York City. Earn from $300 to $500 weekly. Address "Box 1445," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Salesman with knowledge of the phonograph trade, including jobbers and dealers throughout the country, to handle the sales for a phonograph manufacturer throughout the country. Address "Box 1447," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Resident salesmen with following among music trade to sell highly efficient radio set and complete line of parts. Representation desired in following cities: Buffalo, Cleveland, Pittsburgh, Philadelphia, Boston, Washington, Baltimore, Atlanta, New Orleans and other populous centers. A real future for men of the right calibre. Write Box B. D., Room 416, 38 Park Row, New York City.

RADIO MANUFACTURERS

I want a manufacturer's line of accessories, sets, or both, to sell to jobbers, department stores and other big buyers. Have wide acquaintance with this trade in Mid-West, South and Northwest, and can secure maximum volume. Can also handle job lots to advantage. Give preliminary details in reply. J. K. Morgan, 4206 No. Hermitage Ave., Chicago, Ill.

Wanted Assistant Superintendent

By Phonograph Record Manufacturer. State age, experience and salary. Address Box 1436, care Talking Machine World, 383 Madison Ave., New York City.

PHONOGRAPHS FOR SALE

500 imported table phonographs to close out at a very attractive price. Address "Box 1449," care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Young man, single, 10 years' experience selling phonographs, wholesale and retail. Have been selling radio for the past two years, calling on phonograph and radio dealers; following in Brooklyn. Wishes position with reliable firm in New York City. Address "Box 1437," care of The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Buyer and manager talking machines and pianos. Understands business in every detail; 10 years' experience; for 5 years in charge of music department for large department store. Available October 1st. Address "Box 1438," care of The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Phonograph repair man for part time work, with first-class references. Address "Box 1441," care of The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Phonograph repair man, past 20 years experience on all makes motors; 15 years with prominent New York firms and can give the best of references. Address "Box 1440," care of The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Young man with 6 years' experience as manager of Victrola and radio business, wishes to connect with firm as manager or salesman in New York City. Address "Box 1442," care of The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Salesman, young man with 5 years' retail experience, desires connection where ability and tact are appreciated. Experienced in buying and window trimming. Can furnish excellent references. Address "Box 1443," care of The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Talking machine man with first-class knowledge of manufacturing, or foreman of repair department, seeks suitable and permanent position. Highest references; age 37 years; 18 years' practical experience with some of the largest concerns. Will perfect money-saving formulas for any good phonograph concern. Address "Box 1439," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED

Wide-awake salesmen calling on the music, piano and phonograph trade in any part of the United States. Can easily make five hundred dollars a month. Must have established trade. This is a side-line commission proposition. Will allot exclusive territory. Sales will increase rapidly. Commission paid on all repeat orders. This is no experiment. Several salesmen are now making big money. This proposition will not interfere with your present work. Write today before the best territory is taken. Address "Box 1423," care The Talking Machine World, 383 Madison Ave., New York City.

FOR SALE

40 phonographs at a bargain price.

MANDEL PHONO PARTS CO.
1530 Milwaukee Ave. Chicago, Ill.

CAPITAL WANTED

Capital required to manufacture a real portable phonograph. Actual cost of manufacture $5.00. Will consider manufacturer or individual. Address "Box 1448," care of The Talking Machine World, 383 Madison Ave., New York City.

BIG DISCOUNTS
On Nationally Advertised Radio Goods Make More Money for Dealers. Write for Bargain Catalog
AMERICAN RADIO MFG. CO.
Dept. G 6 WEST 14TH ST. KANSAS CITY, MO.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

WANTED—Salesmen now calling upon the talking machine trade to handle as a side line a small novelty nationally known in the trade. An excellent chance to add to your income. Sample will fit in your pocket. Write today for particulars. "Box 1415," care of The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Young man, married, familiar with all angles of phonograph business desires to connect with wholesale music house as traveling representative. Prefer any part or whole of New England. References furnished. Address "Box 1446," care of The Talking Machine World, 383 Madison avenue, New York City.

John E. Mathews Dead

EUREKA, CAL., September 5.—John E. Mathews, pioneer music merchant and founder of the Mathews Pioneer Piano House, died here recently after an illness of six weeks. An accident several years ago caused Mr. Mathews to relinquish active supervision of his business, and since that time the store has been under the management of his daughters, who will continue to conduct the business under the name of the Mathews Music House. In addition to a full line of pianos, the store carries Victrolas and Sonora phonographs and a full line of sheet music and musical merchandise.

Goldman Band to Make Tour

The Goldman Band, Edwin Franko Goldman, conductor, which recently closed a most successful series of Summer concerts at the Mall, Central Park, New York, and which has recorded several selections for the Victor Co., is arranging to make a tour of all the larger cities throughout the country. The large attendance at the concerts given in New York by these popular artists is concrete evidence of their popularity with the music loving public.

WALL-KANE NEEDLE PRODUCTS

FACTORY REPRESENTATIVES

General Phonograph Corp., N. Y. C.
Consolidated Talking Machine Co., Inc., Chicago, Ill.
Everybody's Talking Machine Co., Inc., Phila., Pa.

WALL-KANE NEEDLE MFG. CO., Inc.

Originators of the TEN TIME NEEDLE

3922-14th Avenue Brooklyn, N. Y.

STOP

Unhealthy and Profitless

RECORD COMPETITION!!

By Selling a

Standard Price Quality Record

NOT HIGH PRICE—NOT CUT PRICE

50c. *Emerson Records* 50c.

AT A DIGNIFIED PROFIT

You can place before your trade the greatest modern popular priced record catalog, carrying both standard and popular numbers and a representative foreign catalog in many languages by most prominent artists.

Meet both the taste and pocket-book of your customers at a profit to yourself.

Emerson Records

Are Standard Priced Everywhere

NATIONALLY ADVERTISED

The Emerson name is nationally advertised—it is known to radio audiences—you need make no apologies when selling

Emerson Records

Write Today for Our Dealer Arrangement

Look at These Features
COMPREHENSIVE CATALOG
—By NOTED ARTISTS—

POPULAR SONGS
You're in Love With Everyone but the One Who's in Love With You
June Night

LATEST DANCE
Mandalay—Fox-trot
Charley, My Boy—Fox-trot

COMEDY—NOVELTY
Cohen's Wedding—Monologue
Poor Buttermilk—Piano Solo

RACE
West Indies Blues—Character Song
Chattanooga—Blues Fox-trot

HAWAIIAN
Kilima Waltz
Aloha Oe

STANDARD
Oh, Promise Me—Baritone Solo
Humoresque—Violin Solo

OPERATIC
Meditation From "Thais"
Celeste Aida

SACRED
Face to Face
Adeste Fideles

IRISH
Killarney
Irish Jigs and Reels

RUSSIAN
Ay Oochniem (Song of the Volga)
Russky Balny Tanietz

ITALIAN
Tarantella Pe' Napule'—Soprano
Il Sogno Di Salvatore, Valzer

JEWISH
Sha, Sha, Der Rebe Geht
Durch Schleshte Chaveirem

GERMAN
Puppschen Liese—Soprano
Der Janitor—Komiker

POLISH
W Noc Lipcowa—Waltz
Na Weselu—Baryton

If it's a real hit—
It is out first on
Emerson Records

Emerson Records and Phonographs

Emerson Phonograph Company, Inc.

207-209 Sixth Avenue **New York City**

Increased Demand for All Products in Atlanta Indicates Healthy Condition

Energetic Efforts of Dealers Rewarded by Sales—Record Business Especially Satisfactory—B. W. Whiteman Joins Sales Organization of James K. Polk, Inc.—Trade Activities of Month

ATLANTA, GA., September 8.—With the end of Summer at hand and the real warm temperature already a thing of the past, the talking machine trade in this city and surrounding territory is beginning to feel the good effects of the more pleasant weather and the volume of sales in practically every store is showing an appreciable increase over that of the past few months. The indication most pleasing to dealers and one that has all the marks of pointing to a healthy Fall and Winter business is not the mere increase of bulk sales volume but the fact that the increase is not limited to any one class of merchandise, for all lines—talking machine, record and radio sets—have shown a brisk activity.

Brisk Record Sales

The record business is particularly good. This is not surprising, as this branch of the business has kept up to almost average during the entire Summer due to the untiring efforts of dealers to get behind and push and to take advantage of every loop-hole which could be used to get over their sales messages. Window displays, record concerts, mailing lists and tie-ups with visiting artists whose recordings were available in the different stores—all these methods were used and proved so effective that dealers are now entirely "sold" on the importance of the record department and devote a goodly share of the store's sales efforts to pushing records.

Another reason for the good showing of the record departments during the Summer months was the fact that several local artists recorded for some of the large record manufacturing companies and, as was but natural, their recordings were in great demand by their townsfolks. One instance of this were the recordings made by Gid Tanner and Riley Puckett, both of Atlanta, who made several records for the Columbia Phonograph Co. These sold exceedingly well and continue to do so, as both these artists broadcast frequently and their every appearance before the microphone seems to mean additional sales for Columbia dealers.

James K. Polk, Inc., distributor of Okeh and Odeon records, reports that business for the past month was eminently satisfactory and anticipates an upward trend in all lines that will continue to grow more and more pronounced each month. Odeon records are selling exceedingly well in all sections supplied by this wholesaler and orders for the Okeh "hill-country music," as well as for the "blue" numbers by race artists, are constantly being received. Okeh record No. 40151, "My Mother's Prayers Have Followed Me" and "My Mother's Hands," both sung by J. Douglas Swaggerty, choirmaster of the Druid Hills Presbyterian Church, of this city, and which was released last month, is selling exceedingly well.

B. W. Whiteman in New Post

Announcement has just been received that B. W. Whiteman has joined the sales force of

B. W. Whiteman

James K. Polk, Inc., Atlanta wholesale distributor of Okeh records, Sonora phonographs, Honest Quaker repair parts, supplies, etc.

Mr. Whiteman will represent the various lines distributed by this company in the State of Georgia and the eastern part of Tennessee. He is already in the field after the business.

Reynold C. Clark, formerly connected with the Conn Atlanta Co., who opened his own store known as the Clark-Atlanta Co., at Auburn avenue and Ivy street, recently has arranged to carry the Starr line of phonographs and pianos and the Strand line of phonographs. Gennett and Okeh records will also be carried. The new company is capitalized for $25,000. A full line of wood instruments and stringed instruments is being arranged for by Mr. Clark.

Stores Being Remodeled

M. E. Lyle reports that the demand for the Strand radio-phonograph is sustained and satisfactory. The amplifier, which permits of the instrument being played as either phonograph or radio without any adjustment, is a big feature. Mr. Lyle, speaking as the representative of the Unit Construction Co., states that many dealers throughout the South have remodeled their stores with Unico equipment in preparation for an anticipated brisk Fall business.

The monthly concerts of the Rich Bros. & Co. Music Club are still proceeding and seem to grow in popularity from month to month. Local artists and musical organizations appear at each concert and the store has gained a prestige that cannot help but have its benefits in increased patronage. More than 3,000 members are enrolled as members of the club and receive notices of its activities.

OKeh and Odeon Records

IN your preparations for the Fall increase in OKeh and Odeon sales, don't overlook one of the most important factors in the making of a successful season. With a dependable distributor service at your convenience, the kind that is quick, accurate and thoroughly dependable in the pinches, you are equipped to consistently give your customers complete satisfaction at all times.

Such a service is Polk's!

Wholesale Phonograph Division

JAMES K. POLK, Incorporated

Offices and Show Rooms:

294 Decatur Street ATLANTA, GA.

Buy OKeh Needles—They Keep Record Sales Alive!

Phonograph Dealer Logical Outlet for Radio Sets

B. F. Muldoon Contributes Some Interesting Views on This Much Discussed Subject

While it has been a recognized fact for some time past that the phonograph dealer is the logical outlet for the distribution of radio receiving sets, it is interesting to note that Henry Hyman & Co., Inc., New York, has adopted the policy of distributing exclusively through the music dealer.

In a recent chat with The World, B. F. Muldoon of this company said: "Best-Tone receivers will be distributed through the music trade, and the music trade only. We feel that the ethical practices of the talking machine dealer in his sales to the consumer are of the highest order and that by employing him as a medium of distribution we have secured the best outlet possible and are avoiding the cut-price or illegitimate merchandiser by this method. We have always been of the opinion that the phonograph dealer was the logical outlet for distribution insofar as radio receiving sets are concerned, and have worked along these lines in devising our present sales policy, in which we have tried to conform in every detail with the requirements of the phonograph trade. For the next eight months at least our sales will be made direct to the dealer, thus avoiding the possibility of our product reaching undesirable merchants through our not being in direct and personal contact with our dealers. In designing the Best-Tone set our aim has been to combine simplicity of operation with beauty in appearance, and we feel that in the new models which are at present being offered to the industry this purpose has been accomplished. We have kept away from the bugaboo of long distance reception and confined ourselves to the perfecting of tone and quality of reproduction, thus making the new Best-Tone receivers real musical instruments which will reproduce without squeals, squawks or distortion.

"The cabinet design has met with the approval of the most critical and will harmonize with the furnishings in the finest of homes. The price has been fixed so as to bring it within the reach of even those people whose incomes may be limited but whose taste at the same time requires that they possess merchandise of the finest quality."

Duet Radio Corp. Chartered

The Duet Radio & Cabinet Corp., New York, was recently incorporated at Albany to manufacture radio apparatus. The capital stock is $5,000. The incorporators are M. and H. Harr and A. B. Kinzler.

WARNING!

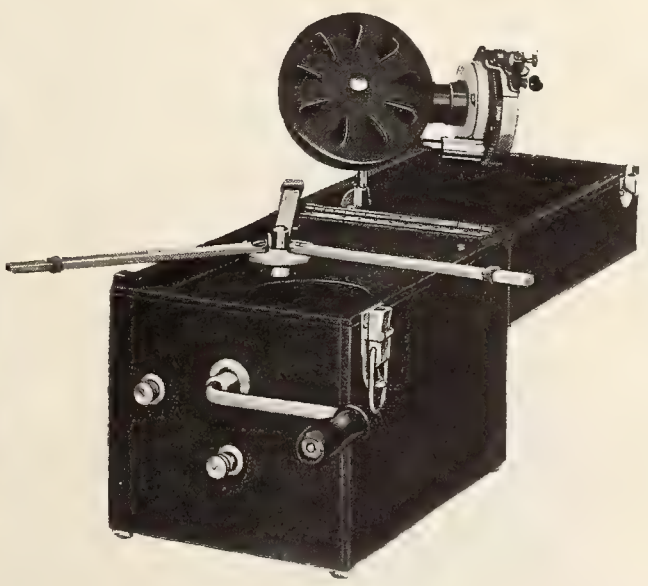
JOBBERS and DEALERS

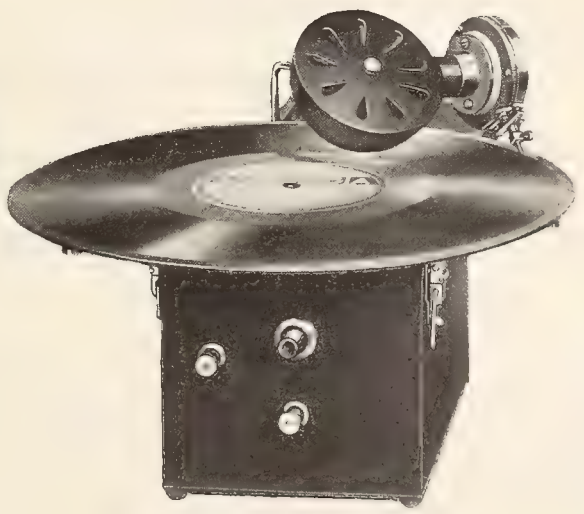
The Kameraphone is PATENTED in the UNITED STATES and PATENTS have been issued to Solo. Sachs of the SPECIALTY TRADING CO. Any infringement on these patents will be prosecuted to the full extent of the law.

There is only one original Kameraphone and this is the one. The Kameraphone is not a toy but a musical instrument in every sense of the word. It is equipped with a first class motor capable of playing any twelve inch record. Solidly built with a sound box and reproducer that brings out the best in tone and quality. MANUFACTURED IN THE U. S. AND GUARANTEED.

Send for a Sample and Be Convinced

Dimensions, 4¾x5¾ ins.
Weight, 4½ lbs.





JOBBERS TERRITORIES NOW OPEN

Write or Wire to

SPECIALTY TRADING CO.

547 BROADWAY **NEW YORK, N. Y.**

EMIL BORNSTEIN, Inc.
SOLO. SACHS, *Sec. and Treas.*

Wareroom Improvements Indicate Trade Confidence

Many Important Store Installations Being Made by Zimmerman-Bitter Co.

The fact that the Zimmerman-Bitter Construction Co., New York, installers of equipment in talking machine dealer stores, is unusually busy is an indication of the confidence of the trade in the business outlook. "We are constantly receiving calls from dealers throughout the country inquiring about the installation and equipping of their stores. These calls do not come from one locality alone, but are spread throughout the entire United States, showing that healthy conditions are not localized but exist throughout the whole country.

"We have found by past experience that our business has been a fair barometer of general conditions among the dealers, as during dull times there is very little attention given by the retailer to new and necessary equipment for his store," said Mr. Bitter, head of the concern, commenting on business conditions.

Among recent installations completed by the Zimmerman-Bitter Construction Co. is that of Waldman & Fisher, 312 West 145th street, New York. The contract called for a new store front, installation of fifteen hearing rooms, Ampico display room and elaborate showrooms on the main floor, the basement floor being done over into a piano and radio department and the entire store being redecorated throughout in a French period design.

Other installations recently completed are those of the Greely Music Shop, 224 Flatbush avenue, Brooklyn, N. Y., comprising twelve demonstration booths, piano showrooms and a complete redecorating of the entire store. An up-to-date and elaborate musical instrument installation has been made in the New York Band Instrument Co., of Broadway, Brooklyn, and a new sheet music department has been installed in the Hawes Music Store, Portland, Me.

Fire in Platt Music Store

HOLLYWOOD, CAL., September 4.—The Platt Music Co., 6614 Hollywood boulevard, suffered a loss estimated between $3,000 and $6,000, caused by fire started by defective wiring. Talking machines, pianos, furnishings and fixtures were totally destroyed by the fire, which gutted the entire second story of the building.

Atwater Kent Co. Revises Plans Made for Convention

PHILADELPHIA, PA., September 8.—It had been the intention of the Atwater Kent Mfg. Co., of this city, for some time past to hold a formal convention of its wholesalers from September 15 to 20 inclusive. Due, however, to the unavoidable delays in completing the new factory and administration offices and due to the fact that every facility is being taxed to cope with the unfilled orders for sets, it has been deemed advisable to substitute the following plan:

An open house will be held on the above dates, at which time all outside traveling representatives as well as new men will be in the office. An invitation addressed to all Atwater Kent wholesalers states: "We will be glad to receive any and all visitors and show them over the new factory and discuss any questions that you may care to ask at that time. There will be no set addresses or a set program, but we want every Atwater Kent radio wholesaler to feel that he is cordially invited to come and spend such time as he may desire with us."

In Hands of Receiver

MINNEAPOLIS, MINN., September 8.—The United States District Court here has appointed C. W. Gardner Receiver for the Cutting & Washington Radio Corp. This concern, which markets the Teledyne radio sets, is under process of reorganization. The Cutting & Washington radio products are widely known, many talking machine dealers featuring them.

Ray Miller and Orchestra Score in Philadelphia

Ray Miller and His Orchestra, exclusive Brunswick artists, appeared the week of September 8 at the Stanley Theatre, Philadelphia,

How Ray Miller and His Orchestra Were Featured

where they achieved unusual success. The orchestra is playing the week of September 15 at the B. F. Keith Hippodrome, New York, and will shortly open an indefinite engagement at the "Arcadia," Broadway's newest and most palatial dance palace. The accompanying illustration will give some idea of the manner in which the owners of the "Arcadia" are featuring the engagement of Ray Miller and His Orchestra. Mr. Miller has a tremendous following among dance devotees in New York, and it is expected that he will be an important factor in the success of this new dance palace.

Capitol Co. Reports Decided Gain in Demand

The Capitol Distributing Co., New York City, distributor of Dynergy, Ambler-Holman, Murdock and Song Bird receiving sets and a wide line of radio accessories, reports that the last two weeks have witnessed a decided increase not only in business but in new dealers added to the list as well. This company is well prepared for the Fall season. In anticipation of big demands this Fall, and in order that its dealers might be thoroughly protected in receiving enough merchandise to sell, the Capitol Distributing Co. has stocked up its basement against the expected shortage this Fall. The basement provides 9,000 square feet of storage space and this has already been well filled. A large fireproof vault is used for the storage of tubes, of which a large stock has also been accumulated. The latest number to be added to the line is the Shurety lead-in lightning arrester. It is expected that the talking machine trade will find this new product a valuable resale proposition, and useful in installation work.

Maher Bros. Plan Building

JACKSON, MICH., September 6.—Maher Bros., proprietors of the music store of that name, have broken ground for the new two-story building which they are erecting on Otsego avenue, two doors from the Family Theatre. The new building, which is being rushed for completion this Fall, will have a depth of eighty-six feet and a frontage of fifty-one feet. The plans call for accommodation of three stores on the ground floor, so arranged that all three or two of them may be thrown into one.

Play the Baby Cabinet in Your Toy Shop

Parents and Children Will Want It at Home

"Sell them while the band is playing,
Let the music speak for you."

Although made particularly for playing such nursery rhyme records as the "Little Wonder" and "Bubble Book," The Baby Cabinet will play perfectly any flat records up to 10 inch size. Keep one going in your toy shop and see how many will be sold.

The Baby Cabinet
Retails for $10.00

17¼ inches high, finished in ivory white with Mother Goose figures in colors, The Baby Cabinet is a dainty ornament for any nursery, as well as a real talking machine. It gives clear, loud reproduction, has special compartment for records, and is run by a spring worm gear motor with speed regulator. Weight 10 lbs.

Other Models to retail from $5 to $25

The General Phonograph Mfg. Co.
ELYRIA, OHIO

Patents have been applied for on this device covering this or similar applications.

From Phonograph to Radio in a Flash— The PhonoradiO is the only instrument that changes from Phonograph to Radio without attachments or detachments.

Tune in to more sales

Here is the ideal combination instrument the world has been looking for. It is two complete instruments in one. A wonderful radio and a wonderful phonograph in one beautiful console case. Simple to operate as A B C. There are no cords—no complicated "contraptions"—showing outside the cabinet or under the lid. Just right for the average person who does not wish to fuss.

Just pull a lever and you change from phonograph to radio—no attachments or detachments. The same famous Music Master amplifier brings out the full tonal clarity of the record or the radio.

A Phonograph for Every Purse and Purpose

The Emerson offers the only perfect combination of fine radio and phonograph —the only instrument that is complete—the only instrument that changes from phonograph to radio without attachments.

We offer choice of three different radio receiving sets in successful combination with the Emerson Phonograph:

No. 1. The PhonoradiO equipped with Howard 5-tube Neutrodyne and Music Master Horn.

No. 2. The PhonoradiO equipped with Federal 4-tube radio and Music Master Horn.

No. 3. The PhonoradiO equipped with Radiocaster 4-tube radio and Music Master Horn.

The Famous Music Master Reproducer

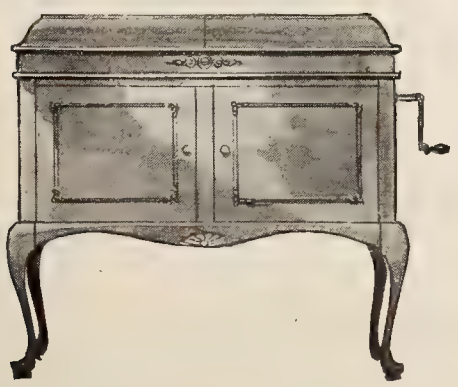
is used in the PhonoradiO. This horn of straight-grained spruce—the famous violin wood of Stradivarius and Cremona—is the mouthpiece of both phonograph and radio. This, together with the true tone reproducer, accounts for the fidelity of tone reproduction.

Easier to Sell Than Compete Against The PhonoradiO

Radio is the big selling word this year. The "make your own" fans are now supplied—the big sales will now be made to the average person who wants carefree radio enjoyment from a simple, powerful outfit that anyone can operate. The PhonoradiO is the instrument for these people. Stock now. Profit now.

WASMUTH-GOODRICH COMPANY, *Peru, Indiana*

The PHONORADIO



The Blenheim PhonoradiO

Queen Anne Period Console in brown mahogany or burl walnut containing complete phonograph and radio, as well as album filing system.

Radiocaster Model 4 tube. **Retail price** . $240

Federal Radio Model 4-tube. **Retail price** . $300

Neutrodyne Model 5-tube. **Retail Price** . $395

Watch for interesting details in our October announcement

Lady Churchill PhonoradiO

Rich brown mahogany design in Queen Anne Period, nickel trim.

Radiocaster 4-tube Model. **Retail price** . $220

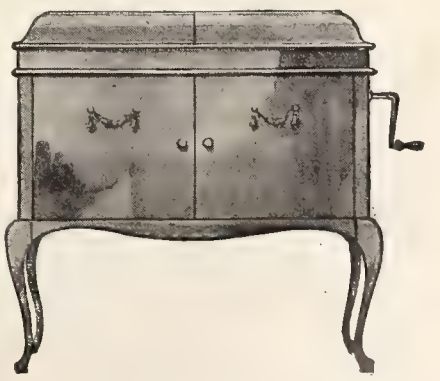
Federal 4-tube Model **Retail price** $280

Special Emerson Cabinette Radio

A fine Model No. 15 cabinet in brown mahogany containing a guaranteed radiocaster 4-tube radio frequency set made especially for the Wasmuth-Goodrich Company.

Retail price $150

With Federal 4 tube non-regenerative set. **Retail price** $185



FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY MANAGER

Educational and Constructive Sales Work Keep Business Up to the Mark

General Optimism in Gramophone Trade Circles as Unusually Good Business Continues—Effect of the Abolition of the McKenna Duties—Gain in Exports—Hirst Forms New Company

LONDON, E. C., September 3.—Though laboring under the disadvantage of anything but ideal Summer weather (at the time of writing) the gramophone trade is making no bad showing. Indeed, with the numerous sales stunts and the educational and instructive work of record and instrument manufacturers, dealers have but little excuse these days to let business slide. I hear varying reports from dealers as to the amount of business done during the last month, but the majority emphatically state that it has been quite good, and one and all are very optimistic concerning the prospects of the approaching Fall season. Much thought is being given to this by all sections of the trade, and preparations have long since been in hand, and might almost be said to have reached completion. The firm which has not made full arrangements and planned its policy for the season will assuredly suffer a big disadvantage. Competition is certain to be keener than ever during the next few months, but other than improving the quality of their products, it is not anticipated that there will be any startling announcements of reductions in prices.

The McKenna Duties

Conflicting reports in the public press from all over the country are to hand regarding the effects of the abolition of the McKenna duties, particularly in relation to the pianoforte industry, but these can be regarded as merely attempts to use the result of the abolition as a confirmation of their political predictions. In the first scare occasioned by the suggestion to remove the duties, the pianoforte industry shared too much of the public limelight, and the effect of that scare has not yet entirely been erased from the public mind, despite the fact that conditions in Germany, political and economic, have precluded any but a slight reduction in the price of high grade instruments only. The gramophone, in a sense a subsidiary to the pianoforte industry, escaped a lot of the political notoriety at the time, and the gramophone manufacturers, generally, were wise enough not to cry, "stinking fish." As a consequence, the public was not unduly alarmed or the public purse shut too tightly.

If any apprehensions of an increase of foreign competition exercised the minds of the gramophone industry, the latest news as to a probable restoration of the full 26 per cent Reparations Duty will go a long way to remove such fears. It will be recalled that on February 25 last the present Labor Government announced the duty imposed on imports from Germany, under the German Reparations (Recovery) Act, would be reduced from 26 per cent to 5 per cent. This action was taken on the strength of a Treasury minute, and was defended on the ground that, as the German Government had for some months refused to repay to exporters in that country the amount of the levy, a revised arrangement was necessary.

The return to the old figure is stated to be provided for in the committee report of the recent London Conference. It is further stated that proper notice would be given to traders before the tax of 26 per cent is re-imposed.

In my report in the February issue of The Talking Machine World, I showed how the German Government, at that time, was only recognizing its obligations to the German exporter by payment in bonds, which were of extremely doubtful value. To-day the same thing obtains. In fact, in conversations recently with large importers in this country I learn that the German exporters still hold large numbers of these bonds in their safes, the bonds being unnegotiable except at a very heavy discount.

At the moment of writing traders this side have not received official notice of the re-imposition and only the 5 per cent is being paid by the importer to the customs. It seems very probable that the restoration to the full 26 per cent will take place before my next report, in which event the trade here not only need have no fear of unfair competition from Germany, but should have everything in their favor in the fight to retain the whole of the British trade markets and be able successfully to enter and hold any other market in which they were previously in competition with Germany.

The Gramophone in Musical Education

It is increasingly evident with each passing month that the educational propaganda of the Federation of Music Industries and the leading companies, particularly the Gramophone Co., Ltd. (His Master's Voice), is reaping a considerable success. From various parts of this country news is continually to hand of educational authorities and other bodies utilizing the potent talking machine as an aid to the pleasant acquirement of musical culture. This month I note that the Leeds education authorities have decided to install several instruments, while the London County Council has already provided with gramophones some evening institutes where music is part of the curriculum. These actions have occasioned much enthusiastic comments in the press by leading musicians, notably Sir Landon Ronald and Sir Walford Davies.

The gramophone, too, is now being utilized in language schools and great assistance from it is claimed, especially in oral class work. As one writer says: "The student may take his oral French or Spanish lesson after dinner or tea, and have no hesitation over requiring his gramophone to repeat a sentence as often as he pleases until he grasps the correct pronunciation or tone shade. Liverpool University is among the colleges of repute where the gramophone has been used as a feature of instruction in language courses.

Big Chicago House Buys British Gramophones

Messrs. Montgomery, Ward & Co., of Chicago, whom, I understand, conduct one of the largest mail order businesses in the world, have opened up an office in this city and secured the services of a London agent. Further, the advantage of buying certain lines of musical goods in this country for export to America has already been proved, a well-known British portable gramophone having been largely ordered.

Gain in Exports

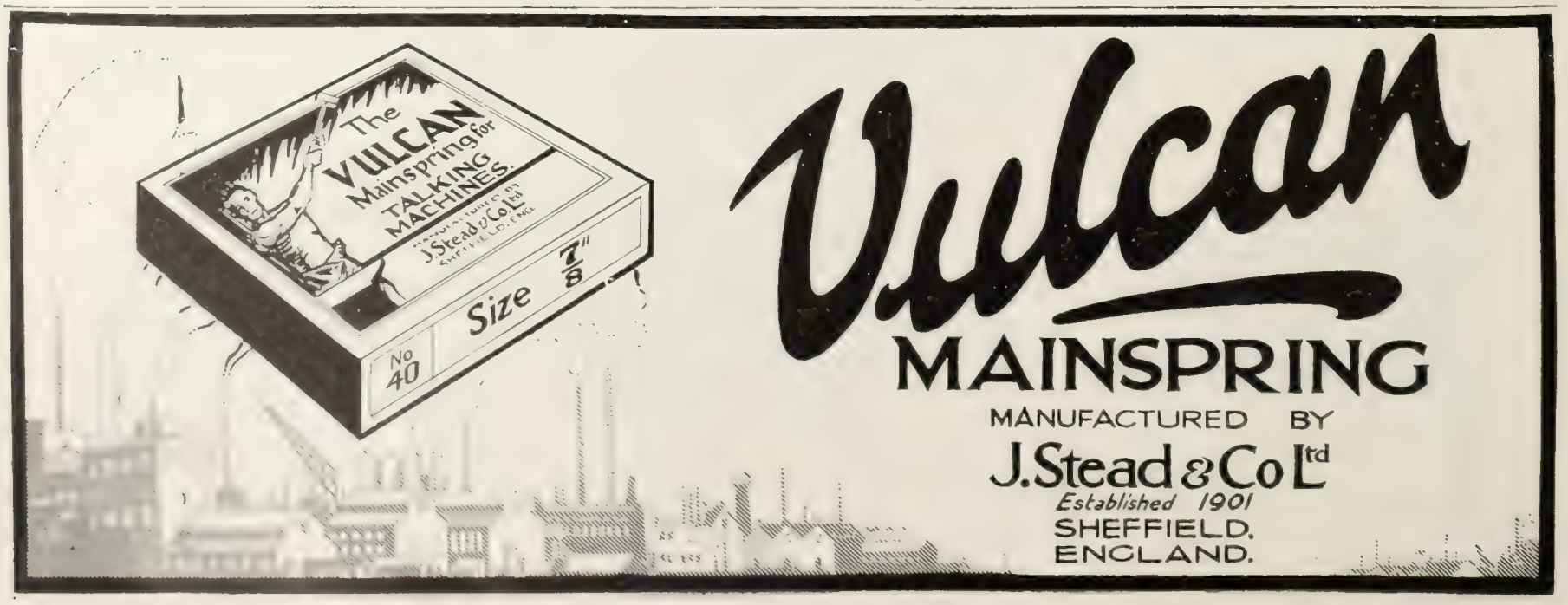
British export figures for July show an all-round increase, not only upon the figures for June, but upon those for the month of July in the years 1922 and 1923. Exports total £71,283,289, as against £59,503,850 in 1923, and re-exports £10,174,629, as against £8,754,883. Imports total £108,115,498, as against £76,860,906. Trade for July brings up the total for the first seven months of the year well above the corresponding periods of the two preceding years.

German Concern's Big Turnover

A German trade paper states that the Polyphonwerke, Leipzig, made a profit of 94,263 marks in the last working year.

Hirst Reopens as New Company

The makers of the Aladdin gramophone, formerly trading as M. Hirst & Co. (in liquidation), have now reopened in Great College street, Camden Town, where they are trading as gramophone and sound box manufac-



FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 180)

Hornless, Table Grand, Upright and Horizontal Cabinet Grands

Actual Manufacturers **Export a specialty**

REX GRAMOPHONE COMPANY

59 Chiswell Street, LONDON, E. C., England

Cable Address "Lyrecodisc, London"

turers and factors under the style of the Aladdin Gramophone & Accessories Co.

Death of Alp Humphries

The death is announced of Alp Humphries, director of Messrs. John Forrester, Ltd., of Hackney, who recently put on the market a combined piano and gramophone and which I described among the exhibits at the last British Industries Fair.

Revenue Plan for Federation

The Federation of British Music Industries has finally adopted the stamp plan for some time past existing in the United States, upon financing the activities of that organization. At the present time the pianoforte section, including the supply houses, have adopted the plan, although the Gramophone section continues to contribute on a voluntary basis.

Copyright Protection Society Registered

One of the latest companies to secure the advantages of incorporation under the Companies Act is the Mechanical Copyright Protection Society, Ltd., which was registered in July 7 last, to acquire rights of adapting any musical composition, speech or other series of words or sounds for performance by means of gramophones, Pianolas or other mechanical instruments. The nominal capital is declared at £2,400 in 2,400 shares of £1 each. The board of directorate comprises E. Saville, G. Deavenne (nominated by the holders of shares numbered 1 to 900), W. W. A. Elkin (music publisher), and A. V. Broadhurst, of Messrs. Enoch & Sons (publishers). The last two are permanent directors.

Some Good Zonophone Records

Music and song of the more or less popular type predominates in the latest batch of records to hand from the British Zonophone Co., just the kind that should make for heavy sales at this time of the year. "Shine" and "You're in Kentucky, Sure as You're Born" are both having a tremendous vogue here, and as played by the Midnight Follies Orchestra on No. 2470 one can appreciate the fascination of these strongly rhythmic fox-trots. Ever popular Max Darewski contributes two brilliantly played piano solos on No. 2469, "Pierette" and "Coaxing the Piano," and on No. 2468 he sympathetically accompanies Blanche Tomlin, soprano, in a couple of charmingly rendered songs, entitled "Moon Love" and "What'll I Do?" The Horwich L. M. I. Band demonstrate their powers of clever ensemble playing in the "Amen Chorus" from Handel's "Messiah," and the "Eventide Hymn and Aria" on No. 2462. Browning Mummery, tenor, who has achieved a considerable popularity here in operatic circles, proves on record No. 2463 that he is just at home in ballad singing. He sings "My Heart's Delight" and "The Dear Land I Love." The two popular comediennes—Dottie and Billie—contribute on No. 2467 a couple of the humorous items with which they are wont to regale their numerous admirers, viz., "We Keep Them Guessing" and "Wikki, Wikki, Wonki, Woo."

Wurlitzer Opens Branch

LEBANON, O., September 8.—A branch store of the Rudolph Wurlitzer Co. was opened here recently under the management of David Wilson, son of R. H. Wilson, manager of the Middletown, O., branch of the company. The new store carries a full line of talking machines, pianos, radio sets and musical merchandise.

Pertinent Things to Know About Your Business

Pertinent queries about business are contained in a quiz sheet prepared by the Chamber of Commerce of the United States. Check yourself up on the following points and see how nearly 100 per cent you measure, for all of this information is really important:

Do you keep a "purchasing account" that shows total of all goods bought?

Do you know what you save annually by discounting bills?

Do you know what it costs to buy goods?

Do you know what you owe?

How often do you take stock?

Do you figure stock at cost or selling price?

Do you make allowances for depreciation and dead stock?

Do you make depreciation allowances of fixture and delivery equipment?

Do you know what is due you?

Can you furnish your bank a financial statement at once?

Are collections made as rapidly as accounts increase?

Do you know what it is costing you for allowances for customers?

How often do you make up a "Profit and Loss Account"?

Into how many separate accounts are your expenses divided?

Do you own the building in which you do business?

Do you charge rent therefor?

Do you charge your own salary as an expense?

Do you charge interest on the money you have invested?

Do you know the percentage of expense to sales?

If a fire took place could you from your books give a complete statement of all accounts?

"Hear Caruso on the Pixie Grippa, it will astonish you"

The Pixie Grippa

A Miniature Gramophone at a miniature price but with a giant voice

The Pixie Grippa is a tiny gramophone; it only measures 7½ in. x 4¼ in. x 10½ in., and only weighs 6½ lbs., and yet it plays 12 inch records with all the tone, depth, and detail of a big machine. The Pixie Grippa is a triumph of manufacture. Every part is constructed on scientific lines, and is strong and durable and capable of really hard wear in the home or on the journey anywhere. It has no loose parts and all the working parts are hidden and the delicate mechanism of the sound box is securely encased. The Pixie Grippa has a Secondary Amplifying Horn which effects a 20 per cent. increase in tone, so that it will fill the largest room with great ease.

This Machine has been truly named "The Wonder of Wembley." Customers from every part of the world have insisted on purchasing this machine in preference to all other portables at the British Empire Exhibition.

The World's patents on this machine are now in process of completion and the Patentee is prepared to consider proposals for manufacture in U. S. A. and Canada under license terms.

PRICE	In Leatherette case	£2	9	6	$12.50
	In Oak Case	2	15	0	13.50
	In Solid Oak case	3	5	0	15.00

Sample Machine Prepaid Post free by parcel post all countries except Australia and New Zealand.

Trade Discounts available in cases containing 48 machines
Size 42 x 33 x 25=23 cubic feet

Sole Patentee

H. J. CULLUM

Perophone, Ltd.

76-8 City Road, E. C. **LONDON, ENGLAND**

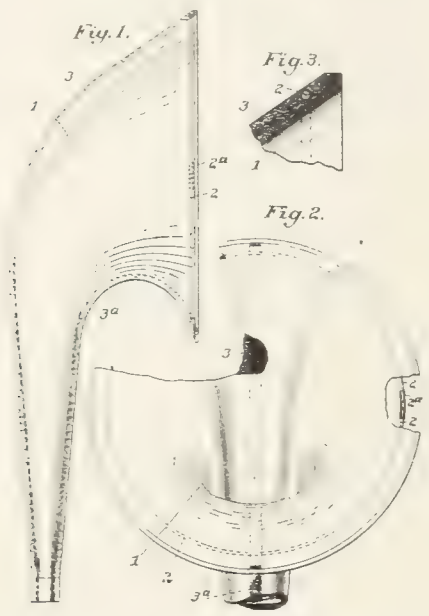
Cables, PEROWOOD, LONDON

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., September 9.—**Re-inforced Horn.** Ray Mertz, Akron, O., assignor to the Miller Rubber Co., same place. Patent No. 1,501,794.

The present invention relates to improvements in megaphones, and aims to produce a horn which will have the desired characteristics as a sound amplifier, which may be manufactured at an extremely low cost, and which will be strong and durable in use.

Heretofore sound amplifiers have been made



of rubber compound containing a blowing ingredient, as disclosed in an application filed in the United States Patent Office on the 18th day of December, 1922, Serial No. 607,610, said application and the present one being owned by one and the same assignee.

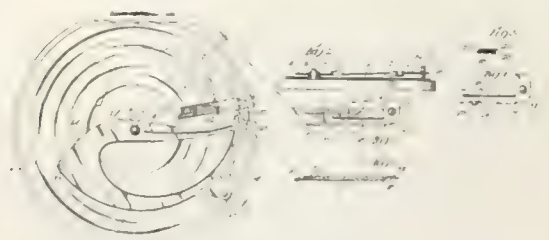
It has been found that by varying the hardness of the rubber composing the horn, the characteristics thereof as a sound amplifier can be varied or modified, and that for many purposes a relatively soft compound is more desirable, though by the word "soft" it is not to be understood as meaning what is known to the trade as "soft rubber," but, on the contrary, the horn is composed of hard rubber, though of a softer cure than is customary. It has been found that such softer horns are liable to sag in warm atmospheres so as to change their shape and also danger of such change of shape in shipping.

The present invention aims to remove this objection in a manner which will not impair the sound producing characteristics of the horn.

Figure 1 is a side elevation of such a horn or megaphone. Fig. 2 is a front elevation, partly broken away. Fig. 3 is an enlarged sectional detail.

Talking Machine Repeater. Walter H. Huth, Chicago, Ill. Patent No. 1,500,495.

This invention relates to talking machine repeaters and the object is to provide a novel and improved talking machine repeater of the fore-



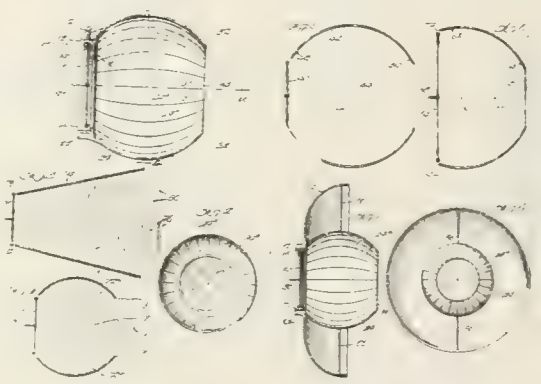
going character, having certain novel features and details of construction whereby the device will operate more satisfactorily than heretofore, and will be practicable to manufacture.

Figure 1 is a plan of a talking machine repeater embodying the principles of the invention, showing the same in place on the disc record of the phonograph or talking machine, and showing the reproducer of the machine in position for playing the record. Fig. 2 is a detail section on line 2—2 in Fig. 1. Fig. 3 is a view of the end side of a portion of the said repeating device. Fig. 4 is an edge view of the part shown in Fig. 3. Fig. 5 is a transverse section on line 5—5 in Fig. 3; Fig. 6 is a detail view of a portion of the device.

Sound Amplifier for Phonographs. Howard L. Page, Chicago, Ill. Patent No. 1,501,720.

It is well understood in the phonographic art that the vibrating diaphragm which delivers the sound waves to be received by the listening public and interpreted as sound is practically powerless in its operation unless some sort of an amplifying device is provided. In the older phonographic art this device has been a plain horn, originally of sheet metal, more recently of wood. The theory on which these old amplifiers act is that the sound waves delivered by the diaphragm are reflected forward and backward across the horn from its smaller to its larger end, until when they leave the horn and pass out into the room they have set a sufficiently large volume of air into motion that the desired result is produced. It is well understood that as these diagonally reflected waves within the horn cross from side to side of the horn to produce this result successive waves intersect each other with more or less distortion of the waves and a consequent blurring of the sound produced, so that it is frequently impossible, when standing at the large end of the phonograph horn, to tell which of several similar words was actually delivered by the diaphragm.

The object of this invention is to provide a device for application and connection with a phonograph diaphragm, which will perform all the desired functions of the phonograph horn of commerce and do away with all of its objec-



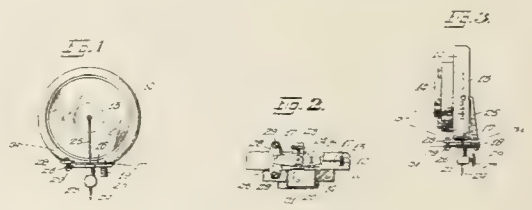
tions, thereby producing practically clear and readily understood sounds throughout the room into which the phonographic diaphragm is expected to deliver audible, pleasing sounds.

Figure 1 is a sectional detail view of the complete mechanism illustrating this invention in its preferred form; Fig. 2 is a somewhat reduced sectional view on the line 2—2 of Fig. 1; Fig. 3 is a diagrammatic sectional view of the conventional phonograph horn of the old art here inserted for illustrative purposes; Fig. 4 is a corresponding diagrammatic view of the device of this invention; Figs. 5 and 6 are sectional views of devices of the type of this invention, in which the vibrating spherical portions are not of proper curvature to produce the desired results, these figures being inserted for illustrative use; Fig. 7 is a sectional, detail view of a supplemental sound amplifying device applied to the device of Figs. 1 and 2 of this invention; and Fig. 8 is an end view of the device of Fig. 7, but on a reduced scale.

Reproducer for Talking Machines. Stuart Bertram Booty, Dulwich Hill, Near Sydney, New South Wales, Australia. Patent No. 1,502,332.

This invention relates to sound reproducers for talking machines which are operated with either disc records or cylindrical records.

The reproducer needle is set in a socket in a platform the ends of which rest on two cone points which are set far apart on the sound box casing so that the platform will be freely movable in the direction of the normal oscillation of the needle and stylus; said platform carries a transversely disposed leaf spring, the ends of which extend laterally of the length of the platform at either side of it and are constrained towards the sound box casing so as to hold one end of the platform down on the cone point below it by means of adjusting screws having cork cushion washers under their heads. A soft mica diaphragm is fitted in the sound box, and



a stylus bar, the butt of which is fixed in the platform, is attached at its operative end to the center of the diaphragm. The novel feature in the invention is the fitting of a long leaf spring transversely across the platform, with its ends extended at either side of it and separately adjustable for tension by means of cushioned screws.

On the accompanying drawings Figs. 1, 2 and 3 are detailed views of a reproducer according to the invention, respectively in side elevation, bottom plan, and end elevation, arranged for operation with records having laterally corrugated grooves.

Portable Phonograph. Solomon Sachs, New York, N. Y. Patent No. 1,502,060.

This invention relates to portable phonographs and in particular to a type adapted when closed to simulate the flat type of pocket camera.

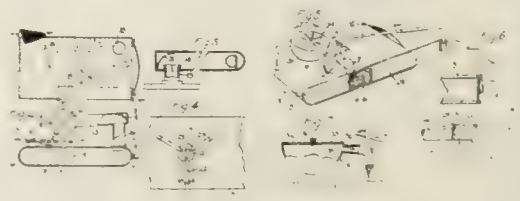
A particular object of the invention is to provide a phonograph of this character in which the parts may be carried inside the phonograph and which when set up will operate efficiently.

Another important object is to provide a phonograph of this character which makes use of the container as a sound box; in other words, the portion or space which is occupied by the various parts of the phonograph in transportation may be used as an amplifier when the phonograph is set up for operation.

A further object is to produce a tone arm which will close the compartment in the phonograph when the same is being carried.

Other objects are to provide a portable turn table, and tone arm, and reproducer, which can be carried inside the phonograph when the same is not in use.

Referring to the drawing wherein is shown



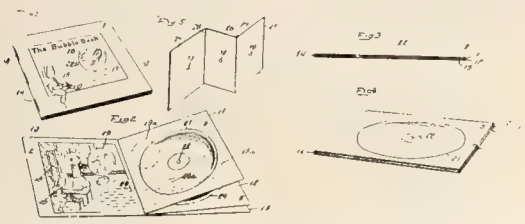
a preferred embodiment of the invention, Figure 1 is a top plan view of a portable phonograph made up to represent the conventional flat pocket camera, the parts being shown dotted; Fig. 2 is a view in side elevation, the parts thereof being shown in section of the phonograph in position for use, the parts thereof being shown in their relative operating position; Fig. 3 is a section on the line 3—3 of Fig. 2 and shows the interior of the tone arm; Fig. 4 is a top plan view of the motor end of the phonograph showing a turn table in open posi-

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 182)

tion thereon, the dot and dash lines showing the position assumed by the arms of the turn table when the same are folded; Fig. 5 is a view in perspective of a modified form of mounting for the reproducer in this instance, the tone arm being dispensed with and an expandible supporting arm being used together with a slidable side piece for the phonograph. Fig. 6 is a section on the line 6—6 of Fig. 5; Fig. 7 is a section on the line 7—7 of Fig. 5, and Fig. 8 is a section on the line 8—8 of Fig. 5.

Mounting Means for Phonograph Needles. Ralph Mayhew, New York, N. Y. Patent No. 1,502,312.

This invention relates to an article or device which is designed to be used for instructional,



educational, amusement and other purposes, and the invention consists in the various novel and peculiar arrangements and combinations of the several different parts.

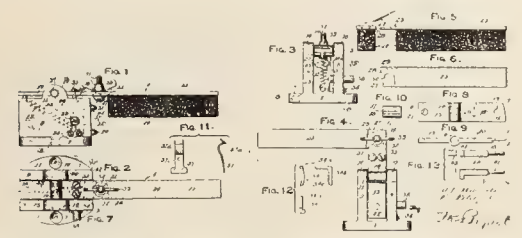
Figure 1 is a perspective view of the article showing the several parts or sections as folded together in book-like form. Fig. 2 is a perspective view of the article with some of the leaves or sections opened out. Fig. 3 is an edge view of the article folded. Fig. 4 is a perspective view of the article folded so as to bring one of the sound reproducing records upon the exterior and in position to be placed upon a sound reproducing instrument in the usual manner. Fig. 5 is a perspective view of a modified form of the invention in which the leaves or sections are attached together end to end.

Phonograph Record Cleaning Brush. John L. Mikovits and Frank Peeterselk, East Pittsburgh, Pa. Patent No. 1,503,058.

This invention relates to new and useful improvements in phonograph record cleaning brushes.

An important object of the invention is to provide a record cleaning brush for phonographs which may be mounted in a convenient position with respect to the turn table of the machine and which may be manually moved into its operative position and be retained in such position without requiring the attention of the operator of the machine.

A further object of the invention is to provide a brush of the above-mentioned type which



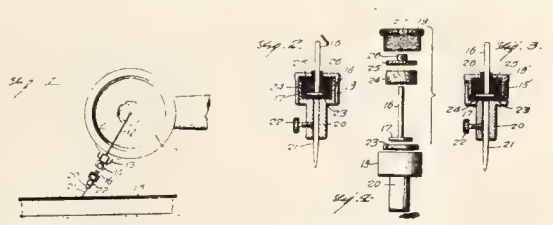
may be moved into an inoperative position out of the way of the operator of the machine and the record-carrying turn table.

Figure 1 is a side elevational view of the phonograph record cleaning brush embodying this invention with the said brush in its operative position; Fig. 2 is a top plan view of Fig. 1; Fig. 3 is an end elevational view of the apparatus shown in Figs. 1 and 2; Fig. 4 is an end elevational view of the brush support with the brush arm moved into a position at right angles to the holder arm and with the holder arm extending vertically. Fig. 5 is a side elevational view of the brush arm and brush material carried thereby; Fig. 6 is a top plan view of Fig. 5; Fig. 7 is an end elevational view of Fig. 5; Fig. 8 is a top plan view of the holder arm; Fig. 9 is a side elevational view of the arm shown in Fig. 8; Fig. 10 is an end elevational view of the arm shown in Figs. 8 and 9; Fig. 11 illustrates two side elevational views of a latch member employed for retaining the brush in its operative position, the said views being taken at right angles to each other; Fig. 12 illustrates two side elevational views and a top plan view of a toothed bar carried by the holder arm and adapted to be engaged by the latch member for retaining the brush in its operative position, and Fig. 13 illustrates an end and a side elevational view of a stop member employed for checking the movement of the holder arm when the same is moved into a vertical position for carrying the brush into its inoperative position.

Tone Modifiers for Phonographs. Edwin Coulson Clark, Canton, O., and Arthur T. Brower, Cleveland, O. Patent No. 1,502,764.

This invention relates to tone modifiers for phonographic machines and has for an object to provide a device interposed between the usual stylus and stylus arm, by which the vibrations delivered by the stylus arm to the sound box diaphragm will be varied from the normal vibrations to thereby produce modification of the tone delivered from the amplifier.

A further object of the invention is to provide a device interposed between the usual stylus and stylus arm of a phonographic instrument, which comprises a cushioning element interrupting all metallic connection between the



stylus and the stylus arm and substituting therefor a yielding, elastic and resilient member.

A further object of the invention is to provide a device embodying a spindle adapted to be employed in association with the stylus arm of a sound box in substantially the usual and ordinary manner, with a stylus located in axial alignment with the spindle, but wholly separated therefrom metallically by the interposition of a cushioning substance providing for yielding of the parts in all directions. A further object of the invention is to provide means for varying the tension upon the cushioning parts whereby in the same device a modification of the tone may be accomplished.

With these and other objects in view the invention comprises certain novel parts, units, elements, combinations, inter-actions and functions, as disclosed in the drawings, together with equivalents thereof.

Figure 1 is a view of a conventional sound box in side elevation with the present modifying attachment connected therewith in operative position; Fig. 2 is a view in longitudinal diametrical section through one type of the modifier, which at present is believed to be the preferred type; Fig. 3 is likewise a sectional longitudinal diametrical view through a modifier of slightly different construction; Fig. 4 is a detail view in side elevation of the several component elements of a modifier of the type shown at Fig. 3.

Needle Silencer for Talking Machines. Moritz F. Corswandt, Chicago, Ill. Patent No. 1,504,433.

This invention relates to talking machines, and more particularly to the reproducing element thereof, its object being to eliminate the noise produced by the friction of the needle with the surface of the record.

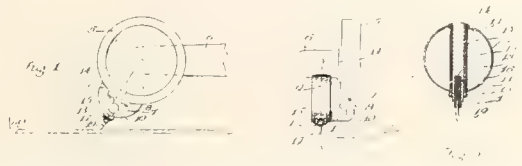
The above object is attained by interposing a silencing device between the reproducer and the needle, which deadens or absorbs the scratching noise usually accompanying a talking machine rendition.

Another object of the invention is to provide a device of the above kind which filters the sounds reproduced, making them smooth and mellow.

A further object of the invention is to provide a device which may be quickly attached to or removed from talking machines of the prevalent type, and requires no skill in that connection.

A still further object of the invention is to design the novel device with such simplicity that it may be manufactured at trifling cost.

Figure 1 is an elevation of the novel silencer



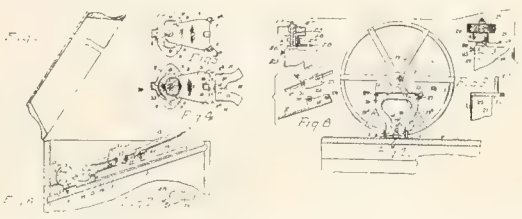
as applied to a talking machine reproducer of standard design; Fig. 2 is an edge view of the showing in Fig. 1, taken from the left, and Fig. 3 is an enlarged section of the silencer, taken on the line 3—3 of Fig. 2.

Disc Talking Machine. Horace Leopold Tucker Buckle, Yiewsley, Eng. Patent No. 1,505,073.

This invention relates to improvements in diaphragm carrying means for disc talking machines, and in particular to means for carrying a large diaphragm, which, during playing, lies substantially parallel with the record and travels over the record in the arc of a circle, the diaphragm being adapted to be tilted up, away from the record, to allow the record to be changed and a new needle to be inserted when necessary.

Among other objects of the present invention are, in a diaphragm carrying means of the type specified, to remove the above objections, to provide a more compact arrangement than hitherto known, and a simpler and stronger construction, and to provide for the delicate adjustment of the weight with which the reproducing point bears on the record.

The invention is illustrated in conjunction with a machine of this latter construction in the accompanying drawings, in which Fig. 1 is a side elevation, partly in section, with the diaphragm and carrying means in the lowered or playing position. Fig. 2 is a front elevation, partly in section, with the diaphragm and carrying means in the raised position. Fig. 3 is a top plan view of the fixture and the member of



the diaphragm carrier mounted therein. Fig. 4 is a similar view partly in section. Fig. 5 is a detail view showing the portion of the frame carrying the spring tension device and the corresponding end of the cross bar in juxtaposition. Fig. 6 is a detail view partly in section showing the spring tension device. Fig. 7 is a detail view of the clamp thereof; and Fig. 8 is a detail view in side elevation showing the end of the cross bar remote from the spring tension device, and the corresponding portion of the frame in juxtaposition.

LESLEY'S PATCHING VARNISH
Dries in 10 seconds; flows without showing a lap; making an invisible and permanent repair
SEND $2.50 U. S. A.
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28 Sixth Avenue New York
TELEPHONE, SPRING 1194

WHAT WOULD YOU GIVE

to make people buy records regularly again?

BECAUSE the amplifying chamber of the talking machine is the most efficient for radio loud speaking, attempts are being made with millions of talking machines to turn them into loud speakers, with the result that the talking machine, as such, is destroyed—in the majority of cases never again to be put into use.

What Are You Going to Do About It?

Such a condition naturally reduces the sales of the talking machine manufacturer, the record producer, the distributor and the dealer, and produces a serious problem that affects the entire industry.

Here is the Solution

Maximilian Weil, the well-known electrical and acoustical engineer, has solved this important problem for you with the

SELECTRON

What You Should Do

Revive the talking machine and record business by Selectronizing every talking machine in your locality.

Selectronizing a talking machine adds to it HALF OF THE FINEST RADIO SET EVER MADE—therefore, Selectronize every talking machine in your store and watch the sales jump!

A Message to Radio and Talking Machine Distributors

The **Selectron** will be sold through responsible jobbers to the retail trade. The sales will be tremendous and wide-awake; efficient wholesale organizations are invited to communicate at once.

Dealers and Jobbers, write for detailed information.

What the Selectron Does

1. Merely placing **Selectron** on a talking machine immediately makes available the highly efficient amplifying horn for radio loud speaking purposes.
2. Because **Selectron** avoids the large leakage at the base of the tone-arm, and owing to the exact scientific construction of the radio acoustic chambers in the **Selectron,** the radio reproduction will be at its highest efficiency.
3. **Selectron** avoids the use of makeshifts and immediately becomes an integral part of the talking machine.
4. With **Selectron,** the continued efficient operation of the radio set is absolutely *independent* of the condition of the talking machine mechanism.

   At all times—each is complete by itself—yet, through the medium of the **Selectron,** both make use of the same amplifying chamber.
5. **Selectron** forever preserves the talking machine as a musical instrument and *retains it in the record market.*
6. A **Selectronized** talking machine is permanently protected against being "killed off" as a musical instrument.
7. Each of the many millions of talking machine owners is a prospect.
8. **Selectron** brings a handsome profit to the dealer *right now* in its sale and assures future sales of records, besides.
9. **Selectron** brings dead talking machines back to life and back into the record market.
10. **Selectron** does all of the above without interfering with the talking machine ***in the least*** and without any so-called "installation."

AUDAK CO., 565 Fifth Ave., New York, N. Y.

In Canada, manufactured by McLagan Corp., Stratford, Ont.

Advance RECORD BULLETINS for October, 1924

Victor Talking Machine Co.

LIST FOR AUGUST 29

19370 Go Down, Moses.....Marian Anderson 10
Heav'n, Heav'n .....Marian Anderson 10
19403 Oh Sole, Oh Me!—2nd Installment..Lou Holtz 10
I Can't Get the One I Want.....Lou Holtz 10

INSTRUMENTAL RECORD

19371 Persian March (Johann Strauss), The Goldman Band 10
Egyptian March (Johann Strauss), The Goldman Band 10

EDUCATIONAL, CHILDREN'S RECORDS

19396 Fundamental Rhythms No. 1 (2-4 measure)—(1) The Bell (French); (2) The Hunter (Bohemian); (3) From Far Away (Lithuanian); (4) Memories (Finnish); (5) The Warning (German) .....Victor Orch. 10
Fundamental Rhythms No. 2 (3-4 measure)—(1) Springtime (German); (2) Punchinello (French); (3) The Bird a-Flying (German); (4) Ash Grove (Welsh); (5) In the Valley (Swabian) .....Victor Orch. 10
19397 Fundamental Rhythms No. 3 (4-4 measure)—(1) Vesper Hymn (Sicilian); (2) Au Clair de la Lune (French); (3) The Tailor and the Mouse (English); (4) John Peel (English), Victor Orch. 10
Fundamental Rhythms No. 4 (6-8 measure)—(1) The Thresher (German); (2) Johnny at the Fair (English); (3) Longing (German); (4) Top o' Cork Road (Irish)...Victor Orch. 10

DANCE RECORDS

19402 The Song of Songs—Fox-trot, Paul Whiteman and His Orch. 10
My Dream Girl (Intro.: "If Somebody Only Would Find Me")—Medley Waltz, The Troubadours 10
19404 I Want to Be Happy—Fox-trot, Jan Garber and His Orch. 10
I never Care About To-morrow—Fox-trot, Jan Garber and His Orch. 10
19405 Hinky Dinky Parlay Voo—Fox-trot, Jan Garber and His Orch. 10
You'll Never Get to Heaven With Those Eyes—Fox-trot.....George Olsen and His Music 10

RED SEAL RECORDS

1028 Little Orphant Annie (Riley-Krull), Louise Homer 10
The Barnyard Song (Wyman-Brockway), Louise Homer 10
1029 A Kiss in the Dark (Victor Herbert), Waltzing Doll (Poldini-Kreisler)..Fritz Kreisler 10

"FEATURE" RECORDS

501 O sole mio (My Sunshine) (Capurro-di Capua)—In Italian .....Caruso 10
'A Vucchella (A Little Posy) (D'Annunzio-Tosit)—Neapolitan .....Caruso 10
18769 Star of the Sea—Reverie (A. Kennedy), Florentine Quartet 10
Meditation (C. S. Morrison, Op. 90), Florentine Quartet 10

LIST FOR SEPTEMBER 5

45424 Less Than the Dust (L. Hope-A. Woodforde-Finden) .....Royal Dadmun 10
Till I Wake (L. Hope-A. Woodforde-Finden), Royal Dadmun 10
19411 Charley, My Boy, Billy Murray with International Nov. Orch. 10
A New Kind of Man, Aileen Stanley with International Nov. Orch. 10
19412 Old Familiar Faces.....Shannon Quartet 10
In the Candle Light.....Peerless Quartet 10

INSTRUMENTAL RECORDS

55225 Rhapsody in Blue—Part 1 (Gershwin, Arr. by Grofé).Paul Whiteman and His Concert Orch. 12
Rhapsody in Blue—Part 2 (Gershwin, Arr. by Grofé).Paul Whiteman and His Concert Orch. 12
19372 Sallie Johnson and Billy in the Low Ground, A. C. (Eck) Robertson 10
Done Gone .....A. C. (Eck) Robertson 10

DANCE RECORDS

19379 Mandalay—Fox-trot.....Art Hickman's Orch. 10
String Beans—Fox-trot, Vincent Rose and His Montmartre Orch. 10
19384 Come On, Red—Fox-trot, Whitey Kaufman's Original Penn. Serenaders 10
Unfortunate Blues—Fox-trot, Whitey Kaufman's Original Penn. Serenaders 10
19385 Moana Chimes—Waltz....Hilo Hawaiian Orch. 10
Waikiki Is Calling Me—Waltz, Hilo Hawaiian Orch. 10

RED SEAL RECORDS

6455 Boris Godounow—Farewell of Boris (Farewell, My Son, I Am Dying) (Moussorgsky), Feodor Chaliapin 12
Boris Godounow—Death of Boris (Hark! 'Tis the Passing Bell!) (Moussorgsky), Feodor Chaliapin 12
6452 Polichinelle (Punchinello) (Rachmaninoff)—Piano Solo .....Sergei Rachmaninoff 12
Nocturne in F Sharp Major (Chopin)—Piano Solo .....Sergei Rachmaninoff 12

"FEATURE" RECORDS

6153 Gypsy Airs No. 1 (Zigeunerweisen) (de Sarasate) .....Jascha Heifetz 12
Gypsy Airs No. 2 (Zigeunerweisen) (de Sarasate) .....Jascha Heifetz 12
16105 Owl and the Pussy Cat (de Koven), Hayden Quartet 10
Bring Back My Bonnie to Me, Criterion Quartet 10

LIST FOR SEPTEMBER 12

19382 Estudiantina.....Victor Mixed Chorus 10
Carmena.....Victor Mixed Chorus 10
19415 I Wonder What's Become of Sally?, Shannon Quartet 10
I'd Love You All Over Again.....Henry Burr 10

INSTRUMENTAL RECORDS

19400 The Chantyman's March (Sousa)..Sousa's Band 10
Ancient and Honorable Artillery Company (Sousa)—March.....Sousa's Band 10
35745 Popularity March—Part 1—(1) Washington Post (Sousa)—March; (2) Up the Street (Morse)—March; (3) Our Director (Bigelow)—March .....Victor Band 12
Popularity March—Part 2—(1) American Patrol (Meachem); (2) When the Guards Go By (Costa); (3) The Assembly (Smith); (4) Yale Boola (Hirsch).....Victor Band 12

DANCE RECORDS

19414 Somebody Loves Me—Fox-trot, Paul Whiteman and His Orch. 10
Lonely Little Melody—Fox-trot, Paul Whiteman and His Orch. 10
19398 Helen Gone—Fox-trot, Vincent Rose and His Montmartre Orch. 10
Rip Saw Blues—Fox-trot, Art Landry and His Orch. 10
19399 Patsy—Fox-trot.....Art Hickman's Orch. 10
G wan With It—Fox-trot..Art Hickman's Orch. 10

RED SEAL RECORDS

1032 What'll I Do (Irving Berlin).....Frances Alda 10
Love Has a Way (Victor L. Schertzinger), Frances Alda 10
6466 Lucia di Lammermoor—Mad Scene—Part 1—Splendon le sacre faci (Round Us, the Guests Assembled) (Donizetti)—In Italian, Toti Dal Monte 12
Lucia di Lammermoor—Mad Scene—Part 2—Spargi d'amaro pianto (Cast on My Grave a Flower (Donizetti)—In Italian, Toti Dal Monte 12
6454 Flower Song (G. Lange, Op. 39)..Erika Morini 12
Hearts and Flowers (Theo. M. Tobani, Op. 245) .....Erika Morini 12

"FEATURE" RECORDS

6235 Hungarian Rhapsody No. 2—Part 1 (Liszt), Paderewski 12
Hungarian Rhapsody No. 2—Part 2 (Liszt), Paderewski 12
18595 Uncle Josh and Aunt Nancy Put Up the Kitchen Stove .....Stewart-Jones 10
Train Time at Pun'kin Centre.....Stewart 10

LIST FOR SEPTEMBER 19

35746 Sportsmanship...H. R. H. The Prince of Wales 12
God Bless the Prince of Wales (Richards), The Band of H. M. Coldstream Guards and Male Chorus 12
45453 Memory Lane.....Lambert Murphy 10
My Dream Girl.....Lambert Murphy 10
19390 'Mid the Green Fields of Virginia, Peerless Quartet 10
The Girl I Loved in Sunny Tennessee, Peerless Quartet 10

INSTRUMENTAL RECORD

19383 (1) Lead Kindly Light (Newman-Dykes) (2) O Come, All Ye Faithful (Adeste Fideles), Victor Band 10
(1) Come Thou Almighty King (Wesley-De Giardini) (2) Holy, Holy, Holy (Heber-Dykes) .....Victor Band 10

DANCE RECORDS

19420 Little Old Clock on the Mantel—Fox-trot, Paul Whiteman and His Orch. 10
Charley, My Boy—Fox-trot, Jack Shilkret's Orch. 10
19421 It Ain't Gonna Rain No Mo'—Fox-trot, International Novelty Orch. 10
Hayseed Rag—Novelty Fox-trot.The Dizzy Trio 10
19419 My Papa Doesn't Two-time No Time—Fox-trot—Vocal Refrain by Billy Murray, George Olsen and His Music 10
Superstitious Blues—Fox-trot....The Virginians 10
19416 Moonlight Memories—Waltz, Vincent Rose and His Montmartre Orch. 10
Tell Me You'll Forgive Me—Waltz, International Novelty Orch. 10

RED SEAL RECORDS

1033 Milonguita (My Little Troubadour) (Boyer-Delfino)—In Spanish.....Lucrezia Bori 10
El Majo Discreto (The Gallant Lover) (Periquet-Granados)—In Spanish.....Lucrezia Bori 10
1016 Scherzo (Mendelssohn, Op. 16, No. 2)—Piano Solo..... Alfred Cortot 10
Bourrée (Saint Saëns)—Piano Solo, Alfred Cortot 10

"FEATURE" RECORDS

827 Granadinas (Farewell, My Granada)—In Spanish, Tito Schipa 10
Princesita (Little Princess)—In Spanish, Tito Schipa 10
17720 Love's Dream After the Ball—Violin, 'Cello, Harp .....Venetian Trio 10
Dream Visions—Intermezzo..Florentine Quartet 10

Columbia Phonograph Co.

COLUMBIA NEW PROCESS RECORDS

DANCE RECORDS

174-D Maytime—Fox-trot, Paul Specht and His Hotel Alamac Orch. 10
Jealous—Fox-trot, Paul Specht and His Hotel Alamac Orch. 10
170-D Barnyard Blues—Fox-trot, Ted Lewis and His Band 10
There'll Be Some Changes Made—Fox-trot, Ted Lewis and His Band 10
179-D Charley, My Boy—Fox-trot, California Ramblers 10
Big Boy!—Fox-trot .....California Ramblers 10
175-D Arkansas Blues—Fox-trot, The Little Ramblers 10
Them Ramblin' Blues—Fox-trot, The Little Ramblers 10
171-D Please—Fox-trot .....California Ramblers 10
Charleston Cabin—Fox-trot, California Ramblers 10
181-D My Dream Girl (From "The Dream Girl")—Waltz .....Columbia Dance Orch. 10
San' Man—Waltz.....Columbia Dance Orch. 10
177-D Lonely Little Melody (From "Ziegfeld Follies of 1924")—Fox-trot.....The Columbians 10
Somebody Loves Me (From "George White's Scandals")—Fox-trot.....The Columbians 10

POPULAR SONGS

182-D Charley, My Boy—Comedian, Orch. Accomp., Eddie Cantor 10
Skin-a-ma-rink-a-rink-a-ree—Tenor-Baritone Duet, Orch. Accomp. Billy Jones-Ernest Hare 10
176-D I Must Have an Italian Girl—Comedians, Orch. Accomp. .....Van-Schenck 10
Sister Hasn't Got a Chance Since Mother Bobbed Her Hair—Comedians, Orch. Accomp. .....Van-Schenck 10
180-D Where the Dreamy Wabash Flows—Male Quartet, Orch. Accomp.....Shannon Four 10
Sweetest Little Rose in Tennessee—Tenor-Baritone Duet, Orch. Accomp., Lewis James-Elliott Shaw 10
178D Jealous—Tenor Solo, Orch. Accomp., Lewis James 10
Don't Waste Your Tears Over Me—Tenor Solo, Orch. Accomp.....Lewis James 10
172-D I Hear You Calling Me (Marshall)—Tenor Solo, Orch. Accomp...William A. Kennedy 10
The Old Refrain (F. Kreisler)—Tenor Solo, Orch. Accomp.....William A. Kennedy 10

ACCORDION SOLO

173-D Narcissus (Nevin) .....Guido Deiro 10
Valse Pirovette (Deiro).....Guido Deiro 10

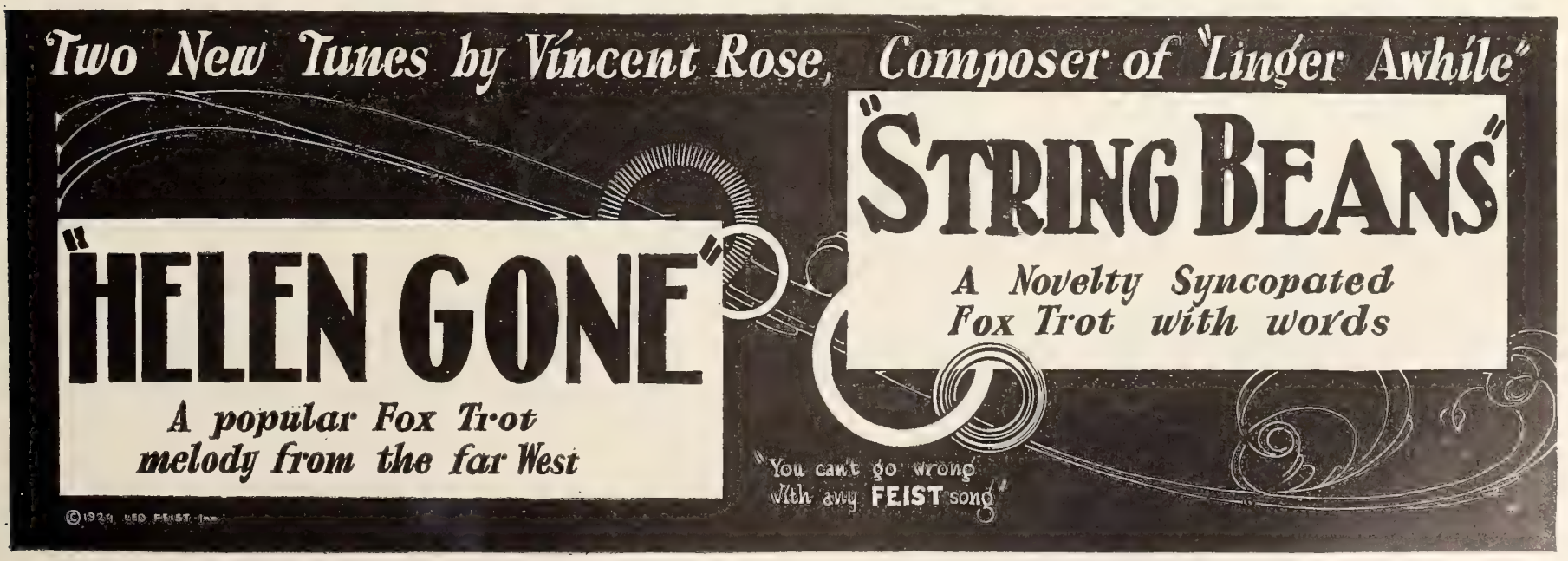
FIDDLE, BANJO AND GUITAR

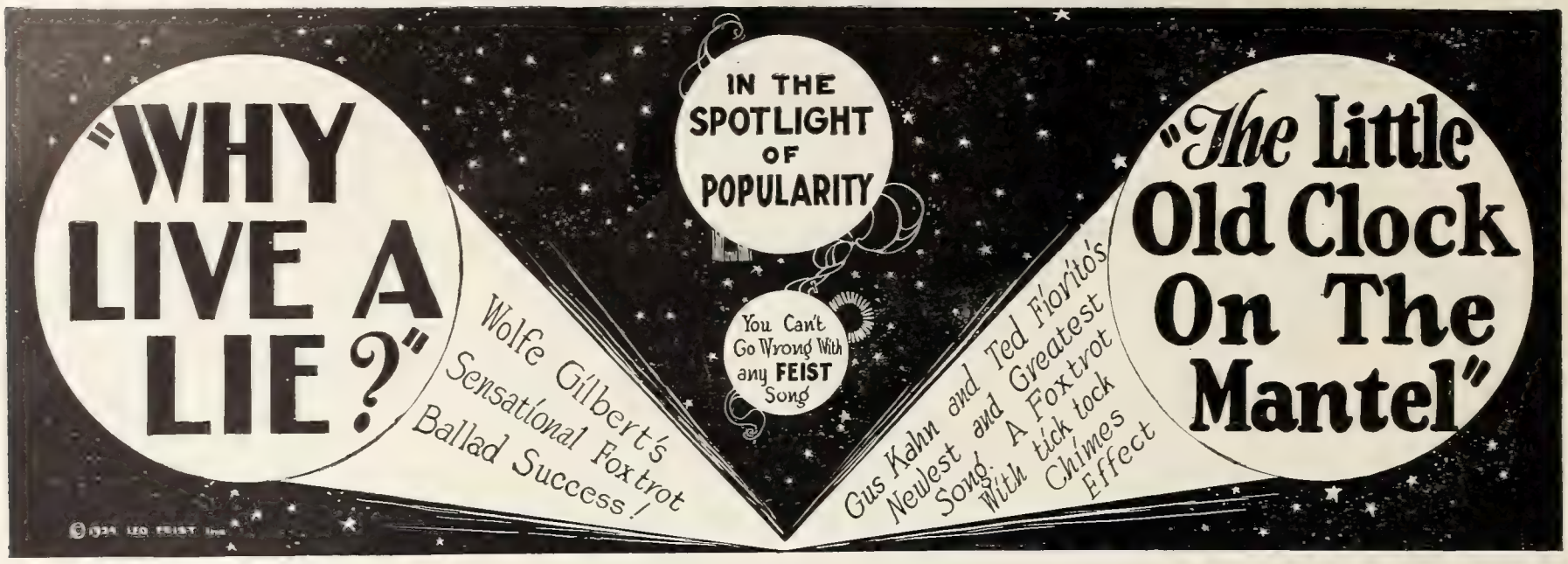
168-D Frankie Baker—Solo, Harmonica-Guitar Accomp. .....Ernest Thompson 10
Don't Put a Tax on the Beautiful Girls—Solo, Harmonica-Guitar Accomp., Ernest Thompson 10
169-D Sparrow Bird Waltz—Harmonica-Guitar, Ernest Thompson 10
Kiss Waltz—Harmonica-Guitar, Ernest Thompson 10
167-D Cindy in the Meadows—Fiddle-Banjo, Vocal Chorus.....Samantha Bumgarner-Eva Davis 10
John Hardy—Solo, Banjo Accomp..Eva Davis 10
166-D The Worried Blues—Solo, Banjo Accomp., Samantha Bumgarner 10
Georgia Blues—Solo, Banjo Accomp., Samantha Bumgarner 10

SACRED SONGS

165-D The Old Rugged Cross—Baritone-Contralto Duet, Orch. Accomp., Homer A. Rodeheaver-Virginia Asher 10

(*Continued on page* 186)





ADVANCE RECORD BULLETINS FOR OCTOBER— (Continued from page 185)

Life's Railway to Heaven—Baritone-Contralto Duet, Orch. Accomp., Homer A. Rodeheaver-Virginia Asher 10

SYMPHONY—CONCERT SELECTIONS

30008-D There Is a Garden (Proctor)—Baritone Solo, Piano Accomp. by Erno Balogh, Louis Graveure 10
Where My Dear Lady Sleeps (Breville-Smith)—Baritone Solo, Piano Accomp. by Erno Balogh .....Louis Graveure 10

30009-D Come to the Fair (Martin)—Soprano Solo, Orch. Accomp.....Florence Macbeth 10
What's Sweeter Than a New Blown Rose? (Handel)—Soprano Solo, Orch. Accomp., Florence Macbeth 10

30010-D The Water Music (Handel, Arr. by Grainger)—Hornpipe, Piano Solo..Percy Grainger 10
Why? (Warum?) (R. Schumann, Op. 12)—Piano Solo.....Percy Grainger 10

20023-D Serenade (d'Ambrosio, Op. 4)—Violin Solo, Edward C. Harris at the piano, George Enesco 10
Aubade Provencale (Couperin, Arr. by Kreisler)—Violin Solo, Edward C. Harris at the piano .....George Enesco 10

20022-D June Brought the Roses (Openshaw)—Tenor Solo, Orch. Accomp.....Tandy Mackenzie 10
Waiting for the Dawn and You (Edwards)—Tenor Solo, Orch. Acc....Tandy Mackenzie 10

65021-D Londonderry Air (Bridge)—Instrumental, London String Quartet 12
Notturno—Andante from Quartet in D Major (Borodine)—Instrumental, London String Quartet 12

Brunswick Records

2647 Moonlight Memories—Fox-trot, Herb Wiedoeft's Cinderella Roof Orch.
Chimes Blues—Fox-trot, Herb Wiedoeft's Cinderella Roof Orch.

2656 Panamericana (Morceau Characteristique (Victor Herbert) .....Capitol Grand Orch.
Badinage (Victor Herbert).....Capitol Grand Orch.

2658 Roll on Silvery Moon—Yodeler.....Paul Van Dyke
Sleep, Baby Sleep—Yodeler.....Paul Van Dyke

2659 Old Rugged Cross (Bennard)—With Organ, Criterion Male Quartet
Dear Lord Remember Me (Thompson)—With Organ and Chimes .....Criterion Male Quartet

2661 La Golondrina—Waltz, Paul Ash and His Granada Orch.
Ojos Hermosos—Waltz, Paul Ash and His Granada Orch.

2662 Adoration—Waltz .....Carl Fenton's Orch.
Georgia Lullaby—Waltz.....Carl Fenton's Orch.

2663 Scissor Grinder Joe—Fox-trot, Gene Rodemich's Orch.
Wond'ring Blues—Fox-trot..Gene Rodemich's Orch.

2664 Beets and Turnips—Fox-trot, Vic Meyers and His Orch.
Weary Blues—Fox-trot..Vic Meyers and His Orch.

2665 Patsy—Fox-trot .....Abe Lyman's California Orch.
I Don't Know Why—Fox-trot, Abe Lyman's California Orch.

2666 Please—Fox-trot.....Ray Miller and His Orch.
Charleston Cabin—Fox-trot, Ray Miller and His Orch.

2667 Charley, My Boy—Fox-trot with Vocal Chorus, Bennie Krueger's Orch.
Pleasure Mad—Fox-trot.....Bennie Krueger's Orch.

2668 Follow the Swallow—Fox-trot...Carl Fenton's Orch.
Not Now, Not Yet, But Soon—Fox-trot with Vocal Chorus .....Carl Fenton's Orch.

2670 Put Away a Little Ray of Golden Sunshine—Fox-trot, Piano Duet.....Ohman-Arden
You Know Me, Alabam'—Fox-trot, Piano Duet, Ohman-Arden

2672 Wanted "Someone to Love"—Singing Comedienne .....Marion Harris
Go, Emmaline—Singing Comedienne..Marion Harris

2673 Too Tired—Singing Comedienne....Margaret Young
Doodle Doo Doo—Singing Comedienne, Margaret Young

2674 Honest and Truly—Tenor.....Frank Bessinger
I'd Love You All Over Again—Vocal Duet, The Radio Franks—Wright-Bessinger

2675 Memory Lane Violin Solo.....Fredric Fradkin
Nightingale—Bird Imitations by Margaret McKee—Violin Solo .....Fredric Fradkin

13196 Andante, Op. 92 (Saint-Saens)—Violin, 'Cello, Piano .....Elshuco Trio
Scherzo, Op. 99 (Schubert)—Violin, 'Cello, Piano .....Elshuco Trio

15082 Ich Liebe Dich (I Love Thee) (Von Holstein Grieg)—Soprano in German...Elizabeth Rethberg
Canzonetta (Goethe Loewe)—Soprano in German .....Elizabeth Rethberg

15083 The Blind Ploughman (Hall Clarke) Contralto, Sigrid Onegin
The Fairy Piper (Weatherly Brewer)—Contralto .....Sigrid Onegin

10084 Berceuse from Jocelyn (Godard) Violin Obbligato by Fradkin Tenor.....Mario Chamlee
Paquita (Spanish Serenade) (Martens Buzzi Peccia)—Tenor .....Mario Chamlee

50051 Jota Navarra (Spanish Dance) (Op. 22) (Sarasate)—Violin Solo ....Bronislaw Huberman
Romanza Andaluza (Spanish Dance) (Op. 22) (Sarasate)—Violin Solo .....Huberman

Edison Disc Records

ALREADY RELEASED SPECIALS

51371 Colorado.....James Doherty and Chorus
Meet Me at the Mill....Walter Scanlan and Chorus

51373 Boll Weevil Blues.....The Arkansas Trio
A New Kind of Man (With a New Kind of Love for Me).....The Arkansas Trio

51374 The Sidewalks of New York..Billy Jones and Chorus
I'm Just a Ragged Newsboy, But My Heart's True Blue .....Walter Scanlan

51369 When It's Love-time in Hawaii, Waikiki Hawaiian Orch.
Hula Hula Dream Girl.....Waikiki Hawaiian Orch.

51391 Jealous (Wright and Bessinger)..The Radio Franks
The Pal That I Loved Stole the Gal That I Loved .....James Doherty

51390 Mandalay—Fox-trot, Harry Raderman's Dance Orch.
It Had to Be You—Fox-trot, Harry Raderman's Dance Orch.

82324 Je dis, querien ne m'epouvante (Micaela's Air)—Carmen .....Claudia Muzio
Elle a fui, la tourterelle! (The Dove Has Flown)—Les Contes d'Hoffmann (The Tales of Hoffmann) .....Claudia Muzio

82322 Slavonic Dance, No. 2, E Minor—Violin Solo, Albert Spalding
Valse Triste—Violin Solo.....Albert Spalding

FLASHES

51372 Ev'rything You Do—Fox-trot, Vocal Chorus by Joseph Phillips....Harry Raderman's Dance Orch.
Radio—Fox-trot, Vocal Chorus by Arthur Hall, Atlantic Dance Orch.

51378 Louise—Fox-trot....Harry Raderman's Dance Orch.
Why Did You Do It?—Fox-trot..Georgia Melodians

51379 Lonely Little Melody (From "Ziegfeld's Follies of 1924")—Fox-trot.....Atlantic Dance Orch.
My Dream Girl (Intro.: "If Somebody Only Would Find Me," from "The Dream Girl") Medley Waltz.....Atlantic Dance Orch.

51380 There's No One Just Like You—Fox-trot, Vocal Chorus by George Wilton Ballard, Kaplan's Melodists
May You Laugh in Your Dreams—Fox-trot, Vocal Chorus by James Doherty, Kaplan's Melodists

51383 Save a Kiss for Rainy Weather—Fox-trot, Green Bros.' Novelty Band
I Don't Know Why—Fox-trot, Green Bros.' Novelty Band

51384 Adoring You (From "Ziegfeld's Follies of 1924")—Fox-trot .....The Top Notchers
Carita—Waltz.....Nathan Glantz and His Orch.

51385 She Loves Me—Fox-trot, Vocal Chorus by Billy Jones .....Green Bros.' Novelty Band
Go, Emmaline—Fox-trot, Vocal Chorus by Vernon Dalhart .....Green Bros.' Novelty Band

GENERAL GROUP

51375 Ain't It a Shame?.....Ernest Hare
How Long? How Long?—Absent Blues, Emma Johnson

51376 Love's Young Dreams (From "Peg o' My Dreams").....Elizabeth Spencer-Charles Hart
In a Little Nest for Two..Helen Clark-Charles Hart

51381 Money Musk with Variations—Violin..Jasper Bisbee
The Girl I Left Behind Me (Medley)—Violin, Jasper Bisbee

51382 College Hornpipe—Violin .....Jasper Bisbee
The Devil's Dream (Reel)—Violin.....Jasper Bisbee

51368 Baby Sister Blues (Intro.: "Honolulu Hula Hula Heigh!") .....MacDowell Sisters
One, Two, Three, Four.....MacDowell Sisters

80795 El Manton de Manila.....Velez's Spanish Orch.
Marigny (Poesia Campera)—Tango, **Velez's** Spanish Orch.

TWO FRENCH-CANADIAN RECORDS

58013 Air du Rossignol (Nightingale Song)—L'Oiseleur, Jeanne Maubourg
Le Rouet (The Spinning Wheel)..Jeanne Maubourg

58014 Berceus (Chanson Negre) ("Ma Curly Headed Baby") .....Jeanne Maubourg
La Tire .....Jeanne Maubourg

Edison Blue Amberol Records

4895 Driftwood—Fox-trot, Song by Arthur Hall, Harry Raderman's Dance Orch.

4896 What Has Become of Hinky Dinky Parlay Voo? Al Bernard and Chorus

4897 When Katinka Shakes Her Tambourine Fox trot, Song by Arthur Hall, Nathan Glantz and His Orch.

4898 The Wreck on the Southern Old '97..Vernon Dalhart

4899 Monkey Doodle—Fox-trot, Song by Arthur Hall, The Merry Sparklers

4900 Hard-boiled Rose.....Billy Jones-Ernest Hare

4901 You'll Never Get to Heaven With Those Eyes—Fox-trot, Song by Billy Jones, Atlantic Dance Orch.

4902 I'm Gonna Bring a Watermelon (To My Girl To night) .....Billy Jones-Ernest Hare

Aeolian Records

(VOCALION RECORDS)

OPERATIC-STANDARD

35045 Dich. teure Halle (aus "Tannhauser") (Hail. Hall of Song) (From "Tannhauser") (Richard Wagner)—Soprano, in German (Orch. Accomp. (Recorded in Europe), Lotte Lehmann 12
Cacilie (Strauss)—Soprano, in German; Orch. Accomp. (Recorded in Europe), Lotte Lehmann 12

INSTRUMENTAL

38009 Peer Gynt Suite—Part 1 "Morning" (Grieg)—Conducted by Leo Blech (Recorded in Europe) .....Berlin Philharmonic Orch. 12
Peer Gynt Suite—Part II ("The Death of Ase") (Grieg)—Conducted by Leo Blech (Recorded in Europe).....Berlin Philharmonic Orch. 12

38010 Peer Gynt Suite—Part III ("Anitra's Dance") (Grieg)—Conducted by Leo Blech (Recorded in Europe).....Berlin Philharmonic Orch. 12
Peer Gynt Suite—Part IV ("In the Hall of the King") (Grieg)—Conducted by Leo Blech (Recorded in Europe), Berlin Philharmonic Orch. 12

60062 Chant sans Paroles (Song Without Words) (Tschaikowsky)—Violin Solo, Piano Accomp. by Josef Kochanski.....Paul Kochanski 10
Melodie—Op. 42, No. 3 (Tschaikowsky)—Violin Solo, Piano Accomp. by Josef Kochanski, Paul Kochanski 10

IRISH—INSTRUMENTAL

14845 Kincora—Reel Medley (Irish Set—1st Figure) (Violin-Piccolo-Piano)...The McNamara Trio 10
Garryowen—Jig Medley (Irish Set—2nd Figure) (Violin-Piccolo-Piano)...The McNamara Trio 10

VOCAL

24063 June Night (Friend-Baer)—Tenor, Aeolian Orch. Accomp.....Colin O'More 10
Maytime (Rose-Kahn)—Tenor, Aeolian Orch. Accomp. .....Colin O'More 10

14842 Memory Lane (De Sylva)—Ballad, Orch. Accomp. .....Irving Kaufman 10
I Wonder What's Become of "Sally"? (Ager)—Orch. Accomp. .....Irving Kaufman 10

14856 Why Live a Lie? (Gilbert-Koehler)—Ballad, Accomp. by The Ambassadors.Irving Kaufman 10
You're in Love With Everyone (But the One Who's in Love With You) (Dixon-Henderson)—Accomp. by The Ambassadors, Irving Kaufman 10

14855 Go, Emmaline (Creamer-Brown)—Comedy, Accomp. by Selvin's Orch...Isabelle Patricola 10
I Can't Get the One I Want (Rose-Handman)—Comedy, Accomp. by Selvin's Orch., Isabelie Patricola 10

DANCE

14851 San (McPhail)—Oriental One-step, Ben Selvin and His Orch. 10
Pleasure Mad (Bechet)—Fox-trot, The Ambassadors 10

14852 Tessie (Stop Teasing Me) (Johns-Perkins)—Fox-trot—Vocal Chorus by Irving Kaufman, Ben Selvin and His Orch. 10
Sweet Little You (Bibo)—Fox-trot, Ben Selvin and His Orch. 10

14853 Charlie, My Boy (Kahn-Fiorito)—"Peppy" Fox-trot—Vocal Chorus by Irving Kaufman, Ben Selvin and His Orch. 10
Red Hot Mamma (Blues) (Wells-Cooper-Rose)—Fox-trot.....Ben Selvin and His Orch. 10

14854 Somebody Loves Me (Gershwin) (From "George White's Scandals")—Fox-trot, Ben Bernie and His Hotel Roosevelt Orch. 10
Put Away a Little Ray of Golden Sunshine for a Rainy Day (Ahlert), Ben Bernie and His Hotel Roosevelt Orch. 10

14857 Dreamy Delaware (Violinsky-Donaldson)—Waltz, The Bar Harbor Society Orch. 10
Georgia Lullaby (Chas. Cordray)—Waltz, The Bar Harbor Society Orch. 10

14862 Language of Love (P. Bolognese) Waltz Violin and Guitar.....Florentine Serenaders 10
Heavenly Rhythm (P. Bolognese) Waltz—Violin and Guitar.....Florentine Serenaders 10

VOCAL—MEXICAN

14858 La Chancla (The Old Shoe) (E. Herrera Vogo) Cancion Mexicano—Tenor, Accomp. by The Castillians .....Gaston Flores 10
Morena Mia (My Brunette) (Armando Villarreal)—Cancion Columbiana—Tenor, Accomp. by The Castillians.....Jose Moriche 10

ADVANCE RECORD BULLETINS FOR OCTOBER—(Continued from page 186)

DANCE—RACE

14859 The Gouge of Armour Avenue (Handy)—Fox-trot.....Fletcher Henderson and His Orch. 10
Hard-hearted Hannah (Ager)—Fox-trot, Fletcher Henderson and His Orch. 10

VOCAL—RACE

14860 Back-Bitin' Mamma (Waller)—Blues, Piano Accomp. .....Ethel Waters 10
Pleasure Mad (Bechet)—Blues, Piano Accomp., Ethel Waters 10
14861 (I'm Gonna See You) (When Your Troubles Are Just Like Mine) (B. & J. Spikes)—Blues, Piano Accomp. .....Hazel Meyers 10
Maybe Someday (B. & J. Spikes)—Blue Ballad, Piano Accomp. .....Hazel Meyers 10

SPECIAL SOUTHERN RECORDS
(FIDDLING)

14846 Old Liza Jane (Hoe-down)—Vocal Chorus by Gene Austin, Piano Accomp., Uncle "Am" Stuart (Old-time Fiddler) 10
Forki Deer (River) (Hoe-down)—Accomp. by Banjo Picker, Uncle "Am" Stuart (Old-time Fiddler) 10

VOCAL

14847 I'm Goin' Away to Leave You, Love (Macon)—Comedy, Banjo.....Uncle Dave Macon 10
(She Was Always) Chewing Gum (Macon)—Comedy, Banjo.....Uncle Dave Macon 10
14848 Keep My Skillet Good and Greasy (Macon)—Comedy, Banjo.....Uncle Dave Macon 10
Papa's Billie Goat (Novelty Arrangement by Macon)—Comedy, Banjo..Uncle Dave Macon 10
14849 Bile Them Cabbage Down (Macon)—Comedy, Banjo .....Uncle Dave Macon 10
Down by the River (Macon)—Comedy, Banjo, Uncle Dave Macon 10
14850 The Fox Chase (Macon)—Comedy, Banjo, Uncle Dave Macon 10
The Old Maid's Last Hope (A Burglar Song) (Macon)—Comedy, Banjo.Uncle Dave Macon 10

Odeon Records

(Recorded in Europe)

3105 Second Italian Suite—Tarantella Napolentana (Funiculi, Funicula) (Becce), Edith Lorand and Her Orch. 12
Second Italian Suite—Serenata Siciliana (Becce).....Edith Lorand and Her Orch. 12
3106 Candledance of the Brides of Kashmir (From "Feramors") (Rubinstein), Michailow and His Orch. 12
Norwegian Dance No. 2 (Grieg), Michailow and His Orch. 12
3107 Adorables Tournments—Valse Tzigane (Barthelemy-Caruso).....Dajos Bela and His Orch. 12
Serenade D'Autrefois, Dajos Bela and His Orch. 12
3108 Nocturne in E Flat (Opus 9, No. 2) (Chopin)—'Cello Solo with Piano Accomp., Arnold Foldesy 12
Serenade (Zur Guitarre) (David Popper)—'Cello Solo with Piano Accomp.....Arnold Foldesy 12
5042 Don Giovanni—Overture, Part I (Mozart)—Symphony Orch. .....Dr. Weissman and the Orch. of the State Op. House, Berlin 12
Don Giovanni—Overture, Part II (Mozart)—Symphony Orch. .....Dr. Weissman and the Orch. of the State Op. House, Berlin 12

Okeh Records

DANCE RECORDS

40150 Nobody Knows Blues (De Droit-McNamara)—Fox-trot, J. De Droit and His New Orleans Jazz Orch. 10
Number Two Blues (De Droit)—Fox-trot, J. De Droit and His New Orleans Jazz Orch. 10
40152 I Can't Get the One I Want (Lou Handman)—Fox-trot, V. Lopez and His Hotel Pennsylvania Orch. 10
All Alone With You in a Little Rendezvous (Ted Snyder)—Fox-trot, V. Lopez and His Hotel Pennsylvania Orch. 10
40152 Only You! (Johnstone)—Fox-trot, Ace Brigode and His Fourteen Virginians 10
Don't Take Your Troubles to Bed (Cook-Johnstone)—Fox-trot, Ace Brigode and His Fourteen Virginians 10
40154 Sorry for You (Gordon)..Glantz and His Orch. 10
Oh, Sarah! Won't You Please Pull Down That Shade? (Gaskill)—Fox-trot, Glantz and His Orch. 10
40160 I Never Care 'Bout To-morrow (As Long as I'm Happy To-day) (La Vine-Lang-Holden)—Fox-trot .....Markels Orch. 10
Walla-Walla (Robi)—Fox-trot....Markels Orch. 10
40161 Diety Blues (Henderson) (Recorded in Chicago)—Fox-trot, Finzel's Arcadia Orch. of Detroit 10
Africa (Creamer-Hanley)—Fox-trot, Markels Orch. 10
40165 Adoring You (From the "Ziegfeld Follies of 1924") (Tierney)—Fox-trot, V. Lopez and His Hotel Pennsylvania Orch. 10
Lonely Little Melody (From the "Ziegfeld Follies of 1924") (Buck-Stamper)—Fox-trot, V. Lopez and His Hotel Pennsylvania Orch. 10
40166 Charley, My Boy (Kahn-Fiorito)—Harry Reser, Director .....Okeh Syncopators 10
Please (Cooper)—Fox-trot; Harry Reser, Director .....Okeh Syncopators 10
40170 Somebody Loves Me (From "George White's Scandals") (Gershwin)—Fox-trot, The Lanin Orch. 10
Bagdad (Ager)—Fox-trot.....The Lanin Orch. 10

VOCAL RECORDS

40155 Jesse James (Recorded in Atlanta)—Baritone Solo with Banjo Accomp., Bascom Lamar Lunsford 10
I Wish I Was a Mole in the Ground (Recorded in Atlanta)—Baritone Solo with Banjo Accomp. .....Bascom Lamar Lunsford 10
40156 Boll Weevil Blues (McCurdy-Palmer)—Novelty Trio with Banjo Accomp., Vernon Dalhart-Ed Smalle-Harry Reser 10
I Want a Phos Phos (Brown-Von Tilzer)—Tenor with Orch.....Billy Jones 10
40157 Sadie O'Brady (Lindemann-Gregory-Schaffer)—Tenor with Orch.....Vernon Dalhart 10
Hard-Hearted Hannah (The Vamp of Savannah) (Yellen-Bigelow-Bates)—Baritone with Orch., Ernest Hare 10
40158 Just Some Roses (McKenna)—Tenor Solo Accomp. by Justin Ring Trio..Brue Wallace 10
You and I (Clark-Stevens)—Contralto-Tenor Duet Accomp. by Justin Ring Trio, Helen Clark-Bruce Wallace 10
40162 The Trail of Love (Belmont)—Baritone Solo Accomp. by Justin Ring Trio.Charlie Morrison 10
-- Land of My Sunset Dreams (Hall)—Baritone Solo Accomp. by Justin Ring Trio, Charlie Morrison 10
40163 Morning (Won't You Ever Come 'Round?) (Turk-Silver)—Baritone Solo with Orch., Earl Rickard 10
40163 A New Kind of Man (With a New Kind of Love for Me) (Clare-Flatow)—Baritone Solo with Orch. .....Earl Rickard 10
40164 Skin-a-Ma-Rink-a-Rink-a-Ree (McHugh-Dubin-Mills)—Tenor-Baritone Duet with Orch., Billy Jones-Ernest Hare 10
The Grass Is Always Greener (In the Other Fellow's Yard) (Egan-Whiting) — Baritone-Tenor Duet with Orch., Jack Kaufman-John Ryan 10
40167 Memory Lane (DeSylva-Spier-Conrad)—Contralto-Tenor Duet with Orch., Helen Clark-Bruce Wallace 10
Just a Little Bit of Love (Davis-Santly)—Tenor with Orch.....Bruce Wallace 10
40168 She's Everybody's Sweetheart (But Nobody's Gal) (Rose-Conrad)—Baritone with Orch., Arthur Fields 10
Ukulele Blues (Laphan-Breen-Kors) — Baritone Solo with Ukulele Accomp. by Harry Reser, Ernest Hare 10
40169 Goin' Down the Road Feelin' Bad—Harmonica, Guitar and Singing .....Henry Whitter 10
The Drunkard's Child—Harmonica, Guitar and Singing .....Henry Whitter 10

INSTRUMENTAL RECORDS

40159 Humoreske (S. Rachmaninoff, Op. 10, No. 5)—Piano Solo .....Elinor Remick Warren 10
Rigaudon (E. A. MacDowell, Op. 49, No. 2)—Piano Solo .....Elinor Remick Warren 10

SQUARE DANCE RECORDS

7005 Sourwood Mountain—Square Dance, Whitter's Virginia Breakdowners (Henry Whitter-John Rector-James Sutphin) 12
Mississippi Sawyer—Square Dance, Whitter's Virginia Breakdowners (Henry Whitter-John Rector-James Sutphin) 12

LATEST RACE RECORDS

8151 I Never Knew What the Blues Were (Until You Went Away)—Contralto Solo with Piano Accomp. by Clarence Williams. Virginia Liston 10
Don't Agitate Me Blues—Contralto Solo with Piano Accomp. by Clarence Williams, Virginia Liston 10
8152 Smoketown Strut—Guitar Solo, Sylvester Weaver 10
I'm Busy and You Can't Come In—Guitar Solo, Sylvester Weaver 10
8153 John Jasper's Campmeetin'—Part I (Intro. "Taken in the Land")—Descriptive, The Three Deacons and Sister Lowdown 10
John Jasper's Campmeetin'—Part II (Intro. "Wasn't That a Band")—Descriptive, The Three Deacons and Sister Lowdown 10
8154 He's Never Gonna Throw Me Down—Contralto Solo, Accomp. by Clarence Williams' Harmonizers .....Sara Martin 10
Too Late Now to Get Your Baby Back—Contralto Solo, Piano Accomp. by Clarence Williams .....Sara Martin 10
8155 Pencil Papa Blues—Saxophone Solo with Piano and Banjo Accomp.....Charles Booker 10
Osceola Blues—Saxophone Solo with Piano and Banjo Accomp. .....Charles Booker 10
8156 My Daddy's Calling Me—Contralto Solo, Piano Accomp. by Clarence Williams..Irene Scruggs 10
Cruel Papa But a Good Man to Have Around—Contralto Solo, Piano Accomp. by Clarence Williams .....Irene Scruggs 10

Gennett Lateral Records

GREEN LABEL RECORDS

2602 Angels Guard Thee—With Violin Obbligato, Mme. Jeanne Brola
Angels' Serenade—With Violin Obbligato, Mme. Jeanne Brola

STANDARD NUMBERS

5490 Sligo (Just to Hear My Mother Sing)—Tenor, James Egan
When It's Moonlight in Mayo—Tenor..James Egan
5493 Take a Look at Molly—Tenor, Orch. Accomp., John Shaughnessy
Sometime (I'll Hear Your Sweet Voice Calling)—Tenor, Orch. Accomp.....John Shaughnessy
5516 (a) Bob Walker; (b) When You and I Were Young, Maggie; (c) Collin's Reel, Wm. B. Houchens, Fiddle; Saloma Dunlap, Piano Accomp.
(a) College Hornpipe; (b) Hel'n Georgia, Wm. B. Houchens, Fiddle; Saloma Dunlap, Piano Accomp.
5524 Gate City March—March, Lieut. Matt's 106th Infantry Band
Our Director—March, Lieut. Matt's 106th Infantry Band

POPULAR SONGS

5514 June Night—Duet, Orch. Accomp.....Baur-Shaw
I Wonder What's Become of Sally—Duet, Orch. Accomp. .....Baur-Shaw
5513 Popular Songs of the Past—Part I (In the Good Old Summer Time; Down Where the Cotton Blossoms Grow; In the Shade of the Old

(*Continued on page* 188)

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ADVANCE RECORD BULLETINS FOR OCTOBER—(Continued from page 187)

Apple Tree; Blue Bell)—Orch. Accomp., Criterion Quartet
Popular Songs of the Past —Part II (Waltz Me Around Again, Willie; After the Ball; Under the Bamboo Tree; Wait Till the Sun Shines, Nellie)—Orch. Accomp...Criterion Quartet
5520 Follow the Swallow—Tenor, Orch. Accomp., Arthur Fields
Main Street Wasn't Big Enough for Mary—Tenor, Orch. Accomp.....Arthur Fields
5528 Charley, My Boy—Ukulele Accomp., Aileen Stanley, Comedienne
Too Tired—Ukulele Accomp., Aileen Stanley, Comedienne

FOR DANCING

5508 Charleston Cabin—Fox-trot, Saxi Holsworth and His Orch.
A New Kind of Man—Fox-trot, Saxi Holsworth and His Orch.
5527 Rock-a-Bye My Baby Blues—Waltz, Paul Sanderson and His Orch.
Kiss Me Good-night—Waltz, Paul Sanderson and His Orch.
5529 Sing a Little Song—Fox-trot.....The Vagabonds
Where Is That Old Gal of Mine—Fox-trot, The Vagabonds
5515 Bucktown Blues—Piano...Ferd (Jelly Roll) Morton
Tom Cat Blues—Piano....Ferd (Jelly Roll) Morton
5517 Rambling Blues—Fox-trot...The Kentucky Blowers (Formerly The Dixie Hod Carriers; with "Roll" Williams)
Charley, My Boy—Fox-trot..The Kentucky Blowers (Formerly The Dixie Hod Carriers; with "Roll" Williams)
5518 Steady Steppin' Papa—Fox-trot, The Happy Harmonists
Hot Mittens—A Stomp.....The Bucktown Five
5521 Anyway the Wind Blows—Fox-trot (Arthur Fields; Vocal Chorus).....Ladd's Black Aces
Morning! Won't You Ever Come Round—Fox-trot (Arthur Fields; Vocal Chorus), Ladd's Black Aces
5522 Follow the Swallow—Fox-trot, Duke Yellman and His Irene Castle Orch.
Virginia Is Calling Me—Fox-trot, Duke Yellman and His Irene Castle Orch.

FOREIGN—SPANISH

S-5496 El Rosal Enfermo—Tenor, Acomp. de Orquesta, José Moriche
Las Golondrinas—Tenor, Acomp. de Orquesta, José Moriche
S-5509 Morir por tu Amor—Vals...La Orquesta de Nava
Mañana de Niebla.....La Orquesta de Nava
S-5510 Os Amo (Je Vous Aime)—Shimmy, Orquesta Texana
Muñequita—One-step .....Orquesta Texana
S-5491 Lison-Lisette—One-step .....Orquesta Texana
Yo Amo (J'aime)—Shimmy Fox..Orquesta Texana

WELSH

W-5519 A Welsh Courtship—Part I, Ted and May Hopkins
A Welsh Courtship—Part II, Ted and May Hopkins

Pathe Phono & Radio Corp.

DANCE RECORDS

036126 I Want to Be Happy (From "No, No Nanette")—Fox-trot .....Lanin's Arcadians
Kisses True—Fox-trot.....Casino Dance Orch.
036127 She Loves Me—Fox-trot.....Lanin's Arcadians
My Marie—Fox-trot.....Casino Dance Orch.
036128 Follow the Swallow—Fox-trot....Post Lodge Orch. (Harold Oxley, Director)
Ramblin' Blues—Fox-trot.....Golden Gate Orch.
036129 Tessie! Stop Teasing Me—Fox-trot, Five Birmingham Babies
Lonely—Fox-trot.....Casino Dance Orch.
036130 Charley, My Boy—Fox-trot.....Golden Gate Orch.
Hard-hearted Hannah—Fox-trot, Five Birmingham Babies
036131 Dreary Weather—Fox-trot.....Lanin's Arcadians
Sweet Little Lou—Fox-trot.....Post Lodge Orch. (Harold Oxley, Director)
036132 Morning (Won't You Ever Come 'Round)—Fox-trot .....Jos. Samuels Orch.
Lonely Little Melody (From "Ziegfeld Follies")—Fox-trot .....Jos. Samuels Orch.
036133 My Dream Girl (From "The Dream Girl")—Waltz..Westchester Biltmore Country Club Orch. (Hazay Natzy, Director)
Moonlight Memories—Waltz, Westchester Biltmore Country Club Orch. (Hazay Natzy, Director)
036134 I'm Going Back to Those Who Won't Go Back on Me—Fox-trot....Original Memphis Five
West Indies Blues—Fox-trot.....New Synco Band
036135 Don't Blame It All on Me—Fox-trot, Southampton Society Orch.
Put Away a Little Ray of Golden Sunshine for a Rainy Day—Fox-trot, Southampton Society Orch.

RACE RECORD

032067 Hard Luck Blues.....Clementine Smith
Strange Man.....Clementine Smith

POPULAR VOCAL RECORDS

032068 Go 'Long, Mule.....Sid Turner
Wreck of Southern No. 97.....Sid Turner
032069 Oh-My-Yes .....Billy Jones-Ernest Hare
Skin-a-Ma-Rink-a-Rink-a-Ree, Billy Jones-Ernest Hare
032070 Driftwood—The Radio Franks, Frank Wright-Frank Bessinger
I've Got a Feeling for Ophelia—The Radio Franks.....Frank Wright-Frank Bessinger
032071 Follow the Swallow.Charles Warren-Frank Sterling
My Colorado Home.....Vernon Dalhart
032072 Tell Me You'll Forgive Me, Charles Warren-Frank Sterling
The Pal That I Loved Stole the Gal That I Loved .....Vernon Dalhart

NOVELTY RECORDS

021127 The Coon Mariners—Comedy Duet..Golden-Marlow
A Lovesick Coon—Comedy Duet....Golden-Marlow
021128 Bird Calls—Whistling .....Margaret McKee
Kamawe (Shake Your Feet)—Hawaiian Guitars, Louise-Ferera

Emerson Records

LATEST DANCE HITS

10786 Mandalay—Fox-trot .....Emerson Dance Orch.
Some Day You'll Miss Me—Fox-trot, California Melodie Syncopators
10787 June Night—Fox-trot, California Melodie Syncopators
Sunny Spain—Fox-trot, Marlborough Symphonic Orch.
10789 Moonlight Memories—Waltz..Glantz and His Orch.
Titine—Fox-trot .....Glantz and His Orch.
10785 Doodle Doo Doo—Fox-trot...Emerson Dance Orch.
Somebody Loves Me—Fox-trot, Pennsylvania Syncopators
10783 You Know Me, Alabam'—Fox-trot, The Original Memphis Five
A Little Bit of Jazz—Fox-trot.....The Jazzeliers
10784 Charley, My Boy—Fox-trot, Vocal Chorus by Jack Kaufman ....California Melodie Syncopators
Southern Days—Fox-trot.....Emerson Dance Orch.

LATEST SONG HITS

10790 Follow the Swallow—Tenor Solo, Orch. Accomp., Sydney Mitchell
Put Away a Little Ray of Golden Sunshine—Tenor Solo, Orch. Accomp.....Sydney Mitchell
10788 The Grass Is Always Greener in the Other Fellow's Yard—Tenor Solo, Orch. Accomp., Arthur Fields
Where the Dreamy Wabash Flows—Tenor Solo, Orch. Accomp. .....Arthur Fields

Banner Records

DANCE RECORDS

1395 Put Away a Little Ray of Golden Sunshine—Fox-trot .....Roseland Dance Orch.
The Little Old Clock on the Mantel—Fox-trot, Continental Dance Orch.
1396 I Wonder What's Become of Sally—Fox-trot, Sam Lanin's Dance Orch.
Morning (Won't You Ever Come 'Round)—Fox-trot.....Sam Lanin's Dance Orch.
1397 Somebody Loves Me ("Scandals, 1924")—Fox-trot .....Imperial Dance Orch.
I Want to Be Happy ("No, No, Nanette")—Fox-trot .....Imperial Dance Orch.
1398 Follow the Swallow—Fox-trot, Continental Dance Orch.
Bagdad—Fox-trot .....Hollywood Dance Orch.
1399 She Loves Me—Fox-trot, Vocal Chorus by Arthur Hall .....Sam Lanin's Dance Orch.
San—Fox-trot .....Missouri Jazz Band
1400 Sally Lou—Fox-trot.....Hollywood Dance Orch.
That's Georgia—Fox-trot.....Roseland Dance Orch.
1401 Moonlight Memories—Waltz.Hollywood Dance Orch.
Come Back to Me—Syncopated Waltz, Sam Lanin's Dance Orch.

VOCAL RECORDS

1402 The Pal That I Loved Stole the Gal That I Loved—Baritone Solo, Orch. Accomp., Arthur Fields
Just for Remembrance—Tenor Solo, Orch. Accomp. .....Vernon Dalhart
1403 Follow the Swallow—Tenor Solo, Orch. Accomp. .....George Bronson
Sing a Little Song—Tenor Solo, Orch. Accomp., Arthur Hall
1404 That's Georgia—Baritone Solo, Ukulele Accomp., Arthur Fields
Hard-hearted Hannah—Baritone Solo, Novelty Accomp. .....Arthur Fields
1405 Skin-a-ma-rink-a-rink-a-ree—Duet, Orch. Accomp. .....Hare-Jones
Mrs. Murphy's Chowder—Comedy Solo, Orch. Accomp. .....Billy Jones
1406 Put Away a Little Ray of Golden Sunshine—Baritone Solo, Orch. Accomp.....Arthur Fields
I Know What You Are To-day—Tenor Solo, Orch. Accomp. .....Vernon Dalhart

RUDOLPH POLK VIOLIN RECORD

2113 The Swan (Saint Saens)—Violin Solo, Piano Accomp. .....Rudolph Polk
Serenade (Schubert)—Violin Solo, Piano Accomp. .....Rudolph Polk

Regal Records

9691 I Wonder What's Become of Sally—Fox-trot, Sam Lanin's Dance Orch.
That's Georgia—Fox-trot..Sam Lanin's Dance Orch.
9692 I Want to Be Happy ("No, No, Nanette")—Fox-trot .....Hollywood Dance Orch.
Somebody Loves Me ("Scandals, 1924")—Fox-trot .....Hollywood Dance Orch.
9693 Follow the Swallow—Fox-trot..Imperial Dance Orch.
The Little Old Clock on the Mantel—Fox-trot, The Chiclet Orch.
9694 Put Away a Little Ray of Golden Sunshine—Fox-trot.....Sam Lanin's Dance Orch.
Bagdad—Fox-trot.....Imperial Dance Orch.
9695 Sally Lou—Fox-trot.....Hollywood Dance Orch.
San—Fox-trot .....Six Black Diamonds
9696 She Loves Me—Fox trot, Vocal Chorus by Arthur Hall.....Roseland Dance Orch.
Morning (Won't You Ever Come 'Round)—Fox-trot .....Roseland Dance Orch.
9697 Come Back to Me—Syncopated Waltz, Roseland Dance Orch.
Moonlight Memories—Waltz.....The Chiclet Orch.

VOCAL RECORDS

9698 Follow the Swallow—Tenor Solo, Orch. Accomp. .....George Bronson
I Know What You Are To-day—Tenor Solo, Orch. Accomp.....Vernon Dalhart
9699 Skin-a-ma-rink-a-rink-a-ree—Duet, Orch. Accomp. .....Hare-Jones
Mrs. Murphy's Chowder—Comedy Solo, Orch. Accomp. .....Billy Jones
9700 The Pal That I Loved Stole the Gal That I Loved—Baritone Solo, Orch. Accomp., Arthur Fields
Sing a Little Song—Tenor Solo, Orch. Accomp., Arthur Hall
9701 Hard-hearted Hannah—Baritone Solo, Novelty Accomp. .....Arthur Fields
That's Georgia—Baritone Solo, Ukulele Accomp., Arthur Hall
9702 Put Away a Little Ray of Golden Sunshine—Baritone Solo, Orch. Accomp.....Arthur Fields
Just for Remembrance—Tenor Solo, Orch. Accomp. .....Vernon Dalhart

RUDOLPH POLK VIOLIN RECORD

9703 Serenade (Schubert)—Violin Solo, Piano Accomp. .....Rudolph Polk
The Swan (Saint Saens)—Violin Solo, Piano Accomp. .....Rudolph Polk

Domino Records

DANCE RECORDS

377 Follow the Swallow—Fox-trot..Gotham Dance Orch.
Morning (Won't You Ever Come 'Round)—Fox-trot .....Rialto Dance Orch.
378 Put Away a Little Ray of Golden Sunshine—Fox-trot .....Rialto Dance Orch.
San—Fox-trot .....Lucky Strike Dance Orch.
379 Somebody Loves Me ("Scandals, 1924")—Fox-trot .....Lucky Strike Dance Orch.
That's Georgia—Fox-trot.....Rialto Dance Orch.
380 Sally Lou—Fox-trot.....Gotham Dance Orch.
I Want to Be Happy ("No, No, Nanette")—Fox-trot .....Gotham Dance Orch.
381 I Wonder What's Become of Sally—Fox-trot,

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382 She Loves Me—Fox-trot, Vocal Chorus by Allen Craig ..... Hal White's Syncopators
Bagdad—Fox-trot..Clarence Sherman's Dance Orch.

VOCAL RECORDS

383 Put Away a Little Ray of Golden Sunshine—Baritone Solo, Orch. Accomp. ..... Lee Knight
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386 The Pal That I Loved Stole the Gal That I Loved—Baritone Solo, Orch. Accomp..Lee Knight
I Know What You Are To-day—Tenor Solo, Orch. Accomp. ..... Harry Blake

U. S. Music Co.

WORD ROLLS

Title
Charley, My Boy—One-step
Sing a Little Song—Fox-trot
Oriental Love Dreams—Fox-trot
Underworld Blues
Along the Old Kentucky Shore—Waltz
Dreamy Delaware—Waltz
It Looks Like Rain—Fox-trot
Doodle Doo Doo—Fox-trot
Kiss Me Good-Night—Waltz
Sweet Little You—Fox-trot
Caldonia Blues
Forsaken Blues—Fox-trot
Moonlight and You—Fox-trot
Morning (Won't You Ever Come 'Round)—Fox-trot
The Eagle and the Lion—March With Lyrics
At the End of the Sunset Trail—Waltz
Shadows Across My Heart—Waltz
San—Fox-trot
Why Live a Lie?—One-step
I Want to Be Happy—Fox-trot
Words—Fox-trot
Somebody Loves Me ("Scandals")—Fox-trot
Susquehanna Home—Fox-trot

AUTO-ART
INSTRUMENTAL ROLLS

Title — Played by — Composer
Etude—(Revolutionary Etude), Op. 10, No. 2—Cora Mell Hatton ..... Chopin
An Old Garden—New England Idyls—Robert Billings—Edward McDowell
From Puritan Days—New England Idyls "In Domine"—Robert Billings..... Edward McDowell
La Gondola—Etude, Op. 13 No. 2—Cora Mell Hatton ..... A. Henselt
Midsummer—New England Idyls—Cora Mell Hatton ..... Eward McDowell
Petite Valse, Op. 28, No. 1—Cora Mell Hatton..A. Henselt
The Joy of Autumn—New England Idyls—Roger Le Mar..... Edward McDowell
Prelude in G Minor—Ivan Petrikoff..... Rachmaninoff

AUTO-ART
WORD ROLLS

On the Road to Mandalay—Ballad—Robert Billings, Kipling and Speaks

LIBRARY EDITION
WORD ROLLS

La Rosita—Robert Billings..... Stuart and Dupont

LIBRARY EDITION
(Music only)

Whispering Willos—Intermezzo—Cora Mell Hatton, Victor Herbert
Louin du Bal (Echoes of the Ball)—Waltz—Ralph Austin ..... Ernest Gillet
Dance Caprice, Op. 28. No. 3—Cora Mell Hatton....Grieg
1. At a Trysting Place. 2. To a wild rose, From Woodland Sketches—Robert Billings..Edward MacDowell
Etude—Revolutionary Etude—Op. 10, No. 2—Cora Mell Hatton, Chopin.

Attractive Mid-Season Gennett Record Catalog

The Starr Piano Co., Richmond, Ind., manufacturer of Starr phonographs and Gennett records, has just issued a very attractive mid-season catalog of Gennett records, including a section featuring popular selections. The catalog is illustrated throughout with photographs of some of the many well-known Gennett artists and there are various listings of popular records, including Gennett dance hits, songs and tunes of old Ireland, records that should be in every home, selections of exceptional charm, etc., etc.

Particular attention is given to the recordings of Henry Moeller, whose Gennett recordings have been very successful; Robert Perutz, a violinist of considerable popularity; Lieutenant Matt and the 106th Regiment Band and other popular Gennett artists. There is also an alphabetical list of all Gennett records released since the 1924 catalog, and this mid-season catalog can be used to advantage by Gennett dealers in their Fall and holiday campaigns.

SOUTHERN
VICTOR WHOLESALERS
The Corley Company
RICHMOND VIRGINIA

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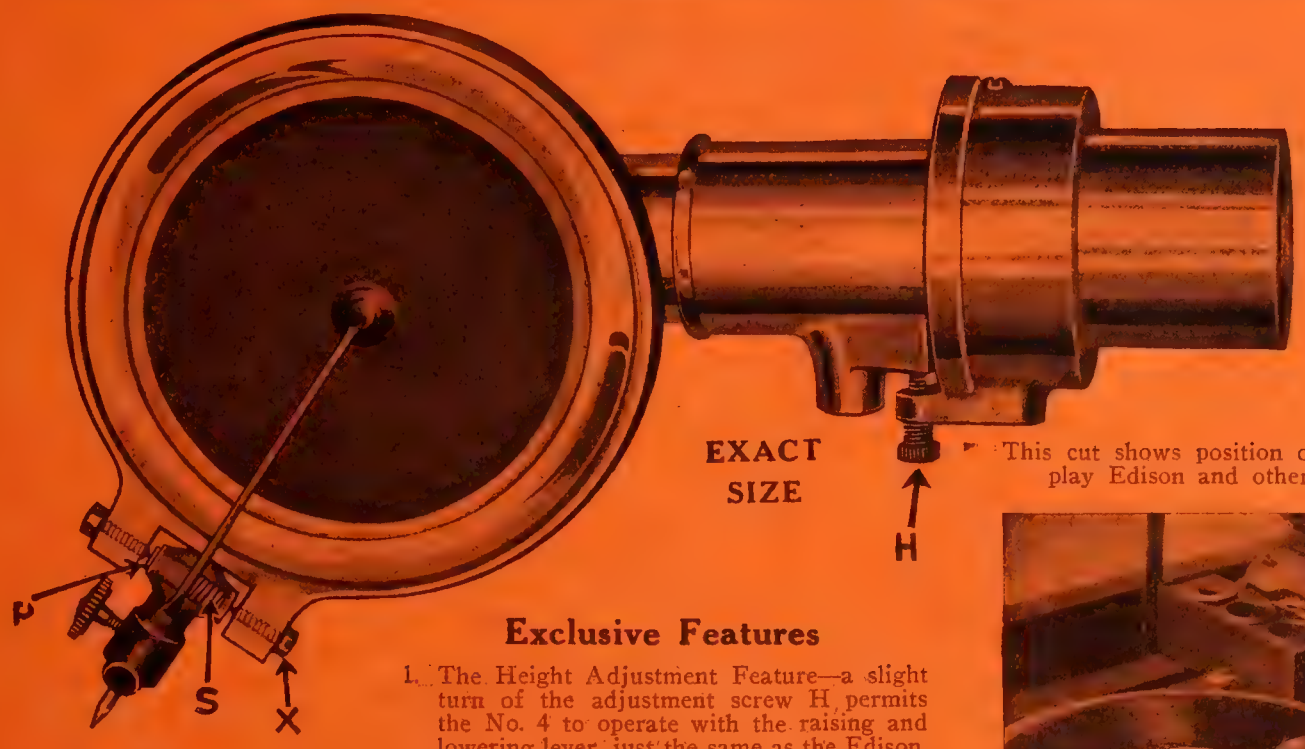

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No Other Attachment Offers These Superb Features

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QUALITY FIRST

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PHONOGRAPH

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See pages 36 and 37

Jobbers of the New Edison, Edison Records, the Edison Diamond Amberola and Blue Amberol Records

CALIFORNIA
Los Angeles — Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Edison Phonograph Distributing Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—Edison Phonograph Distributing Co.

INDIANA
Indianapolis—Phonograph Corporation of Indiana.
Edison Phonograph Distributing Co.

IOWA
Des Moines—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Iver Johnson Sporting Goods Co. (Amberola only).

MICHIGAN
Detroit—Phonograph Co. of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW JERSEY
Orange—The Phonograph Corp. of Manhattan.

NEW YORK
Albany—American Phonograph Co.
New York City—J. F. Blackman & Son. (Amberola only).
Syracuse—Frank E. Bolway & Son, Inc.
W. D. Andrews Co. (Amberola only).

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only).

TEXAS
Dallas — Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

CANADA
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Babson Bros. (Amberola only).

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PER YEAR, TWO DOLLARS

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

Published Each Month by Edward Lyman Bill, Inc., at 383 Madison Ave., New York, October 15, 1924

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Canadian and Export Distributor: C. A. Richards, Inc., 279 Broadway, New York

The Talking Machine World

Vol. 20. No. 10 | New York, October 15, 1924 | Price Twenty-five Cents

Liberty Electric Corp. Is Formed—$200,000 Capital

Officers of Company Men of Prominence—To Make Phonograph Motors and New Type of Battery Charger and Many Other Devices

The Liberty Electric Corp., of New York, has been recently organized under the State laws of New York, with a capitalization of $200,000 preferred stock and 10,000 shares of common stock, no par value. The officers of the company are Edward P. Knapp, president; M. R. White, vice-president; Minton Cronkhite, secretary and treasurer. The board of directors will include the officers and Elisha P. Cronkhite, of Smith-Hogan Co., New York, and Philip W. Bliss, of Stamford, Conn. This concern has a factory at Stamford, Conn., for the manufacture of a new type of battery charger for the radio, automotive and railway signal field; a six-volt phonograph motor, operating from the "A" battery, and a 110-volt universal phonograph motor, operating from any line circuit, for the phonograph industry, and a number of other electrical developments invented and perfected by themselves for the electric field in general. The sales office of the company is 342 Madison avenue, New York City.

The battery charger and the electric phonograph motor are both of interest to the phonograph trade, owing to the rapid tendency of phonograph companies combining radio receiving sets and phonographs in the same cabinet. The battery charger is also of interest owing to the fact that it is stated to be a very simple device which needs no attention of any kind, no up-keep or replacements and is silent in operation. It is made for the phonograph in a very small size, so that it may be installed in almost any combination cabinet.

Of the officers of the corporation, E. P. Knapp, the president, is known to the phonograph trade owing to his efforts in developing and marketing the Tru-Time motor, which is being sold through the Efficiency Electric Corp., of which Mr. Knapp is the vice-president and general manager. The Liberty Electric Corp. is known to the general electrical trade as a manufacturer of radio receiving sets for the United States Government.

T. F. W. Meyer Made Jewett General Sales Manager

Appointed to Important Post Following Resignation of Proctor Brevard—Was Formerly Manager of Parts Division of Jewett Co.

DETROIT, MICH., October 7.—E. H. Jewett, president of the Jewett Radio & Phonograph Co., here, has announced the appointment of T. F. W. Meyer to the post of general sales manager of that organization to succeed Proctor Brevard, resigned. Mr. Meyer is not a newcomer with the Jewett organization, having held for some time the post of manager of the parts division, in which latter capacity he was concerned with the organization of what promises to be an important branch of the company's activities. Nor is he in any sense a stranger in the radio field; he was one of the founders of the Mydar Radio Co., from which he withdrew last Spring to join the Jewett forces. Prior to his advent into radio in 1921 he was an automotive man, for several years identified with the extensive Willys organization. He is also an engineer and was responsible for the development of the Jewett Micro-Dial, which made its first public appearance at the recent Radio World's Fair, and which attracted a considerable amount of interest.

Cleveland Talking Machine Co Takes Over Interests of Eclipse Musical Co.

Purchases Assets, Stock and Good Will and Is Now the Only Victor Wholesaler in Cleveland, O. —Many of the Eclipse Co.'s Staff Join the Cleveland Talking Machine Co.

CLEVELAND, O., October 7.—Confirmation of the purchase of the business of the Eclipse Musical Co. by the Cleveland Talking Machine Co. was made here to-day by heads of both of these enterprises.

Following negotiations pending over several weeks the Cleveland Co. has purchased the physical assets, fixtures, stock of Victor merchandise, accounts and goodwill of the Eclipse Co., and thus becomes the only Victor jobber in this territory. The Cleveland Co. also takes over the personnel of the Eclipse, including Phil Dorn, Howard Rorseburg and Joe Novak, of the sales division; Miss Esther Matyas and other members of the office operating staff. The sales representatives, well known to the dealer element throughout the territory hitherto covered by the Eclipse Co., will continue to call for still further improvement to dealer service with this change. One of the first moves has been the acquisition of additional warehouse space, doubling the capacity for the carrying of machines, radio and records in stock, so that instant delivery service can be given to dealers. In the three days that the new arrangement has been in effect a marked increase of new business has followed, according to Mr. Shartle, while compliments from dealers also have been coming in, though formal announcement was only to be made this afternoon. During the coming month plans for improving the service to dealers will be completed.

Howard J. Shartle, head of the Cleveland Talking Machine Co., is generally recognized throughout the trade as one of the best posted merchandisers in the Victor industry. Prior to his election as president of the Cleveland Talking Machine Co. he was associated with the Victor Talking Machine Co. for many years, and his intimate familiarity with every phase of Victor merchandising has been a vital factor in the success of his company. Mr. Shartle has made a special study of record selling and has offered many suggestions to Victor dealers that have stimulated and developed record business. The Cleveland Talking Machine Co. sales for September doubled August business, and the figures for 1924 show a large increase over 1923.

Edward B. Lyons and P. J. Towell will join the Cleveland Cadillac Co. in executive posts.

Boston Jobber of Royal Line Elects New Officers

P. A. Ware Becomes President and E. H. McCarthy Treasurer of Royal Line Sales Corp., Royal Distributor of Boston.

BOSTON, MASS., October 7.—At a meeting yesterday of the stockholders of the Royal Line Sales Corp., distributor in New England for Royal phonographs and the Royal-Adler neutrodyne radio sets, made by the Adler Mfg. Co., E. H. McCarthy was elected treasurer of the organization, succeeding P. A. Ware, who was made president. This move was made with a view to placing the actual control of the distributing company in the hands of the men who have been operating it from its beginning. With Mr. McCarthy a director and officer, the company is entirely owned by New England men, a policy which meets with the approval of the Adler Mfg. Co. and its dealer clientele.

E. H. McCarthy has earned an enviable reputation in the phonograph trade throughout New England, having been associated with the Boston staff of the Columbia Phonograph Co., Inc., for nearly five years. He resigned from this organization to join the Royal Line Sales Corp. upon its formation and his success with this company is reflected in his election to its directorate and the fact that he has acquired an interest in the company.

P. A. Ware needs no introduction to the talking machine trade, as he is one of the veterans of the industry with many years of practical experience to his credit. The Royal Line Sales Corp. is making important plans for expansion that will be under the direction of Mr. Ware and Mr. McCarthy.

O. S. Stanley With the Eisemann Magneto Corp.

The Eisemann Magneto Corp., New York, announced recently that O. S. Stanley had been placed in charge of Middle West territory, with headquarters at 2005 South Michigan avenue, succeeding P. G. Stedley, who has resigned. Mr. Stanley was the company's Pacific Coast representative for the past year. Irving W. Edwards, for a number of years connected with the National Carbon Co., has assumed the duties of district manager, with headquarters at 85 Second street, San Francisco.

Victor Co. Announces Group Record Sales Plan

Music Arts Library of Victor Records, Name of New Plan Which Presents Groups of Related Records in Attractive Album

The Victor Talking Machine Co., Camden, N. J., recently announced a new plan to be known as the Music Arts Library of Victor Records, which has been devised to aid in the sale of certain records in groups by means of an especially prepared, extremely attractive and informative album, which will be given to purchasers of the complete sets of records.

The first records issued in this form were released on October 10 and included five records, numbers 6459 to 6463, the first three of which presented Schubert's Unfinished Symphony, played by Stokowski and the Philadelphia Orchestra. Records 6462 and 6463 presented Schumann's Quintette in E flat major, played by Ossip Gabrilowitsch, famous pianist with the Flonzaley Quartet.

While each set consists of five records and includes the album, each record may be ordered separately and sold at the list price of two dollars, the album will be furnished only with complete sets.

The plan should open up an entirely new field for Victor dealers, as there has been a long felt want for record sets such as are to be issued under the Victor plan, and the sales effort necessary to be expended in the sale of the set is exactly the same as the dealer must put behind a sale of a single record. The album contains footnotes touching on the life of the composer and the history of the composition, making the sets desirable as educational factors in addition to their worth as entertainment features and for this reason they are expected to be widely popular.

See second last page for Index of Articles of Interest in this issue of The World

Live Dealer Solves Radio-Phono. Problem

W. T. Whitehead Tells How Phonograph and Record Sales Reached Record Volume at Burger & Morse Store Despite Big Radio Demand

The assertion hastily made some months back by some members of the trade that the radio business "is going to drive the phonograph business to the wall" has been proved to be nothing but pure bunk by one phonograph and radio selling concern. A little more than a year ago, when the radio began taking long strides and forging itself to the amusement front, Burger & Morse, of the Columbia Music Store, of 82-84 Broadway, Newburgh, N. Y., began to wonder whether they should feel afraid or not; if the radio was going to force the phonograph out, they were in such a position that they felt that they would be forced out with it. After a conference they decided that the way to play safe was to throw open their doors and take the swaddling youth, radio, by the hand and allow him to share the store with the phonographs.

Phonograph and Record Sales Gain

On September 1, 1923, the firm began keeping tabs on, and comparisons of, radio and phonograph sales. When for four months the sales kept abreast of one another Burger & Morse began to think that perhaps they had started in too soon. When their sales of records, which are among the biggest in the Hudson River valley, jumped from a ton and a half to two tons a week, the members of the concern began scratching their heads, and wondering what was going on; all the time the sales of phonographs had kept to the average, and still they were selling radio sets as fast as they could get them.

Why "Talker" and Radio Do Not Compete

One day in early September of this year, when it was raining, a country gentleman (Newburgh is the hub of agricultural Orange County), in whose farm house Burger & Morse had previously installed a costly five-tube radio outfit, entered the store and of H. Morse, of the firm, asked:

"How much will you allow me on my phonograph if I turn it in and buy a later model? I didn't buy it of your firm, but, if we can make satisfactory arrangements, I am going to buy one from you."

A bargain was made and a deal was consummated. When Mr. Morse had registered the sale, and given the farmer his receipt, he asked the question which solved the puzzle he and his partner had been wondering about.

"Why are you buying a new phonograph, Mr. Brown; isn't the radio giving satisfaction?"

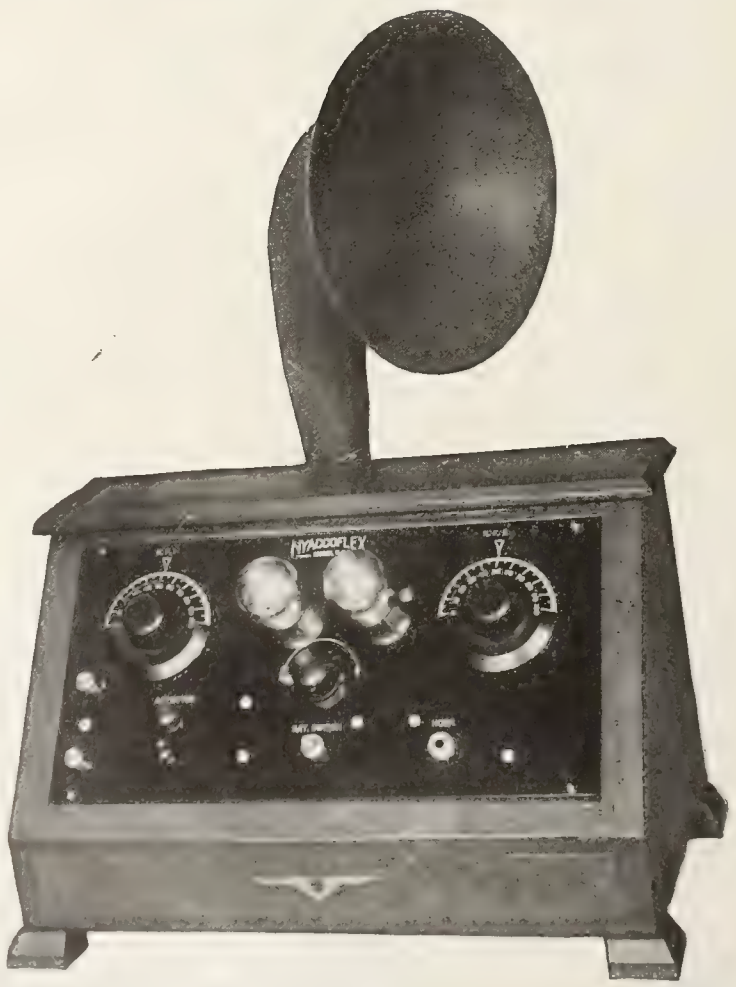
And Mr. Brown said: "Oh my, yes, but you understand that I have three daughters who all dance; they have friends who come to the house one and two, and sometimes three, times a week. They push the furniture back and dance to the radio music. When the dance music ceases they have to cease too; they don't like the fact that a radio set will not respond to encoring. They find out a record containing the piece the radio orchestra has just played, put it on the phonograph and resume their dancing. Then there are times when the girls say they can't hear the music to dance to on account of what they call static; there is no static with the phonograph. Of course, the radio is all right; the girls hear the very latest in song and dance music, but they don't hear it again for maybe days. The result is they make out a list of new records they want for the phonograph. I have a list here with me now; fill it out, will you?"

Mr. Morse did. The country gentleman said, as he stepped into his automobile in front of the store: "You know, I would rather have my girls do their dancing at home."

Answer to Radio-phonograph Problem

Mr. Burger returned to his office and cogitated on the wisdom of Mr. Brown's statements. In reciting the above instance, Mr. Burger said:

"Now that that customer has started the fog moving I can see it all. Just because Mr. John Public has taken a liking to the radio doesn't mean that he is going to take a dislike to the phonograph. When he said that a 'radio set will not respond to encoring' he spoke words of wisdom, and when he mentioned that the phonograph has no static he wasn't using any unnecessary language. We can understand now why our phonograph sales equal our radio sales; we see what it is that has increased our sales of phonograph records. The specialist in any line can always learn from a customer things he would like to, but doesn't, know. When we got in on what we considered the ground floor of the radio business, more as a matter of protection than with any idea of increasing our business, we had not the slightest notion that we were laying plans to double our volume of business; that is just what we have done. No, the phonograph dealer, in my estimation, has nothing to fear from the advent of the radio; it helps in our case, rather than hurts. The thing for phonograph dealers to do is to carry both and, when a customer is doubtful about which to buy, to set forth the merits of both. Phonographs will not make speeches or preach sermons, but they have no static and will respond to encores. They will also keep dancing girls at home—sometimes."



NYACCO RADIO (REFLEX) RECEIVER

NYACCOFLEX

LIST $32.50 WITHOUT ACCESSORIES

Combines the best features of the most powerful present-day circuits; two tubes do the work of five. Cuts battery cost 60 per cent. OPERATES A LOUD SPEAKER. Gets distance, volume, is selective and can be logged.

We are also the manufacturers of the Nyaccoflex Radio-Phonographs, combining a phonograph of the finest quality in both tone and equipment and the Nyaccoflex receiving set described above. Its price, $55.00, enables it to sell on sight.

JOBBERS! Territory is being allotted now. Be in time. Write for particulars.

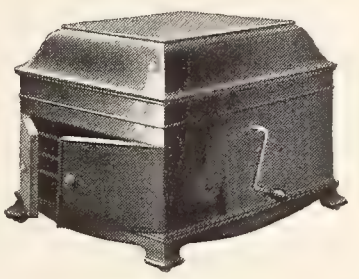
New York Album & Card Co., Inc.

New York: 23-25 Lispenard Street

Chicago: 415-417 S. Jefferson Street

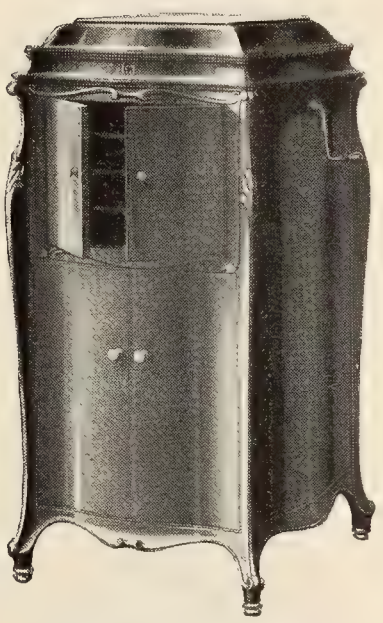
Victor supremacy is the supremacy of performance

Victrola No. 50 (Portable)
$50
Mahogany or oak

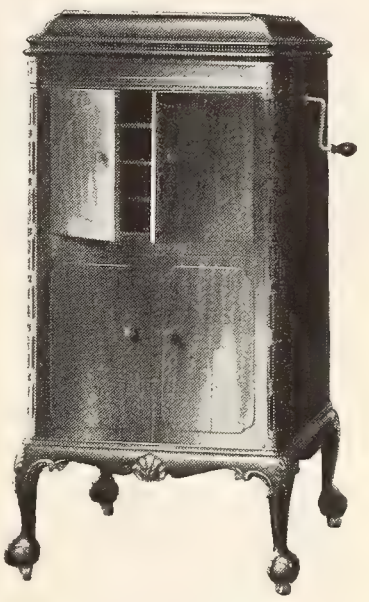


Victrola IX, $75
Mahogany or oak

Of performances past and present. Just as the Victor has occupied its position of leadership for a quarter-century, so it continues to lead the way in the talking-machine industry.



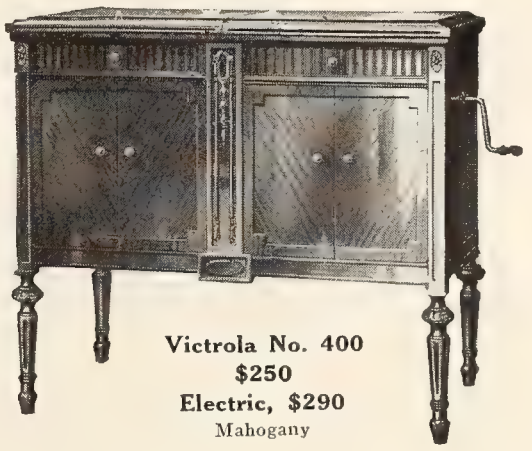
Victrola No. 125
Mahogany, **$275**; electric, **$315**
Walnut, **$325**; electric, **$365**



Victrola No. 370
Mahogany, **$275**; electric, **$315**

Victrola No. 210
$110
Mahogany, oak or walnut

Victrola No. 260
$150
Mahogany, oak or walnut



Victrola No. 400
$250
Electric, $290
Mahogany

There is but one Victrola and that is made by the Victor Company—look for these Victor trade marks

TRADE MARK
Victrola
REG U S PAT OFF

Victor Talking Machine Company, Camden, N. J.
Victor Talking Machine Co. of Canada, Ltd., Montreal

Eugene F. McDonald, Jr., Honored by His Associates

Re-elected President of National Association of Broadcasters—A Tribute Well Deserved

The National Association of Broadcasters held a meeting recently at the Hotel Vanderbilt, New York, and elected the following officers: President, Eugene F. McDonald, Jr., of WJAZ, Chicago; vice-presidents, Frank W. Elliott, of WOC, Davenport, and John Shepard, 3d, of WNAC, Boston; secretary, William H. Heinz, of WHO, Des Moines; treasurer, Powel Crosley, Jr., of WLW, Cincinnati; executive chairman, Paul B. Klugh, of New York.

Eugene F. McDonald, Jr.

The directors elected were Richard Gimbel, of WIP, Philadelphia; G. Brown Hill, of KQV, Pittsburgh; William H. Hedges, of WMAQ, Richmond Hill, Queens; Robert Shepard, of WEAN, Providence; Harold J. Power, of WGL, Medford Hillside, Mass.; Earle C. Anthony, of KFI, Los Angeles; Jack E. Lit, of WDAR, Philadelphia; L. G. Baldwin, of WTAM, Cleveland; J. R. Knowland, of KLX, Oakland, Cal.; W. W. Kideney, of WGR, Buffalo; James Cleary, of WGN, Chicago; C. H. Handerson, of WJAX, Cleveland, and A. B. House, of WFBH, New York.

The re-election of Mr. McDonald as president of the National Association of Broadcasters is a well-deserved tribute to his indefatigable efforts in behalf of the Association. During the past year Mr. McDonald devoted a considerable part of his time to furthering the interests of the Broadcasters' Association, and in conjunction with the other officers and directors accomplished important results. As president of the Zenith Radio Corp., Chicago, Mr. McDonald has for many years been one of the foremost figures in the development of the radio industry, but regardless of his personal and business affairs, he has spared no time or effort in furthering the interests of the National Association of Broadcasters.

Capital of De Forest Radio Co. Is Now $25,000,000

Plans for Expansion and Development Under Way—Announcement Made at Early Date

The radio and talking machine industry learned with interest recently that the De Forest Radio Telephone & Telegraph Co., Jersey City, one of the pioneers in the radio field, had changed its name to the De Forest Radio Co. The announcement was also made that the company had increased its capitalization from $2,500,000 to $25,000,000. This announcement is a concrete indication of the extensive plans for expansion and development that the De Forest Radio Co. has been consummating during the past few months. The change of name was decided upon in view of the fact that the company is concentrating all of its activities in the radio field, manufacturing De Forest Reflex Radiophones and De Forest Audion tubes, and the name De Forest Radio Co. is therefore in accord with the company's general activities in the radio field.

With a capitalization of $25,000,000 the De Forest Radio Co. will be in a splendid position to carry out the plans of its executives to a successful end. De Forest products are famous the world over, and at the present time the De Forest sales organization is being perfected and expanded along lines that insure permanency and stability. W. H. Ingersoll, general sales manager of the company and widely known in commercial and advertising circles, will announce in the very near future full details regarding the De Forest sales program, and it is interesting to note that the company has appointed quite a number of phonograph jobbers as distributors for De Forest Reflex Radiophones and Audion tubes.

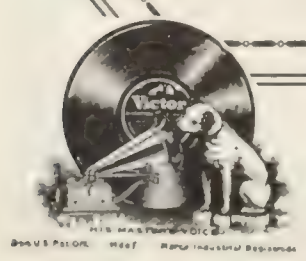
"Brass-tacks"

TALKING business straight from the shoulder you have to admit that the word Service is like the proverbial "step-child," badly mistreated.

Everybody talks the "stuff" but few deliver. The proof of good service is not in saying a whole lot about it, but giving it and that's what we are doing.

Our advertising man can write pages of copy on what we do for the dealer but that won't prove anything to you until you try us out.

Talk over your merchandising problems with our representative, let him give you the benefit of his wide contact. On this matter of service, our policy is to get down to "brass-tacks" and deliver.



THE CLEVELAND TALKING MACHINE CO.

Wholesalers of Victor Products

CLEVELAND, OHIO

Brunswick Conference Plans for Gotham Are Completed

Conference of Salesmen Arranged by the Eastern Division of the Brunswick Co.

Just as this issue of The Talking Machine World goes to press, arrangements are being made for a conference of retail merchants and their sales staff to be held October 13 and 14 under the auspices of the Eastern division of the Brunswick-Balke-Collender Co., with headquarters in New York. The conference will be held at the Eastern office of the company, 799 Seventh avenue, and the program will follow closely the very successful Brunswick retail conference which was held in Chicago a few weeks ago.

H. Don Leopold, manager of the Brunswick Co.'s dealer service department, with headquarters in Chicago, will be chairman of the conference committee and in charge of all details. Mr. Leopold also held this post at Chicago, and in New York he will have the enthusiastic co-operation of the entire Eastern staff, including Harry A. Beach, Eastern sales manager of the phonograph division, and H. Emerson Yorke.

Among the speakers scheduled for the two days' conference are: P. L. Deutsch, vice-president and general manager of the Brunswick Co.; A. J. Kendrick, general sales manager, phonograph division; J. O. Miller, production manager; D. J. Pieri, chief radio engineer; F. E. Fehlman, vice-president of Lord & Thomas, Chicago, and Freed Teele, credit manager of the Eastern division. An executive of the sales division of the Radio Corporation of America will also be one of the speakers.

Plans are being made to give the Brunswick dealers and their sales staff an entertaining and enjoyable program, and the special features call for two buffet luncheons at the Brunswick officers and a banquet Tuesday night at the Club Deauville. Among the Brunswick artists who will appear at the banquet will be Ray Miller and a fifteen-piece orchestra, Marion Harris and other well-known artists.

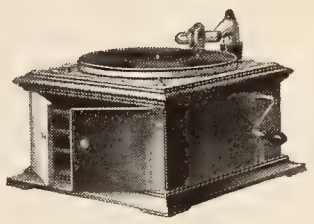
Keats Is Eastern Gennett Record Sales Manager

Changes in the Gennett record sales division for the Eastern district was recently announced at the offices of the Starr Piano Co., New York City. G. H. Keats, assistant sales manager of the Eastern office, has assumed the executive end of the sales managership of the record division, following the resignation of W. G. Russell, who has made connections with the Pathé Phono & Radio Corp., Brooklyn. V. C. Rottkamp has been appointed assistant to Mr. Keats and is taking care of the field work and establishing dealer contact. Mr. Keats states that the sale of Gennett records for the past six weeks has been better than at any other time during the year, with Irish records selling well and with the demand for the popular vocal records being especially brisk.

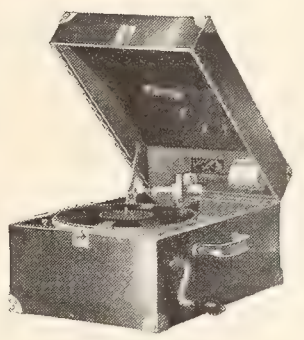
Victor Co. Announces Popular Priced Portable Victrola

The Victor Talking Machine Co., Camden, N. J., has just announced a new portable Victrola, style No. 35, smaller, lighter and more moderately priced than the popular Victrola portable No. 50. The new model is made in strict accordance with the best Victor traditions and quality and there is every reason to believe it will prove most popular. It is 6¾ inches high, by 12¼ inches wide, by 17 inches deep and weighs 16½ pounds. It is covered in black Fabrikoid. The list price for the instrument is $35. For the benefit of dealers who wish to place early orders for this instrument, the Victor Co. states that the telegraphic code word assigned it is Halbick.

Victor supremacy is the supremacy of performance

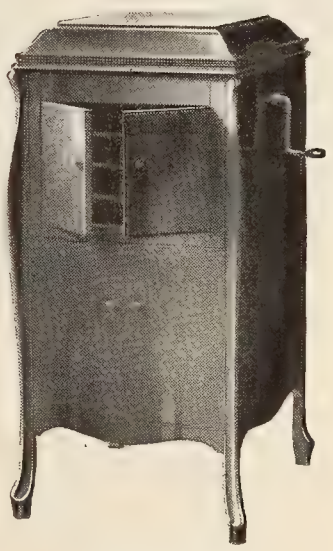


Victrola VI, $35
Mahogany or oak



Victrola No. 50 (Portable)
$50
Mahogany or oak

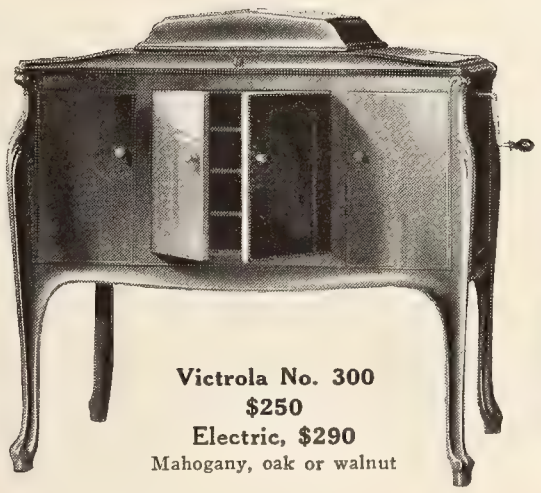
Dealers in Victor products handle a known quantity—a line of products that has demonstrated its worth by a quarter-century of actual accomplishments.



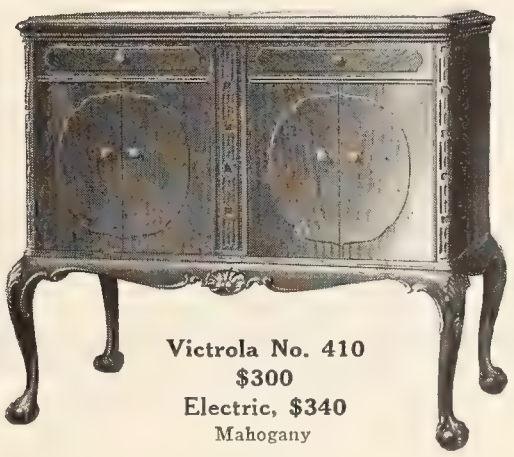
Victrola No. 80
$100
Mahogany, oak or walnut

Victrola No. No. 100
$150
Mahogany, oak or walnut

Victrola No. 215
$150
Mahogany, oak or walnut



Victrola No. 300
$250
Electric, $290
Mahogany, oak or walnut



Victrola No. 410
$300
Electric, $340
Mahogany

There is but one Victrola and that is made by the Victor Company—look for these Victor trade marks

TRADE MARK
Victrola
REG U S PAT OFF

Victor Talking Machine Company, Camden, N. J.
Victor Talking Machine Co. of Canada, Ltd., Montreal

How Direct Methods Win for M. Goldsmith

Policies That Veteran Dealer Has Found Best—Beating the Gyps—Securing Adequate Down Payment—Giving Public What It Wants

In spite of the many changes which the past few years have seen brought about in the talking machine business, due to the tendency to take on new lines, more intense competition, and great improvement in merchandising, the basic principles of business remain the same and the merchant who operates his enterprise by the common sense utilization of these fundamental merchandising factors cannot go wrong.

Successful Policies of M. Goldsmith

Brought down to the simplest terms successful retail merchandising consists of buying merchandise and reselling it at a fair profit. In the case of the talking machine business this means that the dealer must, to operate in the most efficient manner for this type of business, utilize every opportunity to secure the names of live prospects, who must be followed up in an effort to sell them machines and records. These prospects should also be approached with the object of selling them any other merchandise which the dealer handles as a sideline.

That, briefly, is the principle on which M. Goldsmith, a veteran Gotham talking machine dealer, works. The soundness of his policies is indicated by the fact that he has been handling talking machines for a period of twenty-two years, or since the inception of the industry, and has made a success of the enterprise. For eighteen years Mr. Goldsmith has been an exclusive talking machine dealer, handling one standard make of instrument, and his wide experience makes any assertion of his authoritative.

Meeting Cut-price Competition

The most difficult competition for the legitimate retailer to meet is the gyp, according to Mr. Goldsmith, but the retail talking machine dealer who handles a standard product and knows his line has very little to fear in this direction. Where many dealers make a big mistake is in trying to meet the gyps on their own ground. It is better not to sell an instrument at all than to take a loss on it and the legitimate retailer, operating a high type of business, cannot afford to meet the prices of his fly-by-night competitors, not if he is handling a standard line.

"When a customer comes into my store and after she has been shown an instrument declares she can do better at some other talking machine shop," declared Mr. Goldsmith, 'I explain that I am a responsible merchant; I handle a standard product which I honestly believe is the most perfect of its kind; I expect to be in business for many years and not here to-day and gone to-morrow, and therefore to retain the patronage of the people who make their purchases from me is most important and I cannot afford to sell something which may result in eventual dissatisfaction of customers and lost trade. This at least makes them think, and as I do a neighborhood business, this argument often turns the tide in my favor.

The Down Payment

"Another thing, I receive a down payment of at least $10 on every instrument I sell, with the exception of the cheap portables, where I insist on at least $5. When a prospect objects to paying so much down and insists on a $2 or $3 first payment I do one of two things if the instrument the prospect desires to buy is fairly high-priced. I endeavor to interest that prospect in a cheaper instrument or, if she will not meet my terms, I will not make a sale. It has been my experience that the person who is willing to contract for a high-priced product and then can only afford a couple of dollars as a down payment will cause trouble later on. This is often so, not because the customer is trying to get away with something on the dealer, but because the family simply has not enough money to meet the payments.

Direct Method of Collecting

"I send out very few collection letters. It is my practice to make collections personally where the customer has failed to meet the instalment on the date it is due. Of course, this method would not work in every neighborhood. The dealer must analyze his patrons and follow the course which will bring the best results with the type of people with whom he is doing business. Often a customer of mine falls behind and I lose no time in visiting that home. This impresses on them the importance of meeting their payments promptly. Many times a customer with only a few payments to make seems determined to hang back and then I simply point out to the head of the house that there are only three or four more payments and ask him whether he would rather lose the instrument or pay the small balance. I even offer to reimburse them for the instrument, but not a single one has taken me up, although one man said, 'Give me $75 and you can take the talking machine away with you.' Quick as a flash I took the asked-for sum from my wallet and handed it to him. When it came to a show-down he refused to take it, preferring to keep the instrument."

Foreign-born Music Lovers

Mr. Goldsmith's store is located in a district where the bulk of the people are either foreign born or of foreign extraction. They are music lovers, the older people preferring the better type of music and the folk songs of their native countries; the younger generation preferring the dance music and popular songs of the day. The result of this is that Mr. Goldsmith not only does a large business in popular records, but he also has built up a large foreign record business.

Another interesting sidelight on this type of patronage was revealed by Mr. Goldsmith. These people are thrifty and save money, although in most cases their incomes are not large. They save on other things apparently but not on talking machines and other musical instruments. They prefer the best and Mr. Goldsmith's sales of instruments ranging in price between $150 to $300 are more numerous than those of less expensive instruments. All this shows the necessity of the dealer who has such a neighborhood in his community capitalizing on the possibilities of this business.

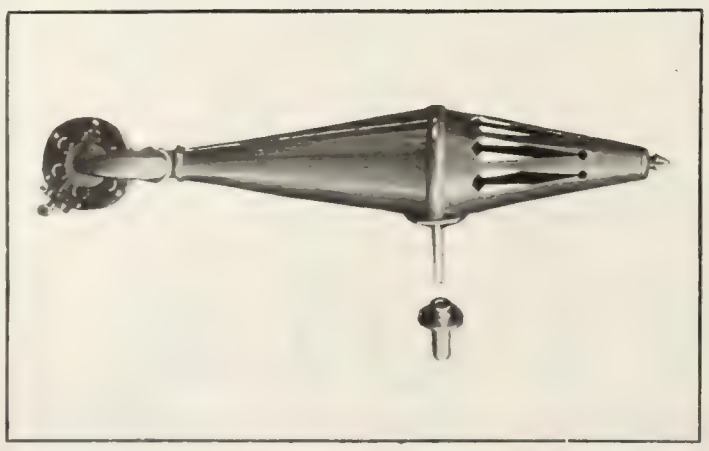
P. Kaufman Now With Dalrymple-Whitney Corp.

Appointed General Representative of New York Radio Distributing Concern

P. Kaufman, for many years connected with the talking machine industry and well known to the trade throughout the Middle West and East, recently joined the organization of the Dalrymple-Whitney Radio Corp., 437 Fifth avenue, New York, as general representative. Mr. Kaufman possesses experience that should prove invaluable in his new position, as, in addition to his wide knowledge of the retail music field, he is also well versed in the radio field, having been connected with E. J. Edmonds, New York Atwater Kent radio distributor.

Mr. Kaufman was formerly connected with the Independent Talking Machine Co., the Stradivara Co. and the Sonora Phonograph Co., Inc. While with the latter concern he covered the State of Pennsylvania and also did field work in the Middle West and throughout New York, Maryland, Delaware and the Virginias. For a period of two and a half years Mr. Kaufman was general manager of the talking machine departments of the six stores of the Wissner Piano Co., and so has a thorough understanding of the problems of the dealer that should enable him to render them real service.

There is much meat in this saying of the immortal Elbert Hubbard: "Once we thought work was a curse; then it came to us that it was a necessary evil; and yesterday the truth dawned upon us that it is a blessed privilege."



HERE IT IS!

The last word in Phonographs. The Minnelli Tone Arm, a new invention that revolutionizes the entire industry.

The Minnelli Tone Arm can be placed on any kind of machine, either small or large. The Minnelli Tone Arm can also be placed on a table, writing desk, or any place that you wish, for it has a motor to turn the records. After placing the Minnelli Tone Arm you can obtain the best and the softest tone you have ever heard. Better information can be obtained by writing. We are interested in both dealers and manufacturers.

Complete samples will be sent to any part of the United States for $10.00.

MINNELLI PHONOGRAPH CO., Inc. Pittston, Pa.

A New Feature in Record Albums

PEERLESS Loose-Leaf Marks a New Day in Album Construction

This extremely novel loose-leaf record album now being placed in the hands of the trade is a big forward step in the manufacture of such merchandise.

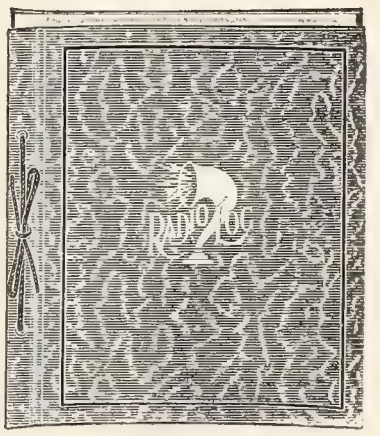
Read the description—look at the construction of this high quality product

Containing 12 pockets, this new Peerless album is fitted with heavy brass posts and screws. The envelopes are eyeletted—making them doubly strong—and just a turn of the screw cap enables the user to replace a soiled or torn pocket. Combines strength, utility and appearance.

Hundreds of dealers acknowledged the merit of this new loose-leaf Album by stocking a heavy supply for the Fall season. It will pay you to order a sample at once—or better still send in a trial order.

Also Stock Radiologs

This will be a tremendously big season for Radio. Make Radiologs a feature. Whether you sell Radio or not, you can supply Radiologs—thus bringing radio fans into your store.



We are exclusive metropolitan distributors for the new beautiful and educational "Pictorial Records" for children. Ask us to demonstrate and show you this wonderful record for the kiddies.

Samples Sent on Request

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

636-638 BROADWAY
NEW YORK

WALTER S. GRAY CO.
Pacific Coast Representative
San Francisco and Los Angeles

L. W. HOUGH
146 Mass. Avenue
Boston, Mass.

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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Cable Address: "Elbill," New York

NEW YORK, OCTOBER 15, 1924

Business Conditions Show Steady Improvement

THE talking machine business is improving steadily in all sections of the country, as was expected with the coming of the Fall season, though there are still some districts where local conditions mitigate against any marked progress in sales volume. Even where the retail business is best, however, the dealer who is inclined to take things easy, drift with the tide and wait for that share of business which he feels must come to him in the natural order of events is likely to be fooled, and badly fooled, for there are indications that it will require hard work and plenty of it to build up a sales volume during the Fall and Winter that will not only prove profitable of itself, but help put the year's business total over in a satisfactory way.

Any talking machine dealer who admits that sales are picking up to a noticeable degree will also admit that he and his staff are working harder than for a number of years past in an effort to turn prospects into customers and to keep those people already on their books in a buying mood.

There is an inclination on the part of the public in certain quarters to do considerable shopping. Various stores report an almost continual parade of "lookers" who ask for prices on machines, examine them carefully, hear a few record demonstrations and then go out with the promise to call again. It is the problem of persuading these people to buy at once or of holding their interest until they do finally buy that is keeping the managers and their salesmen stepping lively during these early Fall weeks.

Certain it is that the majority of dealers, and for that matter jobbers, are working harder than has been their wont. Perhaps the results are not as satisfactory as might be expected in view of the increased effort, but they are beginning to measure up with previous years' totals, made at a time when hard selling was not quite so essential.

Business for the coming month is going to represent no path of roses for the dealer, but at the same time, with a certain amount of business to be had, the fellow who goes after it just a little harder than he feels justified in doing perhaps at the time is going to get the bulk of results, and the restful individual, or the one who tries to divide his energies in a half dozen different ways, is going to be disappointed and have complaints to make.

In certain States, where agricultural conditions have shown a remarkable improvement as compared with this period last year, a splendid feeling of optimism prevails owing to the high prices received for the products of the farm. There is consequently a goodly margin of money available for the purchase of such necessities in the home as talking machines, records, radio and other musical instruments that are making a wide appeal to the American people. It is up to the dealer to capitalize on this situation by bringing his products to the attention of the purchasing public.

The Stability of The Talking Machine Industry

ACCORDING to Eldridge R. Johnson, president of the Victor Talking Machine Co., in an interview given upon his return from Europe recently, the net earnings of the Victor Co. for the first six months of 1924 were from 17 to 20 per cent in excess of the net earnings for the corresponding period last year, and he declared that there was every prospect that the same percentage would hold good for the balance of the year.

For those who for any reason doubt the stability of the talking machine trade this statement by the Victor Co.'s president should offer a full measure of encouragement. It was stated some time ago that the Victor Co. schedule called for production 48 per cent greater than that of 1923. The statement was interesting as indicating the confidence of the company in the future of the trade, but that the actual business has brought with it so substantial an increase in net profits offers a more convincing argument than could be found in any production or sales figures.

There is no reason, and has been no reason, for doubting the stability of the talking machine industry. It has its ups and downs just as any other line of business, but its ups have been far more numerous than its downs, and it has maintained an average that has meant profitable business for the great majority of those dealers who have consistently given to this trade the best that was in them.

It is true that talking machines and records have to be sold, for we have passed the balmy period when the demand was so far in excess of supply that the dealer was conferring a favor on the customer when he permitted him to take a popular model of machine or one of the popular records, but there are still to be found merchandisers in the trade who are able to develop campaigns and sell goods, and who are ready and willing to work. To such go increases in sales volume and consequently increases in net profits.

What They Spent for Musical Instruments

DURING 1923 the average family in the United States spent the munificent sum of $13.49 for musical instruments, divided as follows: talking machines and records, $5.51; pianos, players and rolls, $7.54, and all other musical instruments, 44 cents. This figure does not seem particularly impressive, and yet it represents an increase of $2.38 per family over the average expenditure for 1918, and, inasmuch as it is the claim of the authorities that families are getting smaller, perhaps that fact will be accepted as encouraging.

The figures quoted are those offered by the Domestic Distribution Department of the Chamber of Commerce of the United States in its first report on the Population's Purchasing Power, one replete in detail and offering much information of genuine value to the manufacturer as well as to the retail merchant regarding sales possibilities in various territories.

The Chamber's survey covers thirty of the leading cities of the country from Maine to California. It shows, among other things, the expenditures made by the average family for clothing and likewise the expenditures made for furniture and housefurnishings, under which heading musical instruments are included. When it is considered that musical instrument purchases represent something over 15 per cent of all money spent under that head, totaling in all $88.88, the figures are not so unsatisfactory, even though they show marked possibilities for improvement.

The report has gone to the extent of dividing the population as to native-born and foreign-born whites, negroes, etc., and into various age and occupational groups. It tells the percentage of homes rented and owned and whether they are encumbered or

unencumbered, and likewise gives the number of retail and wholesale dealers in a given territory.

The report represents probably the first attempt to gather and disseminate information of this character on a national scale, and, although it may not be as comprehensive as some would wish, it opens the way for some very constructive work along this line either on a public or private basis.

The main point is that it affords to the talking machine dealer, as well as dealers in other fields, an opportunity for gauging the sales opportunities in his territory, learning just what proportion of the public's expenditures is going into his particular field and just what part of that division he himself is getting.

Retail selling has developed to a point where it cannot be carried on on a hit-or-miss basis. The dealer, to be successful, must be able to understand just what field he has to cover, what possibilities lie in that field and how a campaign may be planned in order to get the best results. Surveys such as that outlined above are not calculated so much to give him full details of the matters covered as to show him the way to make a similar survey on his own account, a practical work that can be carried on without any great difficulty when the way is once shown.

Proof of Increasing Public Interest in Radio

THAT approximately 175,000 people visited the Radio World's Fair held recently in New York serves to emphasize the wide public interest in radio and all that appertains to it. From the angle of the merchant this interest holds great sales possibilities, and a goodly number of dealers in and out of the talking machine trade have taken advantage of these possibilities to a greater or less extent.

From the angle of the dealer who is new in the radio game, or still feels that he has much to learn regarding this new industry in order to handle the line intelligently, the recent show and those that are to follow in New York, Chicago, Buffalo and elsewhere are important, for the reason that they afford the merchant an opportunity to make direct comparison between the receiving sets and accessories offered by the various manufacturers.

One thing the Radio World's Fair demonstrated conclusively, and that is that the new industry is becoming rapidly stabilized, and while improvements are being made steadily and frequently, there are not apparent those overnight switches that have proved so worrisome from the angle of the merchant. Moreover, the complete set, assembled, tested and guaranteed by the manufacturer, and attractively cased, is coming strongly to the fore. Radio is rapidly growing out of the amateur and home builder stage, which in itself is a matter of great interest to those who would sell it as a complete unit.

How Growth of Musical Appreciation Is Helped

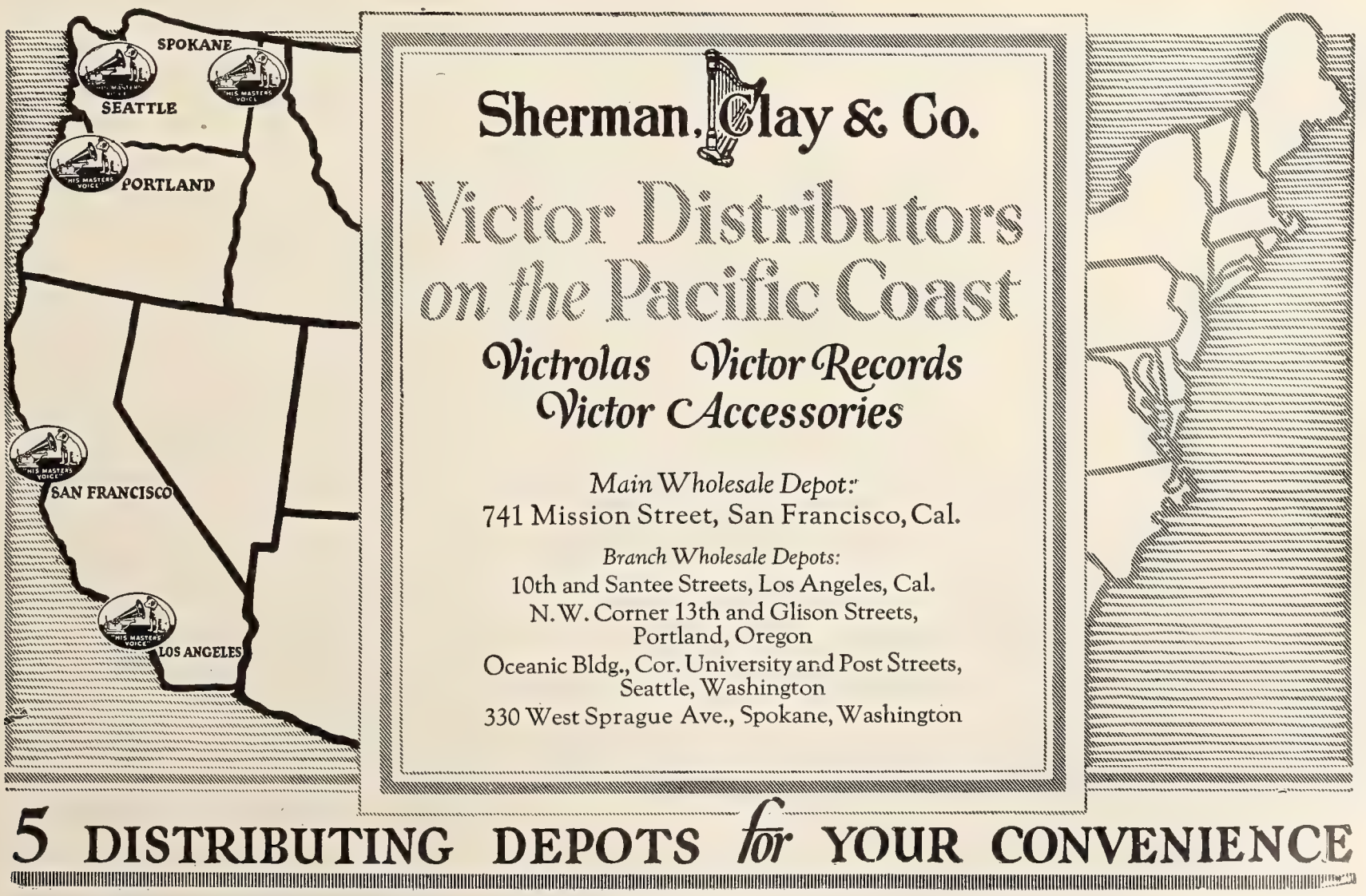
IN the face of the declarations of paragraphers in certain newspapers that talking machines and records are losing in a measure their appeal to the public, there comes the report from Denver, Col., that the advance sale of seats for the concert given by the Eight Famous Victor Artists at the Auditorium in that city as the first of a series of similar recitals in the West amounted to over $10,000, a very respectable amount indeed for a concert.

The significance of the announcement does not lie in the fact that this particular group of artists were able to corral over $10,000 of Denverites' money before they appeared, but rather in the fact that it was the desire of the citizens of the city to see in the flesh those whose voices and playing had become familiar through the medium of talking machine records.

The instance is not an unusual one even at this advanced day, for in practically every case where popular recording artists have arranged to appear in person on the stage the public has responded enthusiastically. If the talking machine owners were not interested in their records and those who make them such results in concert work could not have been achieved.

Orchestras such as those of Wiedoeft, Whiteman and Lopez owe no small part of their success in vaudeville and on the concert stage to reputations they have won through the medium of their records, which have gone into hundreds of thousands of homes in advance of their appearances in person.

The Eight Famous Victor Artists would have been unable to have made any such record for advance sales in Denver had their records not preceded them and created a desire in talking machine owners to hear the record makers in the flesh. If any proof of the continued popularity of the talking machine be needed certainly the Denver experience and similar experiences in other cities should prove thoroughly satisfying.



Basic Principles of Radio Merchandising

Hints on the Intelligent Promotion of Radio Sales by Charles C. Henry, Radio Engineer for the Sonora Phonograph Co., Inc.

The ideal combination of sales ability and a thorough knowledge of radio is seldom found in one person, but there is no man too old to learn enough radio to materially aid in his sales work. In fact, broad technical knowledge of radio is not a necessity. Perhaps the best training that a radio salesman can give himself consists in actually operating under different conditions the various radio sets which he will be called upon to sell. There is no city or community in which all sets receive equally well from all stations. Nor were there ever two radio sets which operated alike. Two sets of apparently identical construction will function differently with the same tubes, batteries, antenna and ground.

Knowledge Through Operation

Salesmen should avail themselves of the opportunity to familiarize themselves thoroughly with the sets which they have in stock. Store owners should insist that their salesmen use in their own homes the types of sets which are for sale in their stores, and, where possible, these sets should be used by the salesmen under as many different antenna conditions as is practicable.

It is too common a thing to find radio salesmen condemning standard sets of merit and refusing to push them. This trouble usually originates from a lack of familiarity and an inability to correctly determine the needs of various types of customers.

It always takes considerable time for any radio expert to hit upon the little tricks in tuning which make available the greatest satisfaction from any particular set. It may also take time to find out the particular virtues and limitations of sets. There is probably no set in existence which will receive equally well on all broadcast wave lengths.

It is only with an intimate knowledge of the receiving conditions in the various sections of the community, and the character of the broadcast programs which are received in that community, together with a full realization of the capabilities of the set being demonstrated, that the demonstrator can give the best satisfaction to his customers.

What the Radio Owner Expects

In general, the new owner of a radio set expects too much. If, because of good "air" conditions, the prospect's expectations are met, there is likely to be a call for service on the first sub-normal radio night which follows. The new owner is not at fault, since he is constantly hearing of freak results obtained.

He frequently fails to realize that a broadcast station which can transmit satisfactorily a distance of 2,000 miles, at a certain hour, on a good radio night, may have difficulty in getting out one-tenth of that distance a few hours later. Again, many new owners of radio sets must be informed that the transmission range of a broadcast station during daylight is reduced to a very small percentage of its night-time range, yet, on the other hand, there are certain stations which are heard to much better advantage during the day time.

Use of Educational Literature

Some dealers have devised a little pamphlet for prospective radio owners which provides them with the facts, which reduce the amount of service cost to a very appreciable extent and provide for the better satisfaction of the consumer because of his greater knowledge of the radio art.

The wording of this pamphlet must be handled cautiously and it is advisable for the new radio dealer to obtain permission to use matter that he has found to be of an acceptable nature, which has appeared in books or periodicals.

It is preferable that this knowledge be in the hands of a prospect before a demonstration is attempted in his home. A prospect also should be cautioned not to invite guests for his initial radio performance, since the demonstrator may find it desirable to make slight alterations or adjustments to the set in order to permit it to function at its best.

Instructing the Customer

There are certain little tricks to the trade which experienced radio men know, which will improve tone quality, volume or lessen interference. These things may be attempted on "adjustment night." During the second evening, which is devoted to this same customer's set, a portion of the time should be given over to the instruction of the new user. It goes without saying that some people require more hours of instruction than others.

There is every reason why the owner should be expected to pay by the hour for his instruction, since it will enable him to secure the best results from his set with a minimum amount of upkeep expense.

Difficulties of Store Demonstrations

There is another bugaboo to radio selling which new radio dealers soon realize. This is the difficulty of demonstrating radio sets in a store. Antennas located in the business blocks of any town suffer from the decrease in the energy received at the antenna because of the absorption of the radio waves in passing through thickly built-up business blocks. These business blocks are usually of masonry construction and contain wires, piping, steel frame work and other metallic bodies, which seriously hamper reception and seem, at times, to even cause a distortion of local and distant stations alike.

The daylight programs and the short range of transmission possible during the day make it almost impossible to give satisfactory demonstrations during store hours.

With all this there almost invariably exists a serious induction interference, due to local telegraph and telephone stations, motors, X-Rays and street cars. This trouble is not usually encountered in residence sections and when found is usually of very reduced intensity.

Demonstration in the Home

Successful radio stores seldom make any but the slightest pretense of demonstration in the store. They employ demonstration men who devote their evenings to operating sets in prospects' homes. These men have preferably a good sales ability, coupled with a thorough knowledge of the instrument they are working. They frequently are able to sell accessories in addition to those which the prospect thought he might require.

One of the most serious handicaps to a good demonstration in a prospect's home is the cost of an antenna and ground system for an event which involves a problematical sale. The prospect, however, can usually be convinced that he should have a permanent antenna installed at his home since he will, no doubt, purchase some kind of a radio set in the near future, whether or not he buys one from the dealer installing the antenna.

In conclusion, it may be said that radio selling, like any other art, is best done with well-trained personnel who are thoroughly familiar with the devices which they offer.

SATISFACTION

Our policy of producing only the Best is your assurance of entire satisfaction.

Always insist on getting

DE LUXE NEEDLES

(BEST BY EVERY TEST)

Perfect Reproduction of Tone *No Scratching Surface Noise*

Plays 100-200 Records

May We Send You Sample?

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Price 3 for 30 Cents Liberal Trade Discounts

F. S. Martin in New Position

Helena, Mont., October 4.—F. S. Martin, formerly connected with the Montana Phonograph Co., distributor of Edison products, resigned his position the latter part of last month and is now connected with Edison Phonographs, Ltd., 1271 Mission street, San Francisco, Cal., as a traveler. He is covering the territory of central and northern California.

Foster Holding Sales Drive

Monroe, La., October 6. - The Foster Music Co., 102 North Second street, recently started a sales drive to run for one month and based on the Victrola club plan. The Victrola console model retailing at $110 is being especially featured.

HONEST QUAKER

REG. U.S. PATENT OFFICE & CANADA

Main Springs and Repair Materials

Never Claiming Perfection but forever seeking it we offer a Service to the Phonograph Industry that is used by successful merchants in every part of the world.

OUR CREED:

Never shall any item be illustrated in our catalogue unless we are in a position to fill your orders promptly. Never shall any of our merchandise be other than exactly as illustrated, and never shall anyone in our organization be authorized to make any statement that is not authentic, consistent with proper and good business dealings and such as we would expect from you.

REPLACEMENT PARTS FOR EVERY MOTOR, TONE ARM and REPRODUCER

Dividends From the Publicity Investment

Making the Advertising Dollar Bring the Greatest Returns in Sales—Constructive Suggestions Which Will Boost Fall Sales

During the next few months talking machine retailers will launch advertising drives in order to cash in on the usual Fall and pre-holiday business. However, publicity is expensive and the dealer who desires the most for his money (in this case promoting inquiries and sales) will not go about his advertising in a hit-or-miss manner, but will carefully analyze his problem and then plan his campaign accordingly.

Whom Are You Trying to Reach?

The first question to determine is the type of people the dealer is trying to reach. There are several distinct classes, and advertising directed to one type of people will not be very effective in reaching another. For example: There are the cultured people of the community, to whom quality is of first importance, and the poorer people, who make up the bulk of the population, and to whom price and terms are vital considerations, strongly influencing their purchases.

The Music Appeal

In these two cross sections of the public there are a number of separate appeals which the well-rounded advertising campaign will take into consideration. Foremost in importance is the music appeal. The talking machine is primarily a music-reproducing instrument. It is purchased for that purpose, and the advertising which is built with the thought of bringing home to readers the reproducing qualities of the instrument or instruments featured will bring the best results.

The Factor of Price

By far the largest portion of the public is in a position financially where the dollar is an important consideration. Therefore, the dealer whose campaign is planned to include this stratum of the public must deal with price and terms in his ads. While price is important, it is not of such predominance in the minds of these prospects that the dealer is warranted in going to extremes as regards down payments and terms. Unfortunately, there seems to be a tendency in this direction, and the result is harmful both to the dealer making ridiculously low offers and to the entire trade. The public is essentially fair-minded and intelligent enough to realize that it cannot get something for nothing. And a too generous offer is often looked upon with suspicion, thereby creating an attitude upon the public mind which is anything but beneficial. Of course, this kind of publicity will attract those people who are looking for "bargains" on the instalment plan, but there will be trouble with collections and losses through repossessions.

Other Appeals That Interest

There are many other appeals which are part of the talking machine dealer's advertising. These include entertainment, service, etc. The accompanying illustration of one of the ads of the Stewart Dry Goods Co., Louisville Ky., is an excellent example of the service appeal. The slogan of the firm, "It does make a difference where you buy your Victrola and Victor records," is emphasized. The Stewart Dry Goods Co. is going competition one better by educating the public through this slogan to make its purchases in its store. Service is again emphasized in the announcement of Victrola Week in the following paragraph: "During the great event, while our stock is complete with every Victrola in every finish, you may choose an instrument for your home," and in the following paragraph service is again brought to the fore as follows:

Stewart Dry Goods Co. Advertising Emphasizing Service

"Here, too, you will find courteous and intelligent salespeople to assist your choice of the world's best music on Victor records and the popular numbers of the day."

The layout of the ad is attractive, to say the least, and the reader not only is impressed with the message of service but also with the variety of merchandise to choose from. It will be noticed that the price factor is not neglected in the Stewart ad, although it is not made the principal theme of the publicity. Combinations of the various appeals may be used to advantage.

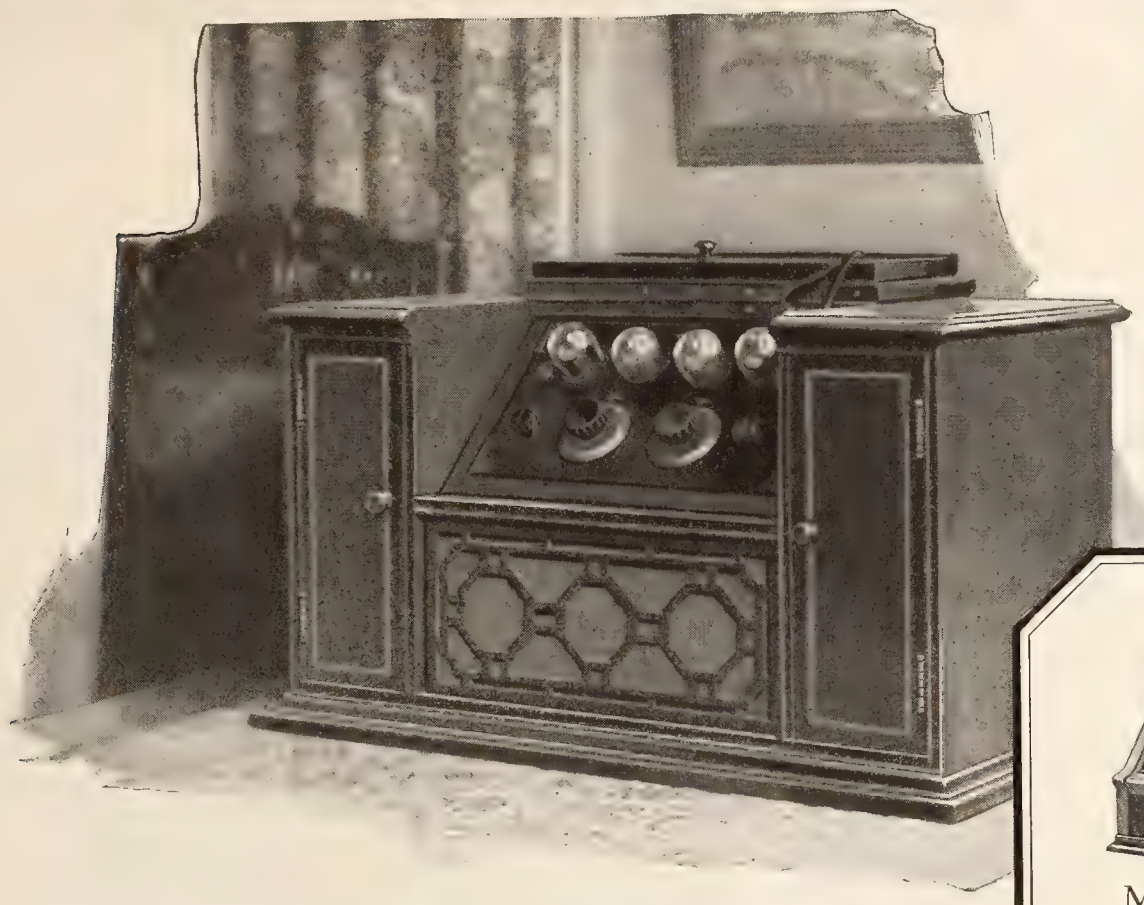
Inquiries and Follow-Up

Unless the talking machine dealer has some system of following up inquiries in an effort to turn the interest of the prospect into a sale he is not taking complete advantage of his opportunities. Many people read an ad and their momentary enthusiasm prompts them to visit the store to inspect the instruments. At the moment these people are good prospects, and the dealer should make a strong effort, if he fails to close the sale on the spot, to secure their names and addresses. And then not too much time should be lost in following up the inquiry by putting a good, live salesman on the job. A very successful retailer is using a twofold follow-up with excellent effect. After securing the name and address of the inquirer he mails a letter to his or her home the same day.

This is in the nature of the sales letter and its wording depends largely upon the type of prospect to whom it is sent. The following day the salesman calls personally and tries to arrange for another demonstration, either at the store or in the home, and thereafter this man calls periodically at the home of the prospect until the sale is made or definitely lost.

The purpose of advertising is, of course, to create interest and arouse desire to the point where the reader follows up the matter by visiting the store or making inquiries. From that point onward the responsibility of securing the name to the dotted line rests entirely in the hands of the salesman. In conclusion, too much emphasis cannot be placed on the necessity of all members of the dealer's organization being thoroughly familiar with the advertising, so that when an inquiry is received the salesman can proceed in an intelligent manner. Ignorance on the part of the salesman in this respect is a sure and easy way of reducing the chances of securing the maximum sales per number of inquiries, thus killing the effectiveness of the publicity.

STARR PIANOS STARR PHONOGRAPHS
GENNETT RECORDS
Represent the Highest Attainment in Musical Worth
The STARR PIANO COMPANY
Established 1872 Richmond. Indiana



Built with a finger on the market's pulse

QUESTIONING hundreds of big town and little town radio dealers; gathering the radio opinions of thousands of people; finding the answer to that outstanding question "How will it sell?"

—and then, working in closest cooperation with the best technical radio men in the country to build this line of Kennedy models to meet the requirements exactly; that is the plan we followed to make this the biggest year Kennedy dealers have had so far.

YES, we were certainly thorough in taking the pulse of the market. *For your benefit*, Mr. Reliable Radio Dealer.

You can now stock the nationally advertised Kennedy line with full confidence that it is absolutely in line with popular demand. And you will avoid much unfair competition, for the price slasher is not acceptable as a Kennedy dealer. You have noticed the high character of radio dealers who are handling the Kennedy line. That is not accidental. Kennedy clean-cut manufacturing and selling policies appeal to merchants who are in business to stay, and Kennedy dealers are appointed with care.

A Kennedy dealership is a valuable business asset

Mail the coupon today and we will tell you more about it

Kennedy unit for talking machine

SPECIALLY designed to fit Victrola Models 215, 400, 405 and 410 without cabinet work. Can also be fitted to other talking machines.

Three-tube and four-tube models. Prices and special information on request.

THE COLIN B. KENNEDY COMPANY
Saint Louis

KENNEDY

The Royalty [K] *of Radio*

MODEL XI

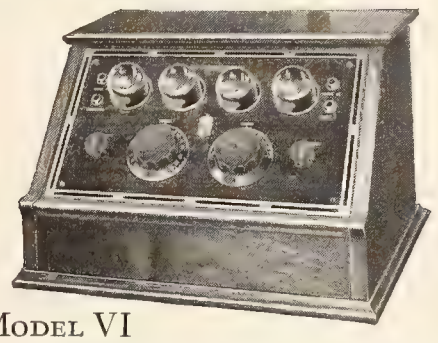
Beautiful mahogany inlaid cabinet, with built-in loud speaker for reception of local and out-of-town stations. Simplified tuning on one dial. Stations are always found at the same point on this dial. Controlled volume. Non-radiating. Licensed under Armstrong U. S. Patent No. 1,113,149

Retail price without accessories $185.00
West of the Rockies $190.00

MODEL XV

Super-selective long range radio frequency model. It cuts right through local broadcasting and brings in distance. Simple, logged tuning with only two controls. Volume can be controlled. Non-radiating.

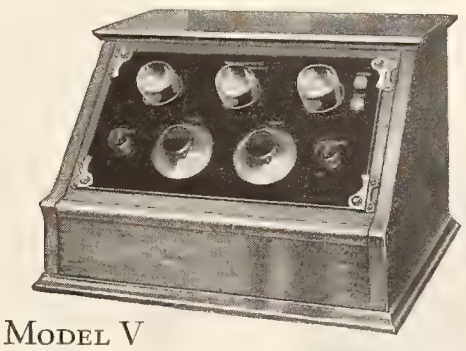
Retail price without accessories $142.50
West of the Rockies $145.00



MODEL VI

This Kennedy brings in distant stations with loud speaker volume. Like all Kennedy models, noted for purity of tone. Simple logged tuning on one dial. Non-radiating. Licensed under Armstrong U. S. Patent No. 1,113,149.

Retail price without accessories $105.00
West of the Rockies $107.50



MODEL V

One of the most popular models. Forty-five degree angle panel, a Kennedy feature, is convenient for tuning. Each station has its own dial setting and is always found at that point. One dial controls tuning, the other regulates volume. Non-radiating. Licensed under Armstrong U. S. Patent No 1,113,149.

Retail price without accessories $88.75
West of the Rockies $91.25

COUPON

THE COLIN B. KENNEDY COMPANY, *Saint Louis*

I am interested in a Kennedy dealership. Please send me particulars.

*My name*_____

*Firm name*_____

*Street address*_____

*City*_____

*Business*_____

Creating Once-a-Week Buyers of Records

How the Stamford Music Shop Has Built Up a Record Clientele Which Visits the Store Weekly—Selling Records Before Released

"It takes intelligence and salesmanship to sell records.

"The record salesman must know the record stock and, what is of equal importance, must know the customer.

"Handing out what the customer asks for and letting it go at that is not salesmanship.

"Sales of records should pay the overhead of the store and leave some profits over."

These four principles are in effect what Otto Benzing, phonograph dealer of Stamford, Conn., believes the success of the record department hinges upon. And he is qualified to express an authoritative opinion, in view of the fact that during the past year he and Mrs. Benzing have done a tremendous business, in spite of many adverse influences. Mr. Benzing is a great believer in the canvassing route to sales and he has made a clean sweep of his territory in this manner. Mrs. Benzing has charge of the store and it is due to her sales ability, charming personality and the knowledge of the records she sells that this concern does a record business out of all proportion to its size and the number of steady customers it has.

Customers in the True Sense of the Word

The customers of this live dealer are consistent purchasers of records and, although the number of patrons is much smaller than is usually the case with talking machine establishments located on busy thoroughfares, the lack of numbers is more than made up by the number of records purchased. Both Mr. and Mrs. Benzing believe it is much better to build up a steady clientele of music lovers, whether they be lovers of classics or jazz, than to have a large transient trade, because in the long run the steady customers will buy more, thus giving the dealer greater profits. There is a tip in this for neighborhood retailers who must necessarily depend upon the patronage of the people of the section in which the store is located for the bulk of business.

"Typical of our customers is the baggage man at the railroad station. Although, I am sure, his income is small he comes in here once each week and purchases at least three records," said Mr. Benzinger. "In the end this type of customer is the best from the profit standpoint. Most of our customers are of the working class, the kind who do not receive any too much money for their labor and are not exactly what one might call cultured. The way to sell these people and make friends with them is to talk the language they can understand. Talking over their heads about the records kills the chances of making a sale and a friend for the store."

Selling Records Before Released

An unusual stunt in record selling has been found very effective by Mrs. Benzing. When a customer comes into the store Mrs. Benzing, knowing the type of music which that person has been in the habit of buying, calls attention in an enthusiastic manner to a record which is due for early release and actually sells the customer the record before it has been released. Now the big point in this is that the customer must visit the store within a short time to get this record and the same process of selling in "advance" is repeated.

Mrs. Benzing is "sold" on the line of records she handles and her enthusiasm is contagious. It has been pointed out many times that the sales person who is not convinced that what he is selling is the best of its kind makes an unconvincing talker. Mr. Benzing is also enthusiastic over his line of talking machines. He has studied them and is in a position to deliver a sales talk that will convince the most skeptical of the merits of his product. He knows every point in the construction of his instruments and how they differ from other makes and his success is concrete proof that his methods are paying ones.

Satisfy the Customer

Whether it is selling machines or records, the main object of this merchandiser is to make the customer satisfied with his purchase. "Even after a customer has completed his payments I keep after him or her," said Mr. Benzing. "Perhaps my motive is a selfish one, but not entirely so. In the first place, some day I may approach a former customer again with a sale as my objective. Then, again, the sale of a talking machine or piano means future sales of records and music rolls. I believe in giving my patrons a square deal and they know it. That is why we continue to do a good record business. When a customer goes out of this store he is in a happy mood, if we can make him so. This policy has proved practical and I firmly believe that one of the reasons why many of our customers come in for records week after week is because they like to do so. They actually enjoy buying here.

"Although, as I have stated, most of our business is done with the type of people who are not possessed of any too much of the world's goods, we have a number of customers who are in much better financial circumstances. You see we are not very far from the railroad station and it is a habit of the wives and daughters of many of the commuters to call for members of the family who work out of town, or who are returning from a visit. From time to time one of these persons will see our little shop and stop in to hear a record. Invariably they buy something and they are so pleased with the type of courtesy and service extended by Mrs. Benzing that they make it a point to stop in when they are in this neighborhood. We have one customer, secured in this manner—a man—who drops in occasionally and never goes out with less than ten music rolls."

Using Manufacturers' Literature

Another little stunt which is mighty effective has been put in effect by this dealer. Several makes of records are handled and the large hangers listing the latest releases, instead of being thrown away, are placed immediately behind the service counter. All the customers who enter this store go to the service counter and the first thing that strikes their eyes are the several large hangers. A simple thing, to be sure, but it interests the patrons. They stop to read and, what is of more importance, they often see some title which interests them. They ask to hear the record and another sale has been made. Yes, a simple thing, but in the final analysis it is the apparently small things which lead to a large whole.

Old King Cole was a merry old soul
And a merry old soul was he,
He called for his pipe and he called for his bowl
And he called for his fiddlers three.

When the fiddlers were gone King Cole would laugh,
For a very merry way had he
Of using a Baby Cabinet Phonograph
In place of his fiddlers three.

The Baby Cabinet Phonograph

Retails for $10.00

As illustrated. Height 17"; weight, 10 lbs. It is painted ivory white, with nursery rhyme figures in colors. Spring worm gear motor with speed regulator.

What about children's phonographs for your toy shop? They are always popular, and more so than ever when the cold weather keeps the youngsters indoors. The Baby Cabinet—and our small "Genola," to retail at $5.00—are models that appeal instantly, and both play any flat records up to 10 inches.

The General Phonograph Mfg. Co.

Elyria, Ohio

Cantor, Columbia Artist, Meets Prince of Wales

A few nights before his departure from the United States the Prince of Wales was the guest of honor at an impromptu, informal party given by Rodman Wanamaker on his palatial houseboat. Most prominent among the people to be invited from an entertainment standpoint was Eddie Cantor, exclusive Columbia artist, who entertained the party with rare bits of his contagious humor in the way of songs and stories, but also had a little chat with the Prince.

Dunlap Adds Ware Radio

Peekskill, N. Y., October 7.—Dunlap's Music Store, of this city, recently entered the radio field with the addition of the Ware neutrodyne to its stock of talking machines and pianos. The concern operates a large local store and another in Ossining. Canvassing has been found the most effective route to sales by this live merchandiser and his outside sales activities extend into the rural districts, where he does a large machine and record business with the farmers. This class of business has been found by Mr. Dunlap easy to secure and hold and experience has proved the rural trade first class, from a credit standpoint.

Table-Talker

Keep in Touch with National Events

The final desperate spurt as the Presidential campaign draws to a close! The returns as they pile up on election night. Great speeches and vital messages—the inaugural address, the later congressional messages—hard, slow reading, but easy to listen to—with a *Table-Talker.*

And, too, there's everything from football to recipes, from grand opera to market reports, from prize fights to bedtime tales. All brought to your home—shared with your family and your friends by the *real* reproduction of the *Table-Talker.*

PRICE

$10

Brandes

The name to know in Radio

Superior *Matched Tone* Headset $6
$7 in Canada

Table-Talker $10.
50¢ extra west of the Rockies
In Canada $12.50

Navy Type *Matched Tone* Headset $8
$9 in Canada

©C.Brandes, Inc., 1924

C. N. Andrews Is Host to Victor Dealers in Buffalo

Discuss Radio at Luncheon and Dinner at the Park Club in That City

Buffalo, N. Y., October 9.—Curtis N. Andrews, Victor jobber in this city, will be the host to a large number of Victor dealers on Tuesday, October 14, at a luncheon and dinner to be given at the Park Club for the purpose of discussing radio as applied to the talking machine business. Victor dealers from Western New York, Northwestern Pennsylvania and Northeastern Ohio have been invited to attend the meeting, and several well-known speakers are scheduled to address the dealers at both the noon and evening programs.

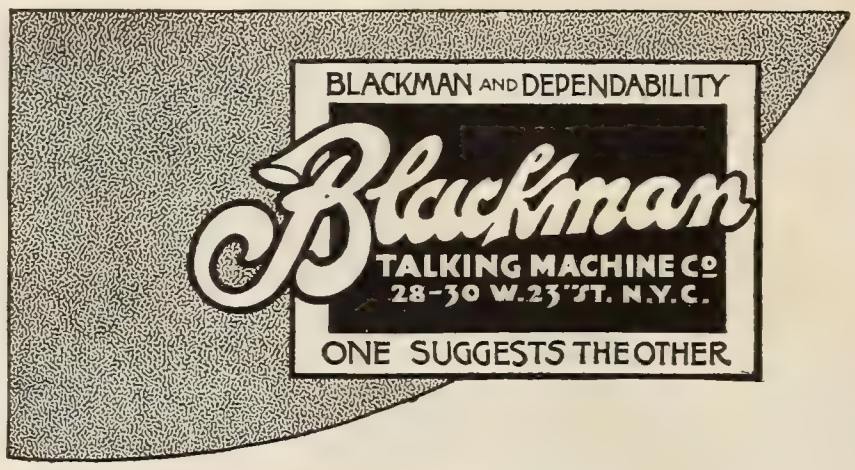
After dinner a radio program will be received in the Park Club, and the business discussions will be continued. Among the speakers are Gordon Sleeper, head of the Sleeper Radio Corp., New York, and Lloyd Graham, of the Radio Digest, Chicago. Mr. Andrews has already been appointed a jobber for the Sleeper Radio Corp. and the Freed-Eisemann Radio Corp., and has also arranged to handle other well-known radio products, including loud speakers, head phones, batteries, battery chargers, etc. The radio department is in charge of M. H. Minick.

New Electric Motors for Latest Sonora Models

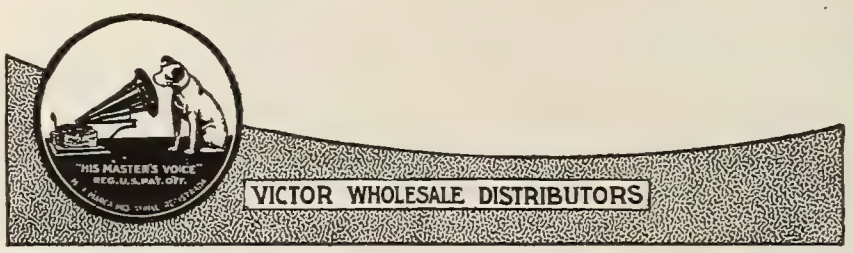
The Sonora Phonograph Co., Inc., announced recently that Sonora phonographs equipped with a new electric motor would be ready for distribution to the trade within sixty days. In announcing this new motor the company said:

"Quite recently the General Electric Co. submitted to us an electric motor for phonographic use, built under a principle that is reliable in respect to uniformity of speed under fluctuating current, as well as in regard to wearing qualities. After many exhaustive tests we can unhesitatingly recommend this motor. We have sufficient confidence in it to adopt it for our instruments. It will run with perfect tempo and will stand up perfectly under long and steady use. It is small and compact, occupying no more space than the ordinary spring motor; is of workmanlike construction and of the best materials.

"This motor may be used only with alternating current, but since over 85 per cent of the electric equipment in this country is for alternating current, there will be only a few cities in which the motor cannot be used. In models retailing at $200 and above (excluding the de Luxe) there will be an additional charge of $25 for the motor installed in place of the ordinary spring motor. With de Luxe models there will be no extra charge."



Let *your* purchases, Mr. Victor Dealer, reflect *your* approval of *your* distributor's dependability.



Kennedy Distributors in Cleveland and Omaha

Two New Important Appointments That Will Mean Much for Kennedy Expansion

St. Louis, Mo., October 7.—The Radiovox Co., of Cleveland, O., formerly R. C. A. distributor, has just taken on the Kennedy radio line, which it will distribute in the northern and northeastern sections of Ohio, according to A. A. Fair, assistant sales manager of the Colin B. Kennedy Co. It has a very large live sales organization and Robert Van Cleve, general manager, is much enthused over the Kennedy product and is planning an extensive drive.

Recently the Storz Western Auto Supply Co., of Omaha, Neb., was included in the list of distributors of the Kennedy product.

"We are receiving many substantial orders from distributors and they report their dealers are now buying liberally," said Mr. Fair in a chat with The World. "In fact, everything looks good for a very successful season and you may be assured everyone of us here is doing his part to not only make the radio business a subject of pride, but also to place the Kennedy product and our organization on a very high level."

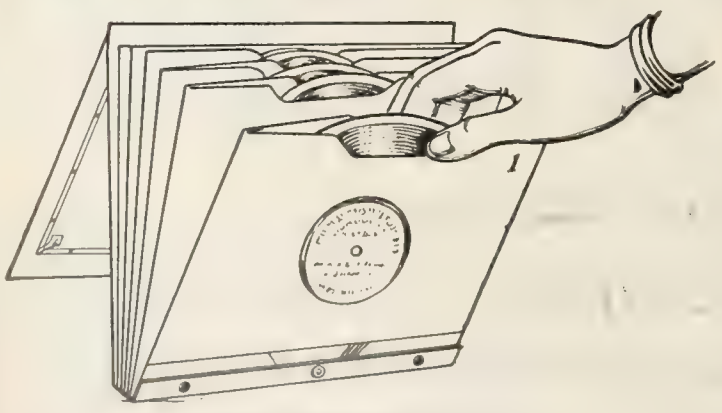
Heineman Motor Demand Indicates Better Business

Otto Heineman, President of General Phonograph Corp., Presents Some Important Data

In a recent chat with The World Otto Heineman, president of the General Phonograph Corp., New York, commented upon the fact that the company's motor business the past few months had been exceptionally fine and far beyond all expectations. The immense factories at Elyria, O., are working to capacity, and Mr. Heineman is co-operating with his organization in giving phonograph manufacturers throughout the country efficient service in taking care of their requirements.

Judging from the motor sales of the General Phonograph Corp. the past few months, talking machine business generally is showing a steady improvement. For many years the figures compiled by this company have acted as a barometer of phonograph sales generally. The first three or four months of 1924 were fairly satisfactory, but during the past few months the sales of Heineman motors have increased by leaps and bounds, indicating that the talking machine business as a whole is enjoying an unusually prosperous Fall season.

National Record Albums



NEW PORTABLE ALBUM

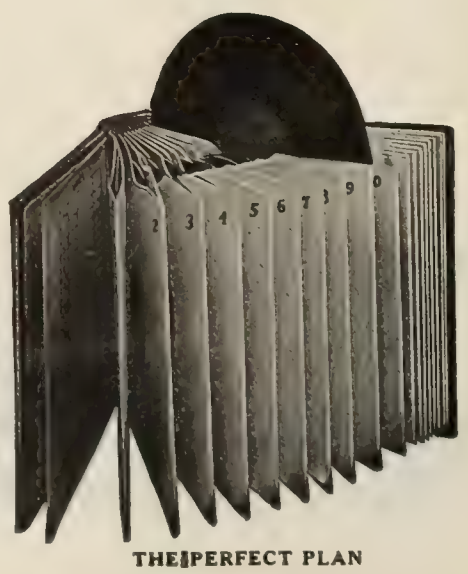
are

Good Albums

Nationally known because they give real satisfaction.

They require less selling effort. Made to contain all makes of disc records including Edison.

Write for our list of 1924 styles and prices



THE PERFECT PLAN

NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.

ZENITH

"Long Distance" RADIO

TRADE MARK

The ZENITH Sales opportunity— as wide as its receiving range.

THE Zenith Franchise in any city is a five-to-six figure money making opportunity for any man.

Millions upon millions of dollars will and are being spent to bring the world to the home via Radio.

Performance sells receiving sets. And in Zenith Long Distance Radio, a merchant can demonstrate unequalled performance with this most saleable and best merchandized product of them all.

Some one is going to make money in your territory with Zenith. Are you?

ZENITH

"Long Distance" RADIO
TRADE MARK

What does it mean to be a ZENITH dealer?

IT means the right to represent the most saleable product on the market. And it means more.

The Zenith Company realizes the dealer's right to protection. Zenith jobbers and ourselves want only the best dealer in a market. To that dealer we present a policy that assures no cut-price — cut-throat competition.

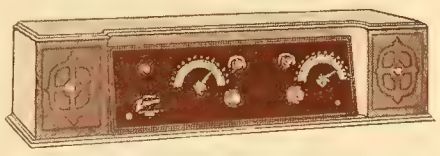
In return we demand and will get the type of business man who is spoiling for a fight, who is ready now to line up to the unequalled performance of Zenith Long Distance Radio — to their extensive advertising, their intensive merchandising, and take his abundant share of the millions of Radio dollars that are being spent.

A wire to your nearest jobber (see following pages) will bring an answer about your territory.

Remember "Best" and "Biggest" never were the same word!

ZENITH

From $95 *to* $550 MODELS



Super-Zenith VII—*(Not regenerative)—6 tubes—2 stages tuned frequency amplification—detector and 3 stages audio frequency amplification. Installed in a beautifully finished cabinet of solid mahogany—44⅞ in. long, 16¼ in. wide, 10⅝ in. high. Price (exclusive of tubes and batteries)* $230

Super-Zenith VIII—*Same as VII except—built with mahogany legs of well-proportioned appropriate design, converting model into console type. Price (exclusive of tubes and batteries)* . . $250

Super-Zenith IX—*Same as VII except—built with legs and additional compartments containing built-in Zenith loud speaker on the one side and generous storage battery space on the other. Price (exclusive of tubes and batteries)* $300

The Super Zenith
$550

THE SUPER ZENITH X, a worthy leader of a worthy line, has these exclusive features.

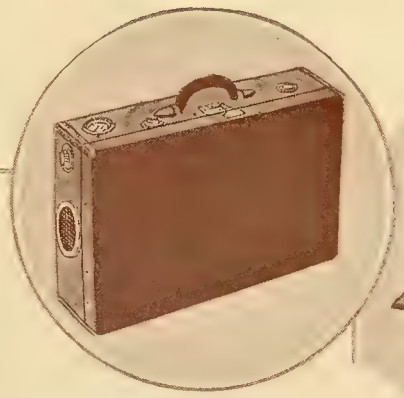
Built-in patented super Zenith duo loud speakers (harmonically synchronized twin speakers and horns) and the Zenith battery eliminator which makes A or B Batteries and chargers unnecessary.

Concentrate on Zenith long distance radio, the line that is priced over a range wide enough to fit any prospect. Let the cheap business go to cheap dealers. Cheap prices mean dissatisfied customers and no radio dealer will ever stay in business who cannot look a customer in the eye three weeks after the sale was made.

ZENITH RADIO CORPORATION

Branch Office:
1269 Broadway, New York City

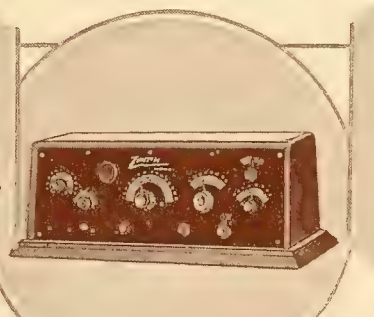
General Offices:
332 South Michigan Ave., Chicago, Ill.



Zenith Super-Portable—*A six-tube radio set entirely self-contained tubes, "A" batteries, "B" batteries, loud speaker and loop antenna complete* $224

Model 4R—*A specially designed three-circuit regenerative receiver in combination with an audion detector and three-stage audio-frequency amplifier, all in one cabinet* $95

Model 3R—*A specially designed distortionless three stage amplifier in combination with the new and different Zenith 3-circuit regenerative tuner—all in one cabinet. Extreme selectivity.* . . $160



Zenith Panel for combination with a Victrola. Price of the panel only ready for installation. $150

SKILLED craftsmen with knowledge of how to create fine character and impelling attractiveness, have succeeded in producing cabinets for Zenith Long Distance Radio that have the visible value of beautiful design and workmanship.

The cabinets are exceedingly beautiful, their graceful lines and fine proportions make them exceptional examples of the cabinet makers' art.

Zenith dealers will find that the cabinets we have designed and produced are a decided sales asset.

JAMESTOWN MANTEL CO.
Jamestown, New York

ZENITH

"Long Distance" RADIO
TRADE MARK

IN ALABAMA

ZENITH Performance is without competition —the Zenith price and model range is right, the Zenith Sales Policy recognizes the dealer right to fair profit.

The Zenith line represents the biggest money making opportunity on the market now—wire for all information.

TALKING MACHINE COMPANY
Birmingham, Alabama

ZENITH

"Long Distance" RADIO
TRADE MARK

IN CALIFORNIA

DEALERS who are looking for a Radio line that will sell through performance . . . *tie to Zenith.*

And behind Zenith performance you will find extensive advertising plus intensive merchandising.

Wire us about your territory.

LISTENWALTER & GOUGH

819 East First Street, Los Angeles, Cal.

ZENITH

"Long Distance" RADIO

TRADE MARK

IN GEORGIA AND FLORIDA

THIS season Radio spells opportunity with capitals. And the Zenith line is the one best way to capitalize on that opportunity.

Some dealer in your territory is going to cash in big with Zenith. Wire for information about the Zenith Sales Plan.

SOUTHERN AUTO & EQUIPMENT CO.

111 Forsyth Street, Atlanta, Ga.

ZENITH

"Long Distance" RADIO

TRADE MARK

IN ILLINOIS AND WISCONSIN

HOW many Radio dollars are you going to collect? Someone in your locality is going to get a lot of them by representing the Zenith Line.

Zenith Long Distance Radio sells on performance. The line is wide enough in models and price to allow concentration. And behind it is a dealer's plan that makes profit a certainty—not a speculation. Territory is going fast—wire about yours.

MUSIC TRADES RADIO CORPORATION

328 North Michigan Ave., Chicago, Ill.

ZENITH

"Long Distance" RADIO
TRADE MARK

IN IOWA

THE ZENITH LINE means the surest way to make money for any dealer.

A large statement—but true. Add Zenith performance to Zenith advertising and merchandising and with proper dealer effort no radio prospect can refuse.

Is your territory open? Wire and find out.

REPASS AUTOMOBILE COMPANY

170-182 Park Avenue West, Waterloo, Iowa

ZENITH

"Long Distance" RADIO
TRADE MARK

IN LOUISIANA AND MISSISSIPPI

IT'S team work that wins! That's why the dealer that ties to Zenith can't lose.

He has for sale unequalled performance—and behind his selling efforts are—extensive advertising, proper merchandising and a sure fire sales plan. Who's going to win the Zenith Franchise in your territory?

WOODWARD WIGHT & COMPANY, Ltd.
New Orleans, La.

ZENITH

"Long Distance" RADIO
TRADE MARK

IN MICHIGAN

A FAIR and square dealer plan that recognizes the dealers right to make real profit —that's one of the big reasons we took on the Zenith Line.

Plus this, Zenith sells on performance — and stays sold through enduring performance. We want dealers who want to make money—not next year but right now.

Better wire about the Zenith plan for your territory.

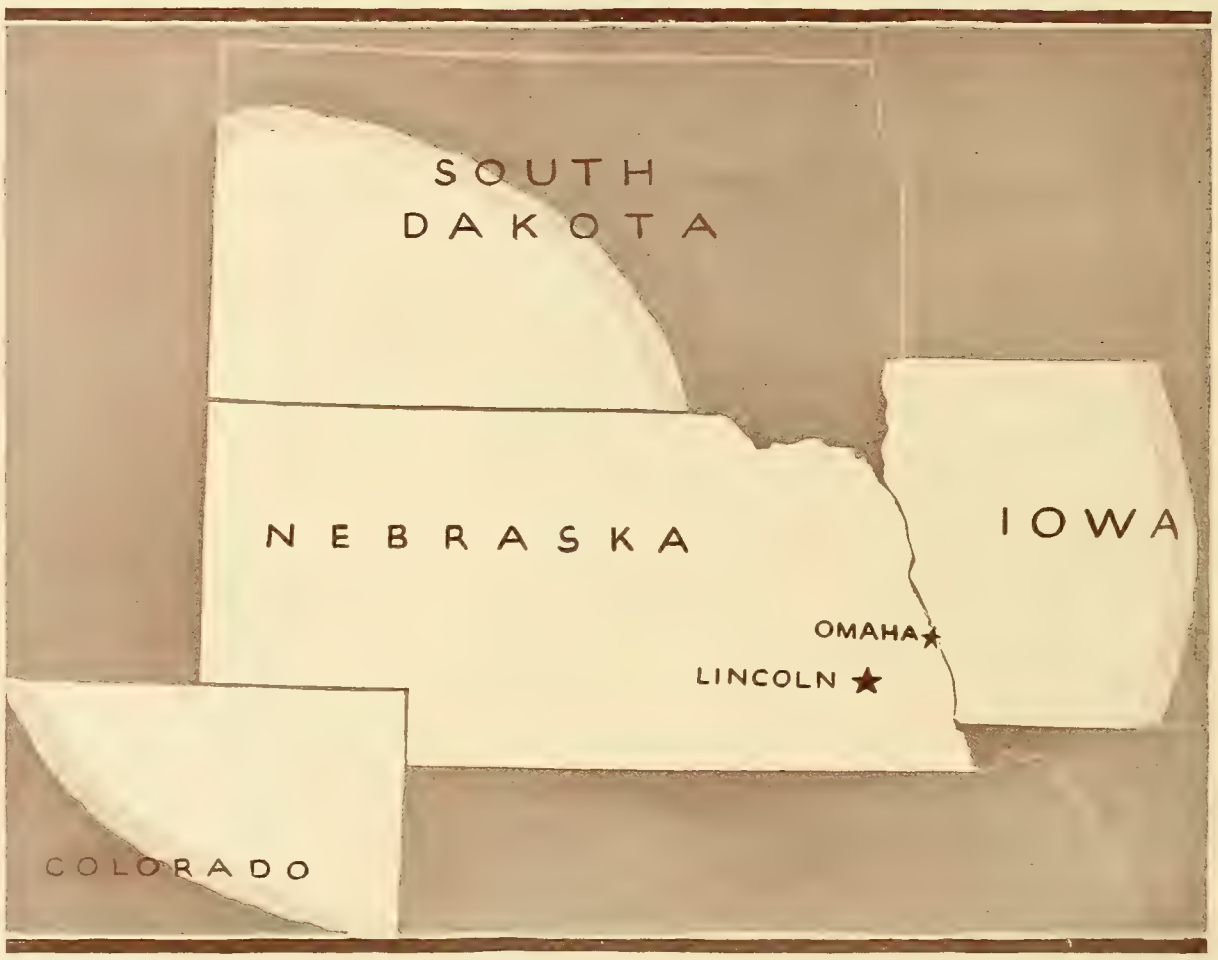
REPUBLIC RADIO CORPORATION

Ford Building, Detroit, Mich.

ZENITH

"Long Distance" RADIO
TRADE MARK

IN NEBRASKA



WE added our name to the name of Zenith for one reason only. We believe it is the one outstanding sales proposition on the market today for any dealer.

The Zenith Plan of selling will interest you. And while territory is going fast, yours may be open. Wire.

NEBRASKA BUICK AUTO CO.
Lincoln and Omaha, Neb.

ZENITH

"Long Distance" RADIO
TRADE MARK

IN NEW JERSEY

A RADIO dealer to make money needs product performance, a price and model range that allows concentration of effort on one name . . . more, he needs a well advertised, well merchandized product with a sales plan that avoids cut price competition.

Analyze the Zenith Line and the Zenith Policy from those four angles before you sign any other contract.

A wire will bring all the information.

E. M. WILSON & SON

11 Lafayette Avenue, Newark, N. J.

ZENITH

"Long Distance" RADIO
TRADE MARK

IN WESTERN NEW YORK

THE ZENITH LINE is wide enough to fit any prospect who really wants Radio results. Between $95 and $550 there is the ideal set for any one.

Add your name to the one name that has set the standard for Radio reception. The Zenith name plus yours is certain to win out in your territory.

Wire for the Zenith Sales Plan.

JOSEPH STRAUSS COMPANY
Buffalo, N. Y.

ZENITH

"Long Distance" RADIO
TRADE MARK

IN GREATER NEW YORK

DEALERS wanted who will guarantee one thing — to make money for themselves. We have taken on the Zenith Long Distance Radio Line for one reason only. We know it's the most saleable offered the public. That means money for you and money for us. Wire for all the information.

HERBERT JOHN CORPORATION

560 Seventh Avenue, New York City

ZENITH

"Long Distance" RADIO
TRADE MARK

IN GREATER NEW YORK

WE give special service to Talking Machine Dealers on ZENITH Radio Receivers. We employ Talking Machine Men especially to serve Talking Machine Dealers. Our technical staff backs you up in seeing that you get 100% results. Our sales department specializes in prompt dealer team work. Our service facilities plus the Zenith Sales opportunity makes the Zenith Line a sure winner in your territory. Wire for complete information.

RADIO STORES CORPORATION
216 West 34th Street, New York City

ZENITH

"Long Distance" RADIO
TRADE MARK

IN WESTERN NEW YORK

THIS season is going to beat all records for incoming Radio dollars. And someone in your territory is going to get a major share by linking to the Zenith Line.

Ten minutes will demonstrate in detail why the Zenith Line is the most saleable, the best merchandised and will return more dollars and cents for invested time than any other product on the market.

May we tell you the whole story?

W. H. ROWERDINK & SON

78-82 North Ave., Rochester, N. Y.

ZENITH

"Long Distance" RADIO
TRADE MARK

IN EASTERN NEW YORK

ZENITH representation means a real money making opportunity for that dealer who wants to make money now.

Zenith performance, Zenith advertising, the Zenith price and model range backed by a square deal dealer plan should make Zenith your first consideration.

Wire for details about your locality.

PORTER ELECTRIC COMPANY
514 Charlotte Street, Utica, N. Y.

ZENITH

"Long Distance" RADIO
TRADE MARK

IN PENNSYLVANIA

WHEN the product is right . . . when the market is right . . . when the advertising, the merchandising and the sales policy, each, is right — no one can go wrong.

That's why we know that the Zenith Line is the one line any dealer should think of first. Is your territory open? Wire.

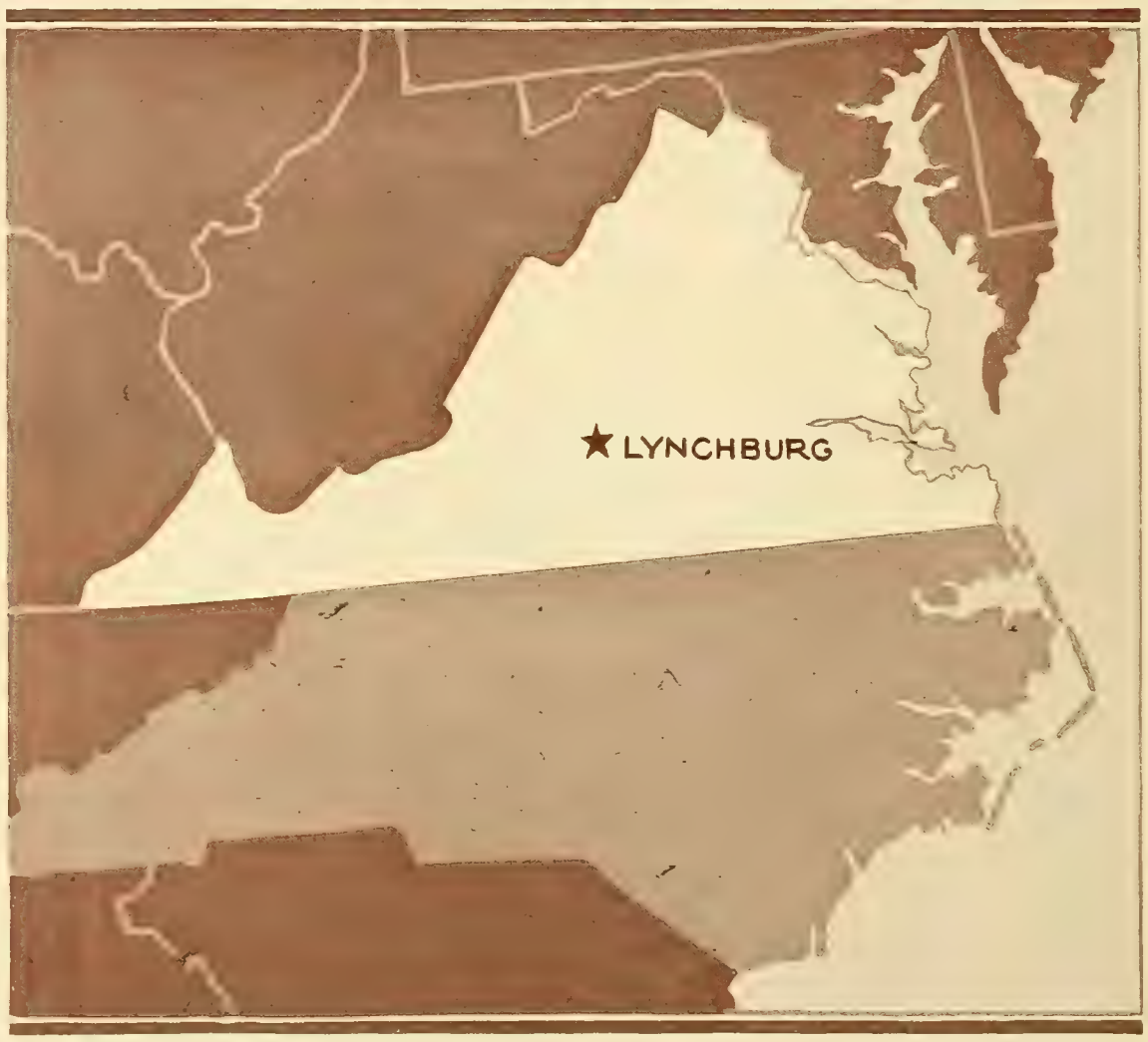
Music Master Corporation

10th and Cherry Streets, Philadelphia, Pa.

ZENITH

"Long Distance" RADIO
TRADE MARK

IN VIRGINIA



WE BELIEVE the Zenith Line is the best proposition for any dealer. That's why we took it on.

And the reasons are these — Zenith Performance — Zenith advertising — Zenith merchandising — Zenith sales policy. Someone is going to make real money in your locality selling Zenith Long Distance Radio. How about you?

ARTHUR S. WILLIAMS, Inc.

LYNCHBURG, VA.

ZENITH

"Long Distance" RADIO
TRADE MARK

IN VIRGINIA

ADD your name to Zenith. Together they represent the biggest radio opportunity in your market.

Someone is going to win out with Zenith. Someone is going to see what the properly priced, properly advertised Zenith Line means as a collector of Radio Dollars. Are you?

THE RADIO SHOP

Richmond, Va.

ZENITH

"Long Distance" RADIO

TRADE MARK

IN WASHINGTON AND OREGON

PROSPECTS buy on performance—that's the big reason why the Zenith Line is most saleable.

And when you back Zenith performance with an intelligent protective sales policy, real advertising and an unsurpassed system of dealer cooperation, the Zenith Franchise is a certainty—not a gamble.

Your territory may be open. Wire.

L. C. WARNER COMPANY

335 Occidental Ave., Seattle, Washington

ZENITH

"Long Distance" RADIO
TRADE MARK

IN WEST VIRGINIA

TWO fisted dealers are going to reap a big harvest with the Zenith line. That is not a conjecture—it's a fact.

The Zenith Franchise is a four square proposition that gives you an unexcelled product, properly priced in a wide model range, backed by extensive advertising and a sales policy that assures no cut price competition. Wire about your territory.

THE RADIO DISTRIBUTING CO.

Wheeling, W. Va.

ZENITH

"Long Distance" RADIO
TRADE MARK

BUT PERFORMANCE IS NOT ENOUGH!

PERFORMANCE is a matter of demonstration. We believe that any fair minded judge can be convinced that Zenith performance is beyond competition.

But that is not enough. That performance must be offered the public in the most salable form. You will find the Zenith line is properly priced. You will find it covers a wide range of models. You will find behind it the kind of advertising that helps the dealer turn prospects into sales. You will find a Zenith Sales Policy that is founded upon the recognition of the jobbers' and dealers' right to a fair and legitimate profit.

The engineering department of the Zenith Radio Corporation is second to none in the industry. And to those engineering brains has been added the merchandising knowledge of a group of men, gained through long years of experience in selling the public kindred products.

That's why the Zenith franchise represents the biggest radio dealer opportunity in the country today.

ZENITH RADIO CORPORATION

Branch Office:
1269 Broadway, New York City

General Office:
332 South Michigan Avenue, Chicago, Ill.

Canvassing Route to Volume Radio Sales

Aggressive Tactics Prove Effective in Securing Prospects and Sales for Arthora Store—R. M. Whitelaw Describes His Methods

Talking machine dealers who are handling radio are discovering that in merchandising talking machines or radio practically the same basic principles of selling obtain. They are beginning to realize that both are musical instruments and mediums of entertainment and must be sold on this basis. The day when the dealer who operates a radio department can sit in his store and merely hand out what the eager customers want is gone and has been replaced by a healthier condition, one where competition is keen enough to make the dealer rustle for sales, and that this condition is sound is proved by the evolution of practically every enterprise of a similar nature. A higher merchandising plane means more sets sold and the establishment of a sound, enduring business. Competition is keen and there are many instances of cut prices, but these are conditions which have been in existence in the talking machine trade for years and that the legitimate dealer, the one who is wide awake and progressive enough to go out after business, has increased his sales volume year after year is proof enough of the fallacy that business is going to the dogs because of these practices. The field is wide open for radio and the proportion who own sets to those who do not and those who are now or will be soon in the market for better receiving outfits is small. Roger Babson, in a recent report on the radio industry, estimates that it will be ten years before the saturation point is reached and even then there will be plenty of opportunity for large rewards for the live dealer.

Sell Tone Quality

"In selling radio you are dealing with the most living, vital, yet mysterious, thing of the twentieth century," declared R. M. Whitelaw, manager of the Ideal Radio & Music Co., of Newark, N. J., in discussing the merchandising of radio. "This very mystery has a tendency to confuse and perhaps cause many people to postpone purchasing a radio set. Every effort should be made to impress upon a prospect the fact that the modern radio set is not a complicated electrical apparatus, but, on the contrary, it is a medium for entertainment. In discussing tone quality the talking machine dealer is on familiar ground and when the set is sold on the basis of its reproducing or receiving quality much trouble can be avoided.

"The question of what distance the set will bring in is best answered by the general statement that location and other conditions govern this problem to such an extent that it is impossible to guarantee similar results in all localities. The salesman should emphasize the selectivity of the set he is trying to sell, its ease of operation and its volume and clarity of reproduction. Discuss the mechanism of the set as little as possible, as you are apt to get lost in a maze of conversation which may or may not prove instructive and certainly is not conducive to closing a sale. Take it for granted that your prospect knows something about radio and let him know that you feel that he does and then sell him on the tone quality of the set."

The above are the principles which experience has proved successful at the Ideal Radio & Music Co. Another practice which this live concern has found the most efficient radio sales builder has been outside selling and home demonstrations. During the time the concern has featured radio it has been discovered that a very small percentage of the people who come into the store to secure information regarding the various sets buy at the time. They want to shop around. However, the percentage of sales to store visitors has been brought up considerably by following up inquiries. In the main, this follow-up is done during the evening, when the entire family is at home. A set of the type that needs no outside aerial is taken along by the salesman and the demonstration is made in the home under conditions which are much more favorable to making a sale than would be the case with a store demonstration.

Canvassing for Radio Business

Arthora, a concern handling talking machines and radio in Stamford, Conn., has inaugurated a canvassing campaign for prospects for both talking machines and radio which already has proved the worth of this method of securing business. In addition to many prospects a number of sales of radio outfits and talking machines have been made.

A canvasser has been secured to thoroughly cover the city. This man is not a salesman and makes no attempt to sell. His object is simply to find prospects and this he is doing. He inquires whether there is a radio set or a talking machine in the family and then through further questioning he ascertains whether the persons he interviews are interested either in a radio set or a talking machine. This information is placed on a card provided for that purpose and later a salesman goes out to follow up these leads. This eliminates lost motion on the part of the salesman. He loses no time by calling on people who are not in the market and thus his sales are much greater.

RADIO MURDOCK

The

Murdock Neutrodyne

has every feature that your radio customers want

THE Murdock Five Tube Neutrodyne represents the highest achievement in Neutrodyne construction. Everything about this wonderful receiver denotes quality and exceptional performance. The unfailing resources, skill, and experience of a pioneer manufacturer who has been making radio equipment of the highest engineering standard for 20 years, enter into its construction.

The Murdock Neutrodyne is built, not "assembled". It is a unit of standardized parts—all made in our own factory or according to our own specifications. Each part is rigidly inspected before it goes into the receiver. Then each receiver must pass a number of searching tests before it gets our approval. The refinement of construction revealed in all details of assembly and wiring accounts for the exceptional performance of the Murdock.

THESE FEATURES ESTABLISH THE MURDOCK SUPREMACY

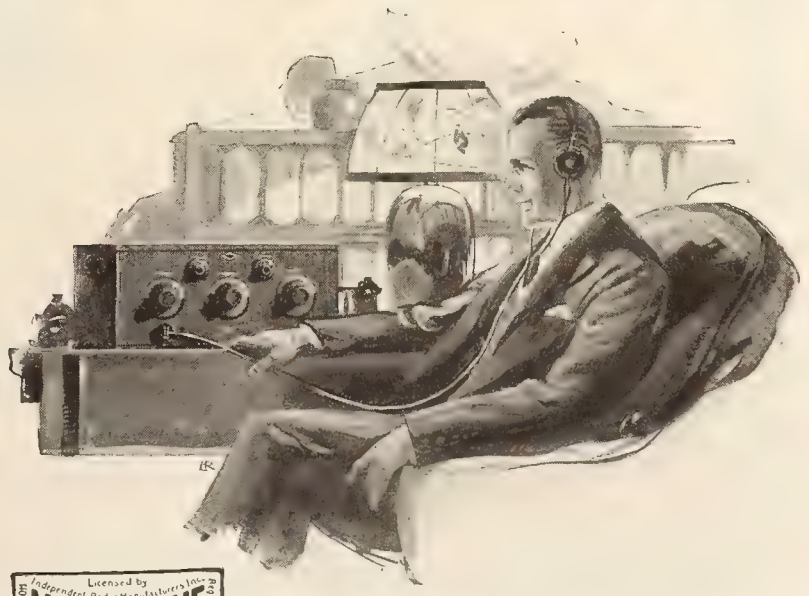
Simplicity of tuning. Freedom from objectionable squeals and howls. Clarity and rich tone volume. Selectivity—ability to get the desired local and distant stations every time and without interference. Long distance reception.

Hook-up with the Murdock Neutrodyne—and give your customers the best in radio. The high quality and moderate price of this receiver turn in volume sales and good profit. Backed by strong advertising in radio magazines and daily newspapers—and active sales co-operation. See your jobber today. If he does not carry the Murdock Neutrodyne write us for information and dealer discounts.

WM. J. MURDOCK CO,
415 Washington Ave., Chelsea, Mass.

Branch Offices:
New York—53 Park Place Chicago—140 S. Dearborn St. San Francisco—509 Mission St.

MURDOCK NEUTRODYNE



Licensed by Independent Radio Manufacturers Inc. Reg U.S. Pat Off. NEUTRODYNE Pat March 27 1923 and April 1 1924 Hazeltine Pats Nos 1450080 and 1489778 Other Patents Pending Radio U.S. Pat Off.

How Live Dealers Tie Up With Halloween

Wm. B. Stoddard Gives Some Concrete Instances Where Dealers Have Profited by Clever Tie-ups With This Merrymaking Holiday

All Saints Eve, October 31, is the carnival night par excellence, and every dealer in talking machines and records should see to it that the public is fully acquainted with his complete stock of dance records, and mirth-provoking monologs, quartets and solos. Use plenty of the accepted symbols of the occasion—witches, black cats, bats, owls and the black and orange crepe paper—and thus tie up your line with Halloween festivities.

A Sales-producing Halloween

The day permits many picturesque advertisements and displays. Stix, Baer & Fuller, St. Louis, featured dance records for Halloween, showing three clowns dancing amid a shower of confetti, serpentines and toy balloons. It was captioned: "Of course you'll dance on Halloween. It will be the wee sma' hours before you stop if you dance to these fascinating records."

Then followed a long list of releases, as well as the most popular dance records of recent months, the name, number and price of each being given. They complemented this with a gay window, which, though small, brought the joy of the Halloween dance strongly to mind. The floor was covered with a tarpaulin and was thickly sprinkled with confetti. From the ceiling descended myriads of serpentines of all colors. At one side was a phonograph, topped with the figure of a grotesque clown doll. In the center of the display was a young woman in dance frock of black and scarlet, with a black half mask. She held in her hand a dance program, and beside her was a big black cat with bristling tail. At the other side was a card with this message: "Of course, you'll dance on Halloween. Pick out some new records for the occasion. There is a selection in our music room to suit every taste."

Capitalizing the Holiday in Los Angeles

Two of the leading music dealers in Los Angeles—the Platt Music Co. and the Fitzgerald Music Co.—had special settings that brought their records and talking machines into prominence. The first named had three tall black standards each topped with a grinning Jack o'Lantern, while from the ceiling hung festoons of serpentines. Four different styles of cabinets were shown, each wreathed with serpentines. Down the front were set a number of the latest records and a card suggested: "Get Your Records Now for the Revels of All Saints Eve."

The Fitzgerald Co. showed in the background a large circle five feet in diameter, covered with dark blue cloth. Holes were cut in this cloth in the shape of moon and stars, and these were covered with orange or silver gauze, with a strong light behind them, making the "starry heavens" stand out very distinctly. A cardboard fence was erected and on this, silhouetted against the moon, was a black cat with humped back and bristling tail. A platform covered with black felt had on either side tall torchieres with shades of orange silk, at the base of each being the life-size cut-out of a black cat. In the corners were piles of pumpkins, upon which were painted "Get Your Records for Halloween." Three phonographs were exhibited, on the top of each being a black cat, while at the base was a pumpkin on which in black letters was printed the price of that particular machine.

Fostering Home Pleasures

Formerly the youngsters, especially boys, roamed the streets on this night, committing all sorts of depredations under the guise of "sport," but of late years the indoor gatherings have superseded to a great extent these nocturnal prowlings. The idea of the indoor "party" should be fostered by every music dealer, not only because it will help him sell records and machines, but because he will earn the good will of all law-abiding adults, who object to the bell-ringing and other Halloween pranks. The Sunday Schools, Boy Scouts, Camp Fire Girls and kindred organizations often hold gatherings on Halloween, and the loan of a phonograph for entertainment will build much good will. It is particularly valuable at this season, for most merchants are now getting things in shape to launch their Christmas selling campaign. One music firm brought its records prominently to mind as gifts by having printed in bold letters upon the envelope of each record: "Give Records for Christmas—something the whole family can enjoy." Whenever they lent a machine for some festive occasion, such as a Halloween gathering, the records were naturally handled by a score of people during the evening, all of whom had a chance to see this suggestion.

Cater to the Kiddies

The children play a large part in Halloween festivities and records suitable for them should accordingly be featured. All of the records contained in the Bubble Books make good entertainment, and all of the Mother Goose rhymes should be suggested. They were advertised very strikingly by Robinson's, Los Angeles. Suspended by slender but stout wires from the ceiling was a big goose with outspread wings, on which was seated Mother Goose herself, in peak cap and garments of red, blue and gold. In one corner of the room was a juvenile phonograph, which was being operated by a small boy, while at the other end was a cabinet and an adult machine, on the top of which was a big black cat. Half a dozen little children were scattered about, some dancing, some listening to the music. The boys were dressed in clown suits of black and orange, while the little girls wore fluffy orange frocks. All of the children carried horns decked with orange and black ribbons. Around the white wall were hung a series of records, with borders of orange. In the center of each record was an orange circle upon which the name and price of the record were painted in black. A card suggested:

"MUSIC FOR THE HALLOWEEN PARTY"

Come to our big children's music department—on the toy floor—and hear the liveliest, funniest, dancingest tunes you ever listened to. Just the thing to make the kiddies shout with glee at the Halloween party.

In the section devoted to children's music a phonograph was installed and on the Saturday preceding Halloween a number of children from local dancing schools, dressed as fairies and goblins, danced to the music of the phonograph before a delighted audience.

Herb Wiedoeft's Orchestra on Long Concert Tour

Herb Wiedoft's Orchestra, Brunswick artists, have signed bookings for a tour of fourteen weeks, extending from Cleveland to Pittsburgh, to New York, and then back to open for the Winter at The Cinderella Roof, Los Angeles.

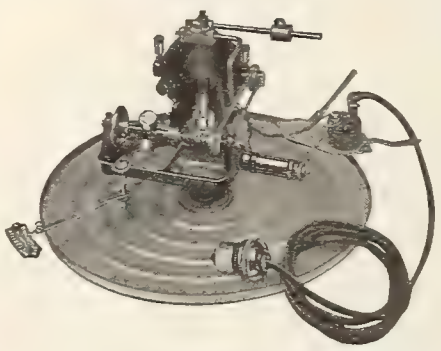
The tremendous success of Herb Wiedoft's Orchestra on tour has shown itself tangibly in record sales. Brunswick dealers in each instance have co-operated enthusiastically in advertising the appearance of these artists with excellent results.

The PHONOMOTOR CO.

WM. F. HITCHCOCK, Proprietor

121 West Avenue Rochester, N. Y.

An Electric Equipment for the PHONOGRAPH



Fully GUARANTEED

Universal—alternating or direct current. Complete, with every part ready to run.

Sample, mounted on motor board, 12x12¾, $25.00 C.O.D. Money back if not satisfactory.

The PHONOSTOP

An automatic stop for all talking machines, 100% efficient.

STANDARD FOR EIGHT YEARS

Guaranteed.

Sold direct to manufacturers all over the world.

Nickel or Gold.

Your phonograph is worthy of the best stop.

This is the only one.

Your customers appreciate it

Our NEED-A-CLIP

A fibre needle clipper with hardened tool steel blade, retails at 75c, does its work perfectly, indefinitely.

WE ALSO SELL GENERAL PHONOGRAPH HARDWARE

Trade Prices upon application

The PHONOMOTOR

Trade-Mark Reg. U. S. Pat. Office

UNIFORM QUALITY = UNIFORM RESULTS

You can safely rely upon the quality of our

COTTON FLOCKS for PHONOGRAPH RECORDS

Write for samples and quotations

CLAREMONT WASTE MFG. CO. **Claremont, N. H.**

We win again!

WHOLESALER	MONTH	PERCENTAGE OF FILL
Pearsall		92%
Competitor "A"	JUNE	57%
Competitor "B"		61%
Pearsall		91%
Competitor "A"	JULY	45%
Competitor "B"		62%
Pearsall	AUGUST	93%

NOTE—The above figures represent the actual delivery checkup of a prominent Victor Dealer—submitted in appreciation of Pearsall Service.

BUT

—Ask any Pearsall dealer, he'll tell you.

"Desire to serve, plus ability."

Wholesale Only

10 EAST 39th ST. NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

THOS F GREEN

BRIGGS

Cashing in on Holidays Through Windows

Seasonal Displays of the "Eye-Arresting" Type Impress Passers-by at an Opportune Time—Important Element of the Sales Drive

With Thanksgiving in the offing it is time for talking machine dealers to think of ways and means of making this holiday pay dividends in sales. More and more each year music is being accepted as an important element in making the holidays thoroughly enjoyable, and live music dealers vie with one another to make pre-holiday days profitable. To what extent any individual dealer succeeds in this depends entirely upon himself and the efforts he puts forth.

The Seasonal Window

The window display and advertising offer the talking machine merchant the most effective methods of getting his message before a substantial portion of the public. In the case of the window display the retailer has a great advantage, for he can visualize the message designed to create sales of the product he handles. The seasonal window is especially forceful, from the standpoint of creating a desire for the instruments displayed, and it also implants a thought in the mind of the passer-by—the thought that music helps make the home happier and the holidays more enjoyable.

The illustration herewith shows a simple and at the same time appealing Thanksgiving window display arranged by the Barnes Music Co., of Los Angeles. The display fairly breathes the holiday spirit and the golden days of Fall. The simplicity of the arrangement is most attractive. It will be noted that there is a lack of crowding, a fault too often prevalent in window displays. Only two talking machines are shown, an upright and a console. Placards placed in advantageous positions strike the eye with significant messages. The cost of such a display is very small. The leaves and other embellishments can be secured by a trip to the outskirts of any town or city. The natural background of the window or a strip prepared especially for the display to carry out the theme

A Thanksgiving Window Display Which Will Make 'Em Look

can be secured from the local sign painter at comparatively small cost, and can be used each year for similar displays.

Make 'Em Stop and Look

To make passers-by stop, look and think is the function of the window display. It is said of one dealer in a small town that his displays are so original and striking that each week his window is the Mecca of most of the shopping portion of the public. The window is a powerful "silent salesman" and it works twenty-four hours each day. It is valuable space for which the dealer pays dearly and so it is up to him to get some return from it. The only way he can do this is by compelling those who pass by on business or pleasure bent to stop and look. A display which does this results in two things—first, it emphasizes on the public mind the dealer and his business, and, therefore, may result in future sales, and, second, it creates immediate sales.

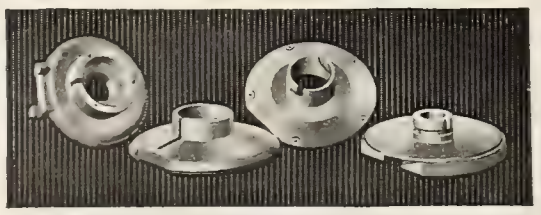
The talking machine dealer who secures the greatest benefit from holiday sales possibilities is the one who utilizes all the forces at his command in a consistent drive for business, and by no means least of these is the window display. During the days, and even weeks, preceding the holidays the public turns out to do its shopping in greater numbers than usual for the reason that this is the season of family reunions, festivities and feasts. At this season also window displays attract greater attention than usual because the American public has been educated to look for unusual and beautiful exhibits. Window shopping becomes the favorite sport of father, mother and the children. They are all in a receptive mood and the sales message of the talking machine dealer expressed through the medium of the window display has greater force than at any other time of the year.

However, while the window display is in the front rank as a holiday sales producer, newspaper advertising, direct mail and other methods of making the public realize the enjoyment to be derived from appropriate music at this time are all important links in the sales-promotion campaign and none should be neglected. A well-rounded campaign demands that the retailer make each unit of his drive for business as strong as possible. By the time the issue of The World in which this appears reaches the trade Thanksgiving will be only a few weeks off—little enough time for planning the holiday sales campaign.

Announces Booklet on Radio Art Furniture

The Columbia Mantel Co., Inc., Brooklyn, N. Y., recently sent a letter to the trade announcing its new booklet on "Radio Art Furniture." This well-known furniture manufacturing house during the thirty years of its existence has witnessed the growth of the talking machine industry from a small beginning to its present status, and is enthusiastic over the future of the radio industry as part of the talking machine business. Within Greater New York it is announced that auto truck delivery will be made right to the premises of the purchaser and even in more distant shipments it has established a slogan of "Without a scratch" for its delivery department.

DOEHLER
The World's Largest Producer of
DIE-CASTINGS



A successful compromise between price and quality has never yet been arranged. Responsible manufacturers never attempt it—responsible purchasers never really expect it.

There is no recorded instance of gold dollars having been purchased for less than 100 cents—and there never will be.

Each Doehler Die-Casting has a quality that is honestly measured by its price. Each dollar paid for a Doehler Die-Casting buys 100 cents' worth of sound serviceability, accuracy, strength, metal quality, satisfactory service.

DOEHLER DIE-CASTING CO.
BROOKLYN. N.Y. TOLEDO. OHIO.
POTTSTOWN. PA BATAVIA. N.Y.

LITTLE TOTS' NURSERY TUNES

SONGS, GAMES, STORIES --ON RECORDS

1/3 MORE AT THE OLD PRICE

4 RECORDS instead of three; eight selections instead of six; complete in an attractive album with eight pictures and verse cards, individually wrapped in glassine envelopes **$1.00**

Dealers Price

Lots less than one-half gross

65c. each

The Price Remains the Same—So Does the Profit

If you are possessed with a keen sense of merchandising you won't need very much of a reminder to send in your order for this new value in LITTLE TOT Books. The continual and ever increasing popularity in Children's Records, making your stock incomplete without them. The present possibility of offering your customer 1/3 more at the old price, provides additional means for the creation of good will and customers' satisfaction.

Dealers Price

Lots of one-half gross or more,

60c. each

Complete List of Books

No. 1. The "Merry Song" Book
No. 2. The "Happy Day" Book
No. 3. The "Jolly Game" Book
No. 4. The "Story Hour" Book
No. 5. The "Christmas" Book
No. 6. The "Lullaby" Book
No. 7. The "Patriotic" Book
No. 8. The "Medley" Book
No. 9. The "Sunshine" Book

A SURE-HIT HOLIDAY ITEM

The increased value at the old price combined with the vast possibility of numerous repeat sales, places LITTLE TOTS Record Books before you for premier consideration as a Holiday Item. Think it over!

Order Now

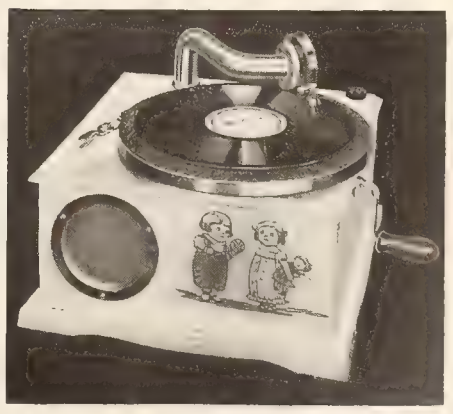
LITTLE TOTS' PHONOGRAPH

Feature This Attractive Talking Machine

together with Little Tots Books and you will be surprised by the large number of sales made. The Little Tots Talking Machine is not a toy, but a complete well constructed phonograph, playing all size records with a clear, rich and loud tone. Fine wood cabinet, painted in Rich Ivory, embellished with attractively colored kiddie pictures; or plain mahogany.

ORDER ONE AS A SAMPLE

Price $10 Retail



Dealers Price, $6.00 f. o. b. N. Y.

REGAL RECORD CO., 20 West 20th Street, NEW YORK

Efficient Speech Is Big Power in Selling

The Art of Selling Is an Art of Talking, Says Braid White, in an Interesting Dissertation on This Phase of Retail Business

The art of selling is an art of talking. Thought cannot be expressed save by means of words, and the choice and use of speech are the essence of good salesmanship. Of course, it can always be said by someone that he knows a very successful salesman who can hardly read or write and glories in having no education, and all that sort of thing, but none of that really has anything to do with the case. A man who thus succeeds is successful despite his handicap, and would be much more successful if he were better educated. The fact remains that the man who has any idea of rising above the lowest ranks needs to possess or to acquire the art of efficient speech.

What "Efficient" Means

I say "efficient" and not "correct," for the latter word is badly misused and in the popular mind has come to mean something stilted and pedantic. What I have in mind is the power of using words to convey one's meaning in the most efficient manner, and by the specific adjective "efficient" I mean the manner which, for any given purpose, may be most likely to achieve its end. Thus I do not confine myself to what is called "snappy" or brisk or brief or "forceful" speech. I mean whatever kind of speech will obtain the results aimed at in each case; which may mean anything and everything as to manner, although it can only mean one thing as to content.

Clearness and impressiveness are probably the most valuable qualities in the speech of the salesman. By clearness is meant the quality of conveying to the hearer one's thought unspoiled, without losing half its weight and power in the course of conveyance. To be a "clear" speaker means, of course, to be a clear thinker and that, in turn, means that one must have practiced the art of arranging one's thoughts logically. A clear thinker who has read enough good literature to have learned something of the trick of expression will be a clear talker.

What Is Clear Thinking?

Now clear thinking depends upon certain conditions of the thinker's mind. These are mainly controlled by education and training. The sloppy apology for an education with which too many men and women have to be satisfied furnishes the most unfavorable soil for the propagation of a clear-thinking mind; but whatever one's educational circumstances may have been, it is possible always to appreciate the simple fact that clear thinking, which gives mastery over facts and persons alike, depends upon mental capacity to sift evidence and to distinguish between what is patently false and what is probably true. There is no royal road to mastery in thinking, but there are certain things to be done which if and when done will help immeasurably along the rather straight and narrow path laid out for the thinker.

The first of these may be described by calling it the practice of examining evidence. A man who makes his living by selling is popularly expected to be an advocate rather than a judge, but this is true only in regard to his actual selling work. In respect of the judgments he frames about people, about business matters and about everything which demands soundness of opinion, he must be impartial and coolly determined to get at the truth of the matter in question. When selling he is a pleader, when managing he is judge and general in one.

The practice of examining what is presented to one's judgment, instead of either at once accepting or rejecting it, is the first of practices to be undertaken by him who would think clearly. No business executive takes snap judgments; or, if one does at any time, he is sure afterwards to be sorry more often than not.

The second thing is the practice of not allowing one's judgment to be warped by either prejudice or suggestion. Prejudice is the deadliest enemy to clear thinking and at the same time the subtlest of all human errors, for it is mixed up with education and environment and thus eats into the very roots of one's being.

The Crowd and Its Power

Crowd suggestion is another deadly enemy. To follow always the fashion, to be always "up to date," to fear always that one may be doing something not entirely in accord with the prevailing thought of the crowd, is to be merely a member of the mob and to surrender in advance all hope of mastery. The suggestive powers of the crowd are enormous; yet they dissolve like a puff of vapor in the clear dry light of independent thought.

Given this determination to weigh all evidence and to use only independent judgment, without heed to the temptations of prejudice and suggestion, one acquires almost insensibly the habit of clear thought, which leads with equal certainty to the gradual and sure mastery of clear speech. No better way can be found of hastening one's progress than in the practice of writing down one's thought about propositions or ideas presented to one. To keep a diary may seem neither very important nor very useful, but a steadily written journal of his life from day to day will give a man a power over expression that he can hardly acquire in any other way.

Impressiveness

Impressiveness of speech is that quality which enables a speaker to press home his ideas to his hearers with magnified effect, owing to the manner of his delivery, apart from the actual matter of it. When a man is able to present his thought not only clearly, so that it shall be thoroughly understood, but also impressively, so that it shall be heard with pleasure and shall cause those who hear to be impelled towards assenting to the statements put forth, he may consider himself qualified to sell, whether his goods be material or mental, dry-goods or idea-goods. Impressiveness is part of the good salesman's equipment, but impressiveness does not mean noise, or ranting, or rhetoric. It rather means that quiet earnestness which comes when a man has both thought out all the facts about the proposition he is enunciating and has convinced himself that it is worthy his best efforts. Earnestness which is noisy is worse than no earnestness at all, for it then becomes mere ballyhoo. High-class salesmen never place themselves on a level with the Coney Island barker or the cheap jewelry auctioneer. Quiet earnestness, on the other hand, conveys to the hearer a sense of the speaker's power which is usually decisive and sometimes overwhelming.

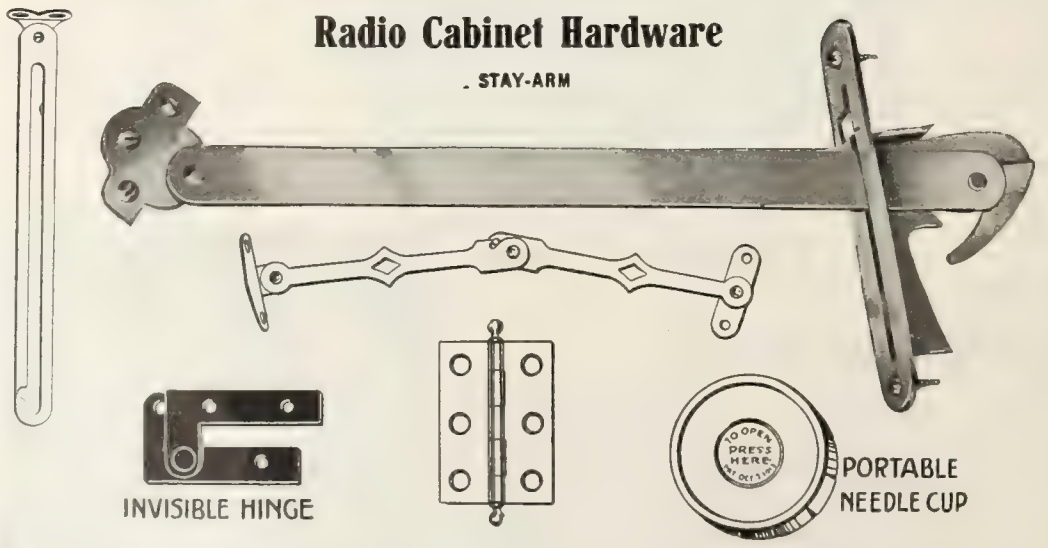
Reading

Even good salesmen may resent the suggestion that more and better reading would be very good indeed for most of them; yet this is only too true. The sloppy thinking, the sloppier speech and the general sloppiness of mentality that permit a man to sell, yet never to surpass his fellows in selling, that make him a salesman, but never one of those big men to whom the apparently impossible tasks are given, are all characteristics of an age which despises learning; yet it is the most patent of truths that the big men are always learners from birth to grave. He who would know how to handle his ideas should, nay must, be a student; nor is there any road towards mastery in this department of life easier, more open and more certain to repay than the road of good reading. I am not selling books; but if I had long since collected them on my shelves one by one I should certainly want to have those volumes which together are called the Five-foot Shelf of Books, and which President Eliot selected. A man who has no more reading than is in these only will be a man who can talk because he will have learned to think, who can talk persuasively because he will have learned how Burke persuaded, who can talk impressively because he will know how Lincoln spoke at Gettysburg, who can reason because he will know how Socrates argued.

FULL LINE of HARDWARE

FOR UPRIGHT, CONSOLE AND PORTABLE PHONOGRAPHS. IN NICKEL, GOLD AND SPECIAL FINISHES.

Radio Cabinet Hardware



We have been catering to the hardware needs of the talking machine and radio industries for a number of years. Consequently we are in a position to give attention and service of the highest calibre.

H. A. GUDEN CO., Inc.

227 CANAL STREET NEW YORK, N. Y.

40% Off List—
How much is REALLY yours ?

Landay Bros., one of the country's foremost music merchants, operating a chain of stores, made their first installation of

24 AUDAK UNITS in DECEMBER 1923

They have just placed an order for *still more* Audak Units for their Fifth Ave. stores.

Record Service with Audak Unit

This unit supplied complete as shown, ready for use on removal from crate.

The AUDAK SYSTEM has placed the record sales of thousands of progressive dealers on a more profitable and business-like basis.

IT WILL DO THE SAME FOR YOU.

Now is the time to improve your record sales facilities and realize a better profit. Install

THE AUDAK SYSTEM

The Modern Method of Demonstrating and Selling Records

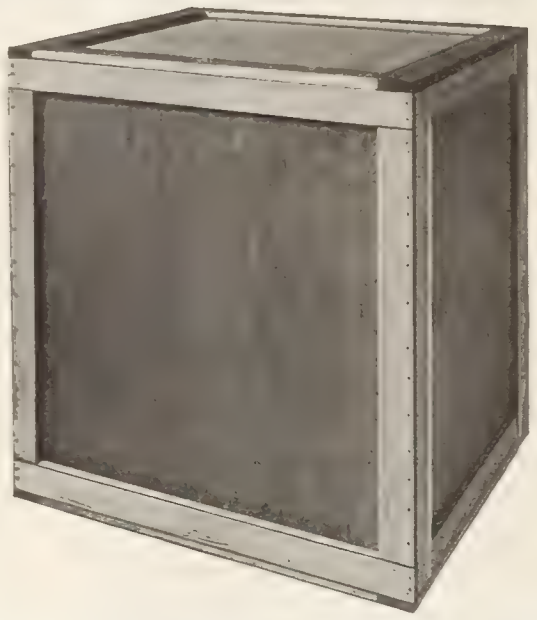
Without the Use of Booths

Write for detailed information.

Representatives in Principal Cities

AUDAK CO., 565 Fifth Ave. New York, N. Y.

In Canada, Manufactured and Distributed by McLAGAN Phonograph Corp., Ltd., Stratford, Ont.



Tailor-Made Packing Cases

Atlas Plywood Packing Cases undoubtedly give proper protection for your product in every detail. They are scientifically made for the specific goods they are intended to carry.

Their scientific construction makes possible the combining of light weight with greater protective qualities. The result is a big saving in freight charges and in claims for damage. Atlas Cases carry heavier loads than the ordinary wooden box.

Atlas Plywood Packing Cases make a better appearance and cost less.

Send us a memorandum of your requirements so that we may point out just what savings Atlas Cases can effect in your particular line.

Atlas Plywood Corp.

PARK SQ. BUILDING BOSTON, MASS.

Largest Manufacturers of Box Shook in New England

French Nestor Co. Arranges Series of Dealers' Meets

Three Sales Conferences for Southeastern Victor Dealers to Be Held in Jacksonville, Miami and Tampa During the Month of October

Jacksonville, Fla., October 8.—The French Nestor Co., Victor wholesaler of this city, has arranged for an important series of three sales conferences for the benefit of the Victor dealers in the Florida district, which takes in sections of South Carolina and Georgia, as well as Florida.

The first conference will be held at the Seminole Hotel in Jacksonville on Thursday, October 16, and assurances have already been received that all the representative dealers and department managers, as well as many of their sales people from northern Florida, Georgia and Carolina, will attend this session.

The second conference will be held at the Hotel Roberts, Miami, on Tuesday, October 21, for the benefit of dealers located on the east coast of Florida, south of Daytona. The third conference will be held at the Hillsborough Hotel, Tampa, on Friday, October 24, and will draw from west coast and central Florida points as far east as Eustis, Sanford and Orlando.

Elaborate programs have been prepared for each of the conferences, which will be divided into morning and afternoon business meetings with a banquet in the evening. The speakers will include Frank K. Dolbeer, sales manager of the Victor Talking Machine Co.; Parke Willis, of the mechanical department of the Victor Co.; David S. Pruitt, Southeastern traveling representative of the Victor Co., and Martin L. Pierce, sales and promotion chief of the Hoover Co., Canton, O., vacuum cleaner manufacturer, who on several previous occasions has delivered addresses before talking machine retailers.

The purpose of the conferences is to give the dealers and their sales people concrete facts and valuable talking points on the construction and quality of Victor products and outline for them tried and proved advertising and sales plans and methods, including window and store display, stock keeping, etc., with a view to enabling them to realize fully upon their opportunities as Victor retailers.

Crosley Radio Co. Now Occupies New Factory

Opening of Cincinnati Plant Makes Fourth Factory—New Plant to House Radio Station—New Model Proving Popular

Cincinnati, O., October 6.—The Crosley Radio Co. recently moved into its new executive offices and factory at Colerain and Sassafras streets, which will also house its new high-powered broadcasting station. This is one of the four factories now operated by the Crosley manufacturing interests.

The spacious executive offices are given a most modern setting and occupy an entire floor in the forward wing of the new home. The other floors are given over to assembling plants. These latter divisions are operated along the most efficient lines, and assembling of the Crosley products resembles similar performances often spoken of in reference to the Ford plant.

The assembling of the raw materials commences at one end of the many lengthy tables before which each expert workman is seated and the progress of these various parts through many hands along the table is a credit to modern manufacturing methods. When the assembled product reaches the completed base each set is given a headphone testing. These sets had been previously given preliminary testings as they moved along the line. The set tested and passed is immediately pushed forward into the hands of wrappers and boxers and marked for shipment.

The new Trirdyne $100 model has in recent weeks been given particular attention and heavy quantities of this, which is already shown to be a popular model, are being produced.

R. F. Novy Visits Hollenberg

Little Rock, Ark., October 4.—R. F. Novy, of the Brunswick-Balke-Collender Co., St. Louis, was a recent visitor to the headquarters of the Hollenberg Music Co. here, where he held conference with the officials of the company. He reported that the Brunswick-Radiola combination set had already established itself on the market.

Val McLaughlin to Make Records for Brunswick

Val McLaughlin, who has become a nation-wide favorite through broadcasting her stories for children, has signed an exclusive Brunswick contract. Her first records will be announced in November. Miss McLaughlin has been what might be termed a sensation in radio broadcasting circles. Her style of rendering stories for

Val McLaughlin

children has been an innovation in work of this type. Daily she receives hundreds of letters from little tots all over the country, asking for their favorite stories. Special advertising is being prepared and one of the features will be a special envelope for her records.

Carter Co. Adds Edison Line

Kokomo, Ind., October 7.—The Carter Electric Co., 112 South Washington street, recently secured the agency for the Edison phonograph. John Carter, president of the company, stated that the organization is now fully equipped to serve the many owners of Edison phonographs in the city.

The men who produce jazz say that jazz is nothing more or less than the modern American treatment of music—more particularly in point of both orchestration and instrumentation.

Phonograph Parts and Supplies

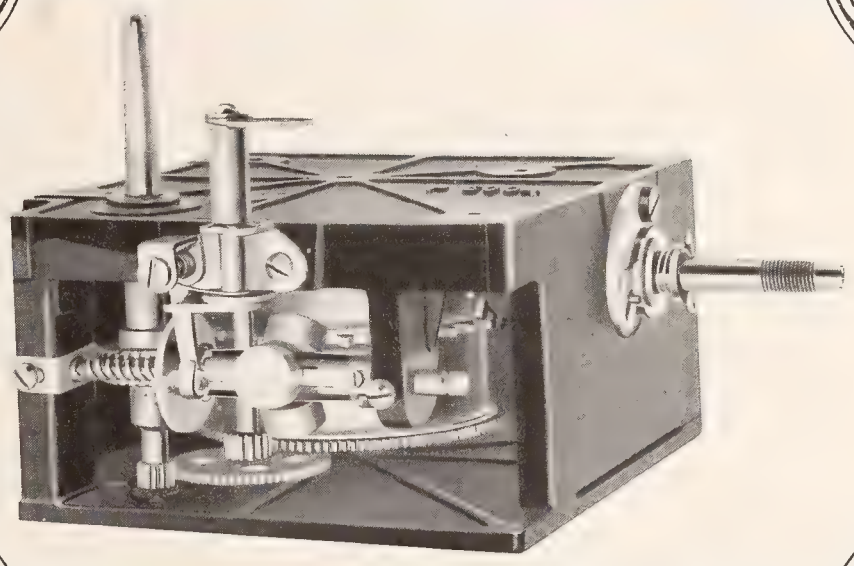
MOTORS, TONEARMS, SOUNDBOXES, SPRINGS AND NEEDLES OUR SPECIALTY

Lowest Prices and Best Qualities Always Available for Delivery Anywhere

Send for Bargain List of Repair Parts and Motors

THE VAL'S ACCESSORY HOUSE, Inc.

110 No. Broadway St. Louis, Mo.



MOTOR No. 22

The Heineman Number 22

LIFT the motorboard of any of the moderately priced console models on the market today and nine times out of ten you'll find it equipped with the Heineman Motor Number 22. Manufacturers know that the buying trend now is for consoles at a reasonable price. That's why the majority of them are using the Heineman Number 22. They know that it is absolutely dependable and made with the painstaking care used in the manufacture of all Heineman motors, regardless of price.

Some More "Reasons Why"

The Number 22 meets the demands for an inexpensive motor that yet is reliable. The "reason why" it is inexpensive is because in the first place it is smaller. That means less material required and hence less expense.

However, the same care that is used in manufacturing the higher priced motors is given the 22. It goes through the same number of careful checkings, is made by the same precise machinery and in fact practically the same materials are used. Only smaller quantities of it are required. But remember this: There is never any difference in the QUALITY of any HEINEMAN motor.

HEINEMAN QUALITY MOTORS

Manufactured by

General Phonograph Corporation

OTTO HEINEMAN, Pres.

25 West 45th Street **New York City**

Squelching the "Saturation Point" Calamity Howlers

Methods of the Victor Co. in Proving Wrong Those Who Believe Sales Have Reached Their Limit Featured in Printers' Ink

An interesting tribute to the progressive business methods of the Victor Talking Machine Co., Camden, N. J., appeared in the form of an editorial in the September 18 issue of Printers' Ink, the authoritative publication on all advertising matters. Under the caption "Saturation? Think of Victor!" the article dealt with the bugaboo of saturation and told of the methods by which the Victor Co. is overcoming the belief which some people have, that the talking machine industry has reached its limit of distribution. The article reads:

"When you see saturation in the distance, stop and consider how some of the gigantic businesses of the country have tackled the problem. Look, for example, at the Victor Talking Machine Co. with that problem in mind.

"Over a long period of years it has marshaled its sales force and dealers in an intensive and unbroken sales attack on consumers. It has been one of the largest advertisers in the country. Despite the fact that many people believe that the phonograph industry has about reached its limit in distribution, it probably will continue to be a great advertiser.

"And while many are thinking that the saturation point has been reached for phonographs, what is the Victor Co. doing? Right now it is telling its dealers about the farmers' prosperity. It is telling dealers that farmers soon will be seeking relaxation and diversion. 'Strike while the iron is hot—sell them Victrolas.'

"'How?' ask the dealers. 'With a light delivery car you can visit a number of farmers each day, taking a Victrola and records with you. Don't wait for business to come to you or someone may head it off,' answers Victor.

"A new school season opens. Victor jacks up its dealers by asking: 'Have you shown your local school board the educational advantages of having a Victrola in the school auditorium?'

"Vacation is over and people are returning with portable Victrolas. The dealer is urged to canvass his list of purchasers of this model while the people are receptive to suggestions that they invest in an instrument more suitable for the home.

"The concert and grand opera season approaches. Here is the industry's great sales impetus which robs saturation of its myth. Victor makes certain that its dealers are awake to possibilities.

"That bugaboo saturation! When you think you have reached it, ponder over what Victor tells its dealers: 'You may have to look about a bit for ways to get business coming your way, and there are a score of ways looking right at you. It is to your own interest to look about and see what can be done, and now is the time to do it'."

Aside from its commendation of the Victor Co., this article should merit the attention of all dealers in that it mentions methods of stimulating sales that have proved without equal in the past, namely, canvassing and tie-ups with local musical events, the value of which has been illustrated time and time again by articles appearing in the columns of The World.

Clarkson's Store Renovated

PLATTSBURGH, N. Y., September 8.—Recent alterations and improvements have made Clarkson's Music Store in the Clinton Theatre Building one of the most attractive stores in this section of the country. The store now occupies the entire frontage on the Clinton street side of the theatre and carries a complete line of Brunswick phonographs and records, as well as a full line of pianos and musical merchandise.

A Business Card That Contains a Sales Message

Ideal Music Shop, of Newark, Purchased by W. Arrowsmith—Name Changed to Ideal Radio & Music Shop to Cover Lines Handled

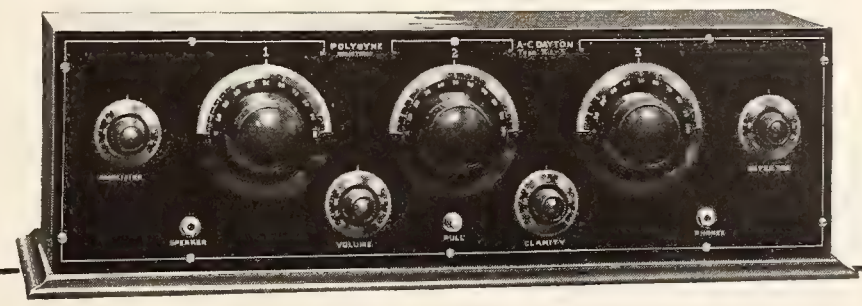
NEWARK, N. J., October 8.—The Ideal Music Shop, one of the leading talking machine stores in this city, owned by a company which operates several stores in Greater New York, was recently sold to W. Arrowsmith, who for a number of years has been connected with the talking machine and radio business and who is a thoroughly experienced retail merchandiser. The name of the establishment has been changed to the Ideal Radio & Music Shop, a fine line of radio having been added.

A clever little stunt is in use by Mr. Arrowsmith in connection with his business cards. The face of the card contains the name and address of the concern, together with the name of the company's representative. On the back of the card is the following self-explanatory and interesting message:

> RADIO has found its place in home life. It has come to stay, and has earned its welcome.
>
> It is consistently demonstrating its educational value. It has passed the luxury stage and has become a necessity in our every-day lives.
>
> We hear the jazz of Broadway, the sermons of well-known preachers, the concerts of celebrities and the direct connections with all National and Sporting events. We can demonstrate the merits of any of the Nationally known sets in our spacious booths or in your own home. Let us Radioize your home to-day and you will enjoy the interesting programs NOW.
>
> The largest, finest and most completely equipped Radio Shop in New Jersey is at your service.
>
> IDEAL RADIO & MUSIC SHOP

New Quarters in Fond du Lac

W. H. Schmitz, owner of a music store at Fond du Lac, has moved from his old quarters at 24½ South Main street into the Moose Temple at 21 Forest avenue.



A GREAT SEASON—
A GREAT RECEIVER—

A GREAT RADIO SEASON is before us — a season when the Music Dealer will come definitely to the front in the Radio sales field.

Music Lovers are flocking to Radio and are buying fine receiving sets. Your trade will look to you for a Receiver that will deliver the maximum in radio enjoyment, at a price within the reach of the average family.

That's the A-C DAYTON XL-5. A super, five tube receiver, guaranteed to furnish the utmost in selectivity and volume and receiving the finest of music with PERFECT CLEARNESS, the XL-5 is an outstanding value in the fine Receiving Set market.

The A-C DAYTON XL-5 is furnished in knocked-down form, complete with all parts and directions, neatly packed in attractive display case. Write for circular.

Beautifully designed and finished in dark mahogany, the XL-5 has an instant appeal. Simplicity of operation makes it easy to demonstrate and SELL.

Write today for complete description, price, discounts and music dealer plan.

THE A-C ELECTRICAL MFG. CO., DAYTON, OHIO

Makers of Fine Electrical Equipment for Twenty Years

A-C DAYTON XL-5

Wisdom of Classifying Prospects for Radio

Variety of Radio Receiving Combinations Permits the Talking Machine Dealer to Make the Proper Appeal to Various Classes

In the handling of radio receivers in their various forms on a profitable basis the talking machine dealer is faced with certain problems which, while not really serious, require good merchandising sense in their solution. He is persuaded to go into the handling of radio on the basis that he has a definite following among the musical people of his town, enjoys entrée to their homes, has an establishment that is ideal for the demonstration of radio receivers, and knows how to sell music and music-producing instruments.

The very fact that he has on his books a definite list of customers may prove embarrassing unless he uses good judgment in making his radio appeal to those same customers, for more than one dealer has suffered a more or less heavy loss on a radio sale for the reason that he has been persuaded to take in exchange for a combination radio phonograph a straight phonograph which has been hard to resell at a fair price.

Classifying the Appeal

A talking machine dealer who has been quite successful in handling radio and who has avoided the accumulation of a profit-killing assortment of used instruments has devised three distinct avenues of approach in placing his radio receivers before prospects and customers. To the owner of an upright phonograph in which it is not easily feasible to install a radio receiving panel the dealer talks the separate receiver complete in itself, either equipped with its own loud speaker, or with a loud speaker unit for attaching to the talking machine tone arm, which provides the argument for the retention of the old machine.

When the customer is the possessor of one of the newer console models the dealer centers his sales talk on one of the radio receivers in panel form specially designed for installation in cabinets of that type, and persuades the customer that he is really saving money by utilizing the receiving unit and retaining the talking machine and its cabinet intact.

Then comes the prospect who has been importuned on numerous occasions to buy a talking machine and a supply of records but has held off. Here is found the real field for the exploitation of the combination talking machine and phonograph, for to him such a sale means a clean sale without any occasion to take back an old and often unsalable instrument. Should the combination not appeal to the prospect it is often possible to sell him some complete receiving unit of one of the recognized types.

Keeping Exchanges at a Minimum

It does not require a great deal of effort to classify the several groups of customers and prospects and the trouble that is saved by such classification is well worth the effort. There are times, of course, when the dealer will find it profitable to make an exchange proposition to the customer provided he can give a low allowance on the used instrument and get a good price for the combination, but there are other occasions when a poor exchange can wipe out all the potential profit of the new sale.

Not so very long ago a dealer called the attention of one of his customers to a new combination selling at $350. This same customer had only a half year before purchased a console phonograph at a price approximating $200. The customer was interested in the radio outfit and agreed to buy it with the proviso that his other machine be taken in exchange. The dealer stretched his allowance to $125 as a concession, but the customer demanded that he be allowed the full price he paid for his phonograph. "I'm certainly not going to spend $75 for the privilege of having used the machine for six months" was his declaration. Although the dealer did not allow the full amount as demanded, the compromise arrangement was unprofitable to the dealer and, moreover, not satisfactory to the customer. Such a sale would be better unmade.

Keeping Old and Building New Business

It is conceded that the average talking machine dealer taking on radio still plans to continue in the talking machine business, to which he has devoted at least several years. Likewise, it is conceded that he is going to look for radio business from the customers and prospects of his talking machine store, and it will require good business judgment to follow out both programs.

Simply to make a radio canvass of a full list of talking machine customers will unquestionably lead to complications, for what will appeal to one customer may not register with another. Just as the dealer seeks to sell a $50 instrument to one customer, and a $350 model to another, so he must differentiate when going after radio sales.

The division of customers and prospects into three classes may not work in every instance, but it at least affords a basis on which the dealer who is on the job and knows his clientele can divide his sales appeal.

By offering the radio panel unit to the owner of the modern console phonograph, or the upright phonograph designed to take such a unit; by offering the separate and complete receiver unit to the owner of the upright model who can be persuaded to retain his phonograph and use it as a loud speaker; by offering to the new prospect his choice of either the combination phonograph or the separate radio, the dealer in this way getting the most out of each field without embarrassing comebacks.

The Clean Sale Spells Profit

There is no question but that the trade-in problem is going to grow in the talking machine trade, for it cannot be entirely avoided. In some cases a good exchange proposition can be made profitable either in dollars or in good will and plans can be developed for moving the used instruments thus accumulated. It is the clean sale, however, made for either cash or instalments, but without any exchange, that insures the proper net profit, and any method that will insure and expand these clean sales is worthy of consideration in the development of any merchandising policy.

Nyaccoflex Radio Introduced

The New York Album & Card Co., New York and Chicago, manufacturer of the Nyacco line of talking machine record albums, which entered the radio field last month with the introduction of its Nyaccoflex combination radio-phonograph, has gone further into the field through the production of a separate radio set called the Nyaccoflex. The new set contains the same distinguishing features of the set used in the combination but is encased in an artistic table cabinet with slanting dial board. It will be merchandised principally through the talking machine trade. Max Willinger, president of the company, recently concluded a trip through the Middle West in the interest of his new products. He reports that they were well received wherever shown and that a substantial volume of orders for them is being received at both the New York and Chicago factory headquarters.

New Manager at Shartle's

Meadville, Pa., October 7.—Miss Rose Stevenson was recently appointed manager of the Edison phonograph department at Shartle's store, opposite the Academy of Music, Chestnut street. Miss Stevenson possesses a wide experience in the retailing of phonographs, having been in the business for eight years. She intends making a personal call on all Edison owners in the city.

Has Changed Its Name

Indianapolis, Ind., October 7.—The Phonograph Corp. of Indiana, Edison jobber in this district, recently changed its name to Edison Phonograph Distributors Co.

FELT

Satisfaction

Permanent patronage is invariably the result of satisfaction.

Leading manufacturers of talking machines continue to favor us with their orders for turntable felt year after year for one reason and only one reason —satisfaction.

Other manufacturers may be interested in knowing about this source of felt supply. An inquiry will receive careful attention.

AMERICAN FELT COMPANY

211 Congress St., Boston 114 E. 13th Street, New York City

325 So. Market Street, Chicago

The first of the Cheney National Advertisements appeared in the September 20th issue of *The Saturday Evening Post*

The Cheney line embraces a wide range of upright, console and wall cabinet De Luxe models, as well as a number of radio combination models both equipped with, or adapted for radio installation. The CARLYLE below, is a remarkable value at $135

Outstanding Merchants Everywhere Sell The CHENEY

Lyon & Healy, Inc.
Chicago
Henry F. Miller & Sons Piano Co.
Boston
John Wanamaker
New York
Strawbridge & Clothier
Philadelphia
Buescher's Music Co.
Cleveland
J. L. Hudson Co.
Detroit
Cable Piano Co.
Detroit and branches
Pearson Piano Co.
Indianapolis and branches
Foster & Waldo Co.
Minneapolis
The Emporium, Inc.
San Francisco
Barker Brothers
Los Angeles
G. F. Johnson Piano Co.
Portland, Ore.

The CHENEY
The Master Phonograph

More Profits for Every Cheney Dealer

During the past ten years, The Cheney has won public appreciation for its superior tone quality and distinction of cabinets unequaled by any other phonograph.

The Cheney franchise has come to have definite value in every community.

Now—by inaugurating a campaign of national advertising in The Saturday Evening Post, by carrying the story of Cheney superiority into millions of the best homes, we are making The Cheney franchise an asset of even greater value.

Every Cheney merchant will find selling easier, note a greater familiarity on the part of his customers with Cheney features, and make more profits.

The biggest, most influential music and department stores in the country are putting The Cheney on their floors. Could there be better reason for every merchant inquiring into the profit possibilities of The Cheney in his store?

Write immediately for complete information on The Cheney line, prices, and franchise opportunities

THE CHENEY TALKING MACHINE COMPANY—CHICAGO

The Cheney is made complete in our own factories in Grand Rapids, Michigan

Should Dealers Send Records on Approval

The Methods of Several Retailers and Resulting Problems in Sending Out Records on Approval Outlined by Frank H. Williams

When it comes to the sending out of records on approval, should the talking machine dealer do so without any restrictions being placed on the customers getting the records? Or should the dealer place certain restrictions on approvals which will have the result of creating some business for him? And, in the cases of approval customers, how can the dealer cash in on these customers to the fullest extent possible, not only at the time of sending out approvals to them but also in the future?

These are important questions for the consideration of every dealer. And it will be worth while for all retailers to consider the various ways in which different dealers successfully answer these questions. Here are some of the most interesting and worth while ways in which various dealers handle the approval problem:

Insists Customers Make Purchase

Pribyl's Phonograph Shop, at the corner of Fifth and Main streets, Santa Ana, Cal., is definite and specific about the things it expects from customers who ask to take home records on approval. This store has a sign above its stock of records which reads as follows: "At least one-third of all records sent out on approval must be purchased." And, over another section of the phonograph record stock, the store has this additional sign: "No exchanges."

These signs are so prominently displayed that it is a careless customer indeed who can come into the store and not see them. So most of the customers are informed in advance of what is expected of them when they ask for records on approval. But, in order that there will be no misunderstanding about the matter, the Pribyl store politely informs all approval customers of its terms about approvals and so does away entirely with any chance for mistakes. This plan of making customers purchase at least a third of the records they secure on approval has been of great help to the store."

Forty-eight Hours Return Plan

A Southern California talking machine store insists that its customers return all approvals within forty-eight hours of the time they are taken from the store. If the records are not returned within that length of time they are charged against the customer as a regular sale. By making this rule regarding approval records and by enforcing it to the letter, this store has done away with a great deal of the trouble which it formerly had in the handling of approval records through delayed returns.

Doesn't Send Out Dance Records on Approval

"Our experience with approval records may not have been the same as that of other dealers," said a live wire Middle Western merchant, "but we have found that we have a lot more trouble, in the long run, with dance records sent out on approval than with any other kind of records.

"This is a sample of the sort of trouble we have had with such approvals: A young girl came in here not so very long ago and said her family was tired of the old dance records and she wanted to see if she couldn't get them to buy some new records. She wanted us to let her take out a dozen or so snappy new records on approval so that she could demonstrate them to the family and get them to buy some of them. The next day the girl returned with all of the records and said she was very sorry, indeed, but the family didn't like any of the records and her folks would come to the store themselves and hear some records and then make purchases.

"Right away we were quite suspicious. I thought sure there was something else doing than the simple state of affairs the girl had told me about. And my suspicions were fully justified when on looking at the society column of the local paper that evening I saw where the girl had entertained at a dance party the previous evening. She had made us furnish the music for her dancing party, but didn't pay us anything for it and didn't give us any credit for it, either.

"A few experiences of this sort made us institute our rule against sending out dance records on approval. With the other kinds of records there isn't the temptation for doing things of this sort and there is more reason for people wanting to hear how the records sound on their own machines in their own homes."

Care Must Be Exercised

"We have put a lot of intensive study on this matter of sending out phonograph records on approval," declared another dealer. "We feel, of course, that the more demonstrations of phonographs and of records we can give to our customers the more business we will do and the more money we will make. Consequently it is, of course, to our advantage to send our records on approval. But if the people who get records on approval simply take advantage of this service and if they hold the records longer than they should and simply play them to pieces while they have them, then we will be better off by not having any approval service at all.

"In view of this, then, the best proposition for the phonograph dealer with regard to sending out records on approval is to make sure that the people who get the approvals will not abuse the privilege.

"We find from experience that while young people purchase the most records at our store, they are also the greatest abusers of the approval privilege. So we have made it a rule to cut down, as much as possible, the approvals allowed young people and to give older people just about what they want in the way of getting records on approval. We either kid the young people out of getting records on approval or we tactfully tell them there is nothing doing and, generally, they take it all right and don't raise trouble, and we get as much business from them as we ever got. And, of course, the older people are quite appreciative of our courtesy in giving them quite extensive approval privileges and we have greatly increased our business from older customers in this way."

Follows Up Approval Customers by Phone Calls

"We follow up approval customers conscientiously all the time in trying to get more business from them," commented another dealer. "We have almost no restrictions regarding the sending out of records on approval provided we know the people who want the approvals or provided that they look right to us. In fact, this thing of sending out records on approval is one of the most profitable branches of our business. But we are not content with simply getting what business comes to us voluntarily from our approval customers. We keep right after these customers all the time in trying to get still more business from them. We keep track of the names and addresses of all customers who have ever received records from us on approval and the dates of the last times we sent them such records. Then, every other month or so we call them up on the phone—if they haven't purchased any records from us in the meantime—and we suggest that we send them out some new records to try on their machines.

"In most instances this offer gets response from the people to whom it is made. These customers who are accustomed to getting records from us on approval tell us to go ahead and send out some of the new records. We do so at once and we practically always get enough business to make the proposition very much worth while. And we always feel that such business as we get in this way is business that we have actually created, as it is business that, otherwise, wouldn't have come to us.

Brodrib & Blair Opening

Waterbury, Conn., October 8.—The formal opening of the new headquarters of Brodrib & Blair, Victor and Edison dealers, was held recently at 97-99 Bank street. The new quarters are complete in every detail with facilities for the proper demonstration and display of a full line of Victor and Edison products, a section to be devoted to radio, with testing and concert rooms. The mezzanine is given over entirely to a piano salon. A feature of the opening day ceremonies was the musical program rendered by local and nationally known artists. Flowers and appropriate souvenirs were distributed.

RADIO

Combination Set Manufacturers

Are PROGRESSIVES in the talking machine field. They are looking into the future and preparing to meet a clearly forecast demand.

We have looked into the future and are prepared to meet a demand, just as clearly forecast, for quality binding posts "with Tops Which Don't Come Off." We are PROGRESSIVES in our field.

EBY posts are scientifically designed, beautifully finished and their price is right. They can be furnished either plain or engraved in twenty-five different markings.

Our COMBINATION is QUALITY and SERVICE

H. H. EBY MFG. CO., Philadelphia, Pa.

FALL PRICE LIST—PARTS FOR ALL MOTORS and MACHINES

MAIN SPRINGS

Each Spring Packed in Individual Box

No.		Price each
405	1¼ in. x .022 x 17 ft., pear-shaped holes on both ends for Victor motor	$0.60
406	1¼ in. x .022 x 12 ft., pear-shaped holes on both ends for Victor motor	0.50
407	1¼ in. x .022 x 17 ft., bent arbor and pear-shaped hole outside	0.60
408	1¼ in. x .022 x 12 ft., bent arbor and pear-shaped hole outside for Victor motor	0.50
409	1¼ in. x .022 x 17 ft., bent arbor and bent end outside for Victor motor	0.60
410	1¼ in. x .022 x 12 ft., bent arbor and bent end outside for Victor motor	0.50
411	1¼ in. x .022 x 9 ft., bent arbor and bent end outside for Victor motor	0.45
412	1 3/16 in. x .025 x 19 ft., pear-shaped holes for Heineman No. 44 and Pathe motor	0.60
413	1 in. x .020 x 15 ft., both ends bent for latest style Victor motor	0.50
420	1 in. x .025 x 12 ft., pear-shaped holes on both ends for Heineman Nos. 33-77	0.40
421	1 in. x .020 x 13½ ft., oval holes on both ends for Victor Nos. 4-6-8	0.40
422	1 in. x .020 x 13½ ft., bent arbor for Victor motor Nos. 4-6-8	0.40
423	1 in. x .025 x 16 ft., oblong hole for Meisselbach motor Nos. 16-17-19	0.50
424	1 in. x .025 x 16 ft., oblong hole for Krasco, Sonora, Silvertone, Saal motors	0.60
425	1 in. x .025 x 16 ft., pear-shaped and oblong holes outside for Krasco, Sonora and Aeolian	0.60
426	1 in. x .025 x 11 ft., pear-shaped holes for Columbia single-spring motor	0.35
427	1 in. x .028 x 10 ft., pear-shaped holes for Columbia two, three and four-spring	0.38
428	1 in. x .025 x 18 ft., pear-shaped and oblong hole for Brunswick motor	0.65
429	1 in. x .022 x 9 ft., oblong hole outside for Meisselbach No. 12 motor	0.35
430	1 in. x .25 x 12 ft., oblong hole outside for Sonora, Saal and Brunswick	0.40
435	⅞ in. x .023 x 10 ft., pear-shaped hole for Pathe and Blick motors	0.30
436	⅞ in. x .023 x 10 ft., oblong hole outside for Meisselbach Nos. 9-10	0.30
437	¾ in. x .025 x 10 ft., pear-shaped hole for Columbia and Heineman No. 36	0.28
438	¾ in. x .025 x 8 ft., for Madison and German motors	0.25
439	½ in. x .022 x 8 ft., for Imported motor	0.22
440	1 in. x .028 x 16 ft., button holes for latest style Columbia	0.65
441	2 in. x .022 x 16 ft., for Meisselbach motor No. 18	1.25
442	2 in. x .025 x 16 ft., for Edison motor	1.25
443	1½ in. x .028 x 21 ft., for Edison disc motor	1.25
444	⅝ in. x .022 x 11 ft., for Edison motor	0.22
445	⅝ in. x .022 x 8 ft., for Swiss motor	0.22
446	¾ in. x .028 x 11 ft., for Western motor	0.30
447	1 1/6 in. x .030 x 21 ft., for Edison	0.90

PARTS—HARDWARE

5000	Crown gear for Blick motor	$0.25
5001	Crown gear for Melophone motor	0.25
5002	Crown gear for Heineman No. 0	0.25
5003	Tone-arm goose neck for Independent arm	0.25
5004	Governor pinion for imported motor	0.25
5005	Tone-arm base for Independent arm	0.25
5006	Automatic nickel-plated lid supports	0.22
5007	Automatic gold-plated lid supports	0.55
5008	Piano hinges, nickel-plated, 15½ in. long	0.22
5009	Highly nickel-plated needle cups..Per 100	2.00
5010	Covers for cups ..Per 100	1.00
5030	Highly gold-plated cups..Per 100	7.00
5031	Needle cup covers, gold-plated..Per 100	5.00
5032	Turntable felts, 10-in., round or square	0.15
5033	Turntable felts, 12-in., round or square	0.18
5034	Motor bottom gear for Triton motor	0.20

MICA DIAPHRAGMS

1 23/32 in. Victor Ex. Box, 1st grade	$0.15
1⅝ in., new Victor No. 2, very best	0.18
1 31/32 in., for Sonora	0.20
2 1/16 in., for Meisselbach box	0.22
2⅜ in., for Pathé new style	0.35
2 5/16 in., for Columbia No. 6 or Mutual Box	0.25
2 9/16 in., for Pathé or Brunswick	0.45

SAPPHIRE NEEDLES

Pathé, very best, loud tone, genuine	$0.12
Pathé, soft tone, ivory setting	0.18
Pathé, soft tone, steel setting	0.10
Edison, very best, medium tone	0.18
Edison, very best, loud tone	0.15
Edison, genuine diamond	1.25

STEEL NEEDLES

Brilliantone, all tones..Per 1,000	$0.45
Blue Steel Reflexo, per package	0.07½
Wall Kane Needles, per package	0.06

ATTACHMENTS

In Gold or Nickel-Plated

Attachment for Victor Arm to play Edison	$0.25
Kent, for Edison with C box	2.50
Kent, without box for Edison, nickel or gold	1.60
For Columbia, plays vertical records	0.35
Kent special adaptor with sound box, gold-plate or oxidized	4.95
Favorite Master Adaptor "Supreme" box N. P.	4.35
Favorite Master Adaptor, "Supreme" box gold P.	5.00
Favorite Master Adaptor, "Supreme" box oxidized	5.00

MOTORS

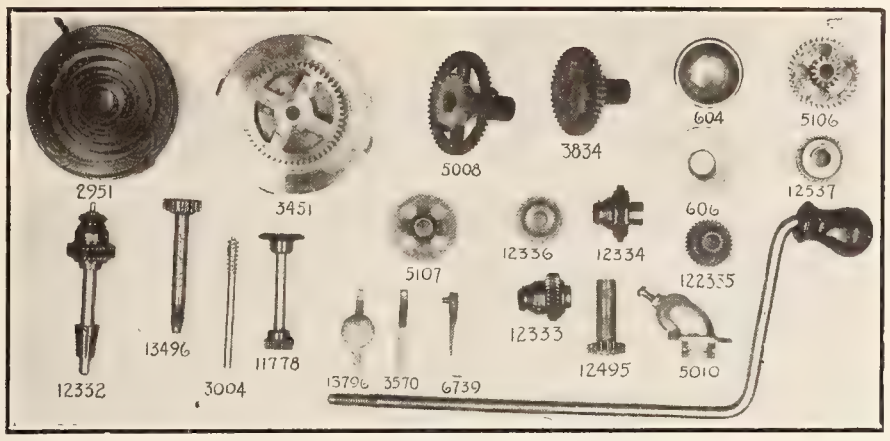
Distributors for Heineman and Meisselbach Motors

Krasberg, 2-spring	$9.00
Krasberg, 3-spring	11.50
Krasberg, 4-spring	13.50
Heineman, No. 36, 2-spring	7.50
Heineman, No. 33, 2-spring	8.50
Heineman, No. 77, 2-spring	9.50
Heineman, No. 44, 2-spring	12.50

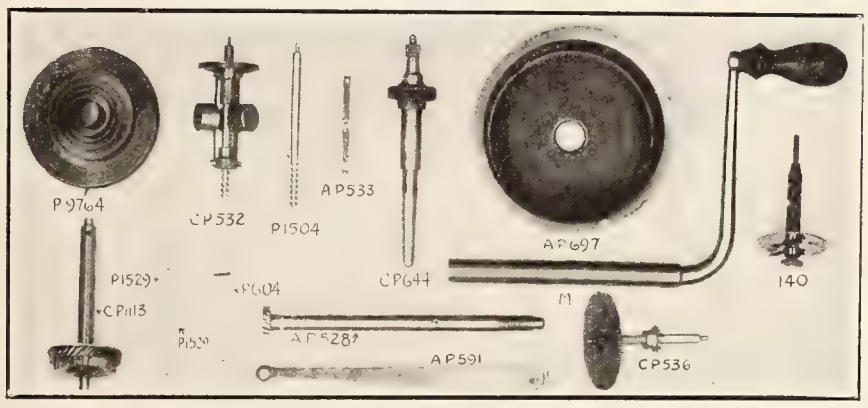
All motors complete with 12-in. Turntables

FAVORITE MFG. CO.
105 East 12th St., NewYork
Tel. 1666 Stuyvesant

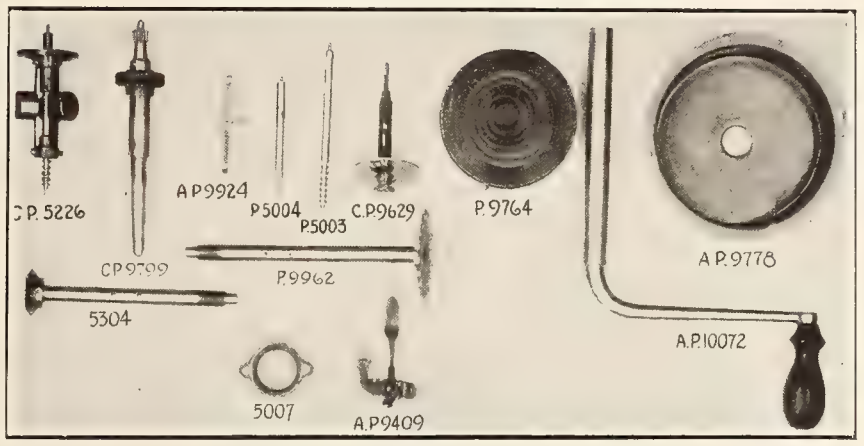
COMPONENT PARTS FOR COLUMBIA MOTORS



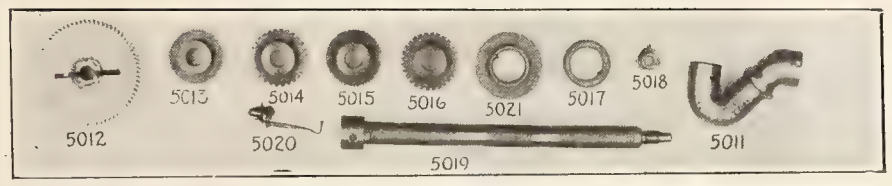
COMPONENT PARTS FOR MEISSELBACH MOTORS



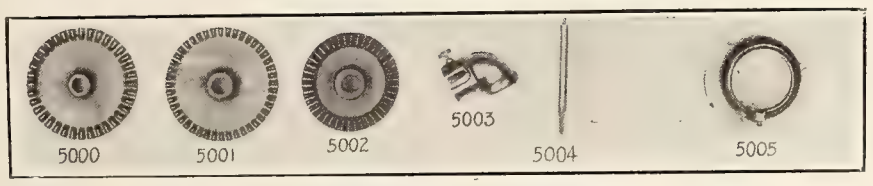
COMPONENT PARTS FOR HEINEMAN MOTORS



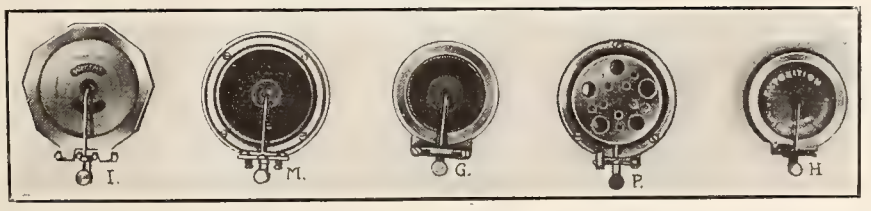
COMPONENT PARTS FOR VICTOR MOTORS



PARTS FOR VARIOUS MAKES



SOUND BOXES TO FIT ALL TONE-ARMS



COLUMBIA REPAIR PARTS

No.		Price each
2951	Columbia main springs	$0.38
3451	Columbia spring barrel head...Complete	0.75
5008	Spring, barrel winding gear, old style	0.75
3834	Spring barrel winding gear, new style	0.75
604	Needle cups ..Per 100	2.00
606	Needle cup covers..Per 100	1.00
5106	First intermediate gears..Complete	0.40
5107	Second intermediate gears..Complete	0.40
12537	Worm gear for single-spring motor	0.30
12336	Bevel pinion single-spring motor	0.35
12333	Bevel pinion, regular style	0.75
12334	Bevel pinion, latest style	0.75
12235	Bevel pinion for old-style double spring	0.50
12332	Bevel pinion disk shaft..Complete	1.00
13496	Male winding pinion	0.30
12496	Female winding pinion	0.30
3004	Governor shaft	0.40
11778	Driving shaft ..Complete	0.50
13796	Governor balls ..Complete	0.08
3570	Governor springs, each 0.02..Per 100	1.50
6739	Stylus bar ..Complete	0.35
5010	Universal attachment	0.35
13228	Winding crank, 3 sizes, 7, 8 and 9 in. long ..Each	0.35
439	Columbia Governor Screws ..Per 100	1.00
2621	Columbia Barrel Screws ..Per 100	1.00
3943	Columbia Sound Box Thumb Screws, Per 100	1.50
13119	Columbia No. 6 Sound Box, nickel-plated	2.25
13296	Columbia Tone Arm, nickel-plated, old or new style	2.50

MEISSELBACH REPAIR PARTS

P9764	Main springs for motors 16, 17, 19	$0.60
P9765	Main springs for motor No. 12	0.35
CP532	Governor ..Complete	1.90
P1504	Governor shaft, new style	0.75
P1505	Governor shaft, old style	0.75
AP533	Governor ball ..Complete	0.10
CP644	Turntable shaft Nos. 16, 17, 19	1.50
CP645	Turntable shaft for No. 12	1.25
AP697	Spring barrel cup for Nos. 16, 17, 19	0.50
AP698	Spring barrel cup for No. 12	0.50
CP1113	Spring barrel shaft and gear	0.90
P1529	Brake lever, bottom plate	0.10
P604	Brake lever, top plate	0.10
AP528	Winding shaft for Nos. 16, 17, 19	0.60
AP529	Winding shaft, straight cut, Nos. 16, 17, 19	0.60
AP530	Winding shaft, spiral cut, for 10; 12	0.35
AP531	Winding shaft, straight cut, for 10; 12	0.35
AP591	Brake lever	0.35
CP536	Intermediate gear for Nos. 16, 17, 19	0.90
M	Winding cranks, 3 sizes	0.75
140	Speed indicator	0.45

HEINEMAN REPAIR PARTS

CP5226	Governor ..Complete	$1.90
CP9799	Turntable shaft ..Complete	1.50
AP9924	Governor balls, 33; 77; 44	0.10
AP9925	Governor balls for No. 36	0.10
P5004	Governor pinion for No. 0	0.25
P5003	Governor shaft	0.60
CP9629	Speed indicator	0.45
P9764	Main spring for No. 33 or 77	0.40
P9765	Main spring for No. 36	0.28
P9766	Main spring for No. 44	0.60
AP9778	Spring barrel cup for No. 33 or 77	0.50
AP9779	Spring barrel cup for No. 36	0.50
AP9780	Spring barrel cup for No. 44	0.75
P9762	Winding shaft for motor No. 33	0.60
P9966	Winding shaft for motor No. 36	0.40
5304	Winding shaft for No. 44 or 77	0.75
5007	Escutcheon ..Complete	0.15
AP9409	Turntable brake	0.15
AP10072	Winding crank, 3 sizes	0.75

REPAIR PARTS FOR VICTOR MOTOR

		Price each
5012	Winding gear	$0.60
5013	Turntable gear, straight cut, small teeth	0.35
5014	Turntable gear, large teeth, straight cut	0.35
5015	Turntable gear, small teeth, spiral cut	0.35
5016	Turntable gear, big teeth, spiral cut	0.35
5021	Rubber back for exhibition box	0.35
5017	Rubber back for No. 2 sound box	0.35
5018	Governor collar	0.15
5019	Spring barrel shaft	0.60
5020	Stylus bar for No. 2 box	0.35
5022	Stylus bar for exhibition box	0.35
5011	Attachment for vertical cut record	0.25
5040	Governor springs, for Victor..Per 100	1.00
5041	Governor screws, for Victor..Per 100	1.00
5042	Governor balls, new style, for Victor	0.08
5043	Needle arm screws for exh. box...Per 100	1.50
5044	Needle arm screws for No. 2 box..Per 100	1.50

SOUND BOXES

No. B1	Bliss sound box, fit Victor	$1.25
No. F	Favorite, fit Victor	1.75
No. I	"Supreme" nickel-plated, loud and clear	2.50
No. I	"Supreme" gold-plated, loud and clear	3.25
No. I	"Supreme" oxidized	3.25
No. M	Nickel-plated, mellow tone, for Victor	1.75
No. M	Gold-plated, mellow tone	2.25
No. G	Nickel or gold-plated	1.00
No. P	Gloria patent, extra loud	3.00
No. H	Imported nickel-plated	1.10
No. C	Columbia, nickel-plated	2.25

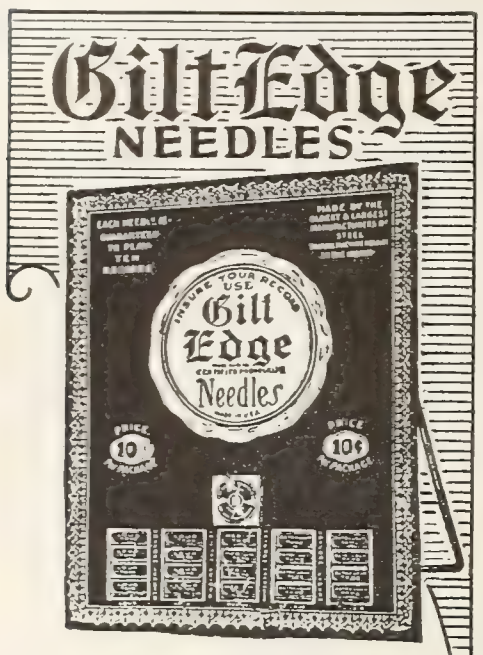
TONE ARMS

No. K	With sound box	$1.50
No. P	Nickel-plated without sound box	2.75
No. P	Gold-plated, without sound box	4.50
No. M	Meisselbach Tone arm and sound box	4.75
No. M	Meisselbach Gold-plated sound box	7.50
No. L	Made of brass tubing, nickel-plated	2.50
No. L	Made of brass tubing, gold-plated	4.50
	Columbia Tone Arm, nickel-plated, old or new style	2.50

ILSLEY LUBRICANT

25-lb. Can	$6.50
10-lb. Can	3.00
5-lb. Can	1.60
1-lb. Can	0.40
4 oz. Can	0.15

FAVORITE MFG. CO.
105 East 12th St., NewYork
Tel. 1666 Stuyvesant



Give Value—and the Sales Will Take Care of Themselves

That's the experience of all Gilt Edge dealers. For, once a customer enjoys the matchless recording of these superb needles he'll have no other.

Plays ten records perfectly—bringing out every tonal beauty from the first to the tenth. Gilt Edge Needles not only mean more customers, but more *satisfied* customers.

100% PROFIT BRINGERS

But, besides volume, there's liberal profit in selling Gilt Edge Needles—100% profit. Send for our No. 100 Display assortment (four tones) of 100 packages that sell for 10c each—$10—that cost you only $5. And with it comes a crackerjack Display Stand that does the selling for you.

Reflexo BLUE STEEL (Spear Point) Needle

is another great seller. Plays *every* tone—loud, soft or medium. Display stand No. 50 of 50 packages (15c each), sells for $7.50—costs you $3.75.

Write for samples. Ask your jobber.

REFLEXO PRODUCTS CO., Inc.

Selling Agents for
W. H. BAGSHAW COMPANY
347 Fifth Avenue New York

Changes Announced in Victor Traveling Staff

Several Changes of Territory and New Assignments Follow Annual Meeting of Members of Traveling Department in Camden Recently

Camden, N. J., October 6.—A number of new appointments and several new assignments of territory were announced following the recent annual convention of the staff of the Victor traveling department held at the headquarters of the Victor Talking Machine Co. in Camden, N. J. The new members of the staff include A. W. Deas, Jr., who will cover Brooklyn, N. Y., and Connecticut, succeeding A. H. Levy, who is in charge of the Victor exhibition rooms opened some time ago on Fifth avenue, New York; B. L. Plank, assigned to Texas and Louisiana territory; C. V. Price, with headquarters in Denver; C. B. Gilbert, as assistant to B. F. Bibighaus, New York City, and F. G. Hawkinson, who will act as special representative. C. C. Hicks has been transferred to Minnesota to cover the St. Louis and Kansas City territory, succeeding in the latter district T. L. Husselton, who is in charge of the Victor exhibition rooms at Atlantic City.

The following travelers will continue to cover the same territory as heretofore: R. C. Hopkins, Newark; R. A. Drake, Albany; D. S. Pruitt, Atlanta; F. C. Erdman, Cleveland; R. A. Bartley, Philadelphia; G. L. Richardson, Des Moines; W. T. Davis, Baltimore; W. R. Lewis, Detroit; J. A. Frye, Boston; R. P. Hamilton, California; B. F. Bibighaus, New York; R. S. Cron, Chicago; L. S. Morgan, Milwaukee; E. S. F. Marx, Pittsburgh, and A. C. Mayer, Cincinnati.

The annual meeting, which covered five days, was under the general direction of F. K. Dolbeer, sales manager of the company, assisted by E. J. Dingley, assistant sales manager; C. L. Egner, manager of the traveling department, and his assistant, O. L. May. Members of the various factory department staffs addressed the salesmen, and one afternoon was devoted to the Atlantic City showrooms. The golf tournament at the Bala Golf Club, Philadelphia, followed by a dinner, wound up the proceedings.

Dayton Fan & Motor Co. Radio Products Popular

The latest radio sets manufactured by the Dayton Fan & Motor Co., Dayton, O., the OEM models, are meeting with success. They are the results of many months' experimenting by Major O. E. Marvel, who was in the United States Signal Corps during the war and has been connected with radio since its very inception. The OEM-7 is a four-tube set and the OEM-11 is a three-tube set. They have the Duo-plex circuit developed by Major Marvel and are very compact and easily operated.

These products are being distributed at retail by dealers in all sections of this country and Canada. The company has launched an extensive advertising campaign which includes space in practically all of the leading radio and electrical trade papers, generous space being used to tell the public as well as dealers about these radio products.

The company is standing behind its dealers, giving them many selling helps and co-operating with them in every way to increase sales.

Edison in Model Home

Oklahoma City, Okla., October 6.—Lattin's Phonograph Shop has supplied an Edison phonograph, in a William and Mary period model, for the model home here. The instrument is a beautiful one, with inlaid border, and harmonizes perfectly with the furniture of the room in which it has been placed and is attracting wide attention.

H. C. Schultz Joins the Yahr & Lange Forces

Well-known Talking Machine Man in Charge of Michigan Territory for Sonora Distributor

Milwaukee, Wis., October 6.—Yahr & Lange, Sonora distributors of this city, announce the acquisition to their sales staff of H. C. Schultz, who will have entire charge of the Michigan territory of Yahr & Lange, with headquarters in Detroit.

Mr. Schultz brings a wealth of experience in phonograph merchandising to his new duties,

H. C. Schultz

which amply fits him to make a big success of the new undertaking, as well as to serve the dealers of his territory in splendid fashion. He spent a number of years in the phonograph business in Cleveland. At one time he had his own retail business in that city, being a partner in the firm of Kennedy & Schultz. Later he had the Cleveland City territory for the Columbia Co.

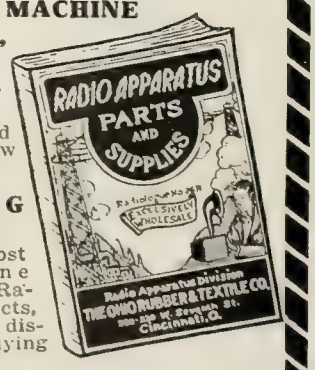
For the last three years Mr. Schultz has been in charge of the Detroit territory for the Columbia Co., during which time he has built up a splendid reputation for himself.

The engaging of Mr. Schultz is a distinct asset to Yahr & Lange and to the dealers in the Michigan territory where Mr. Schultz is already instituting many plans whereby Sonora dealers will be the recipients of a high grade of service and co-operation.

The J. H. Padgham & Son Co., Santa Ana, Cal., has been taken over by Mr. Pryble, who was formerly connected with the concern.

RADIO DEALERS

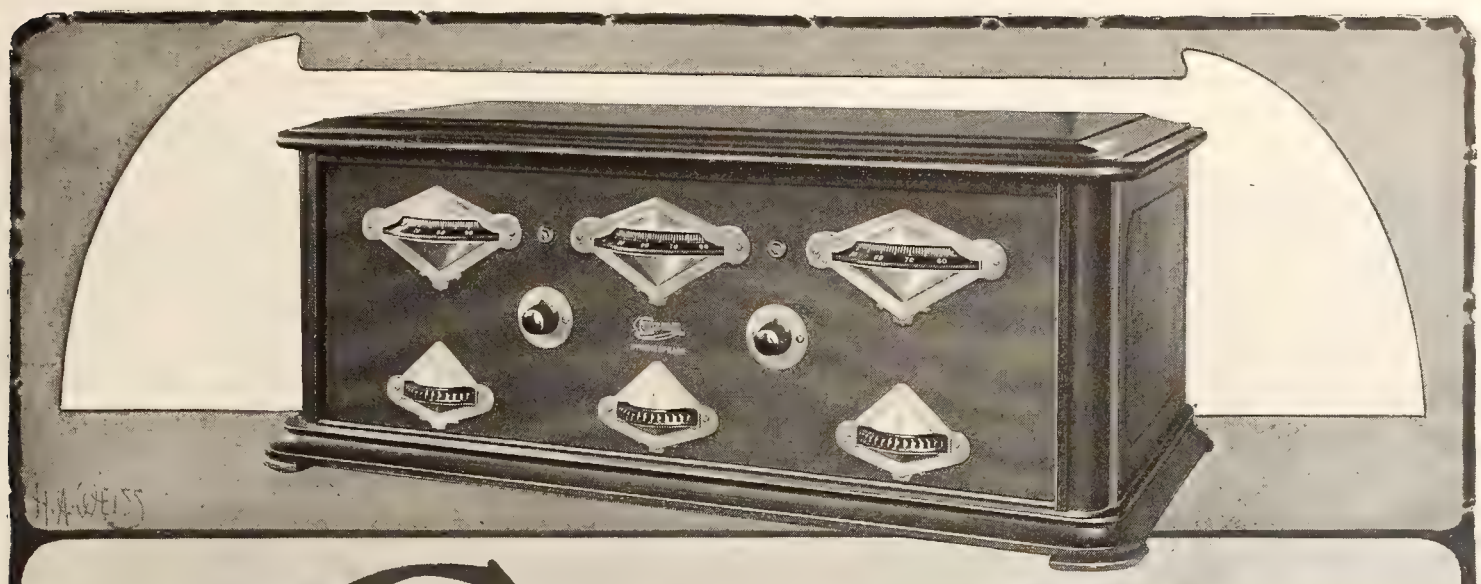
TALKING MACHINE DEALERS, PIANO DEALERS, Etc.
should send for this new
RADIO CATALOG
No. 26-R
Covers a most complete line of quality Radio Products, with liberal discounts applying for Dealers.



WRITE TODAY!

"The House with a Policy. Exclusively wholesale!"

OHIO RUBBER
228 W. 7th St, Cincinnati



GREBE

SYNCHROPHASE

"Instruction pervades the heart of the wise."
—Confucius

The wise dealer heeds that greatest of instructors—popular demand. That's why he sells the Grebe Synchrophase.

Doctor Why

TRADE MARK

THE high degree of selectivity and over-all efficiency attained in the design of the Grebe Synchrophase is rivalled only by its rare craftsmanship and thorough ease of dependable operation.

Write for literature

A. H. GREBE & COMPANY, INC.
Van Wyck Blvd., Richmond Hill, N.Y.
Western Branch: 443 So. San Pedro St., Los Angeles, Cal.

GREBE RADIO
TRADE MARK
REG. U.S. PAT. OFF.

Jobbers and Dealers who build with the Grebe Synchrophase are establishing themselves upon the bedrock of thoroughly satisfied customers.

All Grebe apparatus is covered by patents granted and pending.

Harold Bauer Makes First Recording for Victor Co.

Victor Publicity Announcing Record by Famous Pianist Sent to Dealers

The Victor Talking Machine Co., Camden, N. J., recently supplied to its dealers a window poster with the announcement of the first recording of Harold Bauer, pianist. This announcement is an important one, in view of the standing of this artist in the front rank of con-

Harold Bauer

temporary pianists. He has toured the United States many times and is world-famous.

Harold Bauer was born in England in 1873 of musical parents and at the age of ten made his first concert appearance as a violinist. It was not for some years later that he mastered the technique of piano playing, but by devoting himself assiduously to this instrument he rose rapidly. His first recording on Victor records couples Rubenstein's "Kamennoi-Ostrow" and "Impromptu in A Flat" of Schubert.

How Tie-up With Record Artists Creates Business

Denver, Col., October 6.—How a talking machine dealer can tie up with the local appearances of prominent record artists was recently demonstrated by the Chas. E. Wells Music Co., of this city, which cashed in on the local appearance at the Orpheum Theatre of Isham Jones and His Orchestra, Brunswick artists. The Chas. E. Wells Music Co. is one of the most successful phonograph concerns in the entire Middle West, and the tie-up with Isham Jones was typical of the methods which have brought this house to the pinnacle of success.

A feature of the tie-up was an unusually effective window display, many sales of the records of these artists resulting. In addition a definite advertising campaign was launched and a direct mail campaign placed the message of the artists' appearance before the entire mailing list of the concern. This campaign not only stimulated sales of the Isham Jones records, but a general increase in record sales right down the line was noticeable.

H. Richman a Busy Traveler

H. Richman, traveling representative of the Favorite Mfg. Co., 105 East Twelfth street, New York City, has just returned from New England and upper New York. He plans to shortly tour the Middle West States. Mr. Richman stated that the dealers in the territory visited were quite optimistic over the Fall outlook and plan for a heavy business.

Glory Record Co. Chartered

The Glory Record Co., New York, was recently incorporated at Albany, N. Y., with a capital stock of $15,000 to manufacture records for phonographs. The incorporators are V. Czerwinski, S. Zdanoff and R. G. Szewo.

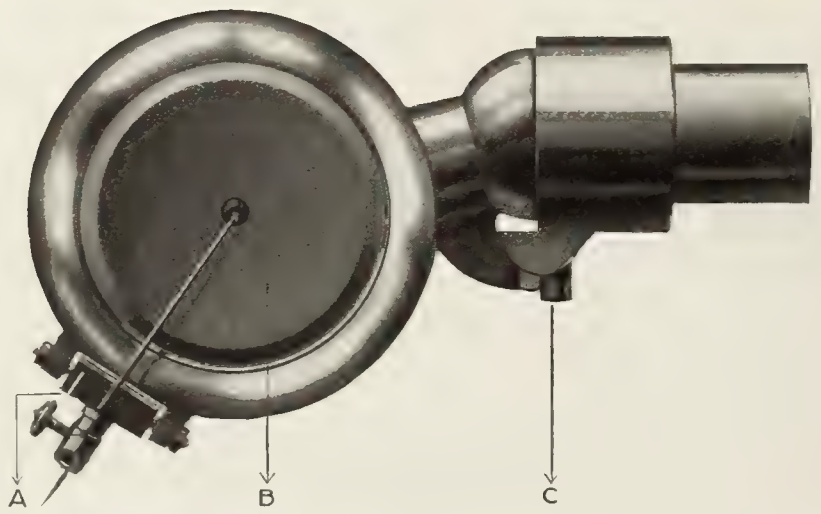
Marie Morrisey Now a Brunswick Record Artist

A recent addition to the Brunswick Hall of Fame is Marie Morrisey, contralto, who recently signed a contract to make records for the Brunswick Co. Her first record "Just A Wearyin' For You" and "Coming Home" will be released this month. Miss Morrisey is well known throughout talking machine circles through con-

Marie Morrisey

cert work which has covered the entire country and also because of the fact that she has been making records for other companies for a number of years. She is the wife of Roy Keith, formerly general manager of the New York and Chicago Talking Machine Companies.

JEWEL NEEDLE EQUIPMENT FOR THE NEW EDISON



[A] Our patented slotted Stylus bar takes the place of all imitation spring adjustments, making it permanently and positively non-rattle and non-vibrating.

[B] Our patented indestructible NOM-Y-KA diaphragm has proven through years of use to have given the truest tone and greatest volume of any diaphragm yet produced—which, like an old violin, improves with age.

[C] Our patented positive automatic adjustment always holds reproducer in proper position, thus doing away with all unnecessary screws that can be tampered with and easily gotten out of order.

The Jewel Needle Equipment for the New Edison Phonograph has been used so many years as their standard by Edison Dealers, that it requires no description, except for those who have recently started to handle the Edison Phonograph.

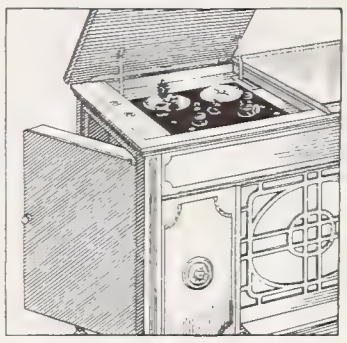
To those we would state it reproduces lateral-cut records with that full, rich, round tone that only our patented NOM-Y-KA Diaphragm and other patented and exclusive features can give—its heavy center and very light and flexible edges render both heavy and light tones with their true musical values, bringing out all of the beautiful overtones.

It plays all records, and we originated the idea of playing Edison records with a fibre needle with the reproducer facing the record in the only proper Edison position.

It is simple, inexpensive, automatic and fool-proof. Compare it with all others and you will see the difference, and use it as your standard and the best selling aid you can get.—Fully and unqualifiedly guaranteed in every way.—Don't take a chance on any attachment that has not passed the test of long usage and time.

JEWEL PHONOPARTS CO.

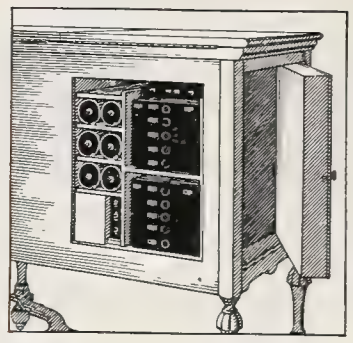
150—160 Whiting St., Chicago, Ill., U. S. A.



Brunswick Radiola No. 160, showing Super-Heterodyne panel and loop aerial door at left.

Brunswick Radiola No. 160

The Brunswick double purpose amplifier is a triumph of musical and radio research. So perfectly balanced and proportioned is it for both phonograph and radio reproduction that it is governed by merely a turn of the lever.



Sectional view showing battery installation in rear of cabinet.

Now Radio—Phonograph—Records all in one line—Brunswick

Only the Brunswick dealer offers this combination as manufactured products: a line of superlative instruments to fill every sales need

MONEY in *stock* is an investment. Some people invest in gold bonds. Others "invest" in wild cat stock. An investment is only as good as the sure return it makes on your money.

Brunswick Dealers during the years past have found the Brunswick franchise a gilt-edge, protected investment. They handle a commodity in unfailing demand—a product with a high reputation, one that the public appreciates.

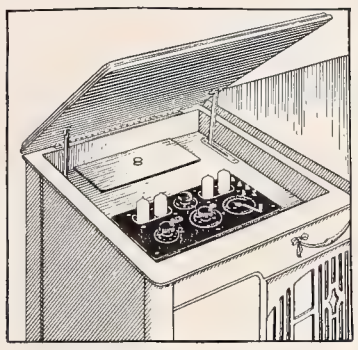
Now, in addition to phonographs and records of highest musical quality, comes Radio. And Radio worthy of the name Brunswick.

Now for each customer the Brunswick Dealer has a product—he misses no sales—and he concentrates his fire all on ONE line.

The Brunswick Franchise is a valuable franchise.

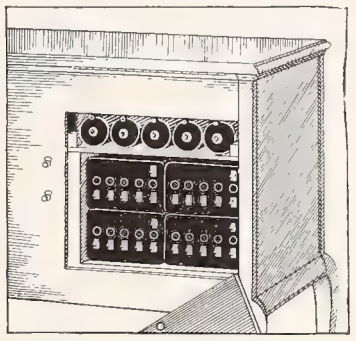
Brunswick Radiola

Six styles of Brunswick Radiolas
each in two finishes
retailing from $190 to $660



Sectional view of top of cabinet showing installation of Radiola 111-A.

Brunswick Radiola No. 35



Rear view of cabinet showing battery installation.

Lessened overhead, more frequent turnover, and greater profits

PUBLIC reaction to the first announcements of Brunswick Radiolas have exceeded all expectations. Sales-results have convinced even the skeptics. For Brunswick Radiola has filled a long-felt want.

Now music of the air of the superlative quality of Brunswick recorded music. Possible only by the adaptation of the Brunswick double-purpose amplifier—the famous Brunswick Method of Reproduction.

And for the Dealer, greater profits through immediate public acceptance of the Brunswick Radiola. And through concentration of effort along one line with correspondingly lower overhead and greater turnover.

Add to this the Brunswick factory-protected and controlled franchise eliminating the middleman and placing the proper discounts where the sales are made — with the Dealer. Meaning many additional benefits through direct contact, that make Brunswick Dealers prosperous, successful music merchants.

THE BRUNSWICK-BALKE-COLLENDER CO.
Manufacturers—Established 1845
GENERAL OFFICES: CHICAGO

Branches in all Principal Cities

New England Distributors:
Kraft, Bates & Spencer, Inc.
80 Kingston Street, Boston, Mass.

Canadian Distributors:
Musical Merchandise Sales Co.
79 Wellington St., West, Toronto, Ont.

Brunswick Radiola

Brunswick Co. to Issue New Purple Label Records

New Series to Include Standard, Concert, Semi-popular and Folk Songs—Artists in New Hall of Fame to Record for Popular-priced Records

The Brunswick-Balke-Collender Co., Chicago, recently made announcement to the trade of a new series of records to be known as the "Purple Label Popular Series" by artists of the new Hall of Fame.

The new series will consist of selections which are classed as standard, semi-popular, concert and songs of native lands. The artists in the Brunswick New Hall of Fame include Michael Bohnen, Karin Branzell, Richard Bonelli, Mario Chamlee, Giuseppe Danise, Claire Dux, Florence Easton, Maria Ivogun, Marie Morrisey, Sigrid Onegin, Elisabeth Rethberg, William Willeke, the Elshuco Trio and Frederick Schorr, and other artists of a like caliber who will be added from time to time. The new records will list at $1 for the ten-inch and $1.50 for the twelve-inch, all double faced.

The most interesting part of the announcement is that the artists who will record for the new series are all of world-wide fame, whose selections heretofore have been confined to that type of music with a more or less limited appeal. With records of an unlimited, lasting appeal sung by these famous artists this new series opens a lucrative field for all Brunswick dealers. The first records in this series will be announced some time this month and will affect selections in the present catalog in the 5,000, 13,000, 15,000, 25,000, 35,000 and 50,000 series.

The Brunswick Co. has done and is doing everything possible to extend the sales possibilities of its records, one outstanding development being the double-facing of all Gold Label records and listing them at practically the same price as the single-faced records. The present Gold Label Classical Series will not be affected in any way by the new series, but will remain at the present list price.

The Brunswick Co. will, within the next month or two, announce a special exchange plan covering those records in the present catalog that are superseded by the new Purple Label Popular Series. This exchange will not have any bearing on the regular policy of cut-out exchanges.

Hunt's Leading Music House Adds Line of Radio Sets

White Plains, N. Y., October 8.—Hunt's Leading Music House, of this city, one of the most progressive music merchants in this section, has added the Freed-Eisemann line of radio receivers. Mr. Hunt, in addition to operating the local store, recently purchased the Melody Shop, of Mt. Kisco, N. Y., which he is operating as a branch. Talking machines and musical instruments of all kinds are featured.

Mr. Hunt is a firm believer in going out after sales and this practice has resulted in making his business one of the most successful in this vicinity.

McLogan-Pearce Co. Moves

Houghton, Mich., October 4.—The McLogan-Pearce Co. recently completed the moving of its stock and fixtures from the store formerly occupied by the concern to its new storeroom, opposite the Central Hotel on Fifth street. Manager Weidelman announces complete new stocks of talking machines and sheet music.

Receiver for Radio Guild

William C. Etgen, Jr., was recently appointed receiver for the Radio Guild, Inc., 256 West Thirty-fourth street, New York, by Judge Grubb. The liabilities of this firm are listed at about $20,000 and the assets at about $2,500.

Factory-to-Dealer Delivery Announced by the Victor Co.

Under New Plan Victor Products Will Be Shipped Direct From Factory to Dealer on Request—Charged to Jobber's Account

There was announced recently by the Victor Talking Machine Co., through the medium of its distributors, a new shipping plan that provides for the direct shipment of Victor products from factory to dealer, when such shipment is specified. The goods shipped direct will be charged to the jobber's account, and the quantity subtracted from the jobber's order delivery schedule.

On carload shipments freight allowances will be credited by the factory to an amount not exceeding the allowance that would be made if the shipment went direct to the jobber, or for a lesser amount if the location of the dealer means a shorter haul. No factory freight allowances will be made on less-than-carload lots and direct shipments will be made only to single consignees.

This new direct shipment plan is a distinct innovation, and is introduced as a form of dealer service after mature consideration. It is believed that the plan will prove of distinct advantage to many dealers in providing quicker service on an economical basis. It will also be calculated to relieve the jobbers' organizations of considerable work.

Melody Shoppe Opened

Ft. Wayne, Ind., October 6.—The formal opening of the Melody Shoppe, 117 East Wayne street, was held recently and attracted a large audience. This new music store is owned and managed by H. Lloyd Grosvenor, prominent in local musical circles. The store is modern in design and equipment, the front having been made into a music salon and the rear equipped with demonstration booths for the display of phonographs and pianos which the concern is featuring.

New Models
BRISTOL
Radio Receivers

Incorporating the Patented Grimes Inverse Duplex System

Watch for further announcements in all leading radio publications.

Improved Bristol Audiophone Loud Speaker—gives greater volume, is more sensitive and still maintains its round, full tone and its distinctive freedom from distortion.

Ask for Bulletin No. 3017-BS.

Manufactured by

THE BRISTOL COMPANY
WATERBURY, CONN.

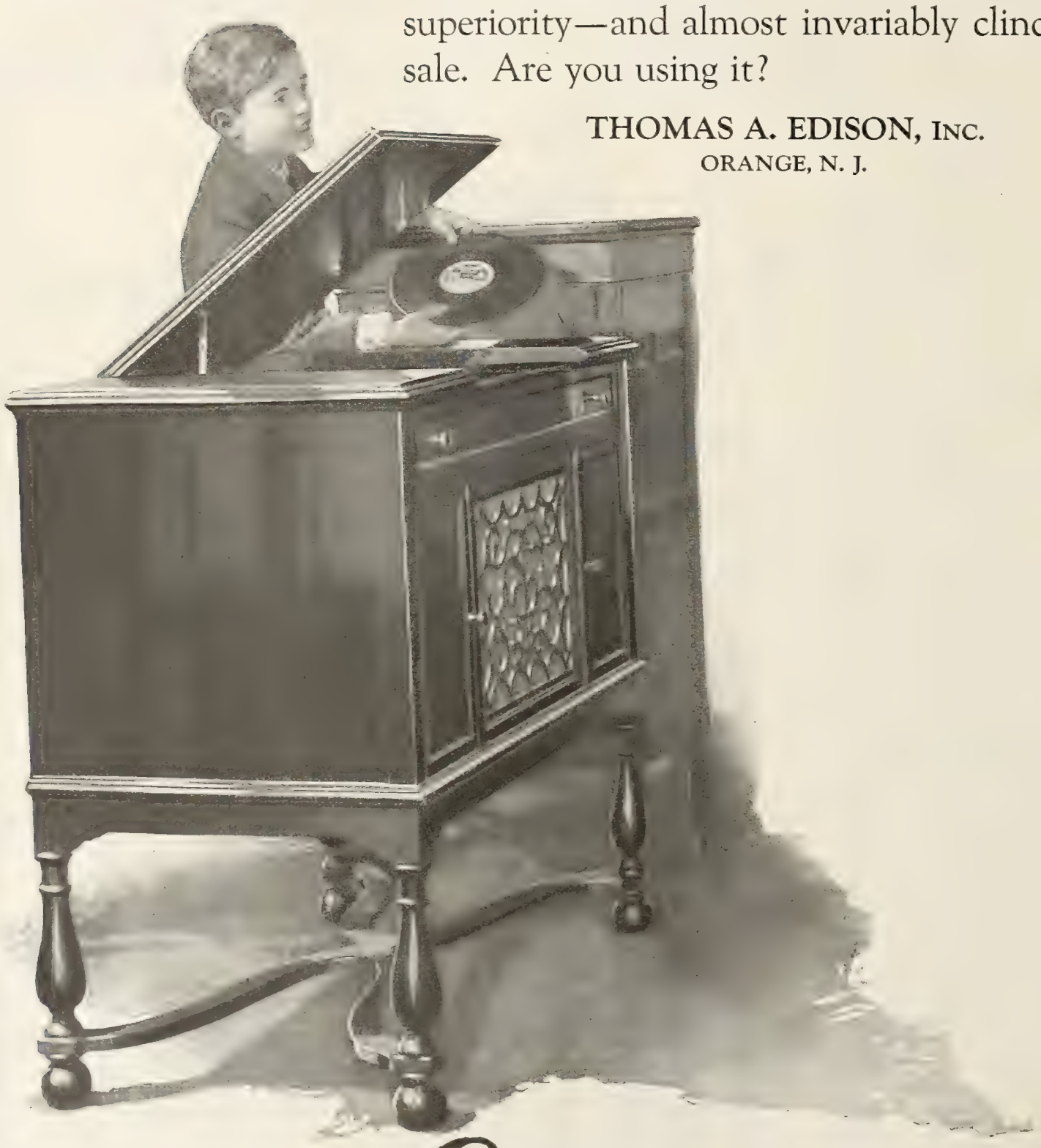
Grimes System Insures Natural Tone Quality

Here's the easiest

LET the customer do it for herself! Give her the opportunity, in her own home, of hearing the New Edison in side-by-side comparison with *any* other phonograph.

This test conclusively establishes New Edison superiority—and almost invariably clinches the sale. Are you using it?

THOMAS A. EDISON, Inc.
ORANGE, N. J.



The NEW PHONO

way to sell—

You don't need a fortune to become an Edison Dealer—ask nearest Edison Jobber

EDISON
GRAPH

A Discussion of Radio Selling Problems

Max Landay, Head of Landay Bros., Makes Interesting and Direct Statements in Talk Before Popular Science Institute of Standards

The following talk on "Radio Sales Problems," delivered recently by Max Landay, president of Landay Bros., Inc., at a luncheon arranged by the Popular Science Institute of Standards held in New York, is of particular interest for the reason that Mr. Landay can be regarded more or less as an authority on the subject, Landay Bros. having been among the pioneers in the talking machine trade and likewise one of the pioneers in the handling of radio receiving apparatus in talking machine stores. Many of his statements will be concurred in heartily by the majority of dealers.—Editor.

When Professor Bliss requested me to address the radio manufacturers present at this luncheon on the "Radio Sales Problems" of the music dealer I proceeded to shape my talk in the form of an appeal to radio manufacturers and explain to them the problems of the music dealer that I believe can be solved by the manufacturers of radio apparatus. The Landay stores have been the proving grounds for many sales problems of the music dealer and in the course of about three years of such experimenting we have satisfactorily shaped the proper policies of a chain of radio stores, but there are at present many fallacies in the sales policies of radio manufacturers that are retarding the music dealers' progress. In the course of this short talk I will touch on some of them and explain how the manufacturer can assist the music dealer.

1. Why the Talking Machine Trade Was Slow to Take on Radio:

(a) Loyalty to his phonograph business and to the phonograph manufacturer gave him the idea that radio was but a fad and that to put it into his store would merely hurt the phonograph business without in any way helping materially the radio fad.

(b) The unsatisfactory performance of radio for about two years after its popular appearance was anything but encouraging to the talking machine dealer, even though he was willing to waive aside his mistaken idea of loyalty to the phonograph business. It seemed to him that in order to sell radio at that time that he would have to employ sales people with technical knowledge of radio in order that he might succeed in keeping the radio sold.

(c) The problem of selling radio on the instalment plan was also a great stumbling block for the talking machine dealer. It seemed to him entirely a most precarious undertaking to risk the sale of radio on the instalment plan. The dealer at that time did not appreciate that he could have sold a considerable quantity of radio for cash. His viewpoint on radio at that time was very much prejudiced and for that reason he was slow to take on radio.

2. Why the Music Dealer's Store Is a Logical Outlet for Radio:

(a) Good location, well-equipped store interiors and window display.

(b) Financial responsibility, thereby giving real buying power.

(c) The high type of salesmanship which the talking machine dealer is accustomed to is perhaps more necessary at this time in the sale of radio than any other article of amusement.

(d) The increased discount has now encouraged the music dealer to sell radio on the time payment plan.

(e) The music dealer's training in the sale of phonographs and other musical instruments has taught him that price-cutting is not at all an essential for business success, that the quality of merchandise and service which he offers to the public is of greater importance and the manufacturer should bear in mind that the music dealers' devotion to this ideal will prove a great help in the development of the radio art as an instrument for home entertainment and education.

3. How to Gain the Talking Machine Dealers' Support:

(a) Standardize your products. Avoid the placing of new models on sale without reasonable notice to the dealer or any offer to help him unload his stock before the new models appear or are advertised and to avoid putting out new models more than once a year.

(b) Standardization of fair list prices in order to assure the dealer that the public is getting a square deal and therefore no radical change in list price downwards need be anticipated. The manufacturer should bear in mind that the public's confidence becomes very much shaken, when an article advertised at $150 is suddenly reduced to $60. The manufacturer should try to arrange a fair price to begin with and his reduction should be reasonable and in proportion to the savings that accrue from increased production.

(c) A discount to the dealer should always be maintained, at a point that will insure him reasonable profit from the amount of service that he renders in connection with the sale of radio and the expense under which he operates, and if possible the discount to be made, so that it will enable the talking machine dealer to carry his own paper when he sells radio on the instalment plan. I would like to recommend that the same line of discount that he has been accustomed to in the phonograph business should be quoted him on radio products.

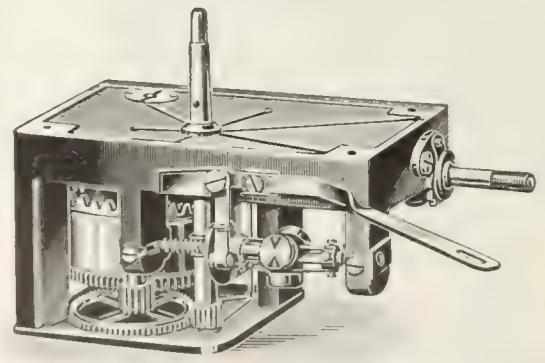
(d) Source of supply is perhaps the most important item to the dealer. Too many jobbers are handling radio products while the talking machine dealer prefers to buy his radio goods through distributors. The word "jobber" has been used incorrectly in many lines and especially in the radio business, because to my mind the jobber is one who purchases merchandise in job lots and sells it along the same lines and for that reason I believe that the music dealer would prefer to buy from distributors and preferably some concern which understands the music dealer's retail problems, also the dealer's point of view in other matters pertaining to his business, and therefore I recommend to manufacturers this important phase of their selling, that they should place their goods in the hands of men who will handle it along good distribution lines and not as so much material purchased in quantity and sold in any old way, without regard to the future effect of their sales.

(e) What kind of advertising will help the talking machine dealer most? I have noticed that manufacturers place themselves in the hands of large advertising agencies who immediately put into effect antiquated ideas, which usually result in a campaign of advertising without regard to what part of the country his merchandise was being sold mostly. I am a great believer in magazine advertising but I do not believe that the radio manufacturers should neglect local advertising fields just because somebody else in some other line of merchandise made a success of his business through magazine advertising. My recommendation to the manufacturers that the advertising which would gain a greater support of music dealers, is newspaper advertising in the territory in which the dealers are located and the amount of advertising to be in proportion to the sales in their territory.

(f) Number of dealers to be restricted by some system of control by the manufacturer so that a certain amount of unfair competition be eliminated and thereby encouraging dealers to develop their loyalty to the various lines of radio products that they may be selling.

The Keystone Radio Service, New York, was recently incorporated at Albany, with a capital stock of $10,000. The incorporators include E. Schneider, H. Jeffery and E. M. Foley.

Talking Machine Motors

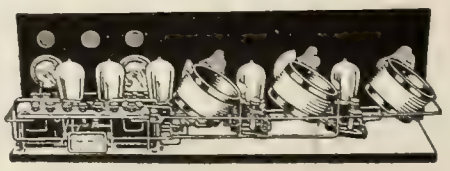


"GRUBU"

THE MARK OF SUPERIOR QUALITY

Sole Agents Wanted
In All Countries of the World

FEINBAU, Maschinen-Akt.-Ges., Abt. Gruoner & Bullinger, **Winterbach,** bei Stuttgart GERMANY



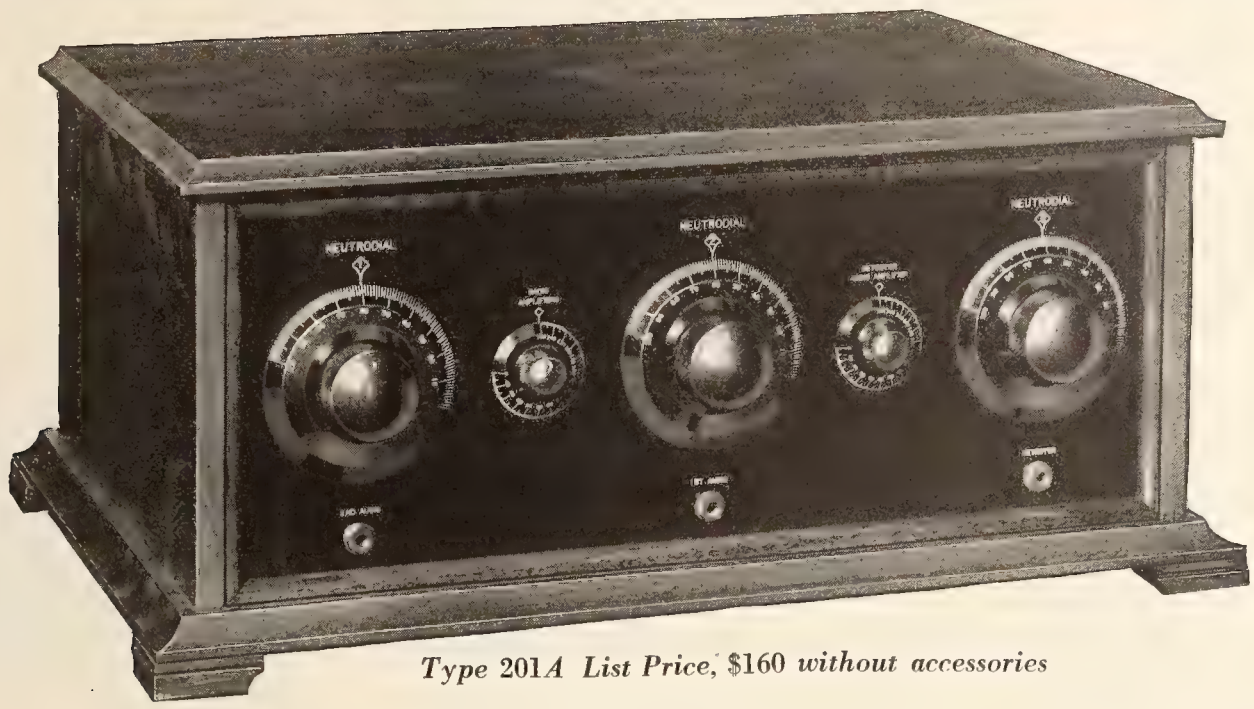
The De Luxe Coast to Coast 5 Tube NEUTRODYNE $27.00 NET

Using Standard, Genuine Licensed Hazeltine Parts Synchronized and Matched

DEALERS WRITE

For Quick Selling
KITS RADIO PARTS
Wholesale Only

HAROLD M. SCHWAB, Inc.
Dept. TMO
55 Vesey Street New York, N. Y.



Type 201A List Price, $160 *without accessories*

"The air holds no secrets from an Adler-Royal Neutrodyne"

THE Adler-Royal Neutrodyne is the most advanced application of the neutrodyne principle to radio reception. It not only eliminates necessity for technical knowledge, but its range and selectivity are remarkable even in the hands of those who know nothing about the fine points of radio.

Encased in beautiful cabinets with a finish like a grand piano, The Adler-Royal Neutrodyne will be an ornament to any home.

Several outstanding points of superiority of Adler-Royal Neutrodyne are:—

Extreme Selectivity—Due to the special type of condensers, losses are reduced to a minimum.

Automatic filament control—Adler-Royal Neutrodyne automatically lights the tubes needed when the plug is inserted.

Does not re-radiate—Adler-Royal will positively not re-radiate or become a sending station itself.

Clear amplification—Distant stations can be brought in clearly on the loud speaker without exaggerating the interfering noises.

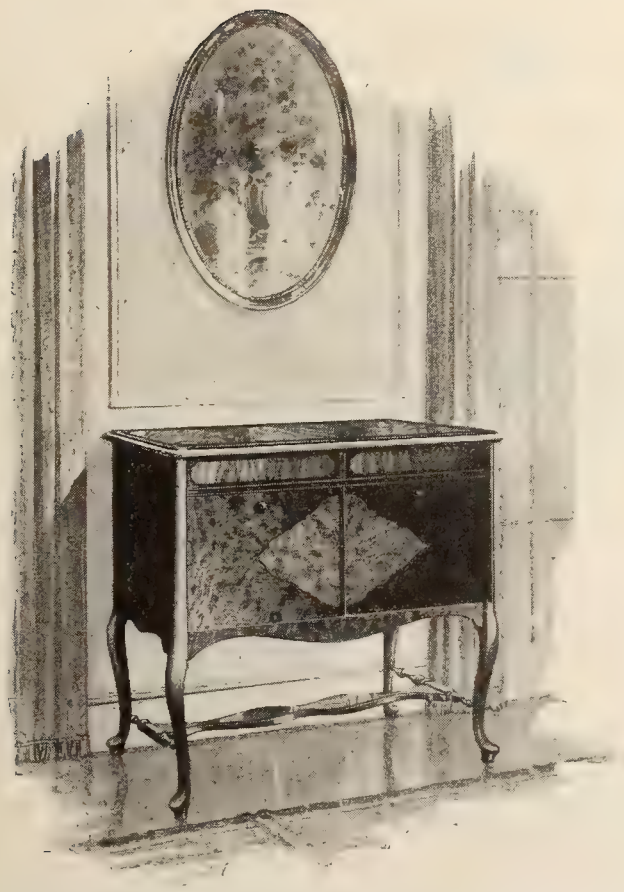
Wired like finest telephone switchboard—The workmanship of Adler-Royal is not only a delight to the ear but to the eye as well.

No detuning necessary—Separate control for audio and radio frequency.

Every Adler-Royal is equipped with two separate binding posts; one for short and one for long aerials, thus solving an important engineering problem.

ADLER MANUFACTURING CO. *General Sales Office,* 881 *Broadway, New York*

Factories: Louisville, Kentucky



The Adler-Royal Franchise is Valuable

WE INVITE correspondence from reputable dealers in territory where we are not adequately represented. Address our New York office, 881 Broadway, for discounts and territorial arrangements.

Adler-Royal
NEUTRODYNE

Royal Combination 5-tube Neutrodyne Radio and Phonograph

Royal Cabriole—Model 10, *in either walnut or mahogany. List Price,* $300, *including loud speaker, but without other accessories.*

The Adler-Royal Neutrodyne is licensed under the Hazeltine Neutrodyne patents, granted to King-Hinners Radio Company.

Reg U.S. Pat Off. Licensed by Independent Radio Manufacturers, Inc. NEUTRODYNE Reg U.S. Pat Off. Pat March 27, 1923 and April 1, 1924 Hazeltine Pats. Nos. 1,450,080 and 1,489,228 Other Patents Pending.

New Brunswick Dealers' Association in St. Louis

Scope of Local Association Enlarged to Include Entire Territory—Name Changed—New Officers Elected—Brunswick Radiola Introduced.

St. Louis, Mo., October 4—The Brunswick Dealers' Association of the St. Louis District replaced the St. Louis Brunswick Dealers' Association as the outgrowth of a banquet served to Brunswick dealers in this territory on the Hotel Statler Roof to mark the introduction of the new Brunswick Radiola. With the change of the name of the Association its scope was enlarged to include dealers in the entire St. Louis Brunswick district. This move followed the resignation of Smith K. Gerhardt as president, who was forthwith tendered a vote of thanks for his excellent work while in office. Following the reorganization and renaming of the Association, L. E. Cox, of the Martin Bros. Piano Co., of Springfield, Mo., was elected first president of the new Association; Barrett Stout, Kirksville, Mo., vice-president, and H. A. Parks, Hannibal, Mo., second vice-president.

More than one hundred music merchants exhibited their keen interest in the Brunswick Radiola, which was formally introduced. Those present included representatives from outstanding Brunswick accounts over the entire St. Louis district, such as C. G. Martin and L. B. Cox, of Martin Bros. Piano Co., Springfield, Mo.; Saul Bluestein, of the Melody Music Shop, Memphis, Tenn.; H. C. Bollinger, of Ft. Smith, Ark.; Messrs. Parks and Hedges, of Parks Music House, Louisiana and Hannibal, Mo.; Barrett Stout, Stout's Music House, Kirksville, Mo., and many other prominent music merchants.

J. H. Bennett, manager of the Brunswick Co. in St. Louis, presided and introduced the new Brunswick Radiola line. Mr. Crawford, Brunswick radio technician, of Chicago, followed with a short talk touching on the technical side of the Radiola. B. F. Novy, district phonograph manager of the Brunswick Co., gave an interesting talk on the impending Brunswick sales conference in Chicago, September 22 and 23. Mr. Novy also talked on "Dealer Service." From reservations received indications are for 100 per cent attendance at the sales conference in Chicago, by dealers present at the dinner.

Extremely interesting and instructive talks on merchandising and sales organization work were given by Mr. Hammond, of the Kieselhorst Piano Co., St. Louis, Mo.; Mr. Parks, of Parks Music House, Hannibal, Mo., and L. E. Cox, of the Martin Bros. Piano Co., Springfield, Mo. Mr. Howerton, radio technician, from Parks Music House, gave a brief but exceedingly interesting talk on radio. During the progress of the dinner guests were entertained by the very popular Cliff Wassel and His Varsity Club Orchestra, who also accompanied Harry Meyer, a St. Louis Brunswick dealer, in his rendering of several vocal selections impersonating in typical fashion the famous Al Jolson.

Webber Music Co. Enlarged

Red Wing, Minn., October 4.—The Webber Music Co. has acquired the exclusive Victor representation in this city through the purchase of the stocks of J. J. Ferrin & Son and the Steaffens Studio. In taking over the business of these former Victor dealers, the Webber Co. is now in better position than ever before to supply the highest type of service. Mr. Webber recently stated that the enlarged business would be conducted under the same policy that prevailed before.

Circle T. M. Co. Assigns

The Circle Talking Machine Co., 159 East Houston street, New York, has made an assignment to Samuel Rose, of 265 Broadway. Morris Lucomin is president of the company.

Edison Tone-Test Recitals at New York State Fair

Clark Music Co., Syracuse, Features George Ballard, Well-known Edison Tenor, and Other Artists at New York State Fair Exhibit

Syracuse, N. Y., October 1.— At the New York State Fair held here last week one of the particular exhibits was that of the Clark Music Co., which displayed and illustrated in addition

Clark Co.'s Tone Test at State Fair

to Edison and Victor talking machines and records the Chickering Ampico grand, Conn band instruments and radio equipment.

The fair visitors appeared particularly interested in the Edison Tone-Test recital held at the Clark booth at various times during the fair. The accompanying photograph shows part of the crowd which stopped to listen to a tone-test recital by George Ballard, the well-known Edison tenor. Miss Anita Brookfield, a promising young harpist, gave a series of recitals during the week and Dale Greenleaf played the cornet. Other artists also appeared during the week.

S. H. Morecroft, vice-president and treasurer of the Clark Music Co., was in personal charge of the State Fair Exhibit.

NEW EMPIRE COMBINATION

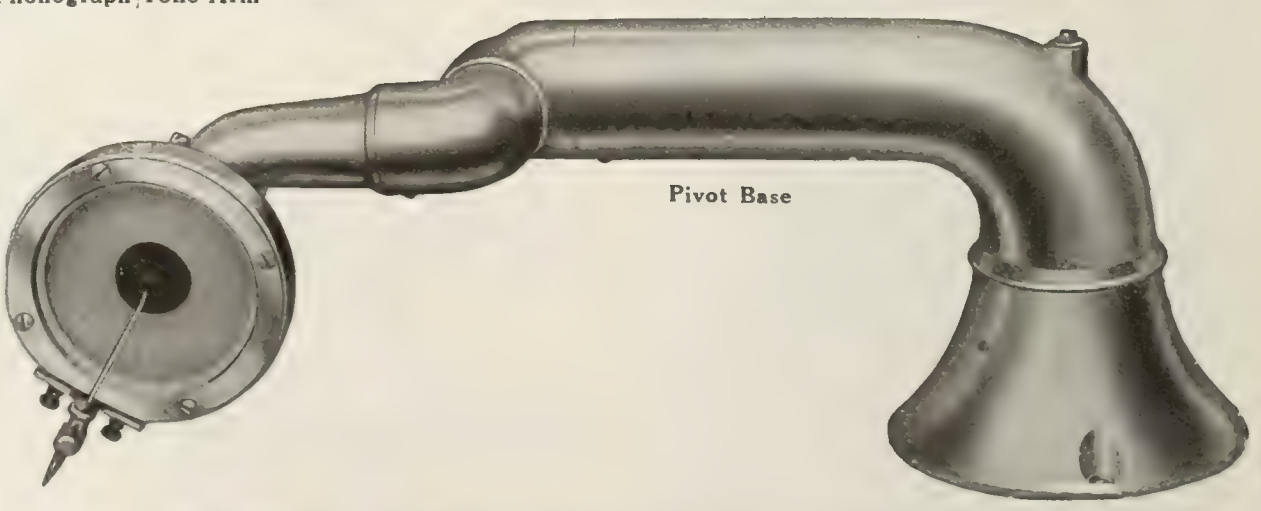
Combination Radio and Phonograph Tone Arm

Tone Arm (Ball Bearing)
Reproducer
Loud Speaker
for
Radio and Phonograph

We invite a personal test. There is nothing more convincing. Order a sample arm and test it out. It will win you on merit only. Our prices are low and the quality second to none.

Write or wire us for samples and quotations and give us an outline of your requirements.

Send for sample of our new Tone Arm for Portable Machines and Edison Attachments.



Pivot Base

EMPIRE PHONO PARTS COMPANY
Established in 1914
2261 East 14th St. Cleveland, O.
W. J. McNAMARA, President

Columbia Recording Staff Secures Stove Pipe No. 1

Sings the Old-time Favorites in a Manner to Enthuse Many Users of Records

The charm of the old and familiar on phonograph records is still an abundant source of demand for the dealer. People like, and will buy in surprising quantities, songs they and their parents before them have always known. It is found, too, that these selections are liked best as played or sung in the familiar way. A fiddler, banjoist, harmonica or guitar player, as old-fashioned in technique as the selections themselves, will outsell a high-class orchestra when playing "Turkey in the Straw" or "The Arkansas Traveller."

The Columbia Phonograph Co., recognizing this demand, already has on its roster an imposing list of typical old-timers, and it announces that records released by this class of musicians have been selling in most satisfactory volume for many Columbia dealers. A recent addition to this group of recording talent is Stove Pipe No. 1. His real name is Sam Jones, but he is much better known to his public by the latter title.

Stove Pipe No. 1 hails from out Cincinnati way, where he is a favorite performer at the nearby Summer resorts. He sings the old favorites, accompanying himself on guitar or banjo, with a most impressive harmonica to fill in the gaps between vocal choruses. The result is the favorite old airs, known to all Americans as part of their national heritage, played in such a way as to cause a pleasant reminiscent sentiment. Stove Pipe No. 1 has played a record to be released in the regular November list, to go on sale at Columbia dealers during this month of October. It is "Turkey in the Straw," coupled with "Cripple Creek and Sourwood Mountain."

M. I. S. Co. Issues Booklet Showing Ad Illustrations

The Musical Instrument Sales Co., Victor distributor, of New York, has just issued its third edition (1924-1925) of "M. I. S. Victrola Illustrations." The booklet, which contains twenty-two pages of illustrations of Victrolas for dealers' advertisements, shows the endless variety of cuts at the disposal of retailers who desire to make their publicity more effective. Each illustration is in itself the basis on which the appeal of the advertisement may be built. For example, there are illustrations which show the Victrola in use during all of the holidays, during the Winter, at parties, in camp, for dancing, as a form of education and entertainment for children, on auto trips, etc. This service is extended exclusively to one Victor dealer in each city and the M. I. S. Co. exacts but a nominal charge for the cuts and mats, which barely covers the cost of making them.

Strand Temple of Music Adds Three Departments

Albany, N. Y., October 8.—The Strand Temple of Music, 121 North Pearl street, recently added radio, musical merchandise and sheet music departments to the talking machine lines carried by the store. The new departments are complete in every detail and leaders in each field are being carried. Large advertisements were inserted in all the local newspapers announcing the new departments and Manager Al. Edelstein has issued invitations to all the patrons of the store to visit the warerooms and inspect the added lines. A complete line of Victrolas and records is carried and this department, together with the new lines, places the Strand Temple of Music in the forefront of the most modern and complete stores in eastern New York.

F. A. D. Andrea, Inc., Issues an Interesting Volume

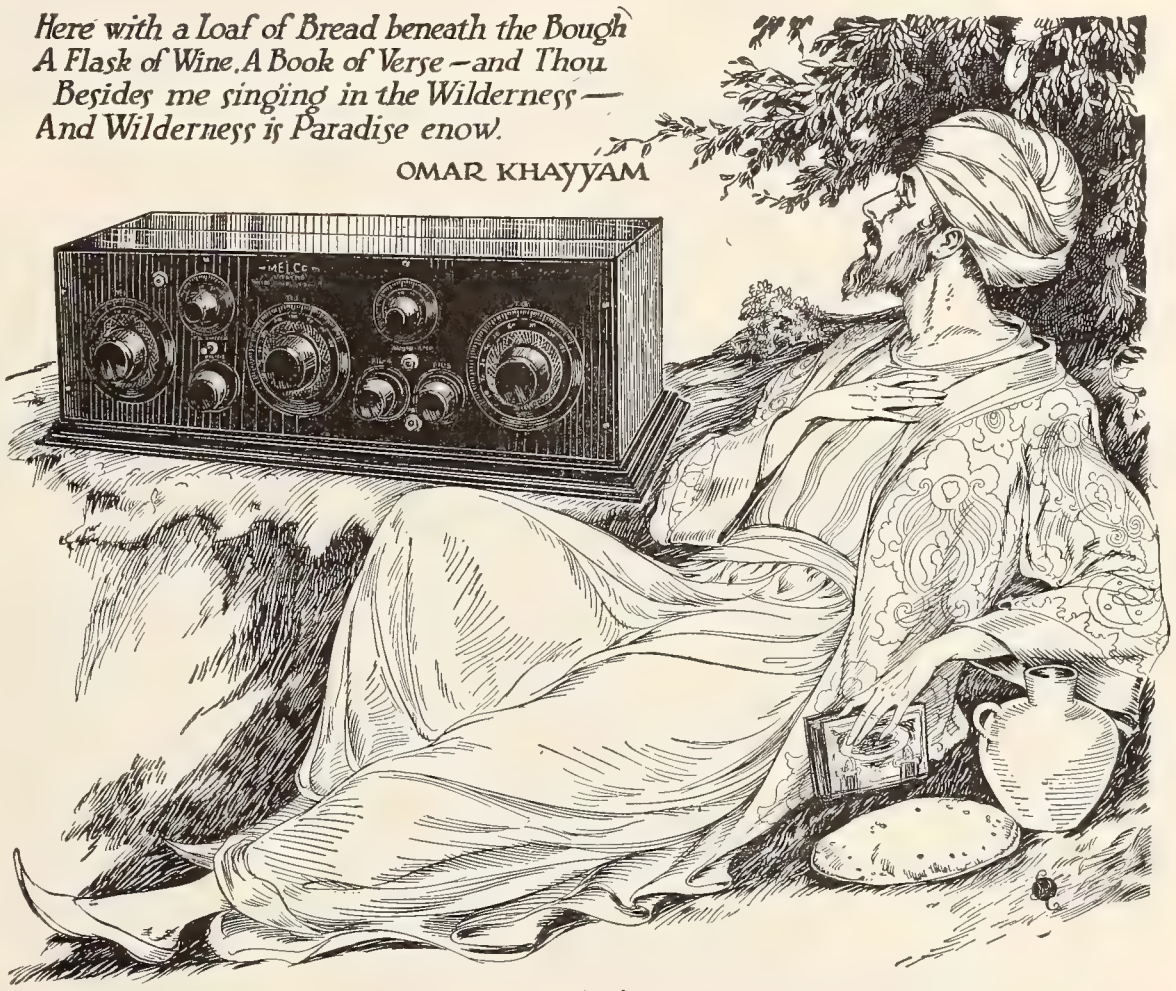
F. A. D. Andrea, Inc., New York, manufacturer of Fada radio receiving sets, parts and equipment, recently issued a most comprehensive and valuable volume of seventy pages entitled "How to Build a Fada Neutrodyne Radio Receiver." This book supersedes the successful thirty-two-page Fada "How to Build It" published last year. The volume has been prepared after much study and thought and covers both the construction and operation of a neutrodyne radio receiver, including a discussion of all possible receiver trouble and remedies and should prove invaluable to the dealer as well as the consumer of radio receiving sets for the information it contains. There are numerous illustrations of the various parts employed in the construction of the Fada neutrodyne, so that anyone purchasing a complete set may, by a careful study of the contents of this book, gain a most complete understanding of the construction and operation of the neutrodyne circuit and comprehend clearly certain phases in the operation of sets which might otherwise be unintelligible. The dealers should welcome this book as a material aid in merchandising Fada sets.

Telegraphon Corp. Chartered

The Telegraphon Corp. of America, New York, was recently incorporated at Albany, with a capital stock of 5,000 shares of preferred stock, $100 par value, and 25,000 shares of common stock at $1.00 par value, giving an active capital of $525,000. The company manufactures sound recording machines. The incorporators are A. B. Seigel, J. H. Keim and W. S. Keith.

The Toledo Mechanical Appliance Co. was recently incorporated in Cleveland with a capital stock of $5,000. The incorporators are Frank B. Niles and William E. Vogt.

Here with a Loaf of Bread beneath the Bough
A Flask of Wine, A Book of Verse—and Thou
Besides me singing in the Wilderness—
And Wilderness is Paradise enow.
OMAR KHAYYAM



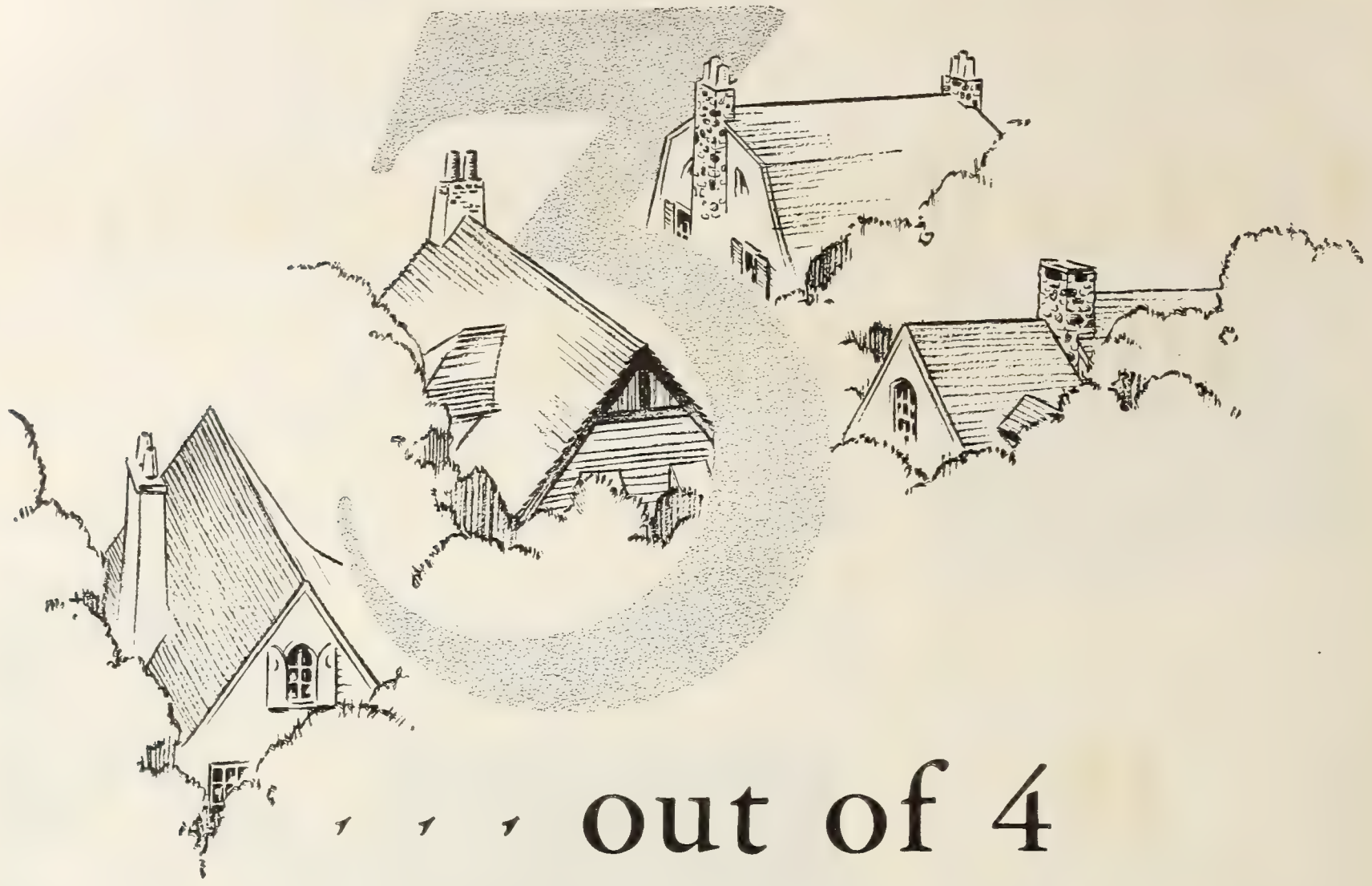
MELCO SUPREME RECEIVER
Tuned Radio Frequency

A five-tube receiver that embodies every feature demanded by the most discriminating enthusiast for perfect radio reception. The Melco Supreme really amazes in its performance any time and any place.

Write for detailed literature and our jobbers' proposition.

AMSCO PRODUCTS INC.
Broome & Lafayette Sts. New York City.

ALL THE MUSIC OF ALL THE WORLD



1 out of 4
waiting to be sold

THE next three months are the best music-selling months of the year. More money is being spent before Christmas than during any other period. Are you going to get your share of the phonograph and record business?

Sit down for a moment and figure how many phonographs you can sell from now till New Year. But don't figure it out of blue sky.

Let's assume your store serves 50,000 population—that means about 10,000 homes. Field surveys show that about one out of every four homes owns a phonograph. That would make 2500 phonographs in 10,000 homes, or 7500 homes without phonographs.

We believe people will buy just the moment that they realize the satisfaction and entertainment a standard phonograph can give. This is the dealer's opportunity.

The Columbia line is interesting to every family from a price and value standpoint. The Columbia cabinets are beautifully designed; the New Columbia tone pleases the most critical; and mechanically—the New Columbia stands the most technical scrutiny. Make your community Columbia conscious by outside work, advertising and modern store merchandising. You will find that this effort on your part will pay.

COLUMBIA PHONOGRAPH CO., Inc.
1819 Broadway New York

Columbia

PHONOGRAPHS AND *NEW PROCESS* RECORDS

ALL THE MUSIC OF ALL THE WORLD

The New Columbia is superior mechanically ~ ~ ~ *because*

1 It starts itself. As you move the tone-arm over to place the needle on the record the motor starts the turntable. No adjustments—the exclusive automatic start takes care of everything.

2 It stops itself. Regardless of what make of record is played, the turntable stops after the selection is finished. No previous adjustment or setting. The patented automatic stop device is never failing and fool-proof.

3 The New Precision Motor runs so smoothly that it insures perfect pitch of the tone. It is noiseless—strong—durable. Speed never varies. The bronze and brass bearings act like jewels in a watch. Acknowledged to be the finest phonograph motor the industry has ever seen.

4 The regulator of the New Columbia can be locked. Dealers will appreciate this, because it prevents customers from tampering with the speed of the turntable. Take advantage of this exclusive device.

5 The perfect oiling system insures longer life of the motor. It is such a simple matter to oil the motor that every customer can be persuaded to attend to this important matter. As a result the phonograph will perform far better and thus maintain its owner's appreciation.

COLUMBIA PHONOGRAPH CO., Inc., 1819 Broadway, New York

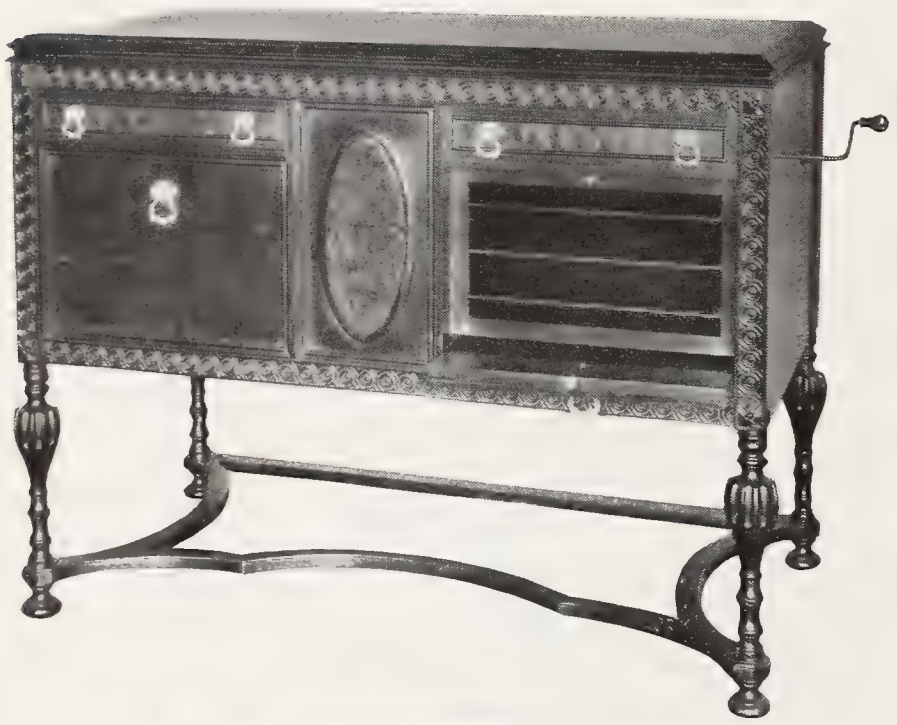
Columbia

PHONOGRAPHS AND Columbia *NEW PROCESS* RECORDS

At every price and value in the

$300 *Console*

The new four-spring Model W motor with new Non-set Automatic Stop and new No. 12 Reproducer. Finished in walnut, with all exposed metal parts in nickel. Shelves with complete set of albums for records. Tone-control leaves behind sliding panel. Duo-tone woods make reproduction more natural.



$200 *Console*

The new three-spring Model W motor with new Non-set Automatic Stop and new No. 12 Reproducer. Finished in brown mahogany and walnut, with all exposed metal parts in nickel. Shelves with complete set of albums for records. Tone-control leaves behind sliding panel.

$200 *Upright*

New four-spring Model W motor with new Non-set Automatic Stop and new No. 12 Reproducer. Records are stored in novel filing device, with an extra record capacity in the back of the cabinet. Finished in brown mahogany and walnut, with all exposed metal parts in gold finish. Exclusive tone-control leaves.

$150 *Upright*

New No. 12 Reproducer. The new three-spring Model W motor, with new Non-set Automatic Stop. Shelves for record storage. All exposed metal parts nickeled. Finished in redmahogany, brown mahogany, golden oak and walnut. Exclusive tone-control leaves.

PHONOGRAPHS AND Columbia *NEW PROCESS* RECORDS

there is beauty *New* Columbia

$250 *Console*

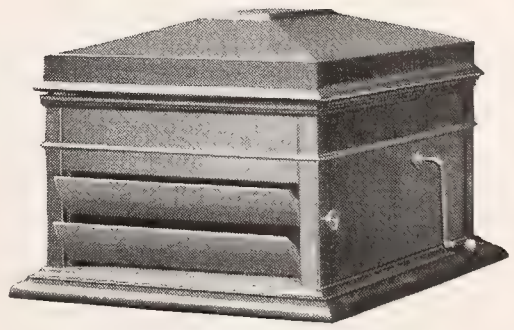
The new three-spring Model W motor with new Non-set Automatic Stop and new No. 12 Reproducer. Finished in walnut, with all exposed metal parts in nickel. Shelves with four albums for records. Tone-control leaves behind sliding panel. Duo-tone woods make reproduction more natural.

$350 *Console*

The new four-spring Model W motor with new Non-set Automatic Stop and new No. 12 Reproducer. Finished in walnut, with all exposed metal parts in nickel. Shelves with eight albums for records. Tone-control leaves behind sliding panel. Duo-tone woods make reproduction more natural.

$125 *Console*

Two-spring Model W motor with new Non-set Automatic Stop and new No. 12 Reproducer. Finished in brown mahogany and walnut, with all exposed metal parts in nickel. Shelves for records. Tone-control leaves behind sliding panel.



$75 *Table Model*

Two-spring Model W motor. New No. 12 Reproducer. Finished in red mahogany, with all exposed metal parts in nickel. Exclusive tone-control leaves.

PHONOGRAPHS AND Columbia *NEW PROCESS* RECORDS

ALL THE MUSIC OF ALL THE WORLD

Here are the reasons *why*

The NEW Columbia has superior Tone ~ ~ ~

1. The New International Reproducer is a marvel of naturalness. The tone it creates is preferred by the majority of music lovers. It permits an ideal amount of volume.

2. Excessive vibration is absorbed by the tiny shock absorbers of the new reproducer. As a result blare, blast and shrilling are prevented. Convince yourself of this by playing the record of a lyric soprano.

3. The bayonet tone-arm of straight, spun brass allows tone to expand without distortion. The new tone amplifier permits only the actual and correct number of waves.

4. The tone-control leaves are built on the pipe organ principle—the only correct system. No sound confusion from vibration in horn walls. No filtering of the tone through fabric or lattice work. Sound comes forth in just the volume you want it.

5. These features—reproducer, tone-arm and tone-control leaves, reproduce the voice and sound of the instrument exactly as they are. A soprano is a soprano—not a contralto; a violin is a violin—not a cello. *Hearing is believing.*

COLUMBIA PHONOGRAPH CO., Inc. 1819 Broadway, New York

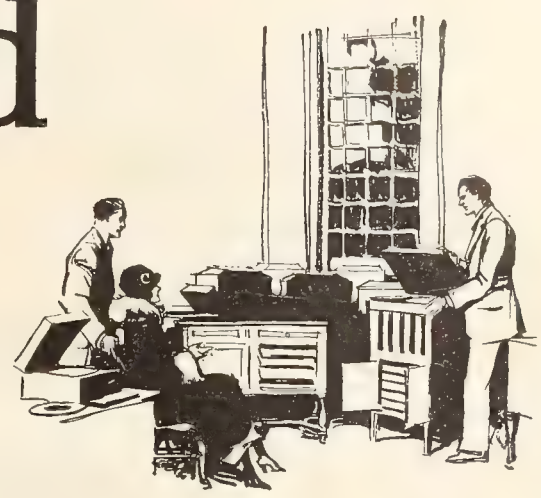
Columbia

PHONOGRAPHS AND *NEW PROCESS* RECORDS

ALL THE MUSIC OF ALL THE WORLD

Columbia meets the demand

~ ~ *with the biggest value*



DOLLAR FOR DOLLAR the New Columbia line offers the aggressive dealer the biggest opportunity in the phonograph industry.

The New Columbia combines beauty, tone and performance.

The New Columbia models are priced to appeal to every one of your prospects, no matter how much he wants to spend.

This makes the Columbia franchise valuable.

COLUMBIA PHONOGRAPH CO., INC.
1819 Broadway, New York

Write to the Columbia branch or distributor nearest you

Atlanta, Ga., 561 Whitehall Street
Boston, Mass., 1000 Washington Street
Chicago, Ill., 430-440 South Wabash Ave.
Cleveland, Ohio, 1812 East Thirtieth St.
Dallas, Texas, 2000 North Lamar Street
Kansas City, Mo., 2006 Wyandotte St.
Los Angeles, Cal., 809 S. Los Angeles St.
New York City, 121 West Twentieth St.
Philadelphia, Pa., 40 North Sixth Street
Pittsburgh, Pa., 632 Duquesne Way
San Francisco, Cal., 345 Bryant Street
Buffalo, N. Y., 700 Main Street
Detroit, Mich., 439 East Fort Street
Minneapolis, Minn., 18 North Third St.
Seattle, Wash., 911 Western Avenue

COLUMBIA WHOLESALERS, Inc.
205 West Camden Street, Baltimore, Md.

COLUMBIA STORES CO.
1608 Glenarm Avenue, Denver, Colo.
221 S. W. Temple, Salt Lake City, Utah

TAMPA HARDWARE CO.
Tampa, Fla.

W. W. KIMBALL CO.
Wabash Avenue and East Jackson Boulevard, Chicago, Ill.

COLUMBIA DISTRIBUTORS, Inc.
1327 Pine Street, St. Louis, Mo.
224 West Fourth Street, Cincinnati, Ohio
517 Canal Street, New Orleans, La.

Columbia

PHONOGRAPHS AND Columbia *NEW PROCESS* RECORDS

Everybody's T. M. Co. Now Distributor of Okeh Records

Manufacturer of Honest Quaker Products Gets Exclusive Territory Formerly Covered by Music Master Corp., of Philadelphia

Philadelphia, Pa., October 6.—Everybody's Talking Machine Co., Inc., well known as the manufacturer of Honest Quaker main springs and a complete line of talking machine repair materials, has announced that arrangements have been completed whereby it has become exclusive Okeh distributor for a territory that includes Pennsylvania, Delaware, Maryland, New Jersey and part of West Virginia; in fact, all the territory formerly controlled by the Music Master Corp., of Philadelphia and Pittsburgh. Okeh records already enjoy good distribution throughout the territory and, with the well-planned sales organization of Everybody's Talking Machine Co. and its many years of experience in the talking machine field, it is expected that the aforementioned territory will prove one of the busiest in the country.

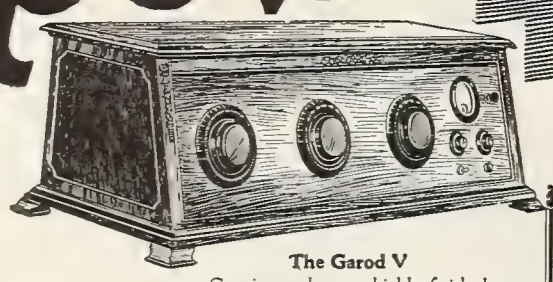
In commenting on the new connection Samuel Fingrutd, secretary of the company, stated: "As makers of Honest Quaker products during the past half decade, we have built up a most wonderful business. The distribution of Okeh records has been taken on in addition to our regular business and not to supplant any of it. Our organization can be expanded so as to handle this line in a most satisfactory manner, inasmuch as records are naturally associated with our product. We look forward to big business this Fall with both our new line and our Honest Quaker springs and repair materials."

Bosstone Co. Chartered

Portland, Me., October 7.—The Bosstone Co. was recently incorporated at Augusta to manufacture and deal in musical instruments with a capital stock of $50,000. The incorporators are H. J. Welch, Elmer Perry and L. M. Hagen.

The Powerful GAROD Neutrodyne*

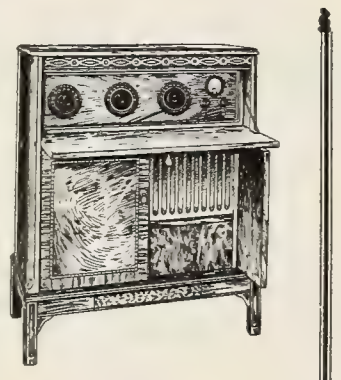
Power Plus



The Garod V

Genuine mahogany highly finished cabinet—graceful 15° sloped genuine mahogany panel—carved feet, five-inch dials—double reading Weston volt-meter—5 tube model. Size 34⅝" long—13¾" deep—11⅜" high.

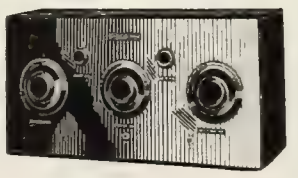
$195.00



The Garod Georgian

Rich brown burled walnut, with door-panel borders of inlaid ebony and holly—5 tube model—built-in loud speaker—battery compartments and accessory drawer Will grace the finest drawing room—provide the best in radio reception Size 35½" long—16⅝" deep—42½" high

$400.00



The Garod RAF

The receiver that made GAROD famous. Added mechanical improvements—4 tube model—with which you are familiar Size 19½" long—7⅜" deep—10" high.

$135.00

THERE'S far more than mere volume of tone in GAROD POWER.

For a more complete understanding of our meaning—we refer you to our old friend, Noah Webster—of dictionary fame. In his list of synonyms for POWER—you will find the following:—ability, energy, force, might, strength. Of these, we like "ability" best—but even Webster hasn't quite explained the meaning of POWER as applied to Garod.

GAROD POWER lies in the *ability* of the Garod to receive radio broadcasts in such a manner as to overcome the annoyances, interruptions and extraneous sounds commonly encountered in the ordinary "set," and receive precisely as is ideally and theoretically intended. The matter of distance is a mere detail of Garod reception.

GAROD

To Own One is to Know the Best in Radio Reception

THE GAROD CORP.
120 Pacific Street
Newark, N. J.

The GAROD Neutrodyne*

Attractive Atwater-Kent Trade Bulletins Issued

Important Messages Addressed to Dealers Through Medium of Bulletins

The Atwater-Kent Mfg. Co., of Philadelphia, Pa., recently prepared and mailed to the trade a particularly attractive series of bulletins which contain messages addressed especially to the talking machine and music dealers. The Atwater-Kent Co. is paying particular attention to this field and these bulletins are a part of a general campaign now being conducted.

The first bulletin is captioned "What Atwater-Kent Means to the Music Dealer." The first page is devoted to a description of the factory behind the product. "The Factory Behind the Product" is a subject that is being strongly featured in the general advertising campaign of the Atwater-Kent Co. The new factory, recently completed and occupied, is one of the finest buildings devoted to the production of radio. The inside spread of this first bulletin is devoted to the merit of the Atwater-Kent set and shows the full line of receiving sets, loud speakers and phonograph attachments. There is attached to the inside of this spread a return postcard and it is interesting to note that although this bulletin has only been out a comparatively short period of time there has been a large number of return cards received.

"Real Music With Atwater-Kent" is the caption of the second bulletin of the series. The bulletin particularly features the Atwater-Kent loud speaker in conjunction with the new de luxe cabineted model. The theme of the text is "Why Atwater-Kent Means Profit to You." A return postcard is also enclosed.

Another equally attractive broadside, and also in colors, has been prepared, featuring the Atwater-Kent policy and showing its various dealer helps, which include display material, newspaper electros, literature and price lists. A visualization of the intensive publicity conducted in nineteen of the national magazines is also set forth.

The Atwater-Kent Mfg. Co. has a tremendous publicity campaign planned and these bulletins constitute an important part of it.

Beyer's Handsome New Store

San Antonio, Texas, October 4.—A. F. Beyer, talking machine dealer, recently moved to the new headquarters of the store at 318 Houston street. The new establishment has a twenty-foot frontage on Houston street, running back 145 feet to College street, with a basement under the entire building, 80 by 145 feet, giving ample space for storage and workrooms. The demonstration and salesroom on the main floor is most attractive. It has been decorated in conventional design and tone, ivory and quiet greens predominating.

Eight demonstration booths have been installed to serve the convenience of prospective purchasers of Edison and Brunswick phonographs and Brunswick-Radiolas and the main demonstration room has been fitted up after the manner of a comfortable drawing room. The Audak system of record demonstration has been installed and there is a self-service record rack which appeals to many customers.

Victor Dealers Ordering

The Perry B. Whitsit Co., well-known Victor jobber, of Columbus, O., states that there is quite a livening up in the demand for goods by retailers. The dealers who have hesitated placing quantities in stock have been encouraged by the eased situation after the Summer months and all seemingly look forward to a very heavy Fall demand. Greater interest is also shown in radio and with the presentation of new Victor models and timely record releases increased activity is shown.

The Bestone V-60 five-tube receiver in beautiful, distinctive, antique polychrome cabinet, with built-in high-grade loud-speaker and battery compartment.

List, **$165.00**

BESTONE V-60

TRADE MARK

The Aristocrat of Radio

Different From Any Set You've Ever Heard or Seen

Perfect tone, entirely free from distractive noises and distortion.

Its accomplishments have heretofore been thought impossible.

The BESTONE V-60 has been developed with one idea in mind—to furnish Radio entertainment without apologies or excuses for ordinary radio annoyances.

No other radio receiver incorporates such volume—distance—selectivity.

AND—simplicity itself. Nothing complicated in its makeup.

TRULY THE ARISTOCRAT OF RADIO.

Sold only to the Musical Trade.

Manufactured, Guaranteed and Distributed by

Henry Hyman & Co., Inc.

476 Broadway NEW YORK — **212 W. Austin Ave. CHICAGO**

Bestone V-60 five-tube receiver, Imperial Model, in beautiful polished mahogany cabinet.

List, **$115.00**

Bestone V-60 receiver on panel for Victrolas and other phonographs.

List, **$85.00**

Wiley B. Allen Co. Features Victor Wagnerian Records

Particularly Effective Display Made by Prominent San Francisco House Arouses Great Interest Among Wagnerian Enthusiasts

San Francisco, Cal., October 3.—One of the most interesting window displays that have been seen here for some time is that of the Wiley B. Allen Co., featuring the new Victor Wagnerian Masterpieces. A beautiful bronze bust of the composer, Richard Wagner, is the centerpiece of the display. Artistically arranged in the window are paintings representing the most vivid scenes in the four operas from which the records are excerpts: the "Rhinegold," "The Valkyrie," "Siegfried" and "The Twilight of the Gods." The paintings were made, to order, for the Wiley B. Allen Co., and many lovers of Wagnerian music have gone in and begged to be allowed to purchase them, so well do they convey the Wagnerian idea of the "Ring."

Illustrating "The Rhinegold," Alberich is shown stealing the gold from the Rhine Maidens; "Siegfried" is illustrated by Siegfried forging the broken sword. Illustrating "The Twilight of the Gods," Brunnhilde is depicted riding her fiery steed Grange on to the funeral pyre of Siegfried, and "The Valkyrie" is shown by the picture of Wotan bidding farewell to Brunnhilde. Each picture carries, at the bottom, the name of the opera to which it applies, together with a line telling what it portrays and the number of the Victor record which carries the musical theme. Since the window which so dramatically tells the story of the Wagnerian Ring has been installed the Wiley B. Allen Co. has had a very heavy demand for the thirty-two Victor Wagnerian records, and crowds have stopped to admire the thoroughly artistic display.

Artistic Window Display of Wiley B. Allen Co. Featuring Wagnerian Records

G. A. Barlow Sons Co. Open Radio Department

Well-known Trenton, N. J., Music House Gives Over Large Section of Store to Radio

Trenton, N. J., October 6.—G. A. Barlow Sons Co., well-known music merchants of this city, formally opened their new radio department last month during local "Style Week" when all their windows were dressed especially for the occasion. It was thought a good idea to advance the opening date of the new radio department. The new department has a most prominent place in the store, and is well equipped to handle the quality and volume of business that the store attracts.

Warren Whitney, of Dalrymple-Whitney Radio Corp., attended the opening of the department, which is under the management of H. V. Huntdon, formerly manager of the radio department of the Knight-Campbell Music Co., of Denver, and aided in making the affair a success.

The concern will at present handle a staple line, including the Ware, Radio Corp. of America, Pooley, Atwater Kent receivers, and a standard line of well-known and reliable accessories. Mr. Barlow predicts that this year will see a great volume of radio business done through the music merchant channel, as indicated by the large business that has already been done in the new department.

Features Brunswick-Radiola

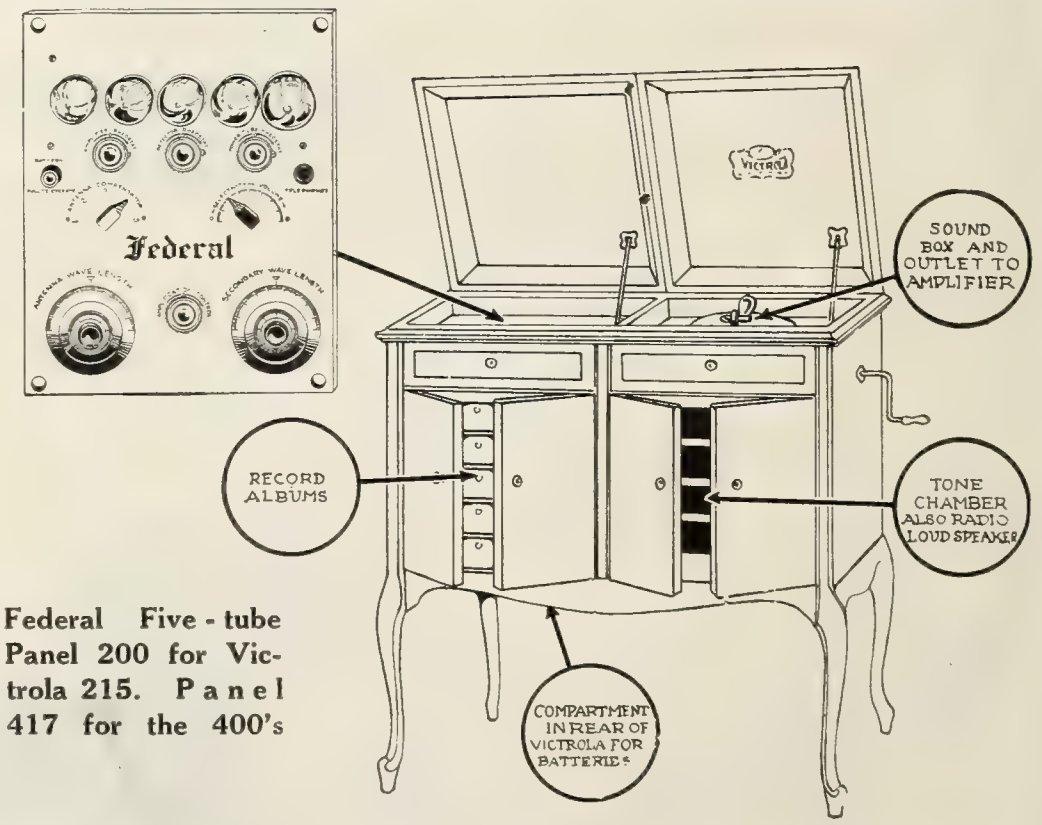
Terre Haute, Ind., October 8.—Jensen Bros. Brunswick Shop has for some weeks past been featuring the Brunswick Radiola combination unit and reports that the instruments have been given an enthusiastic reception. William Piper, representative of the Brunswick-Balke-Collender Co., recently spent some time at the store, assisting the sales force in demonstration and installation work.

Salability

—plus rare selectivity and sensibility that is unusual—these are the outstanding features of this panel by Federal, for which we are general distributors.

In handling this Federal panel, under the M. I. S. plan of distribution, you will encounter none of the elements of indiscriminate merchandising and may rest assured that there is a policy behind it worthy the permanent respect of Victor dealers.

The Victrola Specials are not complete without radio and, to demonstrate this Federal panel in them, is to realize the greatest sales opportunity of the day.



Federal Five-tube Panel 200 for Victrola 215. Panel 417 for the 400's

We Are the Exclusive Distributors for These Federal Panels in the Metropolitan District and Only Through Us Can They Be Procured.

Musical Instrument Sales Co.
Victor Wholesalers
673 Eighth Avenue
NEAR 42ND STREET
New York

MISCO

—And now

Federal's Deferred Payment Plan

Offers Another Sales Point in Your Favor

NOTHING need be said to the majority of Phonograph Dealers regarding the superiority of the Federal Radio Receiving Set. Federal is known and appreciated for its exceptional tone quality, its simple operation and its unusual distance range, its *saleability* over all competition.

Now Federal announces a further sales advantage which will enable Federal Dealers to make even greater sales than last season with less sales effort and larger net returns. This advantage is the deferred or "easy payment" plan just worked out by Federal in conjunction with the Commercial Investment Trust, Inc., of New York City.

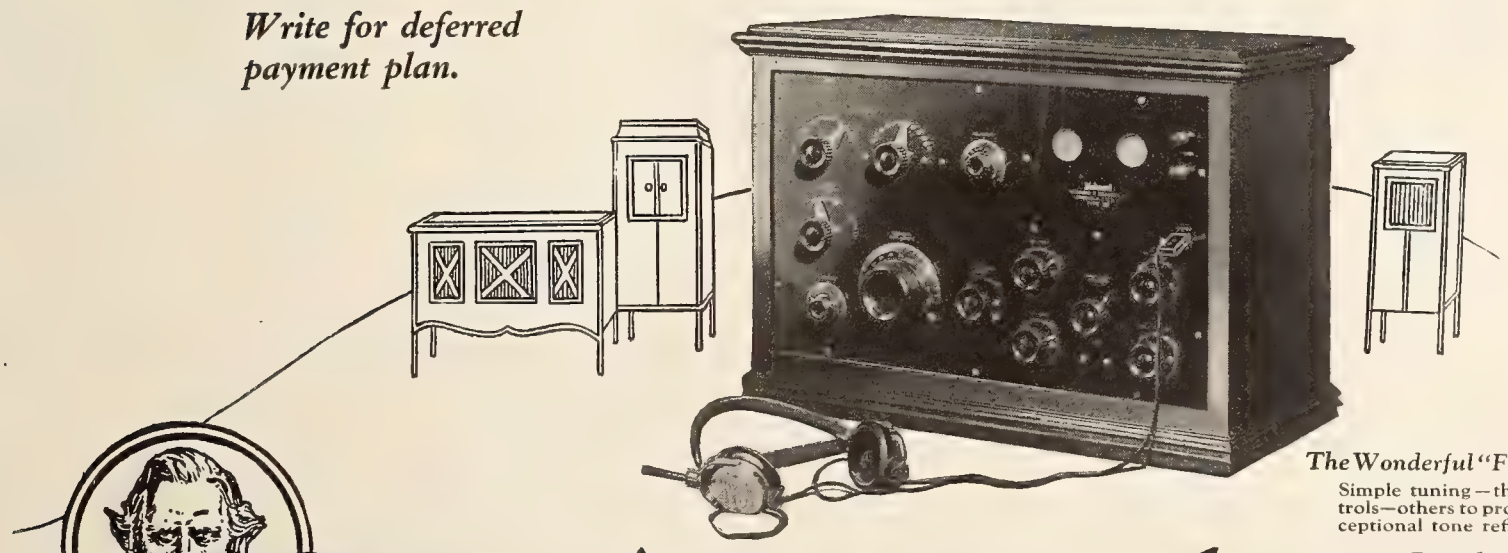
Thru this financing plan, Federal Dealers will be enabled to sell Federal Sets on the most liberal of "down payments" and will be relieved from any of the annoyances or detail of making later collections. Also the plan is unique in that it can be extended to include tubes, batteries, loud speakers and other accessories that go to complete the sale of radio equipment.

We invite all Phonograph Dealers to write us regarding this new sales feature, as we have diligently sought every advantage for the dealer in our negotiations with the financing house, and we believe the plan gives tremendous advantage not only in broadening the dealer's sales field, but also in the relief it offers to dealers who have been burdened with the duties and details of personal collection methods.

FEDERAL TELEPHONE MANUFACTURING CORP.
BUFFALO, N. Y.

Boston New York Philadelphia Pittsburgh Chicago
San Francisco Bridgeburg, Canada

Write for deferred payment plan.



The Wonderful "Fifty-Nine"
Simple tuning—three controls—others to produce exceptional tone refinement.

Priced at
$177
With headphones.

For Loop Reception (No 61)
$46 extra

Federal
Standard RADIO Products

This trade mark signifies not only superior mechanical excellence but also a most helpful dealer policy.

Patented in U. S. A.
and Foreign Countries

World pioneers in the development and manufacture of sound amplifying and reproducing apparatus.

Now a Complete Line—
The Best Dealer Connection in Radio

THE phonograph and music business could not develop large and prosperous retail stores until the merchant was assured permanent connections with some complete line of superior quality, nationally advertised, and distributed in such a way as to recognize and protect the retailer's investment of money, effort and brains. The radio business must likewise develop along the same lines.

An unequalled opportunity to create and maintain a profitable volume of sales is offered the reliable dealer who identifies himself with the Magnavox Radio Line.

The quality of each Magnavox Product, the completeness of the line, and the highly favorable Magnavox sales policy, thoroughly establish Magnavox as the best Dealer Connection in Radio.

10P

Your special attention is called to the substantial construction and refined appearance of the new Magnavox Radio Receivers, designed in keeping with the best traditions of the musical trades; and also to the new Magnavox Tubes which offer a greater source of profit than the sale of phonograph records ever offered even in their most popular days.

The Magnavox Line

TRF-50 (as illustrated)—is a 5-tube tuned radio frequency receiver with built-in Magnavox Reproducer unit. $150.00

TRF-5 (as illustrated)—is identical with the above but encased in smaller cabinet without built-in Reproducer. . . . $125.00

Type A and Type D—Six-volt storage battery tubes with standard base. $5.00

Receiving Sets

The latest Magnavox achievement is a highly perfected tuned radio frequency circuit with Unit Tuner encased in handsomely carved cabinets, with and without built-in Magnavox Reproducer Unit, as illustrated.

In efficiency, simplicity and also beauty, Magnavox Receivers are a distinct advance.

Vacuum Tubes

Magnavox amplifier and detector tubes are the result of the discovery of new principles in tube construction making them superior to ordinary tubes. Each tube packed in strong wooden box, as illustrated.

R-3—Electro-dynamic Reproducer with Volume Control. $35.00
R-2, larger size, $50.00

M-4—Semi-dynamic Reproducer which requires no battery. $25.00

Radio Reproducers

The first radio Reproducer ever designed was a Magnavox, and Magnavox instruments are the best known and largest selling Reproducers today.

Ranging in price from $25.00 to $50.00, the Magnavox line of Reproducers meets every radio requirement.

Of special interest to Phonograph and Music dealers is the electrical Volume Control now furnished with Magnavox R3 and R2 and the superior tone quality and graceful appearance of M4 in comparison with ordinary instruments which operate without the use of a battery.

By the Magnavox plan of distribution, the Registered Dealer is given assistance that insures him becoming an important factor in the radio business of his community.

Write for new Broadside Announcement supplying details of Magnavox Radio Products, extensive National advertising, and the registration of reliable dealers.

THE MAGNAVOX COMPANY, Oakland, California

New York: 350 WEST 31st STREET *San Francisco:* 274 BRANNAN STREET

Canadian Distributors: Perkins Electric Limited, Toronto, Montreal, Winnipeg

New Haven Dealers Use Trucks as Canvassing Aid

Aggressive Methods of Columbia Dealers Profitable—Dixwell Music Shop Opened

New Haven, Conn., October 8.—Avrutin's Drug Store, West Haven, has moved into its new quarters where it is displaying the Columbia New Process records and new Columbia phonographs.

Miller's Music Shop, 144 Congress avenue, this city, has purchased a new truck for outside sales work. Lewis Miller reports great success selling the new Columbia phonographs.

The Dixwell Music Shop has opened a new shop featuring Columbia New Process records and the new Columbia phonographs. Anthony Collela and Harry DeAngelis are the owners of this new store.

Amendola Bros., 164 Wooster street, have just purchased two new Dodge trucks for outside sales work. These live-wire phonograph merchants are great believers in truck sales work and have used this method of reaching prospective phonograph buyers for the past five years. The introduction of the new Columbia phonographs has met with unusually good results.

Dean David Smith, 219 Elm street, located in the heart of Yale College, reports excellent sales to the college students, their favorite artists being the California Ramblers, the Little Ramblers, Paul Specht and Ted Lewis. Mr. Smith states that the New Process Columbia records are being demanded by his trade.

New Display Card for Victor Tungs-Tone Needles

Attractive Feature Publicity Designed for Dealer Use Just Issued by the Victor Co.

The Victor Talking Machine Co. has just issued to its dealers an attractive new display card featuring the Victrola Tungs-tone needles, and designed to attract public attention to those needles and their desirability in connection with the playing of Victor records. An outstanding feature of the card is a largely magnified reproduction of a Tungs-tone full-tone needle in the actual gold finish, while at the right appear reproductions of the soft-tone, full-tone and extra-loud needles in actual size. The caption printed in white on a blue background reads: "For best results use Victrola Tungs-tone Needles on all Victor Records."

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect

We get the best India Mica directly.

We supply the largest Phonograph Manufacturers.

Ask for our quotations and samples before placing your order.

American Mica Works

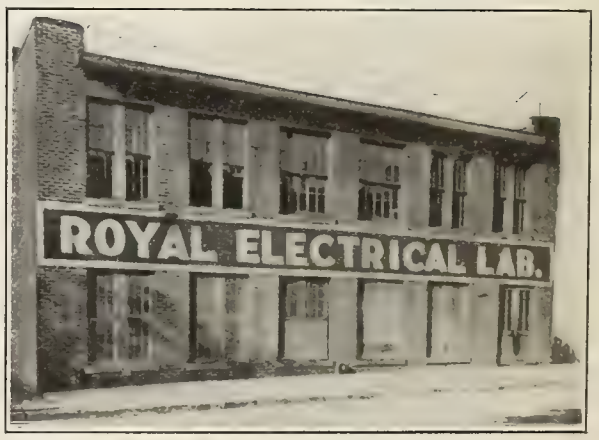
47 West St. New York

Royal Elec. Laboratories Add to Factory Space

Prominent Manufacturers of Royalfone Loud Speaker Take Over Entire Building

The Royal Electrical Laboratories, Newark, N. J., manufacturers of head sets and the Royalfone loud speaker unit, have acquired larger quarters, made necessary by the rapid expansion of their business. This company was formed in 1921, occupying small quarters at 179 South street, but soon found it necessary to acquire more space, and in 1922 they moved to the first floor of their present building. Recently they took over the entire building at 109-11 Tichenor street, Newark, N. J., which allows them 9,000 square feet of working area.

The sales office, which has been maintained at 235 Market street, will be moved to the factory and all sales will be handled from there.



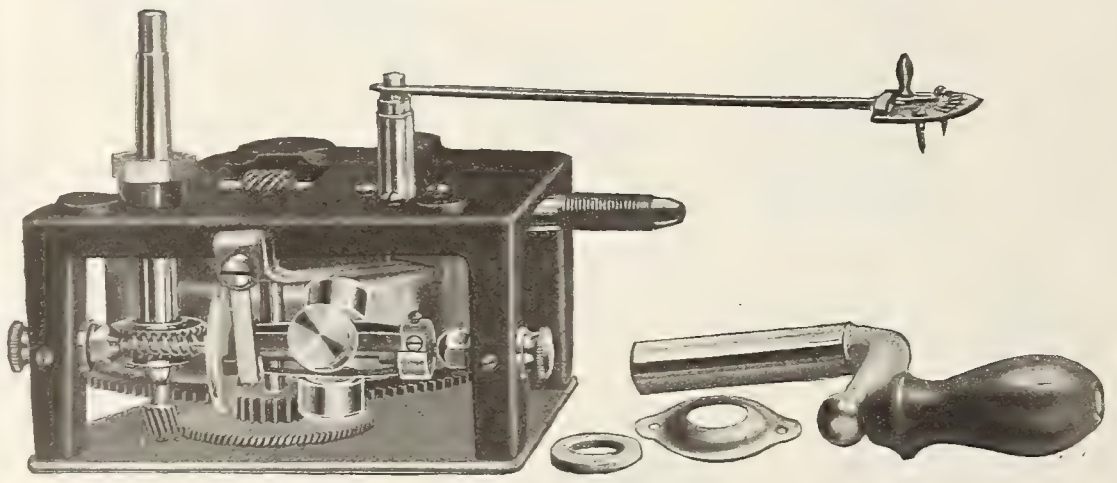
Royal Electrical Laboratories

This company has built up its distribution until the Royalfone head sets and units may be obtained throughout the United States and in a number of foreign countries, including Canada, Cuba, Mexico, Australia, New Zealand and Sweden. Inasmuch as every head set sold carries the manufacturers' guarantee, dealers and jobbers throughout the country have found a ready market for the Royal electric product.

Pointers on Road to Success

One of the world's most successful retail merchants, Marshall Field, had a habit of pointing out that there were twelve things to keep in mind while working on the road to success: One, The value of time. Two, The success of perseverance. Three, The pleasure of working. Four, The dignity of simplicity. Five, The worth of character. Six, The power of kindness. Seven, The influence of example. Eight, The obligation of duty. Nine, The wisdom of economy. Ten, The virtue of patience. Eleven, The improvement of talent. Twelve, The joy of originating.

Silent Motors



Model S. S.

Here is proof of real Quality—

Returns for any and all causes less than $\frac{2}{5}$ of 1% of all motors

Skilled Labor
Best Material
Intelligent Construction
Rigid Inspection

FACTS—Not wordy descriptions—Count

We welcome your test of our motors

Detailed Information Upon Request

The Silent Motor Corporation

321-323-325 Dean St.—Brooklyn, N.Y.—Sterling 4861

THE NEW PAR

WE take genuine pride in announcing this new radio receiver—new in appearance, new in simplicity of control, new in *price*—having every good quality that Paragon Radio Receivers have shown in the past with a big *plus*.

A four-tube receiver whose range for loudspeaker reception is practically unlimited.

A four-tube receiver whose control is concentrated in a single major dial.

A four-tube receiver priced so low that its selling market is practically doubled—embracing both the quality and the price fields.

The new Paragon Four employs the new *Paradyne Circuit*—which is *non-radiating*. It is clear-toned and free from distortion.

It is a member of an *entire new line,* including two, three and four tube receivers, all in active production and delivery, with a strong advertising and merchandising campaign planned to market the line.

I believe your trade will be much interested in hearing this new receiver.

Alfred P. Morgan

PACIFIC TALKS TO ATLANTIC

On Saturday night, Sept. 13th, at 12.30, while operating my new Paragon Four, I was amazed to hear station KGO come in clear and loud on my speaker, loud enough to fill the room. KGO is at Oakland, California. This was further proof to me that your new Paradyne circuit will get anything that's in the air.—*Charles K. Atwater,* 40 *Oakwood Avenue, Upper Montclair, N. J.*

The New Paragon Two, $27.50

A new two-tube receiver capable of loudspeaker volume from stations within a moderate radius and phone reception over almost unlimited range. Major dial control. Mahogany finish cabinet, 11 by 7 by 6⅞ inches.

The New Paragon Three, $48.50

An exceptionally sensitive new three tube set Major dial control. Amazing loudspeaker tone and volume on long distance range. Solid mahogany cabinet. 16¾ inches long, over all, 7 inches wide, 6⅞ inches high.

ADAMS-MORGAN COMPANY, INC., 10 ALVIN AVENUE, UPPER MONTCLAIR, N. J.

Originators Since 1915 *of Record-holding Radio Receivers*

AGON FOUR

$65

A four-tube set capable of loudspeaker reception of *practically unlimited range.* New Paradyne circuit. Major dial control. Handsome solid mahogany cabinet. $20\frac{7}{8}$ in. long (over all), $7\frac{7}{8}$ in. wide, 8 in. high.

Cohen & Hughes, Inc., Plans Special Drive on Radio

Radio Department of Baltimore Distributor Operated as Separate Branch of Business—New Offices Opened—Publicity Campaign

Baltimore, Md., October 7.—Cohen & Hughes, Inc., distributor of a well-selected list of radio sets and accessories, is making a special drive this Fall on radio. This company has been established for many years as a Victor distributor. The radio department, however, is conducted entirely separate and distinct from the distribution of Victor products. William Biel, secretary of the company, who inaugurated the radio department, has now withdrawn entirely from its management, and is giving his entire attention to the distribution of Victor products. In his place has been appointed William Middleman, who is in full charge of the radio department, with headquarters at the main offices of Cohen & Hughes, Inc., at 225 West Saratoga street, this city. Not only are the departments separated at headquarters but an entirely separate sales staff calls upon the dealers regarding radio products than that which calls upon the dealers for Victor merchandise.

In anticipation of the big Fall business ahead several new offices have been opened. In addition to the Baltimore and Washington offices, which have been in existence many years, an office has been opened at 1306 Arch street, Philadelphia, Pa., and another at 230 Fifth avenue, Pittsburgh.

The radio staff of Cohen & Hughes, under the direction of Mr. Middleman, is as follows: W. Cole, formerly Amrad representative in Baltimore, is covering Baltimore City; Mr. Hagen, who is familiar with the merchandising of radio products, is covering Washington. The new Pittsburgh office is in charge of James G. Bowers, formerly with the Music Master Corp. B. B. Todd is managing the radio affairs in Philadelphia, with the assistance of George A. Lyons, who is covering the Philadelphia territory. Mr. Lyons is well known throughout the trade through his former connection with the Unit Construction Co., of Philadelphia. Frank Shay has been appointed general radio traveler of the company, covering Maryland, Virginia and West Virginia.

In addition to the foregoing sales staff, three service men have been added, two in Baltimore and one in Washington, and it is contemplated to add service departments in Pittsburgh, Philadelphia and Richmond, Va., in the near future.

The Ware Neutrodyne Co., in conjunction with Cohen & Hughes, Inc., which is its distributor, is conducting a newspaper campaign in Baltimore, Washington, Philadelphia and Pittsburgh. Advertisements of a substantial size will appear three times each week in the newspapers of these cities. It is expected that the co-operation of Cohen & Hughes, Inc., with its dealers, backed by this newspaper campaign, will result in a decided increase in the sales of Ware sets.

Drive on Reflexo Products

Reflexo Products, Inc., are coming into a big season with their Gilt Edge and Reflexo blue steel needles. Louis Unger, general manager of the company, is energetically conducting a Fall campaign, which is resulting very favorably, and, in anticipation of the increased business expected, has added to his sales staff Samuel Roth, who will cover the New York City trade in the interest of Reflexo products.

The Victor foreign language record releases for the month of October, include recordings in the following tongues: Hebrew and Yiddish, Greek, Italian, German, Arabian, Bohemian, Hungarian, Mexican, including Spanish selections recorded for Mexico; Polish, Portuguese, Slovenian and Swedish. Appropriate literature and window posters have been sent to dealers.

Road Signs Used to Good Purpose by Rome Dealers

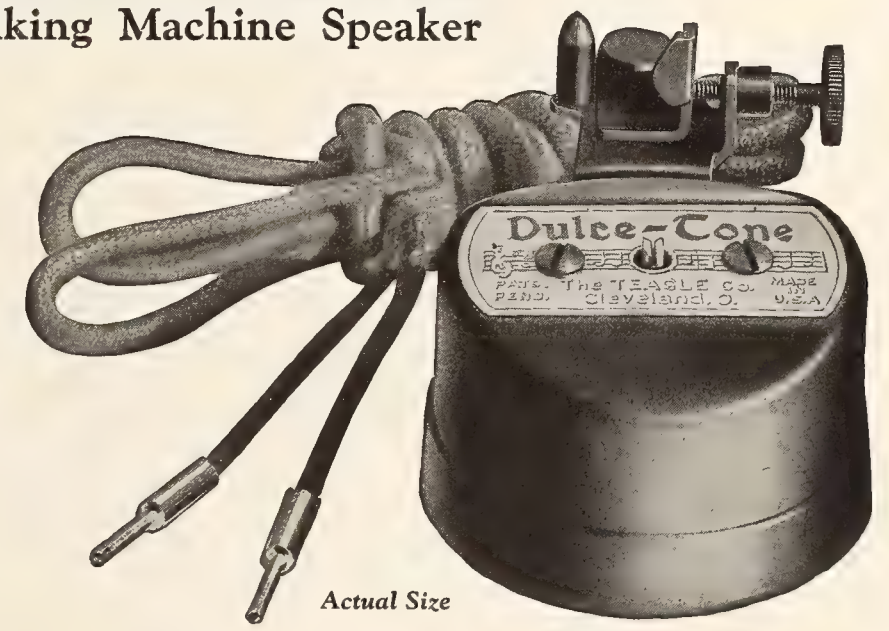
Schruderer & Castle Get Excellent Results From Well-planned Out-door Publicity Directed Toward Auto Tourists

Rome, N. Y., October 6.—Whether or not any great writer ever penned the phrase "Politeness costs nothing" is respectfully left for the reader with superior knowledge in the matter to decide, but it is undeniable that putting the phrase into practice pays a profit. And in the case of John H. Schruderer, of Schruderer & Castle, located at 166 North Dominick street, this city, the little politeness some seven years ago of permitting a phonograph salesman to leave his sample phonograph overnight in his rug store, the business in which Mr. Schruderer was then engaged, led Mr. Schruderer to give the matter of possibly himself selling phonographs such intensive thought as to develop into the very tangible issue of his possessing, as he does to-day, in partnership with Lloyd C. Castle, one of the finest and best-equipped stores of its kind in central New York. Six thousand square feet of floor space devoted to display of phonographs with separate rooms devoted to specialties, such as radio.

There are so many larger cities near neighbors to Rome, however, that the partners have had to consider and experiment with various plans to keep their clientele from thinking of purchasing elsewhere when traveling. To baffle any such erstwhile unfaithfulness towards those who really are constantly studying their interests known so intimately by Schruderer & Castle, these gentlemen have had placed at a suitable distance apart, each from each, brilliant 5′ x 10′ signs painted (black words on orange background), telling the autoist on every main road as he goes out and as he returns, that the names "Schruderer & Castle" signify all that is necessary for the autoist to bother about when arranging for pleasures along the line of phonograph or radio in his home. It obviously pays to be enterprising.

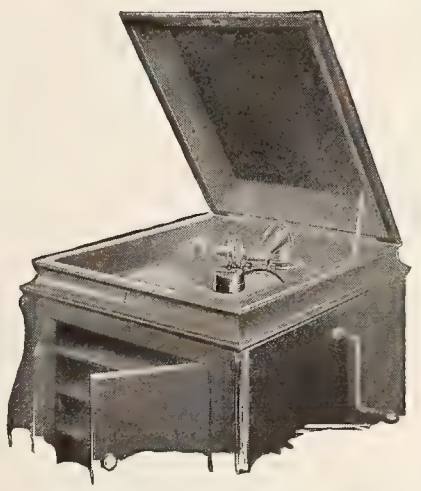
Dulce-Tone

Radio Talking Machine Speaker



Actual Size

The Perfected Link Between Radio and Talking Machines



THIS illustration of a Dulce-Tone in actual use shows how unobtrusively it harmonizes with the talking machine's beauty.

No extra battery connections are required. The Dulce-Tone is complete, ready to plug into the radio.

NOT an Attachment

DULCE-TONE is the first device to perfectly adapt ALL the fine qualities of talking machine reproduction to radio. Leading talking machine and radio engineers agree that it sets an entirely new standard in tonal qualities, of both instrumental and vocal reproduction, without sacrifice of volume.

Dulce-Tone is absolutely safe to use with the finest talking machine *because it does not necessitate the removal of or tampering with any parts.* Simply drop the needle on the Dulce-Tone reed. To remove—just lay it aside like a record.

Two models to fit all talking machines. Retail price complete with 6-ft. phone cord, only $10. Write

The Teagle Company
1125 Oregon Ave. Cleveland, Ohio

Better Business Noted in Kansas City With Opening of Fall and Concert Season

How a Live Dealer Ties Up Effectively With Visiting Record Artists—New Models Please—Remodeling Jones Store Co.—G. C. Anderson Opens Branch—Radio Interests Trade and Public

Kansas City, Mo., October 7.—There has been encouraging activity in talking machine departments for the last two weeks. The Fall season here is beginning to open up in actual fact, with the commencing of the concert season. Three Victor artists appear this week at the Orpheum—Walter Kelly, Fannie Brice and the Leviathan Band.

Wunderlich's, one of the most aggressive concerns here, takes advantage of these appearances in several ways. If possible, the artist is secured in advance for an appearance in the store and invitations are mailed and telephoned to customers, giving them the privilege of seeing the artist in person. Kansas City already has ten or twelve of the Victor artists scheduled for the Fall season.

New Victor Model Pleases

Dealers are showing much interest in the new style No. 370 upright art model Victrola just received by the J. W. Jenkins Sons Music Co. This company ordered lightly at first, but has since had to double the order, and this will perhaps not take care of the demand at this time.

Jones Store Co. Remodeling

The Jones Store Co., in remodeling its entire building and rearranging the store, is repainting and refurnishing the third floor of its Twelfth and Main street building for the new music department. The talking machine section will have a large share of the space.

Suggests Records to Train Canaries

"Records are going like hot cakes," is the comment of Manager Bessler, of the Starr Piano Co. This company is featuring the new Gennett record by the Golden Bird, singing "Souvenir" and "Spring Songs" and "Glow Worm," which it is advertising with the suggestion to "Teach your canary to sing!" A display window tie-up showed these records with placards bearing the picture of a canary bird, and under it the words "Teach your canary to sing!"

Brunswick Radiola Well Received

The new Brunswick-Radiola has met with more than its anticipated success since the week of its demonstration here in September. The public's acceptance of the instrument is unprecedented in either radio or phonograph fields in Kansas City and surrounding territory.

New Radio Department at Wunderlich's

The Wunderlich Piano Co. has installed a new radio department for demonstration and radio broadcasting. The department is under the direction of Fred Garner and is situated on the fourth floor of the Wunderlich Building. A specimen of every Brunswick-Radiola model is displayed, and can be demonstrated at any time. A printed card accompanies each model and offers the information of its requirements for installation, prices, etc., and Radiola models are similarly displayed and demonstrated.

The Wunderlich's Concert Co. will broadcast weekly from the studio through the Kansas City Star. The first concert was given on the evening of September 15. Sales in the department have been gratifying from every point of view. Mr. Garner believes that, since radio is a musical medium, the connoisseur is eager to accept it as such and will trade with the dealer who can give him professional service.

The Radio Studio of the Wunderlich Piano Co. will maintain an eighteen-hour service for the adjustment and repair of instruments purchased from the store, a service that is unusual in any retail organization, but one requisite for the particularized function of the radio.

Radio in Neighborhood Shop

Harry L. Trudell, of the Trudell Music Co., is realizing excellent sales in records and Victrolas. The machine with space for a radio outfit is proving a very popular one and as a result of the demand Mr. Trudell expects to expand his business to include a radio department.

G. C. Anderson Opens Branch

George C. Anderson, of the Brunswick Shop, 1109 Walnut street, is opening a branch shop, to be known as the Brunswick Studio, at Country Club Plaza, which will be complete and ready for business by October 10. This shop will feature the Brunswick-Radiola and phonograph, as well as records and phonograph supplies of all kinds.

Enjoying Foreign Record Trade

Victrola records in Spanish, Mexican and Hebrew are being sold at the E. B. Guild Music Co. and, while the sale is not large, there is a noticeable demand. This company has a small clientele composed of these nationalities, who come in regularly for records in their own tongues.

Portola Co. Chartered

The Portola Radio Co., Wilmington, Del., was recently incorporated to manufacture cabinets. The capital stock is listed at $20,000.

SPECIAL LOUD SPEAKER UNITS for Musical Instrument and RADIO Set Manufacturers

Same unit as is now well known under two different names and designs on the market as high-priced and high-quality loud speakers.

Not a disguised head set unit, but, operating under the Reynolds Patent No. 1,463,372, a compound lever amplification principle as well as electrically controlled magnet amplification.

No batteries required—amplification and tuning vernier control from front of cabinet or panel if desirable.

Manufactured by one of the most responsible electrical concerns in the United States.

Address

A. F. WILSON

103 Park Ave. New York City

Industrial Exposition Display Creates Sales

Musical Instrument Exhibition at Industrial Show Attracts Interested Spectators and Dan Weed's Music Shop Cashes In

Poughkeepsie, N. Y., October 6.—Dan Weed, who manages the Dan Weed Music Store, one of the Blout chain of retail music stores in New York City and surrounding territory, is a firm believer in publicity, and when an industrial exposition was staged in this city recently he decided that the opportunity of cashing in on the event should not be lost. Therefore, he secured space at the show and arranged a display of musical instruments which was one of the feature attractions of the event. The accompanying illustration shows Mr. Weed's attractively arranged booth, which, as nearly as possible, is a miniature reproduction of the store. The display consisted of talking machines, radio, musical merchandise and a piano.

Dan Weed's Exhibit at Industrial Show

Because of the fact that many of the concerns exhibiting were presenting visitors with mementos of the event Mr. Weed had prepared a quantity of large paper carrying bags, with his name and business printed in bold type. "Most of the visitors stopped at our booth and many of them carried away these bags, which they found mighty convenient," declared Mr. Weed. "Our name on the bags carried our publicity into their homes and we consider this an excellent form of advertising. A number of sales resulted from the exhibit, which more than paid for itself."

Another Exclusive

VOCALION RECORD

DANCE HEADLINER

The Ambassadors Orchestra

Directed by Willie Creager

VOCALION dance orchestras head the list for popularity. This season the Ambassadors, under Willie Creager's direction, will play for fox-trotting enthusiasts at the mammoth Cinderella Ball-Room at 1600 Broadway, which holds 2000 dancers at one time. Ambassador Red Records of up-to-the-minute dance hits are sure sellers.

THE AMBASSADORS

14851 —Pleasure Mad—fox-trot.
10″ $ .75—
14829 —Maytime—fox-trot.
10″ $ .75—Ukulele Blues—fox-trot.
35042 —Oh, Peter—Some of These Days—fox-trot.
12″ $1.25—June Night—Ida—fox-trot.
14810 —Spain—fox-trot.
10″ $ .75—Savannah—fox-trot.
14823 —(If You Don't Want Me) Stop Doggin' Me 'Round—fox-trot.
10″ $ .75—Tell Me If You Want Somebody Else—fox-trot.
14820 —Oriental Love Dreams—fox-trot.
10″ $ .75—
14792 —Worried—fox-trot.
10″ $ .75—It Had to Be You—fox-trot.
14808 —Oh Baby!—fox-trot.
10″ $ .75—Mandalay—fox-trot.

Distributors of Vocalion Records

S. E. LIND, Inc.,
2755-65 W. Fort St., Detroit, Mich.

VOCALION CO. OF CHICAGO,
Distributors of Vocalions and Vocalion Records.
529 S. Wabash Ave., Chicago, Ill.

OHIO MUSICAL SALES CO.
1747 Chester Avenue,
Cleveland, O.

LOUISVILLE MUSIC CO.,
570 S. 4th St., Louisville, Ky.

STERCHI BROS., Knoxville, Tenn.

STERCHI FURN. & CARPET CO.
Atlanta, Ga.

MUSICAL PRODUCTS DISTR. CO.,
37 E. 18th St., New York City.

WOODSIDE VOCALION CO.,
154 High St., Portland, Me.

A. C. ERISMAN CO.,
174 Tremont St., Boston, Mass.

GIBSON-SNOW CO.,
306 W. Willow St., Syracuse, N. Y.

LINCOLN BUSINESS BUREAU,
1011 Race St., Philadelphia, Pa.

PITTSBURGH PHONO. DISTR. CO.
217 Stanwix St., Pittsburgh, Pa.

VOCALION RECORD CO. OF MD.,
305 N. Howard St., Baltimore, Md.

O. J. DEMOLL & CO., 12th and G. Sts., N. W. Washington, D. C.

REINHARDT'S, INC.,
104 S. Main St., Memphis, Tenn.

RADIO EQUIPMENT CO. OF TEXAS,
1319 Young St., Dallas, Texas.

D. H. HOLMES CO., New Orleans, La.

STONE PIANO CO., Fargo, N. D.

STONE PIANO CO.,
Distributors of Vocalions and Vocalion Records,
826 Nicollet Ave., Minneapolis, Minn.

MOORE-BIRD CO.,
1720 Wazee St., Denver, Colo.

MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles, Cal.

MUNSON-RAYNER CORP.,
86 Third St., San Francisco, Cal.

THE AEOLIAN COMPANY

AEOLIAN HALL **NEW YORK**

How Radio Brought Civilization to Dr. Donald B. MacMillan, Explorer, in Arctic

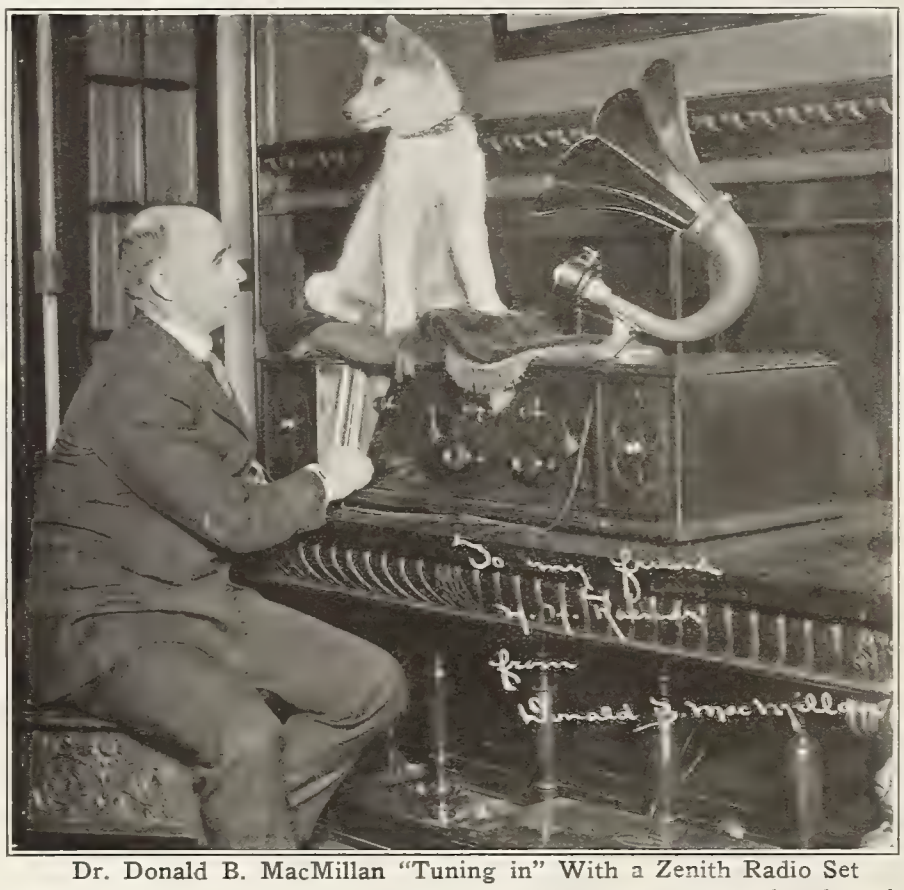
Famous Explorer and Scientist Tells of Part Played by Radio in Success of Expedition to Within Twelve Degrees of North Pole—Important Observations on Radio Reception in Arctic

Intensely interesting observations on the part played by radio and music during his fifteen months' expedition to the Far North were made by Dr. Donald B. MacMillan, Arctic explorer and scientist, in an exclusive interview with The World, during a recent visit to New York to attend the Radio World's Fair, following his return from the Arctic. The reception of radio programs was especially effective in breaking the endless monotony of the long Arctic night, said Dr. MacMillan, and the loneliness of the endless snow and wind-swept spaces, bridging the vast distance between civilization and the intrepid explorers ice-bound within twelve degrees of the North Pole.

On Wednesday evenings at midnight it was customary for the eight men connected with the expedition to repair to the forecastle where the radio receiving set and loud speaker were installed to "tune in" on the special concert program and messages from friends broadcast from the powerful Zenith station in Chicago. In addition, radio programs were received from many other stations, and Dr. MacMillan stated that they received many requests from broadcasters to select their own programs. This was made possible because of the fact that wireless sending apparatus was part of the equipment of the "Bowdoin," the ship on which the expedition was made.

An interesting sidelight on the part played by radio and music during the expedition was the manner in which the Eskimos received the programs. They simply refused to believe that it was possible to receive messages and music through the air with the aid of only a box, but they were finally convinced and conceded that "white men could do anything." However, their primitive curiosity was aroused and word quickly passed through the entire tribe, with the result that some of these primitive people traveled a distance of more than 150 miles to listen to the radio.

The Eskimos are lovers of the rollicking melodies, negro compositions and music of a similar type, according to Dr. MacMillan. A talking machine and records were part of the equipment of the "Bowdoin" and concerts were given weekly, which were attended by many Eskimos. The classics did not seem to please them, especially those numbers with extremely high range. They called it "crazy music." On the other hand, they were extremely pleased with Harry Lauder's recordings and music of the "jazz" type.



Dr. Donald B. MacMillan "Tuning in" With a Zenith Radio Set

Also of great interest were Dr. MacMillan's observations on radio reception conditions in the North. During the long Arctic night when the sun is hidden nearly six months radio reception was at its best. During a period of 230 days, from September to March, programs were clearly received, although reception was at its best during November, December and January. During this period the Zenith radio receiving set, which constituted a vital and valuable part of the equipment of the "Bowdoin" and which proved such a boon to the explorers, was in continual and eminently satisfactory operation. With the coming of the equally long day and the march of the sun across the heavens the radio signals on short wave lengths quickly faded, the last communication from civilization being received April 14, 1924, and picked up again on August 26.

Dr. MacMillan studied the connections between radio and meteorological conditions and a summary of his findings will be made public, although final conclusions must await a check with other available records. One definite conclusion reached is that the northwest winds, carrying frost crystals, set up a high potential in the air, causing a continual rush and roar, which made communication utterly impossible and at times cut the explorers off entirely from contact via radio with the civilized world.

The aurora had absolutely no effect on radio transmission, declared Dr. MacMillan. On the contrary, the best radio transmission results were obtained during the most spectacular displays. A peculiarity of radio reception was that stations in western United States and even in Honolulu were tuned in without any trouble, while it was impossible to get Eastern stations. This phenomenon was unexplainable, said the explorer, although at some periods static was bad. The frost-laden Northwest winds may have been responsible for this, he added.

The radio log of the expedition showed that over 30,000 words were sent over the air from the "Bowdoin" and more than 100,000 words of press matter was received from stations at Nauen, Germany and Leafield, England. The "Bowdoin's" signals were reported heard in the United States, Canada, Alaska, Hawaii, Mexico, Japan, Spain, England, France, Germany, Norway, Netherlands and Italy. It was found impossible to get the station at Annapolis, due to interference of the high-powered trans-Atlantic stations.

Music Store Changes Hands

De Kalb, Ill., October 6.—William B. Rankin, talking machine and jewelry dealer, who had built up a large patronage during his twelve years' residence in this city, recently sold the business to H. R. Weidenhamer, of Cleveland O. Mr. Rankin has made no definite plans for the future beyond the statement that he and his family intend spending a few months vacationing in California.

Adds Columbia in Waterbury

Waterbury, Conn., October 7.—D. Barbieri & Bro., 375 South Main street, this city, have just added the new Columbia phonograph and the complete Italian record library, together with the American record library. Mr. Barbieri secures the bulk of his phonograph sales through the truck canvassing plan and reports that the new Columbia phonographs have met with much favor.

The incorporation of the Vim Radio Corp., New York, was recently filed at Albany, with a capital stock of $50,000. The interested parties are E. Klinger and G. Swift.

CHRISTMAS SALES

The holiday season will shortly be upon us and the age-old question of "what to give" will be uppermost in the minds of the buying public.

Mr. Dealer, you can solve this problem and make real profits for yourself by featuring the "Yale" Blue Bird talking machine for holiday sales. This small, compact, beautifully finished instrument, although not a toy, will prove an excellent gift for man, woman or child. You can fill this demand without detracting from your other sales and we urge that you communicate with us *now* so as to be sure to secure stock for the holiday season.

A $15 value that can be sold at $10 with a good profit

DAVIS MFG. & SALES COMPANY

763 State Street **NEW HAVEN, CONN.**

MID-WEST DISTRIBUTORS—Targ & Dinner Music Co., 229 W. Randolph St., Chicago, Ill.
PACIFIC COAST DISTRIBUTORS—Christophe's, 2365 Mission St., San Francisco, Calif.

Why Advertise a Registering Piano in a Phonograph Journal?

For just this reason: we are able to present a product with an active, profitable market, merchandised on much the same lines as are talking machines.

Your merchandise, generally speaking, is nationally advertised. So is the Gulbransen.

Your merchandise, generally speaking, is nationally priced. So is the Gulbransen.

Your merchandise, generally speaking, is at a point where the service expense is so small as to be practically negligible. The same is true of the Gulbransen.

Your merchandise opens a way to continued profit from the original transaction through the sale of records. So does the Gulbransen.

Your manufacturers, generally speaking, concentrate on few styles, requiring minimum investment in stock of machines, by the dealer. So do we, making four models only.

M-O-T-I-O-N *in your window*

Here is the type of up-to-date *moving* window display device that phonograph merchants are accustomed to. A moving Baby. The Gulbransen trade-mark in action.

GULBRANSEN COMPANY
3236 W. Chicago Avenue, Chicago

Gentlemen—Tell us how the Gulbransen "fits in" with a talking machine business.

Name _____

Address _____

City _____

In the phonograph field are some of the world's greatest "human interest" trade marks. The Gulbransen also has such a trade mark — the famous Baby that means "Easy-to-Play".

These are a few reasons why the Gulbransen "fits in" with the average retail talking machine business, and why it is now handled in so many stores of this type. Many merchants heretofore handling talking machines exclusively have changed their policy on account of the Gulbransen opportunity.

You may find that there are many points of similarity in your own case—enabling you to sell Gulbransens at a very slight increase in overhead.

Why not find out? We'll gladly send the full details to any dealer in communities where representation is available. Just fill in the handy coupon.

GULBRANSEN COMPANY
3236 W. Chicago Ave., Chicago

(Pronounced Gul-BRAN-sen)

GULBRANSEN
The *Registering* Piano

General Prosperity in the Akron-Canton District Is Reflected in Retail Trade

Better Class of Instruments and Record Demand Hold the Center of the Business Stage—Visiting Artists Aid Record Sales Through Dealer Tie-ups—New Stores and Enlargements

Akron-Canton, O., October 7.—Much optimism prevails in this district as to what the Fall season holds for the retail trade. The improved trend was noticeable shortly after Labor Day when, vacation periods ended, industrial plants increased their production schedules and retail buying in general improved. While there are some talking machines being sold, they are the better-class machines and buyers are using precaution in obligating themselves to any great extent. One phase of the business which has been getting better right along is records; this class of merchandise has not slumped in recent weeks, dance records having the big call.

New console models of practically all makes now on the floors are attracting much attention and tendency is for models of this style. Local distributors predict that unless buying becomes heavier within the next month there will be a rush just prior to the holiday season, as they contend retail business will pick up gradually from now until the first of the year.

C. L. Chute Co. Opens New Store

Columbia talking machines and records will be a featured line with the C. L. Chute Co., New Lexington, O., furniture dealer. Considerable floor space has been given over to the display and sales of the Columbia line.

Wiedoeft at East Liverpool

Sponsored by the Smith-Phillips Music Co., of East Liverpool, the Herb Wiedoeft Cinderella Roof Orchestra, of Los Angeles, Cal., Brunswick artists, appeared here for a single night's engagement at Rock Springs Park to a record crowd. Successful appearances also were made at Moonlight Gardens, Canton; East Market Gardens, Akron, and Euclid Gardens, Cleveland, attracting enthusiastic audiences.

Whiteman Returning to Canton

George C. Wille, head of the George C. Wille Music Co., Canton, in collaboration with Ralph D. Smith, concert promoter, has signed contracts to bring to Canton on November 3 Paul Whiteman and His Orchestra for a concert in the City Auditorium. It is expected the concert will be one of the largest attended affairs held in the city building in recent years, and Victor dealers will profit through tie-ups.

Has Exclusive Cheney Agency

W. E. Pyle, manager of the talking machine department of the William R. Zollinger Co., Canton, announces this store has been appointed exclusive representative in Canton for the Cheney talking machine. At the recent Stark County Fair, which was attended by more than 80,000 people, the Zollinger Co. presented a most attractive display of Victor and Cheney talking machines.

Miss Jane Lewis Made Manager

The George S. Dales Co., Akron, announces Miss Jane Lewis, late of the May Co., Cleveland, has been made manager of the talking machine department of the store.

Opens New Department

Talking machines will be merchandised in the new music section of the Akron Dry Goods Co., which was opened last week. It is located on the main floor of the big store and will specialize in popular-priced merchandise. Records also will be handled.

Will Hold Radio Show

The George C. Wille Co. and the Strassner-Custer Music House, two leading Canton music stores, are co-operating with the Canton Repository in the staging of a mammoth Radiola show, the equipment for which is being supplied by the Radio Corp. of America.

New Stores Opened

Hallet & Davis and Emerson console phonographs will be sold in Alliance by the Roath Piano Co., which firm has opened a new store at 27 South Main boulevard. The store was visited by several hundred persons when the formal opening was recently held.

One of the most complete music stores in eastern Ohio has been opened at 13 Broadway, Salem, O., by the Finley Music Co.

Dales Prepares for Opening

Formal opening of the music store of the George S. Dales Co. is announced for October 15, 16 and 17, with an elaborate program of entertainment for each of the three days. The store has been remodeled and enlarged and under the new arrangement the entire second floor will be given over to the sale and display of Victor, Brunswick and Cheney machines and Victor and Brunswick records.

Interesting News Brieflets

John B. Garver, advertising manager of the Garver Bros. Co. store at Strasburg, O., put across a nice piece of exploitation in connection with the Edison line at the annual Tuscarawas County Fair at Dover, O., recently. The entire line was exhibited, attracting wide attention.

The Superior Music Parlors, for several years located at 87 South Main street, Akron, have moved to 91 South Main street. This concern handles Starr phonographs, Gennett records and Starr pianos exclusively.

The George S. Dales Co., Akron, will open a complete radio section in the newly remodeled and enlarged store early in the present month. R. M. Lamb, until recently identified with the Zenith Radio Corp., of Chicago, will be manager of the department.

Ralph Waldo Emerson once said: "An institution is but the lengthened shadow of a man."

Which is another way of saying that a product is no better than the institution behind it.

Shrewd buyers always investigate the house with the goods. They know that water is no better than its source.

You are invited to determine the responsibility of the House that builds "MASTERCRAFT"—together with the product.

Two large factories with every modern facility, manned by artisans long skilled in the trade—make for quality, volume, efficiency and dispatch,—which means a wide range of "Golden Rule" Instruments—at interesting figures.

Buyers are divided into three classes: the self-starters, those that have to be cranked and those that have to be towed.

Self-starters will find this a profitable connection on Fall requirements.

Descriptive literature—and quotations—on request.

THE WOLF MANUFACTURING INDUSTRIES

(Established 1890)

BUILDERS OF "MASTERCRAFT" PHONOGRAPHS

QUINCY, ILLINOIS

F. Farland Opens Store

Wichita, Kan., October 7.—F. Farland, formerly of El Dorado, has taken a lease on the building at 406 East Douglas, and is having it remodeled as a store for the handling of musical instruments and jewelry.

Thompson
CONCERT GRAND
Model S-70

Thompson RADIO NEUTRODYNE

Thompson
GRANDETTE
Model 5-B

Some Radio buyers want a radio receiving set that looks like one. And there are others who want a radio receiving set that is also a piece of furniture in keeping with refined surroundings.

In either case, radio buyers will want a Thompson Radio Receiving Set which is so fully developed and perfected as to cause the customer to forget that the Thompson has any other "works" except the dials.

Made by an organization that has been exclusively radio ever since "radio" was called "wireless," Thompson Radio Products give the complete satisfaction that builds bigger and better business—and with a minimum of "bother."

Thompson advertising has made Thompson prospects in every neighborhood in America. Write for Thompson proposition today.

Thompson
PARLOR
GRAND
Model S-60

R. E. THOMPSON MANUFACTURING CO.

Manufacturers of Radio Apparatus for the U. S. Army and Navy and numerous foreign governments.

30 Church Street New York, N. Y.

Factory: Jersey City, N. J.

Landau's Sponsor Concert and Record Sales Gain

Effective Tie-up With Prominent Record Artists Creates Sales for Wilkes-Barre Firm

Wilkes-Barre, Pa., October 7.—The concert given by Paul Whiteman and His Orchestra at the Irem Temple on September 24, under the management of Landau's Music & Jewelry Stores, was a decided success from both a musical and financial standpoint and also from the viewpoint of stimulating the sale of Victor records recorded by this world-famous aggregation. The Landau establishment, which carries Victrolas and Victor records exclusively, is to be congratulated for the foresight exhibited in co-operating with the musical activities of the community. In addition to the prestige and good-will engendered and the reputation built up as the music center of the city, it affords an excellent opportunity for effecting tie-ups with visiting Victor artists which result in profitable sales. The above-named concert is an instance. In addition to having the name of the shop mentioned several times on the program as local managers, the entire back cover of the program was given over to a list of the Victor records recorded by Paul Whiteman and His Orchestra.

The good results of this form of exploitation work cannot be doubted—the increased sales of records made by the Whiteman organization was marked. Mention was also made on the program of the following artists who are to give concerts at the Irem Temple under the management of Landau's: Heifetz, Werrenrath, Matzenauer, Cecilia Hansen and Rachmaninoff, all of these artists, incidentally, being Victor recording artists, thus affording dealers tie-up opportunities.

New Columbia Dealers in Connecticut Territory

Bridgeport, Conn., October 8.—Piquette Piano Co., 183 Fairfield avenue, has added the Columbia line both in this city and Derby, Conn.

E. K. Music Shop, 933 East Main street, just opened its new Columbia Shop. Five beautiful hearing rooms and a complete record department comprise the equipment. This music shop caters to the foreign and American people of this section.

H. M. Leventhal, 625 East Main street, has added the new Columbia phonographs and reports great success derived mostly through outside sales work.

Itri Music Shop, 64 Pacific street, Stamford, has just added the Columbia line and carries the complete Italian records and also the American. The new Columbia phonographs are taking well, especially with the foreign trade. Mr. Itri has added a new truck for outside sales work.

Stamford Music House, 478 Atlantic street, Stamford, has just added the Columbia line. Mr. Benzing reports that there has been a very big demand for foreign New Process Columbia records.

John A. Kenney in New Post

Danbury, Conn., October 7.—White Music Shop, 155 Main street, this city, has just added to its staff of workers John A. Kenney, formerly with the Kennedy Music Shop, of Worcester, Mass. Mr. Kenney will handle the outside sales work. Miss White has been displaying the new Columbia phonographs and reports brisk sales.

Arcade Shop Bankrupt

Utica, N. Y., October 7.—Nicholas A. Ruscitto, trading as the Arcade Phonograph Shop, 277 State street, this city, recently filed a petition in bankruptcy with liabilities of $2,983 and assets of $600 of stock and $275 in accounts.

Okeh and Odeon Records

A Complete List of Okeh and Odeon Distributors

WALTER S. GRAY COMPANY
926 Midway Place, Los Angeles, Calif.

WALTER S. GRAY COMPANY
1054 Mission St., San Francisco, Calif.

L. D. HEATER
357 Ankeny St., Portland, Ore.

TEXAS RADIO SALES COMPANY
2005 Main St., Dallas, Texas

JUNIUS HART PIANO HOUSE, LTD.
123 Carondelet St., New Orleans, La.

CONSOLIDATED TALKING MACHINE COMPANY
1121 Nicollet Ave., Minneapolis, Minn.

YAHR & LANGE DRUG COMPANY
207 E. Water St., Milwaukee, Wis.

JAMES K. POLK, INC.
294 Decatur St., Atlanta, Ga.

THE ARTOPHONE CORPORATION
1103 Olive St., St. Louis, Mo.

THE ARTOPHONE CORPORATION
804 Grand Ave., Kansas City, Mo.

CONSOLIDATED TALKING MACHINE COMPANY
227 W. Washington St., Chicago, Ill.

CONSOLIDATED TALKING MACHINE COMPANY
2957 Gratiot Ave., Detroit, Mich.

THE RECORD SALES COMPANY
1965 E. 66th St., Cleveland, Ohio

STERLING ROLL AND RECORD COMPANY
137 W. 4th St., Cincinnati, Ohio

PHONOLA CO., LTD., OF CANADA
Elmira, Ont., Canada

IROQUOIS SALES CORPORATION
210 Franklin St., Buffalo, N. Y.

EVERYBODY'S TALKING MACHINE COMPANY
810 Arch St., Philadelphia, Pa.

GENERAL PHONOGRAPH CORPORATION OF NEW ENGLAND
126 Summer St., Boston, Mass.

GENERAL PHONOGRAPH CORP.,
(New York Distributing Division)
15 W. 18th St., New York City

JAMES COWAN COMPANY
18 West Broad St., Richmond, Va.

Okeh and Odeon Records

Hartzell Managers and Salesmen in Conference

Members of Gotham Radio Distributing Organization Hold Instructive Meetings

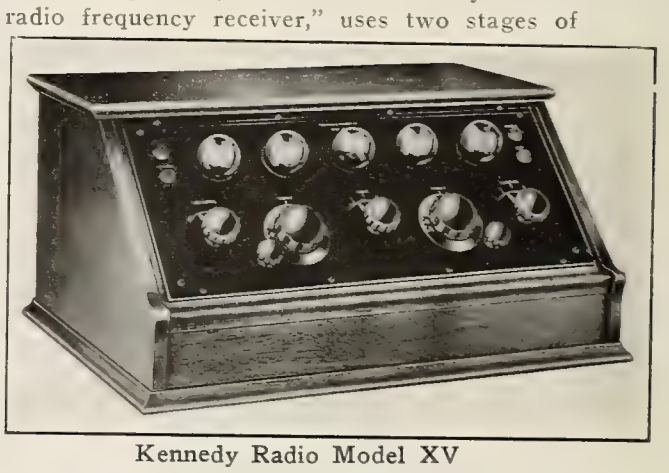
The Hartzell Sales Co., 50 Church street, New York City, distributor of several well-known lines of radio products, recently held a convention of its branch managers and sales staff in New York City. The gathering lasted for several days and included visits to the United Radio Co., Bloomfield, N. J., manufacturer of the "Black Beauty" amplifying horn; the Acme Wire Co., New Haven, Conn., and the U. S. Tool Co., Newark, N. J. There was a series of meetings at which the members of the organization were addressed by the manufacturing and sales departments on the various lines for which the Hartzell organization is sales representative. Two special meetings in which the features of the Coto-Symphonic Broadcast receiver were covered in all their phases were held in the Madison Square Hotel. The gathering was also addressed by J. T. Sims, of the Livermore & Knight Co., advertising agents for the Hartzell Sales Co.

Among those who attended were C. C. Hartzell, president; Adolph Friedman, manager; A. S. Merrifield, and J. P. Butler, of the New York office; A. F. Parkhurst, manager; J. A. Cole, J. J. Bauman and W. G. Jones, of the Chicago office; J. O. Olsen, manager of the Pittsburgh office; R. E. Stanton, manager of the Philadelphia office, and N. H. Spindler, manager of the Memphis office.

Kennedy Radio Model XV Introduced to the Trade

New Receiver Has Many Features Which Should Find Favor With the Public

Announcement has been made by the Colin B. Kennedy Co., of St. Louis, Mo., of a new radio receiver which will be known as Model XV. This new product, described as "an easy-to-tune-radio frequency receiver," uses two stages of



Kennedy Radio Model XV

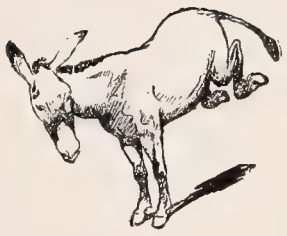
tuned radio frequency, a non-regenerative detector tube and two stages of audio frequency amplification. A feature of the set is the graduated selectivity control. The number of tuning controls has been reduced to two and facilities have been provided so that the set can be logged for the various stations with the utmost simplicity. The instrument operates efficiently on outside aerial or indoor loop aerial, and a jack has been provided for plugging in this loop. There are also jacks for the detector and each stage of audio frequency. No potentiometer is used. The set is incased in a beautiful mahogany cabinet and in this respect is up to the usual high standard of Kennedy products.

Increase in Radio on Farms

A recent survey made by the United States Department of Agriculture shows a rapid increase of radio on farms. It is estimated that there are now more than 370,000 radio sets in use on farms, as compared to 145,000 a year ago. The survey was made among county agricultural agents.

Sargent & Marvin

put a real "kick" in



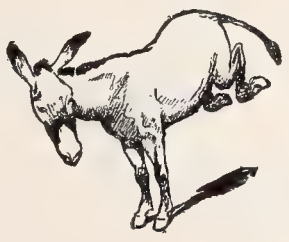
"Go 'Long, Mule"

SARGENT and MARVIN

HERE'S the latest "wow"—another nonsensical "nut" song that is taking the public by storm! On the style of "It Ain't Gonna Rain No Mo'", it has a number of humorous "hokum" verses, each one topped off by the catchy, memory-haunting "fool mule" chorus.

And putting it over for OKeh, on record No. 40139, with a real laugh-"kick" in every line, is the famous Keith vaudeville team of Sargent and Marvin! These widely-known merry-makers, top-notch favorites wherever they appear, are now off on a coast-to-coast Keith vaudeville tour. Their biggest applause-getter has been, and will continue to be, "Go 'Long, Mule."

And the very same version that they use in their stage work, they have recorded for OKeh records! On the reverse side is their inimitable novelty presentation of the ever-popular "Farewell Blues." This record is selling like hot-cakes now! Rush your order in for



40139 10″ 75c — GO 'LONG, MULE—Novelty Duet / FAREWELL BLUES—Novelty Duet

OKeh Records

The Records of Quality

Manufactured by

General Phonograph Corporation, New York

OTTO HEINEMAN, President

First Brunswick Records of Radio Franks Announced

Frank Bessinger and Frank Wright, who are widely known to radio fans as The Radio Franks, recently were signed up by the Brunswick Co. to make records, and their first recording, "Honest and Truly" and "I'd Love You All Over Again," has just been announced. These artists will make a feature record for Brunswick

The Radio Franks

each month and it is expected that their popularity through radio broadcasting and theatre appearances will prove profitable to dealers in creating a demand for records made by them.

"Air College" to Broadcast a Series of Lectures

Complete endorsement of the practical value of radio broadcasting as an aid to education was demonstrated in the co-operative action between New York University and the Radio Corp. of America in opening the Fall term of the recently instituted "air college" at station WJZ on Monday evening, October 6. Addresses by members of the New York University faculty and General J. G. Harbord, president of the Radio Corp., broadcast direct from the college playhouse on that date, officially inaugurated an extensive schedule of educational broadcasting.

The Fall term of the "air college" will consist of fifty-four twenty-minute lectures covering eight subjects to be broadcast from station WJZ every week-day evening from October 7 to December 23.

The curriculum for the first term takes up eight subjects in turn, each to be covered completely before going on to the next. The schedule follows: October 7-10, "Facts, Figures and Fancies of Archaeology," by Professor Ralph V. D. Magoffin; October 13-17, "Politics and Statesmanship," by Professor E. C. Smith; October 20-24, "Co-operative Economics," by Mrs. Clara E. Breakey; October 27-November 7, "Economics," by Professor Reid L. McClung; November 10-26, "Geology," by Professor J. Edmund Woodman; December 1-5, "Biology," by Professor Charles E. Bristol; December 8-12, "English," and December 15-23, "History and Development of Civilization," by Professor E. George Payne.

Pacific Music Co. Expands

Modesto, Cal., October 4.—Improvements now under way at the Pacific Music Co.'s store, on Tenth street, this city, will add approximately 2,000 square feet to that establishment. One of the main changes being made is the addition of a balcony which, when completed, will house radio and talking machine display rooms. A basement storage room will be added, which will permit of the main floor being devoted strictly to display and demonstration purposes.

Professional Friends Greet Ben Bernie at Roosevelt

Theatrical Stars and Others Attend Opening of New Hotel Grill, Where Ben Bernie and His Orchestra Furnish the Dance Music

Many stage stars, theatrical managers, producers, well-known writers, and music and dramatic critics attended the formal opening of the new Hotel Roosevelt grill Tuesday night, September 23, when Ben Bernie, director of the Ben Bernie Hotel Roosevelt Orchestra, held a reception to professional friends.

As the stage stars entered the softly lighted grill the orchestra played selections from the various musical comedies in which they appeared, or songs which were known to be their favorites. As soon as the guests learned that the director was arranging his program to meet their pleasure they sent up cards naming their favorite songs.

There was dancing before and after supper, and the grill remained open until an early morning hour in order to make it possible for the professional guests to arrive after the shows.

The special lighting system was installed and in working order for the grill opening, and soft, varicolored floor lights were switched on during the dreamy waltz numbers.

More than one hundred congratulatory telegrams were received by the orchestra director during the evening. Some of these were from professional friends now on tour.

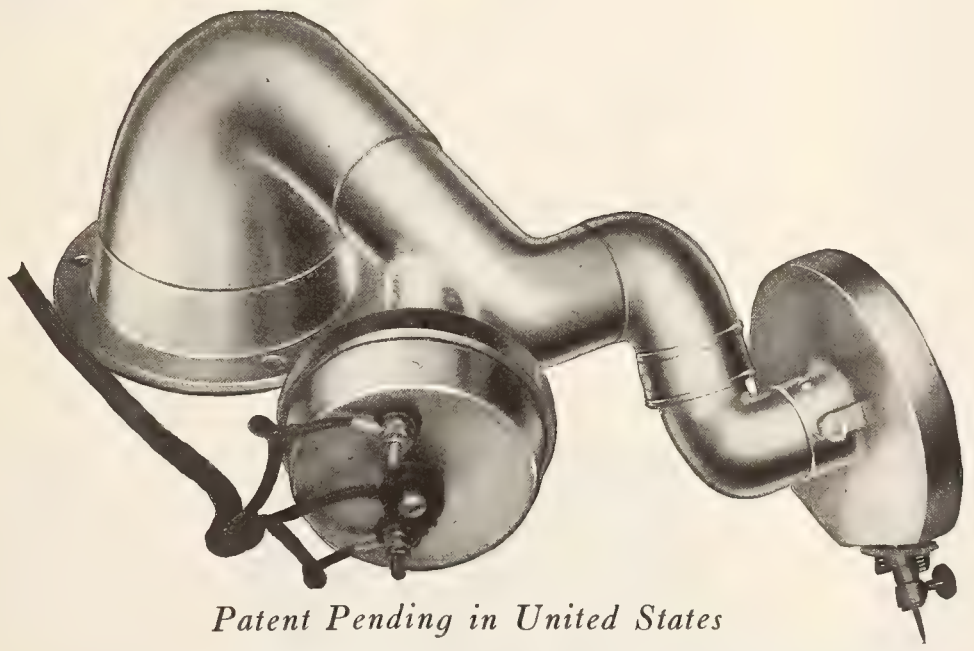
Among the guests were: Irving Berlin, Daniel Frohman, Miss Fanny Hurst, Mrs. Lydig Hoyt, Heywood Broun, Eddie Cantor, Jimmy Hussey, Harry Fox, O. O. McIntyre, Al Jolson, Hassard Short, Bud De Sylva, Raymond Hitchcock, Earl Carroll, Ruth Hale, Eddie Buzzell, Jack Donahue and S. Jay Kaufman.

Ben Bernie and His Orchestra broadcast their music several times a week through Municipal Station WNYC, and in the publicity from the hotel and the broadcasting station much prominence is given to the fact that the orchestra records exclusively for Vocalion records.

ORIGINAL and BEST
Phillips

PHONO-RADIO-TONE ARM
TRADE MARK REG

is being featured by some of the largest department stores in the country. Phonograph dealers, if you want the best in radio tone arms demand Phillips as your equipment.



Patent Pending in United States

Canadian **Patent No. 241,205 Basic Patent**

Manufacturers of
Supreme Reproducers
High Grade Tone Arms
and
Low Priced Portable Arms

WM. PHILLIPS PHONO PARTS CORP.
145 West 45th Street CABLE ADDRESS "PHONOPARTS" New York City

Broadcasting a big message to Radio enthusiasts!

Sonora Announces a Radio Speaker

Clearer tone • Sharper definition • Perfect concealment of the "horn" • make this instrument a radical advance in Radio Amplification

VIOLIN, cello, piano, harp — the finest musical instruments — have always been made of wood. Eleven years ago Sonora joined these ranks of the finest by applying the same principle of sound reproduction to the phonograph; and now —

Sonora announces a radio speaker with concealed *all-wood* "horn."

Not *solid* wood, for, like solid metal, thick or thin, solid wood will add vibrations of its own.

Instead, ply upon ply of thin, seasoned wood is moulded around a form as perfect as the science of acoustics can make it. Each wafer-thin layer is set at cross-grain to the next, for sound waves follow the fibres of wood, and by opposing successive networks of these fibres, no track is left open for tone to escape.

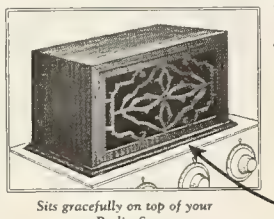
And between every pair of plies are spread sheer films of gum which function like the quicksilver coating on a mirror, reflecting every faintest sound and cushioning each layer of mellow wood from vibration against the next.

Every unnatural vibration is shorn from the crystal-clear stream of sound which pours from the Sonora tone chamber.

NOW the Sonora Radio Speaker, the culmination of eleven years' specialization in sound reproduction alone, is in the hands of radio and phonograph dealers all over the country. Read in the column at the right a few of the many unsolicited testimonials which reach us daily. They will tell you how the Sonora Radio Speaker is bringing to thousands a new value in radio.

WHENEVER broadcasting is in progress, these dealers are prepared and eager to make a comparative demonstration for you. You shall be the only judge, of the thousands who have already purchased this instrument, hardly one has failed to comment on its *marked* superiority in tone and volume.

We are sure that this difference will be obvious to you, too. Stop by this evening and merely listen for a minute. Or if the dealers in your town are not yet supplied with Sonora Radio Speakers, send us the coupon below and make a thorough test in your own home. The price of the Sonora Radio Speaker is $30.00.



Sits gracefully on top of your Radio Set

"Out of the heart of a Sonora"

Sonora
CLEAR AS A BELL
Radio Speaker

Can be plugged into any Radio Set
No extra batteries required

NEW YORK SUN SCORES A SCOOP

With a Sonora Radio Speaker

The extraordinary clearness of tone expressed by the Sonora Radio Speaker was strikingly demonstrated when during the Democratic Convention the reporters of the New York Sun set type *directly* from the speech as announced minute by minute as amplified by the Sonora instrument.

Thus The Sun scooped every other paper in New York by at least one bulletin. But even the prestige of a scoop could not have tempted the editors of the Sun if previous tests of the Sonora Radio Speaker had not convinced them that its tone was so clear, its enunciation so perfect that a stenographer sitting at the table with the reporters could take down every word of the speech as it was announced on the convention hall platform.

FROM "THE MAN BEHIND THE GUN"

Official Announcer for WCX has purchased two Sonora Radio Speakers

Sonora Phonograph Co.
New York, N. Y.

Gentlemen:

In the exacting test that I have given the Sonora Radio Speaker I have found that it is superior to any that I have so far listened to. In the making of this speaker it is evident that the engineers who designed it have done their utmost to get a perfect reproduction of the concerts received from Broadcasting Stations. The tone is perfect, a deep rich mellow quality which appeals instantly to the ear of the listener. You do not have to strain your ears to get what a speaker is talking about. It talks up to you like your best friend, which I know it will be to me from now on.

I have installed two of them in the station. One for my own personal use and one for the benefit of the artists listening to one another as their record show numbers for broadcasting.

I recommend the Sonora Radio Speaker to anyone who is contemplating the purchase of a device of this kind for his receiving set for three reasons: tone quality, clearness and beauty. Yours very truly,

(Signed) Merrill R. Mitchell, WCX"

ONE ORDER FOR 1,000 SONORA RADIO SPEAKERS

An initial order for five thousand is typical of the enthusiasm which the Sonora Radio Speaker has aroused among the people whose livelihood depends upon buying only merchandise that people will like immediately. The New York department store which placed this order plugged in five of these speakers to the same radio set and these, reproducing in perfect unison and harmony of tone and volume kept customers informed of the progress of the Democratic Convention, and incidentally demonstrated to thousands the superiority of the Sonora.

"SONORA'S PERFECT GIFT TO THE RADIO WORLD"

This letter is typical of hundreds which enthusiastic radio fans and lovers of good music are sending us daily.

Sonora Phonograph Co.
New York, N. Y.

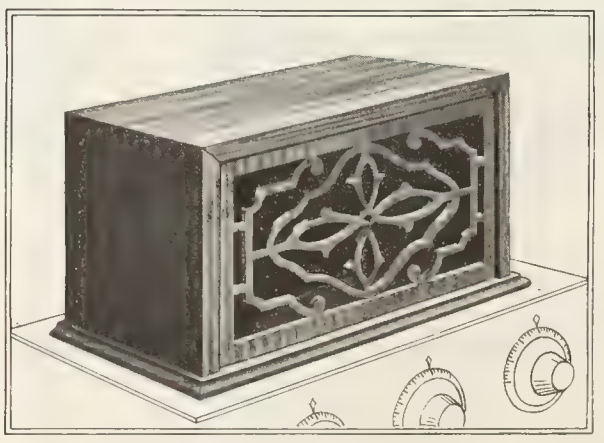
Gentlemen:

Just a few lines of unsolicited praise for your new Radio Speaker. I am an ardent radio fan and have used all the well known makes of speakers, but never before have I heard such volume, clarity of tone and absolute fidelity to the artist as your speaker affords. Your slogan "Clear as a Bell" certainly hits the nail on the head. In closing please accept my thanks for this, your perfect gift to the radio world.

Sincerely yours,
(Signed) W. C. Strauss,
147 S. Yadgin Street,
Philadelphia, Pa."

SONORA PHONOGRAPH CO., 279 Broadway, New York, N. Y.
Gentlemen:
Please send me the Sonora Radio Speaker, price $30, charges prepaid.
☐ Check or money order enclosed ☐ Send C. O. D.
Name
Address
Shipped to any foreign country, duty prepaid, on receipt of price. Retail price duty extra.

This full-page advertisement appears in the Saturday Evening Post for October 18th. Be prepared to get your share of the new business.



In the Sonora Radio Speaker are combined the same rare knowledge of acoustics and the same artistic craftsmanship that long ago established Sonora supremacy in sound reproduction and decorative beauty.

Beginning October 18th we will announce the new Sonora Radio Speaker in a striking series of large space advertisements in the Saturday Evening Post.

EVERYWHERE the keenest critics are pronouncing this new Speaker a big advance in radio sound reproduction. Actually "clear as a bell," like the famous Sonora phonograph. And the Sonora Radio Speaker has all the rich beauty of design and finish for which Sonora is likewise famous.

Six full pages and two half pages in the Saturday Evening Post, together with an impressive schedule in newspapers all over the country—presenting the Sonora Radio Speaker, the Sonoradio, and Sonora Phonographs—constitute the advertising for the fall months.

Thousands of dealers took on the Sonora Radio Speaker before this advertising was announced. They felt sure Sonora's record for tone-reproduction guaranteed that the new product would "make good." They were not disappointed! And now—powerful advertising to help you to sell the Sonora line.

Every dealer who handles radio equipment or considers handling it should give the Sonora Radio Speaker a personal trial. The price is $30, less Sonora's liberal discount.

Sonora Phonograph Company, Inc., New York City

Makers of Sonora Phonographs, Radio Speakers, Reproducers and Sonoradios

Canadian and Export Distributors: C. A. Richards, Inc., 279 Broadway, New York

The new and greater Sonora line

The Sonoradio models 241 and 242, Sonora's most wonderful recent achievements, from the perfect bridge between the *old* and the *new* in retail Phonograph business.

These instruments, together with the Sonoradio Speaker and the comprehensive line of Sonora Phonographs, offer the enterprising dealer an exceptional opportunity for ever-increasing business.

The distributor named below who covers the territory in which you are located will be glad to answer all inquiries regarding a Sonora agency on receipt of a letter from you

NEW ENGLAND STATES:
THE NEW ENGLAND PHONOGRAPH DISTRIBUTING CO.
221 Columbus Avenue, Boston, Mass.

NEW YORK CITY (with the exception of Brooklyn and Long Island), also Counties of Westchester, Putnam and Dutchess: all Hudson River towns and cities on the west bank of the river south of Highland—all territory south of Poughkeepsie; Northern New Jersey.
GREATER CITY PHONOGRAPH CO., INC.
234 West 39th Street, New York

NEW YORK STATE, with the exception of towns on the Hudson River below Poughkeepsie and excepting Greater New York.
GIBSON-SNOW CO., INC., Syracuse, N. Y.

BROOKLYN AND LONG ISLAND:
LONG ISLAND PHONOGRAPH CO.
17 Hanover Place, Brooklyn, N. Y.

EASTERN PENNSYLVANIA, Delaware, Southern New Jersey.
THE WIL-MER CORPORATION
Spring Garden Building
Broad and Spring Garden Streets
Philadelphia, Pa.

MARYLAND, VIRGINIA AND DISTRICT OF COLUMBIA:
BALTIMORE PHONOGRAPH DISTRIBUTING CO.
417 West Franklin Street, Baltimore, Md.

WESTERN PENNSYLVANIA & W. VIRGINIA:
PITTSBURGH PHONOGRAPH DISTRIBUTING CO.
Empire Building, Pittsburgh, Pa.

ALABAMA except five northwestern counties, Georgia, Florida, North and South Carolina and Eastern Tennessee.
JAMES K. POLK, INC.
294 Decatur Street, Atlanta, Georgia.

STATES OF OREGON, WASHINGTON, NORTHERN IDAHO, NEVADA, with the exception of Counties Eureka, Elko, White Pine and Lincoln, and all California counties north of Santa Barbara, Ventura, Los Angeles, and San Bernardino.
THE KOHLER INVESTMENT CO.,
63-67 Minna Street, San Francisco, Calif.

OHIO AND KENTUCKY:
THE OHIO MUSICAL SALES CO.
1747 Chester Avenue, Cleveland, Ohio

INDIANA:
KIEFER-STEWART COMPANY, Indianapolis, Ind.

ILLINOIS, AND RIVER TOWNS IN IOWA:
ILLINOIS PHONOGRAPH CORPORATION
616 S. Michigan Avenue, Chicago, Ill.

WISCONSIN AND MICHIGAN:
YAHR AND LANGE, Milwaukee, Wis.

N. DAKOTA, S. DAKOTA, MINN. & IOWA:
with the exception of the River towns:
DOERR-ANDREWS AND DOERR, Minneapolis

MISSOURI, KANSAS
and five counties in northeast Oklahoma:
C. D. SMITH CO., St. Joseph, Mo.

LOUISIANA, MISSISSIPPI, ARKANSAS,
part of Tennessee and part of Alabama
REINHARDT'S, INC.
104 South Main Street, Memphis, Tenn.

SOUTHEASTERN Part of TEXAS and Part of OKLAHOMA:
SOUTHERN DRUG COMPANY
Houston, Texas

MONTANA, COLORADO, NEW MEXICO, NEBRASKA, UTAH, WYOMING,
Southern Idaho and Eastern Nevada:
MOORE-BIRD AND CO.
1720 Wazee Street, Denver, Colo.

ARIZONA AND SOUTHERN CALIFORNIA,
including the Counties of Santa Barbara, Ventura, Los Angeles, San Bernardino and all Counties south.
THE COMMERCIAL ASSOCIATES,
214 No. Alameda Street, Los Angeles, Cal.

Milwaukee Retailers Placing Orders in Preparation for Big Holiday Demand

Every Branch of the Trade Optimistic in Anticipation of Busy Season Ahead—Addresses Dealers on Victor as an Educational Aid—Artists' Tie-Ups Prove Profitable to Dealers—The News

Milwaukee, Wis., October 7.—The past month was an unusually good one in the talking machine business, according to reports from local distributors and jobbers. Merchants are placing their orders for Fall and holiday business in phonographs and records, and a big year is expected in both fields.

Bright Outlook, Says G. F. Ruez

"Business has been exceptionally good for the month of September," stated G. F. Ruez, president of the Badger Talking Machine Co., Victor jobber, "and all indications point to a large holiday trade. Business conditions are picking up, especially in rural communities, and that is having an effect on dealers in small towns. Altogether things are looking very good."

Talks on Victor as Education Aid

Victor educational work is being done in this and other Wisconsin cities by Mrs. I. B. Torgerson, in charge of Victrola department at the Boston Store. For several years she has been giving talks on the use of Victrolas in schools and various institutions, and recently spoke before the Milwaukee Pre-Vocational School and instructed the sisters of a Milwaukee convent in the teaching of folk dances with a talking machine. She also spoke before a teachers' convention in a southern Wisconsin city, and is scheduled to address another teachers' meeting in Oshkosh, Wis.

Early Buying Noticeable

An optimistic report of business conditions was given out by Yahr & Lange, wholesalers for the Sonora in Wisconsin and Michigan. This company reports that merchants are buying earlier than any previous season. Fred E. Yahr recently returned from a trip to northern Wisconsin, where he called on Sonora dealers. He found business satisfactory. Following his return Mr. Yahr left for Michigan territory in connection with the four-day Sonora display held at the Hotel Statler, Detroit, which was under the direction of H. E. Schultz, who recently was placed in charge of the Michigan territory for Yahr & Lange, with headquarters at the Hustedt Piano Co., Detroit.

Yahr & Lange have noticed that the Ware neutrodynes are rapidly becoming known among their dealers, and report that returns on Sonoradios Nos. 241 and 242 have been good.

Among the Wisconsin dealers to visit at the offices of Yahr & Lange recently were Mr. Meyer, of the Meyer-Sager Co., of Appleton, Wis., and Joseph P. Schneider, of Malone, Wis.

Saturday Afternoon Concerts

In order to attract a crowd of people to the Victrola department of the Third street store of Ed. Schuster & Co., a Saturday afternoon musical program was announced, when local artists presented a number of pieces which are popular on Victor records. Samuel Spencer, a recording artist, rendered several selections.

W. E. Pugh's Duties Broadened

W. E. Pugh, who has been in charge of Milwaukee and southern Wisconsin territory for the Columbia Co., has now been placed in charge of all of Wisconsin, except the northwest corner, as well as the upper peninsula of Michigan and nine counties of Illinois. During the latter part of September Mr. Pugh started a thirty-day trip through the new territory.

"Dealers are feeling quite optimistic, principally because farmers are again buying. Crops have been good and prices higher than for some time," reported Mr. Pugh. "We have opened a number of accounts the past month and there are several other dealers to whom agencies will be granted before Christmas."

Tie-up With Columbia Artists

Columbia phonographs and records were featured during the appearance of the vaudeville artists, Van and Schenck, at a Milwaukee theatre. During the period of their run the Thiery Piano & Phonograph Co. exhibited an attractive console model Columbia in the lobby of the theatre and Columbia recordings of the two stars were on sale.

Sonora in Style Show

Sonora phonographs were recently brought to the attention of Milwaukee people during the Promenade of Styles, presented at the Auditorium by the Milwaukee Journal with the cooperation of local retail merchants. A Sonora console style phonograph from Yahr & Lange was included in the stage setting for one act of the show, and this instrument was later presented as second prize in a "Styles of Yesterday" contest.

Death of Felix Warr

Word has been received in Milwaukee of the death in New York City of Felix Warr, former owner of a talking machine shop at 3414 North avenue, and well known among local merchants.

Starr Business Growing

"September business was exceptionally good," stated Alfred F. Kiefer, distributor in Wisconsin for the Starr phonographs and Gennett records. Mr. Kiefer celebrated his first anniversary as Wisconsin distributor for the Starr Co. and is very well pleased with the accomplishments of the past year.

Mr. Kiefer has announced new accounts including C. Niss & Son, Milwaukee, Gennett German records; George H. Eucker Music Co., Milwaukee, Starr phonographs and Gennett records, and the Brunswick Shop, Sheboygan, Wis., Gennett German records.

Dealers Tie Up With Nighthawks

Milwaukee Victor dealers took advantage of a good advertising opportunity during the appearance of the Kansas City Nighthawks, exclusive Victor artists. This orchestra appeared as a special attraction at a local moving picture theatre. Radio fans were given the opportunity to suggest popular numbers which they desired to hear. The orchestra's appearance was under the auspices of the Wisconsin Radio Trade Association.

Plans Discussed for Fall Drive

"Business conditions have improved greatly and some very nice sales have been made during the past few weeks," reported Hugh W. Randall, president of the J. B. Bradford Piano Co., Victor, Brunswick and Vocalion representative. "Every one in the entire organization has returned from vacation and the regular Fall business dinner was held at the Wisconsin Club in September, when plans for the Fall campaign were discussed."

The News Boiled Down

Sonora phonographs are being featured by the East Side Music Co., which was recently opened at 499 Maryland avenue. The store is owned and managed by Arno Zinke.

A. Thallmeyer, manager of the foreign record department of the General Phonograph Co., was a recent visitor here. He came from Detroit, Cleveland and Chicago, where he found conditions unusually good.

The Wisconsin Phonograph Repair Shop has moved into larger quarters at 326 State street. This shop is owned and managed by O. A. Rheingans.

Christianson Bros., who feature Victrolas and Victor records, have announced the addition of Zenith and Crosley radio outfits, which they plan to feature strongly.

W. H. Schmitz has moved his music store into new quarters in the Moose Temple at 21 Forest avenue. The shop handles Victrolas and other talking machines, as well as radio.

The Seyfert Radio Corp., of Fond du Lac, has been incorporated to conduct a general business in radio, with a capital of $15,000. Offices are now located in the Dodge salesrooms on Forest avenue, in Fond du Lac, Wis.

"ROYALFONE" KING OF ALL

LOUD SPEAKER UNIT

What Every Customer Wants

EVERY one of your customers would rather have a loud speaker unit that could be controlled for tone volume, as easily as the sound doors of a phonograph are operated. A sales-clincher that will give you the bulk of the unit sales in your section.

Heavily nickel-plated nozzle and ample connecting cord, $5

Adjustable for Tone Volume

Soft or loud, for a small or large room, simply by turning the adjusting screw on the back of the Royalfone Unit—just the tone volume you wish, however strong the reception. The Royalfone Unit makes your phonograph, or any horn, a high-class loud speaker, adjustable to the acoustics of the room, as easily as you open or close the doors of your phonograph to regulate the volume of sound. A decided advantage added to a balanced diaphragm which entirely banishes distortion. The most economical way to buy a real good loud speaker.

"ROYALFONE" KING OF ALL Headset

Especially designed for tuning in long distance. Sensitive enough to catch the faintest signal. Balanced diaphragm gives the true tone so essential for perfect tuning.

List Price, $4.50

SEE WHAT A TRIAL ORDER WILL DO

Test the response of your customers to Royalfone advertising and to the UNIT and headset—with a trial order. Attach a Royalfone Unit to a phonograph hooked up to your demonstrating set and let them try the tone control feature. Send your order NOW!

Manufacturers and Jobbers of phonographs and loud speakers —write for interesting offer

ROYAL ELECTRICAL LABORATORIES

Dept. T. W.

NEWARK NEW JERSEY

BRUNO

WHY THE VICTROLA—

Dependability

"Dance when you will,—the Victrola is ever ready" is more than an effective advertising expression. It is a frank, honest statement of the unfailing utility that goes with a Victor Talking Machine and Victor Records to every music lover.

The enjoyment of Radio by millions of people may have had some effect in changing domestic life and habit during the brief period of popular broadcasting to date. And it must be admitted that an undeniable purpose is served by Radio—for disseminating news and information, sport and political events, and other transient matter.

And it is also a fact—and it is being proved daily in the experience of the Radio public generally—that for downright legitimate musical value, nothing approaches the performance of **the world's greatest and most dependable musical instrument**—the Victrola.

Victrola programs are never interfered with by static, never sign off at the wrong moment, never fade away and never refuse an encore. In fact, it is quite the reverse. The Victrola makes good not only some of the time but all the time—every minute of the day or any hour of the night.

Dependable, easy, instantaneous, continuous, and never failing operation under any circumstances! All of these serve as another affirmative answer, Mr. Victor Dealer, to the query—Why the Victrola?

C. BRUNO & SON, Inc.

351-353 Fourth Avenue **New York**

Victor Wholesalers to the Dealer Only

Big Trade Expected to Materialize in the Brooklyn Territory During the Fall

Upward Trend in Business Already Noticeable and Entire Trade Is Optimistic—Stimulation Furthered by Efforts of Live Elements of the Wholesale and Retail Fields—Month's News

Brooklyn, N. Y., October 9.—The consensus of opinion of talking machine jobbers and dealers in the Brooklyn and Long Island territory, as regards the prospects of Fall and Winter business is that the next few months will see the trade enjoying a volume of sales that has not been equalled for some time past.

Starting early in September a marked change was noticeable in the amount of interest shown by the public in talking machines and radio. Throughout the entire month and up to the present date dealers have had a continual flow of customers making inquiries concerning various models and many sales have resulted.

Aeolian Co. Sales Brisk

The Aeolian Co. held its annual Fall sales drive of Vocalion phonographs during the latter part of last month with good results. Sales in this establishment held up extremely well during the Summer with the volume of sales at the end of each month comparing favorably with a similar period of last year. This was especially notable when it is taken into consideration that for a period of some ten days the store was being redecorated and the presence of workers in the store naturally interfered with a normal amount of business being done. Robert McCarthy, manager of this branch, states that the outlook is most promising and that the demand for the Radiola is growing.

Abraham & Straus' Sales Competition

A good example of the manner in which the talking machine business has "come back" after a slow Summer is shown in the experience of Abraham & Straus, Inc., large department store. During last month, from September 6 to September 22, the annual Fall sales campaign was held and to stimulate business a sales competition was held, with all the departments of the store competing. At the check-up it was discovered that the talking machine department had finished second; the house furnishings department being the only department to do a larger gross business during this period. The radio department, which is run in conjunction with the talking machine department, but which was treated as a separate unit during the competition, finished fourth. Individual prizes in the form of a three-day trip to Niagara Falls were awarded to the salesman on each floor of the store who sold the greatest amount of merchandise during the sale. Ed. Norton, of the talking machine department, with a total of sales of $7,000, was the winner on the fifth floor.

The radio department of this store has been achieving good results by concentrating on one set during each month. During September special sales efforts were placed behind the Ware three-tube neutrodyne radio receiver and during this month the Atwater Kent receiver will be featured.

Gibbons & Owens Attractive Display

Gibbons & Owens, Inc., Victor dealers, 10 Fourth avenue, report an increase in business during the past month. This store has been featuring in its window the display suggested by the "Voice of the Victor," namely, the Victrola in the home. The floor plan with the designated place for a Victrola and the accompanying placards showing the desirability of owning a Victrola attracted much attention, although the vision of many passers-by was obstructed by the eager horde of baseball fans who watched daily the scores of the various games as they were placed on the bulletin board of the Brooklyn Daily Times, the first floor of which building is occupied by Gibbons & Owens.

Bay Ridge Store Enjoys Good Business

The Bay Ridge Temple of Music enjoyed a Summer business that was considerably larger than that of last year and the month of September and early October continued to place 1924 as being ahead of the same period of 1923. The Ware three-tube neutrodyne is proving to be one of the best-selling sets carried by this enterprising dealer.

E. Blout, Inc., Flatbush Store Expands

E. Blout, Inc., 904 Flatbush avenue, has taken over another floor in anticipation of an increased business. A staircase has been built from the main floor, giving access to the new addition. Under the new arrangement talking machines, radio receivers and pianos will be displayed and demonstrated in the upper section of the store and the main floor will be devoted entirely to the record department and demonstration booths, musical merchandise and sheet music departments.

Long Island Phonograph Co. Exhibit

The Long Island Phonograph Co., Sonora distributor, held an exhibit of the Sonora line last month. The display included all models of Sonora instruments, from the portable to the most elaborate period models, and from the Sonora loud speaker to the combination units, including the two new models equipped with the Ware neutrodyne receivers. The exhibit was most successful and stimulated trade interest in the new models. In a recent issue of The World it was mentioned that H. B. Haring had succeeded J. J. Schratweiser as sales manager of the company. This was an error, as Mr. Haring is an executive of the company with the title of assistant secretary. Mr. Haring reports that loud speakers are moving briskly, due, in large part, to the intensive drive which ended recently and which was most successful.

The following new accounts were opened by the company during the past month: George S. Uniss, Inc., 121 Court street; Ormond Music Shop, 1315 Fulton street; Aaron Music Shop, 2906 Fulton street, and John L. Jones, Valley Stream, L. I.

Harry Parnes Remodels Store

Harry Parnes, Brunswick dealer, recently redecorated the entire store and rearranged the front of the warerooms which now present a much more attractive appearance and allow of better display space.

New Store Opened

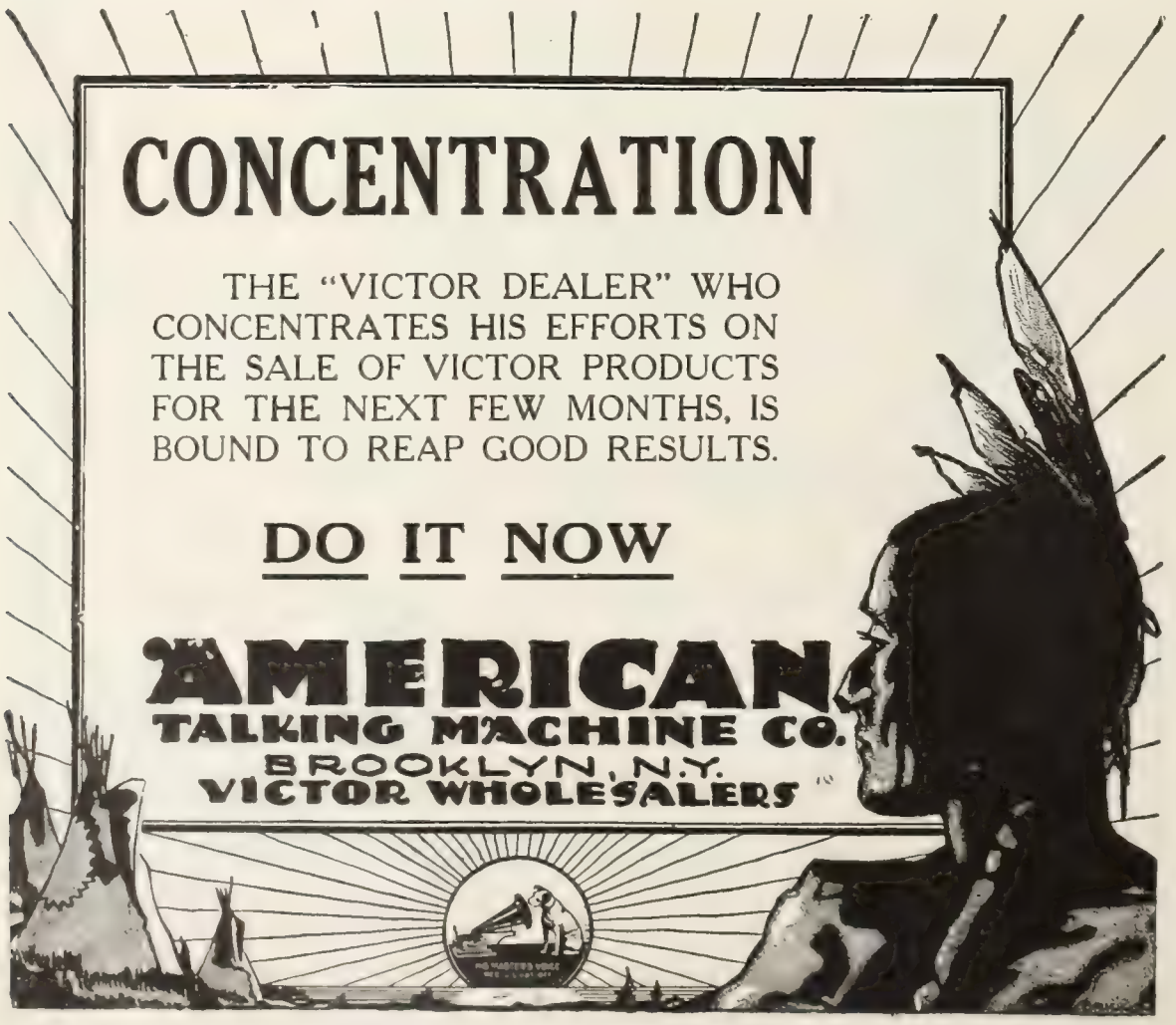
The United Housefurnishing Co., Morris Kinkler, proprietor, recently opened a store at 193 Utica avenue, where a full line of talking machines and records and pianos and player rolls will be carried.

In New Home

The Brooklyn Repairing Co., formerly located at 462 Hudson avenue, moved on October 1 to 741 Fulton street, a short distance from the theatrical section. A full line of talking machines and pianos are carried by the company, in addition to its efficient repair department.

American Talking Machine Co. Busy

The American Talking Machine Co., Victor wholesaler, reports that business in both machines and records during the month of September showed a marked upward trend. The taking over of the Bubble Books by the Victor Co. was the cause of many dealers stocking up with these ever-popular novelties. The recently announced plan of the Victor Co. to issue records in sets, with accompanying albums, starting with the "Unfinished Symphony" of Schubert, is believed by the officials of this company to be a step which will result in a marked increase in the record sales of Victor dealers. Many inquiries have been received from dealers concerning the new plan.



G. E. Perry in New Post

Monroe, La., October 6.—G. E. Perry, manager of the music department of the Foster Jewelry & Music Co., this city, has been appointed manager of the music department of Feibleman's, Inc., Shreveport's new and largest department store. The department will handle the Victrola exclusively. Mr. Perry took over his new duties October 1, the opening date of the new establishment.

A concert by Isham Jones and His Orchestra, Brunswick artists, broadcast by station KGO, Oakland, Cal., was heard 615 feet below the surface of the earth in the Bellingham Coal Mine, Bellingham, Wash., according to a letter received by the station from A. M. Brown, of the mine.

Latest Song and Dance Hits!

Domino 35c Records

Mr. Dealer

A cracker-jack DOMINO Sales Boosting, Advertising Service is yours for the mere asking.

This service consists of all necessary mats, cuts, posters, window displays, etc.

At Your Service
The Advertising Division

Quality Plus Price

THE great interest attending the rising popularity of Domino Records is readily conceded to three outstanding features.

1. Only the newest hits on both sides recorded by prominent artists and orchestras.
2. Unusually advanced releases.
3. The 35c price combined with a distinctive appearance that has in itself proven a real business producer.

Shall we send you sample records and details of the sales building DOMINO proposition?

DOMINO RECORD CO., 22 W. 20th St., New York

A. C. Barg in Important Post With the Jewett Co.

New Northeastern District Sales Representative Widely Experienced and Well-known to Talking Machine and Radio Trade

August C. Barg has been appointed district sales representative for the Superspeaker and other Jewett products along the northern and Atlantic seaboard, according to an announcement emanating from the main offices of the Jewett Radio & Phonograph Co., Detroit.

Mr. Barg needs no introduction to either the talking machine or radio trade, his seven years' association with the Aeolian Co. and his recent activities as sales manager of the Radiolamp Co. having already brought him in intimate contact with the trade in the district he now covers for Jewett.

Operating from New York as headquarters, Mr. Barg's zone embraces the metropolitan area, north through New England and south to Washington, D. C. Mr. Barg assumed his duties immediately subsequent to the recent Radio World's Fair in New York.

Paul Whiteman Gives Concert and Party on Eve of Tour

Paul Whiteman and His Orchestra, world-famous dance musicians and popular Victor artists, gave a benefit concert for the New York Newspaper Women's Club on Sunday, September 14, at the Earl Carroll Theatre. The program consisted of an "Experiment in Modern Music," the program which caused such a furore in music circles when first given at Aeolian Hall last February and which shows the kinship of popular music, so-called jazz, to "real" music. Many of these selections have been recorded for Victor records by the Whiteman aggregation, notably Gershwin's "Rhapsody in Blue," released last month, which has caused much discussion.

Following the concert Mr. Whiteman entertained some hundred or more of his newspaper friends at a farewell party at Keen's Chop House, West Forty-fourth street, where a dinner was served, and dancing to the strains of the Whiteman Orchestra was enjoyed until the late hours of the morning. The Whiteman Orchestra recently started on its first important concert tour, which will cover the leading cities in eleven States and certain cities in Canada. The tour started with its initial concert at Cumberland, Md., on September 15 and will conclude with a concert at Carnegie Hall, New York, on November 15.

C. A. Prince Appointed to Important Victor Post

Recent additions to the musical staff of the Victor Talking Machine Co., as announced by the company at Camden, N. J., include the appointment of Charles A. Prince, formerly of

Charles A. Prince

New York, as associate musical director. Mr. Prince has been connected with the trade for many years and is widely known.

M. I. S. Co. Commends New Victor Group Record Plan

The Musical Instrument Sales Co., New York, Victor wholesaler, in a letter to its dealers urges them to take full advantage of the recently announced Victor plan of selling certain records in groups, together with a handsome album, which contains interesting information concerning the composition of the selections interpreted on the records and also brief histories of the composers. In addition to pointing out to the dealers that it will be worth while to put considerable sales effort behind this plan, the M. I. S. Co. stresses the desirability of these sets as appropriate gifts.

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years Have Proved Outing Portables Are the Best

General Phonograph Corp.
15 West 18th St. New York, N. Y.
Outing Distributor

Hazeltine Licensees Adopt Dealer Financing Plan

Neutrodyne Manufacturers Arrange With Commercial Investment Trust, Inc., to Aid in Financing Retail Dealers

The Independent Radio Mfg. Co., Inc., announces that a number of neutrodyne manufacturers licensed under the Hazeltine patents have adopted a new method of handling the financing of sales on the instalment plan. The arrangement is made with the Commercial Investment Trust, Inc., of New York, a concern with long and successful experience in financing instalment paper in various fields. The new method simplifies the dealer's problem by relieving him of the burden of carrying the paper and the strenuous work of collections. It relieves the drain on his capital. The Commercial Investment Trust makes collections direct.

The dealer is required, under the plan, to secure a minimum down payment equal to one-third the total value of the set and its accessories. This obviates the necessity for demanding cash for tubes and batteries. The neutrodyne licensees who have already adopted the plan are: F. A. D. Andrea, Inc., Freed-Eisemann Radio Corp., Garod Corp., Wm. J. Murdock Co., Workrite Mfg. Co.

Gilbert-Keator Corp. New Jewett Distributor

Almost coincident with the announcement of the entry of Charles Gilbert and Randall M. Keator into the jobbing field comes the announcement from the Jewett Radio & Phonograph Co., Detroit, that the Gilbert-Keator Corp. has been appointed a distributor for the Jewett Superspeaker.

This gives Jewett a total of four distributors in the metropolitan area, the others being the McPhilben Radio Co., Jamaica; Herbert-John Corp., New York; Noyes Electric Supply Co.

Attractive Feinbau Catalog

Feinbau, Winterbach, Wurttemberg, Germany, is distributing an attractive illustrated catalog of Grubu talking machine motors and accessories. Illustrations and full descriptions of seven different models of motors are contained in the catalog, which is printed in two colors, with descriptions in both English and German.

White Co. at Danbury Fair

Danbury, Conn., October 9.—The White Music Co. is well represented at the Danbury Fair, which started last Monday, October 6, and which is one of the most important exhibitions about this section. Extensive preparations were made by the White organization for the Fair and the annual Victrola Club was started.

OKeh and Odeon Records

OKEH Records, with the early releases of the popular song and dance hits recorded by prominent artists, and imported Odeon recordings, revealing the true beauty of Old World music, are regularly bringing new customers to OKeh dealers.

Helping the dealers in the Metropolitan district to get their full share of this fruitful business by fast, efficient service and hearty co-operation, is

GENERAL PHONOGRAPH CORPORATION
New York Distributing Division
15 West 18th Street New York City
BUY OKEH NEEDLES—They Keep Record Sales Alive!

Strand Radio News

The only cabinets

with built-in loud-speaker horn of sound-board spruce

(a) **projecting the sound out at the top of cabinet at ear level—**

(b) **with the lid deflecting the sound waves forward—**

(c) **producing head-phone quality in loud-speaker volume.**

R1 Open

List Price

$75

Set not included

For Fada, Sleeper, Tuska, Crosley, Moon, Garod,
and any other set with a panel not over 20" x 10".

R1 Closed

All dials at elbow height. Gas-tight partition; no corrosion. Batteries and charger accessible. Pure tone quality—marvelous volume.

Every radio set belongs in a cabinet. Every radio set should be a complete, self-contained, appropriate, attractive piece of furniture.

The right cabinet will sell the set—and the right cabinet carries the real profit.

Here is where the radio money is going to be this Fall. A suitable enclosure of an efficient set at a reasonable price, and at a fat margin of profit to the dealer—all this has arrived just as it did in the phonograph business, only it took fifteen years to arrive in the phonograph business, and beginning with this Fall's business it is here already in radio.

"Quality product at low list and long discount."

R2 Open

List Price

$100

Set not included

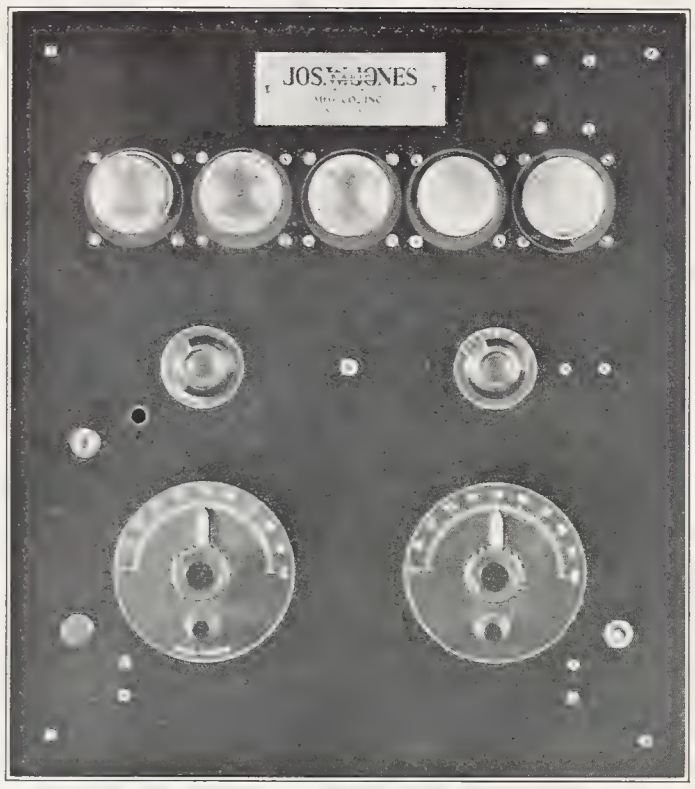
For Freed-Eiseman, Ware, Eagle, Thompson, Murdock,
and any neutrodyne or other set with panels not over 29" x 9".

R2 Closed

Manufacturers Phonograph Co., Inc.
GEORGE W. LYLE, President
95 Madison Avenue **New York City**

Jos. W. Jones Receiving Sets Meet Every Requirement of Dealer and Customer—in Profit and Performance

The unusual selectivity, tone quality, and simple operation of these two receiving sets make instant appeal to the discriminating radio buyer. And from the dealer's viewpoint, easy sales, handsome profit, and satisfied customers make the sets well worth backing to the limit.



The Jos. W. Jones Horizontal or Vertical Panel, 5-tube Set fits any of the new Victor Consoles

This panel, 15¼ inches by 17⅜ inches, holds a set that establishes a new standard for 5-tube receiving units. Built throughout of Jos. W. Jones parts. Operates on outside aerial, inside aerial, or small loop. Highly selective, but so simple that a novice can operate it; only two dials. Tunes out all local interference and brings in DX on a loudspeaker. Permits absolute logging of all stations heard.

The Jos. W. Jones Vertical Model, 4-tube Set, shown in Strand Model R-1 Cabinet

This vertical-panel set, with one less tube than the other, offers greater simplicity—one dial does the trick—yet equally satisfying performance. In a recent test, this set pulled in 32 stations (local and DX) between 8.20 p. m. and midnight.

JOS. W. JONES

One of America's leading inventors who has been granted over 300 patents.

Inventor of the new method now used for making disc phonograph records; the Jones Speedometer; the Jones Taximeter; the Jones Aeroplane Tachometer, now used by the U. S. Army and Navy; the Jones Motrola, etc. etc., and the Jos. W. Jones "Improved" Radio Parts.

Both of these superior sets are built entirely of Jos. W. Jones radio parts. All Jones parts are low-loss instruments, and the jacks and switches kill the capacity effects that rob receiving sets of their efficiency. This and a genius for construction account for the excellent tone quality obtainable with Jones sets.

If your jobber does not handle our line, write us for free booklet and dealer discount lists.

When you visit the radio show at the Grand Central Palace, New York, be sure to stop at booth No. 75, where the Jos. W. Jones exhibit is on view.

JOS. W. JONES RADIO

TRADE MARK

Jos. W. Jones Radio Mfg. Company, Inc.

Formerly Radio Improvement Co.

40-42-44-46 West 25th St., New York

Headed by Jos. W. Jones, for 28 years a successful engineer and builder of precision instruments.

Branch Offices:

BOSTON
99 Bedford St.

PHILADELPHIA
1011 Chestnut St.

Winners of Loving Cups at Radio World's Fair

Well-known Members of Radio Trade Act as Judges at Various Interesting Contests

During the course of the First Radio World's Fair, held recently at Madison Square Garden and the Sixty-ninth Regiment Armory, New York, considerable interest was manifested in the silver loving cups which were displayed in connection with other contests sponsored by the Fair executives. Competition for these cups was very keen, and at the close of the show on Sunday night, September 28, the awards were announced.

Left to right: Paul McGinniss, J. F. Maher, Bernays Johnson, Herbert H. Frost, Mrs. Frank L. Savage, Harry Marx (Judge), H. H. Roemer (Judge), Edgar James (Chairman), E. T. Flewelling

In the "New Inventions Division" the awards were as follows: E. T. Flewelling, for the "Originality and Perfection" of his new circuit, silver loving cup; Herbert H. Frost, president of Herbert H. Frost, Inc., for successfully adapting Bakelite to the manufacture of loud-speaker horns, silver loving cup; Bernays Johnson, for his "Radio Ear" and "Loud-speaking Crystal Set" inventions, two silver loving cups; Mrs. Frank L. Savage, for her unique portable antenna inventions, silver loving cup; Paul McGinnis and J. F. Maher, for their "Filter Tuner" inventions, which they have donated to the enthusiasts of the world, a gold medal.

The judges in this contest were Edgar James, of the Freed-Eisemann Radio Corp., chairman; H. H. Roemer, Zenith Radio Corp.; Harry Marx, technical editor, Radio Digest; Major J. Andrew White, well-known radio authority.

The awards in the "New Announcers" contest were as follows: First, E. W. Kersten; second, Archibald Colby; third, John J. Kelly. The judges were Edgar James, E. C. Raynor, Major J. Andrew White, Arthur Freed and Louis Reid. A silver loving cup was also awarded to Mr. James by the directors of the First Radio World's Fair as a token of appreciation for the ultra valuable service which he rendered to the various departments of the exposition.

The awards in the First Radio World's Fair Amateur Set Builders' Contest were as follows: Contest No. 1—First, John Willow; second, Oliver B. Parker; third, Magnus N. Dolan; fourth, George Raphalian; fifth, Fred. C. Matthews; sixth, R. G. Fehrens; seventh, C. L. Lockwood; eighth, Chas. E. Epworth; ninth, J. Howard Bennett; tenth, Alexander Deron; eleventh, Elmer J. Maderer; twelfth, Mrs. W. A. Judd.

Prizes awarded in Contest No. 2—First, John H. Hartley; second, Charles G. Slater; third, August Singleman; fourth, Albert Boam; fifth, George Zarris; sixth, Chas. H. Benoit. Special prizes—First, Helen Giles; second, Ivan T. Nedland; third, Robert Goebel; fourth, Alfred Savastand. Prize for originality—Leo Abrams. Prize for neatness—Edward A. Torbeck. The judges were Edgar James, chairman; E. T. Flewelling, H. H. Roemer and Harry Marx.

An Impressive Demonstration

At the annual convention of the Association of Electragists held at West Baden, Ind., recently, a five-tube Fada neutrodyne, operated by R. M. Klein, general manager of F. A. D. Andrea, Inc., gave a very interesting demonstration. The first station brought in was WGN from Chicago, and the entire delegation at the convention listened to the soprano aria from "Rigoletto." No power amplifiers were used, sufficient volume being obtained from the receiver itself to fill the large hall.

This demonstration was particularly interesting in view of the fact that it was given in the mammoth Pompeiian Room at the West Baden Springs Hotel, one of the largest circular halls in the world. It is stated that this is one of the few times where a regulation standard set has been used in such a large auditorium without the aid of power amplifiers.

Falls Music Co. Chartered

Niagara Falls, N. Y., October 8.—The Falls Music Co. was recently incorporated at Albany, with a capital stock of $10,000 to deal in musical instruments of all kinds and radio receiving sets. J. B. Hildred and J. S. O'Donnell are the incorporators.

HAROLD BOLSTER,

on behalf of the Principal Radio Manufacturers and Dealers of America

Presents —

This greatest radio show ever held will be *profit-sharing with exhibitors*

Special Election Week Program Features

Featuring, *in advance*, the most striking developments in the Radio art and the Radio industry for the coming year

—Receiving Set Models for 1925

—Phonograph Radio Combinations for 1925

—Improved Equipment for 1925

(Main and Mezzanine Floors)
NEW YORK CITY
"The World and his Girl will be there"

American Radio Exposition Company

Director: HAROLD BOLSTER *General Manager:* J. C. JOHNSON
522 FIFTH AVENUE, Telephone: Vanderbilt 0068 NEW YORK

General Betterment in the Indianapolis Territory Is Noted by All Trade Factors

Higher Priced Machines Moving in Satisfactory Manner—Radio-Phonograph Combinations in Popular Favor—Retail Trade Preparing for a Busy Fall and Winter Season—Month's News

INDIANAPOLIS, IND., October 8.—The cold, snappy days of Fall have served as a stimulant to local dealers, and a general betterment is evinced in every line of the talking machine trade. Whether it is the psychological effect or that people are just ready to buy, there is a more general sales trend.

The Brunswick Shop reports September sales as very favorable. The better-priced machines are moving. The Brunswick-Radiolas that this store handles are enjoying a healthy sale.

F. X. Donovan, manager of the phonograph department of the Pearson Piano Co., reports sales in instruments about on a par with last year, with a tendency for an increase. Prospects at this store are especially bright for future business. The Radiola line is moving extremely well. All records are ahead of their last year's sales. A great many sales at this store are made through the neat and clever window displays featuring each week some special merchandise; at present the Radiola products are being featured in all window displays.

H. E. Whitman, manager of the Circle Talking Machine Co., reports talking machine sales as a little below their last year's record. This store handles the Victor and Edison lines. In commenting on the situation Mr. Whitman expressed the opinion that October sales as anticipated will equalize the year's record. Records at this store have moved well despite lack of talking machine sales. Talking machines at the Indianapolis Music House, according to Hal P. Shearer, are fair.

The Rapp & Lennox Piano Co. announces its entrance into the talking machine field and will handle the Sonora line. This store will handle, in addition, the Ware Radio Corp. products.

P. W. Willis, of the engineering department of the Victor Talking Machine Co., presided at a meeting of local talking machine dealers, held at the Indianapolis Music House, and gave a technical discussion on electric motors. Mr. Willis also held a day's school of instruction for all repair men of the local talking machine houses. Accompanying Mr. Willis were G. A. Jennings and Gus Mayer.

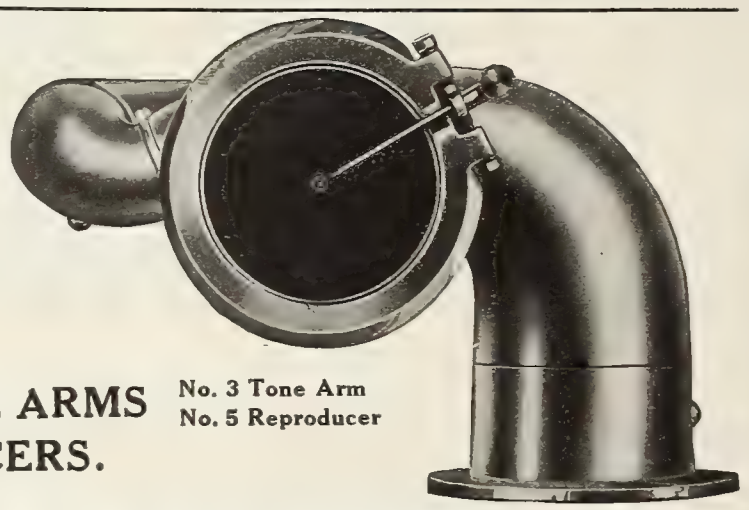
Frederick Pullen, sales manager of the Phonograph Corp. of Indiana, handling the Edison line, reports dealers in this territory as moving more merchandise than formerly, with an indication of surpassing last year's record. The movement of Edison records is on a par with the same period of last year. Mr. Pullen announced that T. Fitzgerald, associated for several years with the factory department of the Edison Corp., is to take charge of the credit department of the local Edison headquarters. R. R. Karch, of the Edison factory, was a visitor to this territory recently.

Indications seem to point to strong sales of radio during the Fall and Winter seasons. Interest throughout the trade seems to be greater than in former years. Those dealers who have their ear to the ground for the change of public fancy are therefore preparing themselves in the radio line.

Recent local visitors include B. K. Van Korn, Cheney distributor for this territory, and Paul Baerwald, general sales manager of the Wall-Kane Needle Mfg. Co.

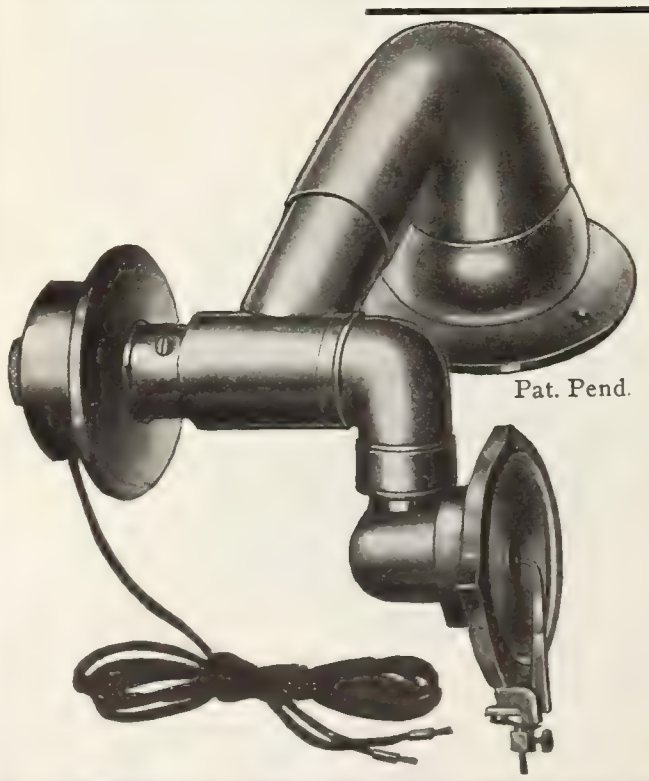
ARE *YOU* PREPARED FOR THE FALL BUSINESS?

For better interpretation of records produced by the world's greatest artists *use*
MUTUAL TONE ARMS and REPRODUCERS.



No. 3 Tone Arm
No. 5 Reproducer

RADIO COMBINATION TONE ARM



Pat. Pend.

Simplicity of operation is the outstanding feature of this outfit. By throwing back the sound box you have it in radio position.

No Adjustments Necessary.

MUTUAL PHONO PARTS MFG. CORP.
149-151 Lafayette Street, New York City

DISTRIBUTORS
The Russell Gear & Machine Co., Ltd.....1209 King St., West, Toronto, Can.
Industrias Unidas, S. A.....Balderas 110, Mexico City, Mexico
Targ & Dinner.....229 W. Randolph St., Chicago, Ill.

Jewett Plans Additional Plant at Pontiac, Mich.

Site Recently Purchased for $35,000 Factory to Be Built in Spring—To Augment Large Facilities at Allegan, Mich.

PONTIAC, MICH., October 7.—The Jewett Radio & Phonograph Co. has purchased a factory site here and expects to build the first unit of what will eventually be its main plant at a cost of $35,000. E. H. Jewett, president of the company, declared recently that operations will either be begun within three weeks or not until next Spring. The wait until Spring may be necessitated because it will be difficult to move in the Winter. The site was purchased for a consideration of $16,500 from Charles S. Cole and D. W. Green, of Detroit. It is situated on Orchard Lake avenue, just inside the city limits, at the intersection of the Sylvan Lake road. There are five and one-half acres included in the plot.

With a plant now in operation at Allegan and a warehouse at Detroit, the Jewett Co. is still in need of room to carry on its production of the Jewett Superspeakers and other radio equipment. The building which will be erected here will be 50 by 200 feet, two stories in height and affording 20,000 square feet of floor space. There will also be a power unit. The cost is estimated at $35,000. The company will employ 150 persons here.

There will be room for seven other units on the property purchased here and Mr. Jewett said to-day that, in case more expansion becomes necessary, there is other land which may be added.

R. B. Norton in New Post

R. B. Norton, for several years representative in Michigan for the Federal Tel. & Tel. Co., is now associated with the Jewett Radio & Phonograph Co. as a general field man. Mr. Norton is now traveling the Northwest in behalf of the Superspeaker, the Parkay radio cabinet and the Micro-Dial. His wide experience in the trade and his knowledge of dealer problems insure his success.

To You and Yours from Across the World

THE air holds no secrets from the *Mercury*. With incredible sensitivity and matchless fidelity of reproduction this instrument searches keenly the vast reaches of the ether at the touch of a finger.

Here is an ever-ready flood of crystal-clear melody totally without distortion. Here also are an exactness and simplicity of tuning which have been hoped for but previously never achieved.

The *Mercury* Broadcast Receiver is fortunate in that it appeals as much to the seasoned radio enthusiast as to the public at large. The wonderful performance of the *Mercury* is fittingly crowned by a physical beauty worthy of the finest home.

MERCURY RADIO PRODUCTS CO. - 50 CHURCH ST., NEW YORK CITY

Our proposition will interest good talking machine dealers. Write for it today

MERCURY

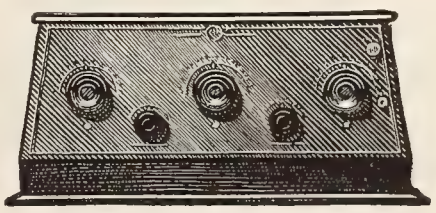
BROADCAST RECEIVER

Licensed under Grimes Patents—issued and pending

"*The* STRADIVARIUS *of* RADIO"

TECHNICAL

Highest existing development of Grimes Inverse Duplex System. Four tubes reflexed and equal to six straight (two-tuned radio frequency, tube detector and three stabilized audio frequency). Operates from loop (furnished) also indoor or outside antenna *without change in set.* "Last word" low-loss engineering at every point.



APPEARANCE

Solid American Walnut Cabinet. Hand rubbed *genuine* piano finish. Inclined panel of heavy-gauge, etched ordnance bronze. Set rests on felt protecting buttons. Balanced panel arrangement of controls. All "A" and "B" dry batteries self-contained. Price, with loop; but *without* tubes and batteries $165.00 list.

INVERSE DUPLEX SYSTEM - INSURES NATURAL TONE QUALITY

Increase in Talking Machine Sales a Feature of the Trade in Cincinnati

Business Revival Manifests Itself With the Opening of Fall—Wholesalers Prepared for Heavy Ordering by Dealers—Good Demand for Radio-Phonograph Combinations—Month's News

Cincinnati, O., October 7.—The talking machine dealers in Cincinnati report that their sales are on the increase at the present time and they feel that the last three months of the year should bring a large volume of business. One encouraging feature at the present time is the increase in sales of talking machines. Sales of machines have been quiet since last Spring, and the latter part of September brought the first sign of returning business. Records have been selling remarkably well all through the Summer and early Fall, and practically every retail dealer has ordered a large stock for the late Fall and early Winter.

The sales of talking machines are less than they were at this time in 1923, but, in view of the industrial situation and conditions in other trades, sales have been about normal. Jobbers have been putting in stock large quantities of machines in anticipation of a large business during the two months preceding the holidays. The call from the dealers for machines, however, has been rather heavy and a great deal of goods has been moved out of the warehouses of the jobbers. Inquiry among dealers shows that they expect the record business during the next three months to be equal to or better than during the corresponding period of 1923, if the demand continues to improve.

Good Sales of Brunswick-Radiola

The Otto Grau Piano Co. states that it is having splendid success with the Brunswick-Radiola. During the past week its entire display window was devoted to the Radiola and the company ran large newspaper advertisements featuring this combination machine. In fact, the Brunswick dealers in Cincinnati have been especially active since the Radiola has been placed on the market and have co-operated to a remarkable extent in newspaper advertising. All of the dealers report that they are well satisfied with the sales of the Brunswick-Radiola, and that the only problem that faces them is obtaining a sufficient number of machines.

Edison Dealers Meet

The Phonograph Co., Edison distributor in Cincinnati territory, reports that its business during September held up to a high point. The outstanding feature of the month was the dealers' meeting, which was held at the Hotel Gibson in this city on September 29. C. Karsch, sales manager of Thos. A. Edison, Inc., and R. E. Titsworth, special representative of Mr. Edison, were the speakers at this meeting. Dealers were present from Ohio, Kentucky and Tennessee. Arrangements for the meeting were in charge of Mr. Oelman, manager of the Phonograph Co. An evening session on the same day was devoted to radio, with W. C. Von Brandt, of the DeForest Radio Co., and K. R. Moses, of the Crosley Radio Corp., as the speakers. In the evening the dealers visited broadcasting station WLW of the Crosley Radio Corp., while a special program was being broadcast. The Phonograph Co. reports that DeForest radio equipment is selling unusually well in Cincinnati territory.

Moves to Second Floor Location

The W. G. Woodmansee Piano Co. has moved from the ground floor of the building to the second floor. This concern retails the New Edison phonograph and the New Edison records.

Stages "Victrola Week"

The Rudolph Wurlitzer Co. staged a "Victrola Week" recently, which stimulated sales of Victor machines to a great extent. The display windows of the company were devoted exclusively to the showing of the twenty-one models of Victrolas and attracted much comment because of their beauty.

Satisfactory Columbia Business

Columbia Distributors, Inc., with headquarters at 224 West Fourth street, report that their business in the past few months has been entirely satisfactory. Miss Helburg, manager of the local office, states that business in both Columbia machines and records is improving steadily. J. E. Lasky, president of Columbia Distributors, Inc., was a recent visitor to the Cincinnati office, while C. F. Baer, manager of the Chicago office of the Columbia Phonograph Co., was another visitor. The Gift Shop has recently added a complete line of Columbia records and machines.

Addresses Victor Dealers

H. H. Murray, Camden, N. J., chief engineer of the Victor Talking Machine Co., was the principal speaker at a meeting of Cincinnati talking machine dealers who handle Victrolas,

(*Continued on page 74*)

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years Have Proved Outing Portables Are the Best

Sterling Roll & Record Co.
137 W. 4th St. Cincinnati, O.
Outing Distributor

"TRY US FOR SERVICE"

WE SERVE
OHIO·INDIANA·KENTUCKY
WEST VIRGINIA
WITH
HONEST QUAKER
MAIN
SPRINGS
AND
REPAIR PARTS
DISTRIBUTORS
ARTHUR BRAND & CO.
1618 VINE STREET
CINCINNATI, O.

"TRY US FOR SERVICE"

OKeh and Odeon Records

A WIDE-AWAKE, "go-getter" organization that is helping hundreds of OKeh and Odeon Dealers to build permanent, profitable businesses in the selling of these popular, fast-moving record lines.

Today is a good day for YOU to try
STERLING SERVICE

Wholesale Phonograph Division
STERLING ROLL and RECORD CO.
137 West 4th Street CINCINNATI, OHIO
Buy OKeh Needles—They Keep Record Sales Alive!

The OHIO Talking Machine Co.
427-429 WEST FOURTH ST.
CINCINNATI, O.
VICTOR DISTRIBUTORS
SERVICE IS OUR WATCHWORD

Duo-Vox

BUSH AND LANE

"Better than a Phonograph"

with

RADIO

Model R 120, Mahogany or Walnut

A complete Duo-Vox Bush & Lane with the usual individual Duo-Vox lateral and hill and dale reproducers and the regular Duo-Vox tone arm, having, in addition, a full radio panel with loud speaker operating directly into the Duo-Vox tone chamber.

Style "R 120" and other Duo-Vox Bush & Lane Radio models can be equipped with any of several standard makes of radio panel with either outside antenna or inside loop antenna.

Duo-Vox Bush & Lane sound reproduction yields a richness of detail and tonal beauty that unfailingly attracts preference.

Full line of console and upright models.

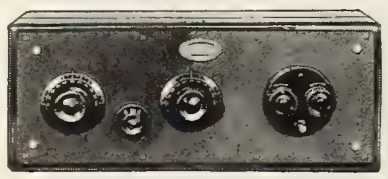
Write for Literature

BUSH & LANE PIANO COMPANY

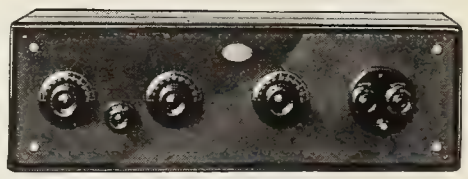
HOLLAND MICHIGAN

ATWATER KENT

RECEIVING SETS



Model 19-$85



Model 20-$100

Model 10-$85

Model 12-$105

Model 9-$65

When you stock ATWATER KENT Radio you also stock a franchise of public good-will

TWENTY YEARS before the first radio broadcasting station was opened, the "ATWATER KENT" name plate on an electrical precision instrument was accepted by the buyer as an assurance of quality. This buyer confidence, unbetrayed for a quarter of a century, goes far toward making ATWATER KENT Radio self-selling and is a definite asset to any radio merchant.

ATWATER KENT Receiving Sets and Loud Speakers make satisfied customers. The sale of one ATWATER KENT instrument leads to the sale of another just as surely as noon-day follows dawn.

Send for descriptive literature and dealer price list.

ATWATER KENT MANUFACTURING COMPANY - *4725 Wissahickon Ave.,* - PHILADELPHIA, PA.

THINK OF WHAT IS BACK OF IT

ATWATER KENT

LOUD SPEAKERS

ATWATER KENT Loud Speakers mean increased sales for you

A GREAT many of your customers will buy radio on its reputation, on a friend's advice, on your salesmanship; or perhaps on all three.

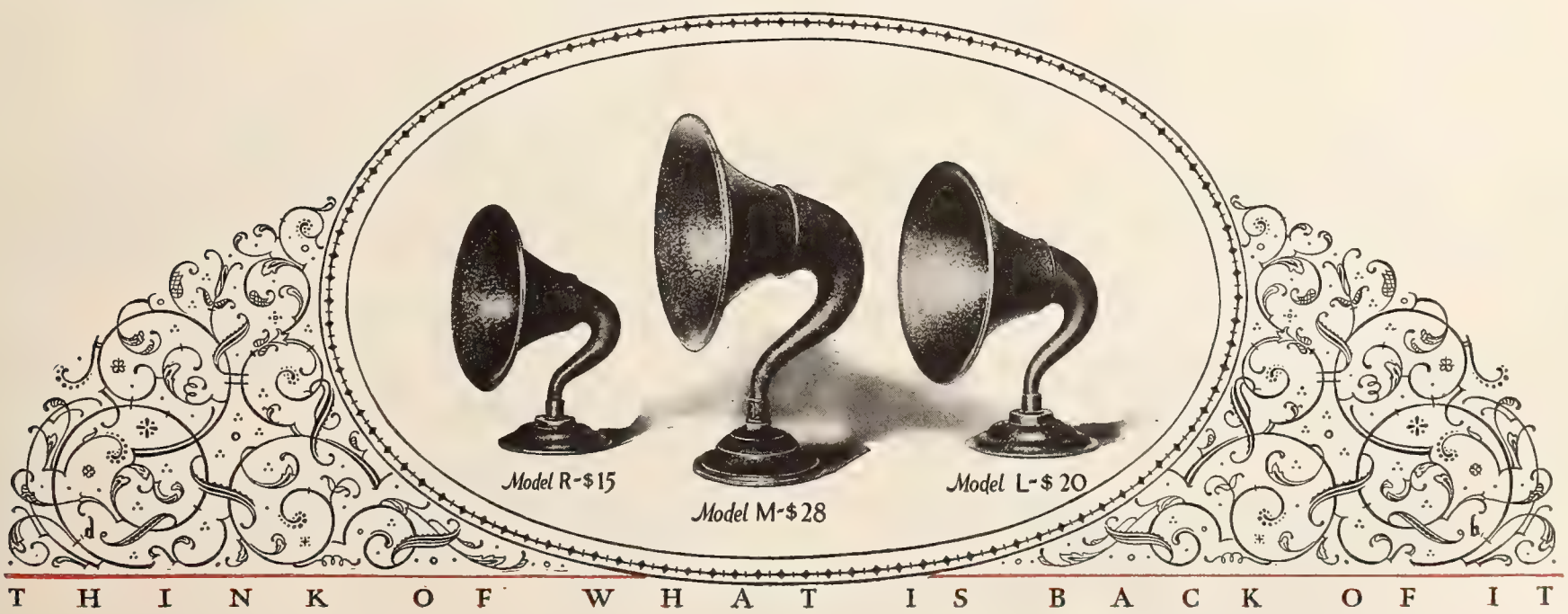
But a Loud Speaker;—that's different. There is where your customer, to a great extent, does his own choosing. The Loud Speaker must not only sell itself, (on performance) but is also a potent factor in selling the Receiving Set.

With this thought in mind, ATWATER KENT Loud Speakers represent the best skill of our laboratories. Their exquisite fidelity of reproduction, rich tonal quality and freedom from distortion constitute a selling argument your customer will readily understand.

Do not overlook the tremendous sales momentum embodied in ATWATER KENT Radio. Prestige plus Publicity! A quarter-century of reputation for excellence plus a powerful advertising campaign now running in full-page space in nineteen national magazines.

Send for descriptive literature and dealer price list.

ATWATER KENT MANUFACTURING COMPANY - *4725 Wissahickon Ave.,* - PHILADELPHIA, PA.



THINK OF WHAT IS BACK OF IT

GRIMES INVERSE DUPLEX

List Price - $85.00

DEALERS:

This proposition is absolutely the outstanding money-maker of the season

SATISFIED CUSTOMERS

PROTECTED SALES POLICY

PLUS

REMARKABLE DISCOUNTS

are the principal reasons

H.P. BARAN & CO.

· 247 · PARK AVE · NEW YORK ·

BEST IN RADIO

Telephone, Vanderbilt 6310-1-2

Silver Voice Loud Speaker

The only rechargeable Dry Cell Storage Battery.

Rechargeable six to eight times.

Just attach to your electric light socket, recharging then costs two cents.

SEE US AT THE GRAND CENTRAL PALACE SHOW

Cincinnati Trade Activities

(*Continued from page* 70)

which was held at the Hotel Sinton on September 26. The meeting was called by the officials of the Ohio Talking Machine Co., Victor jobber in Cincinnati territory, and its purpose was to familiarize all dealers and their organizations in this territory with the operation of electric machines, and to explain their technical side. It is believed that if the buying public can be shown how simple it is to operate machines it will be an added selling factor.

Brunswick Dealers to Meet

A meeting of the Brunswick Retailers' Association is scheduled to be held here this month. This organization was formed several months ago to promote better merchandising of Brunswick machines and records. Its members pledged themselves to a high standard of advertising. E. M. Abbott, president of the E. M. Abbott Piano Co., is president of the Association.

The Brunswick Shop reports that its first month's business has been most encouraging. Louis Ahaus, president of the company, has one of the most beautiful retail stores in the Middle West, and has the only retail shop in Cincinnati devoted exclusively to one line of talking machines. Mr. Ahaus was formerly manager of the talking machine department of the Otto Grau Piano Co.

Okeh, Strand and Outing Sales Gain

The Sterling Roll & Record Co. reports that its sale of Okeh records during the month of September were way ahead of the same period during 1923. In addition the sales of Outing portables and Strand phonographs showed a nice increase over the previous month. Much emphasis has been placed by B. L. Brown, general manager of the company, on his new radio department, which is fully equipped to take care of the needs of dealers in Cincinnati territory.

The Sterling Roll & Record Co. plans to distribute complete receiving sets and panels for insulation in talking machines. It is at present marketing the lines of the Crosley Radio Co. and the Radio Improvement Co.

Ben L. Brown, general manager of the company, states that in their territory, while radio has had a substantial sale, it seemingly has not affected greatly the demand for talking machine goods. His company has increased its Okeh record business about 70 per cent over last year's maximum. Substantial increases are also recorded on phonographs and supplies.

Optimistic Feeling in Trade Circles

Dealer stocks in this territory are quite low and there is an optimistic feeling prevalent. All look for better business and advance preparations to care for it are now being made. The way business is now developing indicates a busy Fall and Winter trade in this territory.

Greater City Phonograph Co. cordially invites all radio and music dealers to an exhibition of

The INVERSE DUPLEX

Insures Natural Tone Quality

LICENSED UNDER PATENTS ISSUED AND PENDING

Radio Sets Produced by David Grimes, Inc.

Authorized Factory Distributors

GREATER CITY PHONOGRAPH CO.

234 West 39th Street Telephone Fitzroy 1446 New York, N. Y.

Type 3XP—Official Laboratory Model

A Message

Announcing the New Grimes Inverse Duplex-Super-Reflex

The latest product offered to the public by DAVID GRIMES, Inc., is type 3XP. Not only does it offer value but decided economy through patents that give the most desired in Radio.

DAVID GRIMES, Inc., is a strong organization from both financial and manufacturing standpoints. The laboratories of the company are modernally equipped for extensive research and development. They are under the personal direction of David Grimes and a competent staff of engineers.

It is the purpose of the company to provide for the first time the GRIMES SYSTEM at a

POPULAR PRICE—PLUS QUALITY

The INVERSE DUPLEX

Insures Natural Tone Quality

LICENSED UNDER PATENTS ISSUED AND PENDING

- Marked selectivity.
- Simplicity of tuning.
- Three tubes equal six.
- No tube hum.
- Three 201-A or UV-199 tubes.
- Two stages of tuned radio.
- A fixed detector.
- Three stages of audio.
- Three dial control.
- Does not re-radiate.
- Suspension sockets eliminating microphonic noises in A and B batteries, housed within the cabinet.
- Will operate on indoor or outdoor aerial.
- Standard approved parts throughout.
- Mahogany cabinet (English Brown) hand rubbed finish.
- A and B batteries within cabinet.
- Loud speaker reception.

Retail Price Without Accessories **$85.00**

DISTRIBUTORS' TERRITORY OPEN

FOR FURTHER INFORMATION, APPLY TO YOUR JOBBER OR DIRECT TO

DAVID GRIMES, Inc.

1571 BROADWAY **Strand Theatre Building** **NEW YORK, N. Y.**

Live Zenith Radio Jobber Utilizes Road Signs

W. H. Rowerdink & Son, Rochester, N. Y., Are "Broadcasting" Zenith Merit

Rochester, N. Y., October 4.—W. H. Rowerdink & Son, of this city, well-known jobbers, have experimented this year in advertising Zenith radio products on printed bulletin boards on all

W. H. Rowerdink

the main highways leading into Rochester. This company has been doing splendid work as a Zenith jobber, and its publicity in behalf of Zenith products is meeting with signal success.

Ten boards are used to flash out to all who travel the highways that Zenith long-distance radio sets have many distinctive features. The company is also featuring the time payment plan, which is becoming very popular. In addition to these ten country boards, W. H. Rowerdink

Rowerdink's Attractive Zenith Billboard Publicity

& Son have five illuminated boards in the city of Rochester on the main arteries leading to Main street. The color combination of these boards is very effective at night and the word Zenith is visible at a considerable distance Rowerdink & Son have also used newspapers very extensively in connection with their publicity work, with the idea of bringing to the attention of the public the true educational and entertainment value of radio. This newspaper advertising has been used early in the season to enable the trade to capitalize on the advertising at the peak of the buying season.

This enterprising concern has been in business in Rochester for the past thirty-five years and is well known throughout the city. During the past six or seven years it devoted most of its time to the automobile accessory business, and about two years ago decided to become radio jobbers in addition to its other activities. The company has been very successful as a radio distributor, and H. J. Rowerdink, president and general manager of the company, has developed an efficient sales organization that is establishing Zenith dealers.

Victor Co. Earnings Show Big Increase Over 1923

Net Earnings for First Six Months of This Year Were From 17 to 20 Per Cent More Than in 1923, Declares President Johnson

Camden, N. J., October 1.—Net earnings of the Victor Talking Machine Co. during the first six months of 1924 were from 17 to 20 per cent more than in 1923, according to Eldridge R. Johnson, president of the company, who returned last week on the "Majestic" from a business trip abroad.

"We expect this percentage to hold good for the year. Our production is actually about 48 per cent ahead of a year ago, but our models are somewhat cheaper so that averages about the improvement in our earnings.

"Our big months, however, are ahead of us. October, November, December and January are really our best months."

Joseph Lawlor in New Store

Montclair, N. J., October 7.—Joseph Lawlor, talking machine dealer, formerly located at 338 Bloomfield avenue, is now at home in his new store at 404 Bloomfield avenue. The new location is an admirable one, being in the same building with the Wellmont Theatre, one of the largest in suburban New Jersey. In addition to the complete Brunswick and Edison lines, pianos and small goods are carried.

RADIO SHOW *IN* BUFFALO

November 17-22 Inclusive

AUSPICES OF THE

Radio Dealers Association

OF WESTERN NEW YORK *and the*

Buffalo Courier—Buffalo Enquirer

This show, to be held in the largest auditorium in Buffalo, will add great impetus to this responsive market for radio.

Manufacturers—take this unusual opportunity to demonstrate your products to all radio Buffalo and Western New York. Reservations for floor space should be made at once. *Write or wire Buffalo Courier.*

Show Editions, Sunday Courier, November 16th, Buffalo Enquirer, November 17th. Forms close November 8th.

Anticipations of Busy Fall by Dealers in San Francisco Rapidly Materializing

Dealers and Wholesalers Report Increased Demand—Music Trades Association of Northern California Appoints Radio Committee—Planning for Music Week—Trade Activities of the Month

San Francisco, Cal., October 4.—The month of September saw an appreciable picking up in both the talking machine and radio business in this territory. Reports from the wholesalers and retailers coincide in that the expectations which were entertained as to a brisk Fall and Winter business have started to become realizations and from all sources come expressions of satisfaction as to the volume of business done during the past month. A greatly improved demand for records throughout the entire territory is reported by Robert Bird, of the wholesale Victor department of Sherman, Clay & Co. Mr. Bird recently returned from a vacation trip to Los Angeles and Riverside and he reports that everywhere he found interest in records on the increase, the demand for Victor records from the Bay section being especially good.

Music Trades Association Meeting

Matters of interest to the trade were taken up at a meeting of the Music Trades Association of Northern California, held recently, the president, Shirley Walker, of Sherman, Clay & Co., being in the chair. A radio committee was appointed to keep in touch with the problems of the members of the Association in radio. The committee consists of F. A. Levy, of the California Phonograph Corp., chairman; James J. Black, of the Wiley B. Allen Co., and H. A. Rehmke, of Sherman, Clay & Co. Another committee was appointed to investigate the matter of changing the interest of unpaid balances on instalment sales into a carrying charge.

Music Week Organization Started

Organization of San Francisco's 1925 Music Week was started recently with a luncheon, held at the St. Francis Hotel. Supervisor J. Emmet Hayden was chairman and the luncheon was attended by numerous citizens who have been working to further the cause of music. Several members of the music trades also attended the luncheon.

Nathan-Dohrmann Business Brisk

Both talking machines and records and the combination talking machine and radio unit have been selling well, according to B. R. Scott, manager of these departments at the Nathan-Dohrmann Co. The inexpensive models of talking machines have been in demand of late at this store and a special sale was held of this type of instrument. It did not, however, interfere with the sale of Victrolas and Cheney instruments, which are moving regularly. The problem of radio installation and service has been solved to a great extent by this company, which turns over a sold set to a company which specializes in installation and service. For the sum of $10 this concern installs the receiver and gives service for a period of thirty days, the time when most complaints are received.

Sales From Exhibits at State Fair

The annual State Fair, held last month at Sacramento, was the most successful ever staged. Henry Hauschildt, of the Hauschildt Music Co., which exhibited talking machines and pianos at the Fair, stated that business throughout the nine days of the event was good and a very fine volume of sales resulted.

Radio in All Sherman-Clay Branches

P. T. Clay, president of Sherman, Clay & Co., and L. W. Sturdevant, manager of the radio department of the company, recently returned from Fresno, Stockton and Sacramento, where they installed radio departments in each of the Sherman-Clay branches. Fred. R. Sherman, vice-president of the company, in discussing the taking on of radio, stated that success is crowning Sherman, Clay & Co.'s efforts. The public has been responding enthusiastically and the first radio advertisements brought a quick response.

New Music Store to Open Soon

The finishing touches are being put on the store at 34 Golden Gate avenue, which is to house the newly formed Modern Music House and School of Music. Ralph Eliaser, formerly manager of the H. C. Hanson Music House, states that he has consolidated with the Barbee Music Co. in opening the new store. The new firm will consist of E. Barbee and Eugene Shalk, of the Barbee Co., and Mr. Eliaser.

Brunswick Business Good

C. P. McGregor, manager of the Brunswick Co., states that business has picked up considerably and that sales of records are far in advance of last year. During the month of September more records were sold than during last December, the best month of the year. The Brunswick-Radiola combination is proving exceedingly popular.

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"
4 Years Have Proved Outing Portables Are the Best
Carl Florine
131 E. 4th Ave. Denver, Colo.
Outing Distributor

Concert Stimulates Record Sales

The concert recently given at the Scottish Rites Hall, by the Eight Popular Victor Artists, proved to be a most efficient stimulant to the sale of the records of these artists. All of the local Victor dealers co-operated with the appearance of the Victor artists and more than 35,000 folders were distributed. The Victor Co. also prepared folders for the opera season which closed recently. The folder gives the program, and the Victor records covering the same, while the cover features illustrations of well-known Victor artists.

Phonograph Shop Adds Brunswick

The Phonograph Shop, under its new management by Quarg Bros., is rapidly getting in shape. A sheet music department has been installed in the front of the store, the office being moved to the rear. The Brunswick line will be carried as the store's leader in the talking machine line. The DeForest and Magnavox radio receivers are also carried.

Outing Portables Popular

A feature of the talking machine business this year has been the excellent demand for portables. One of the leaders in these small instruments is the Outing portable, which is distributed in this territory by the Walter S. Gray Co., which has its headquarters in this city and Los Angeles. The demand for these small machines proves that they are an all-year-round proposition for live dealers.

City of Paris Enjoys Good Business

The City of Paris is doing a brisk business in both talking machines and radio receivers. The talking machine demand made itself manifest the early part of last month and has continued to date. The demand is a natural one and does not in any way interfere with the sale of radio sets, which are selling briskly without any dimunition. The combination sets have also been moving satisfactorily.

Leon Douglass Returns From Europe

Leon Douglass, honorary chairman of the board of directors of the Victor Talking Machine Co., recently returned from a prolonged tour of Europe, on which he was accompanied by his family. Leon Douglass, Jr., remained in Paris to continue his studies.

EIGHT POPULAR VICTOR ARTISTS
In Concert and Entertainment
Personal Appearance of
Eight Popular Favorites on One Big Program
A live attraction for live dealers and jobbers
Bookings now for season 1924-1925
Sample program and particulars upon request
PHILIP W. SIMON Manager
1674 Broadway New York City
Popular Ensembles including
Campbell & Burr - Sterling Trio - Peerless-Quartet

Brunswick Store Opening

Holyoke, Mass., October 8.—The Brunswick Phonograph Store recently held the formal opening of its new quarters at 283½ Maple street. The establishment carries the full Brunswick line, featuring the Brunswick-Radiola. The record library is most complete, including records in all languages of the following lines: Brunswick, Vocalion, Okeh and Odeon. Ten record demonstration booths, finished in old ivory, have been installed.

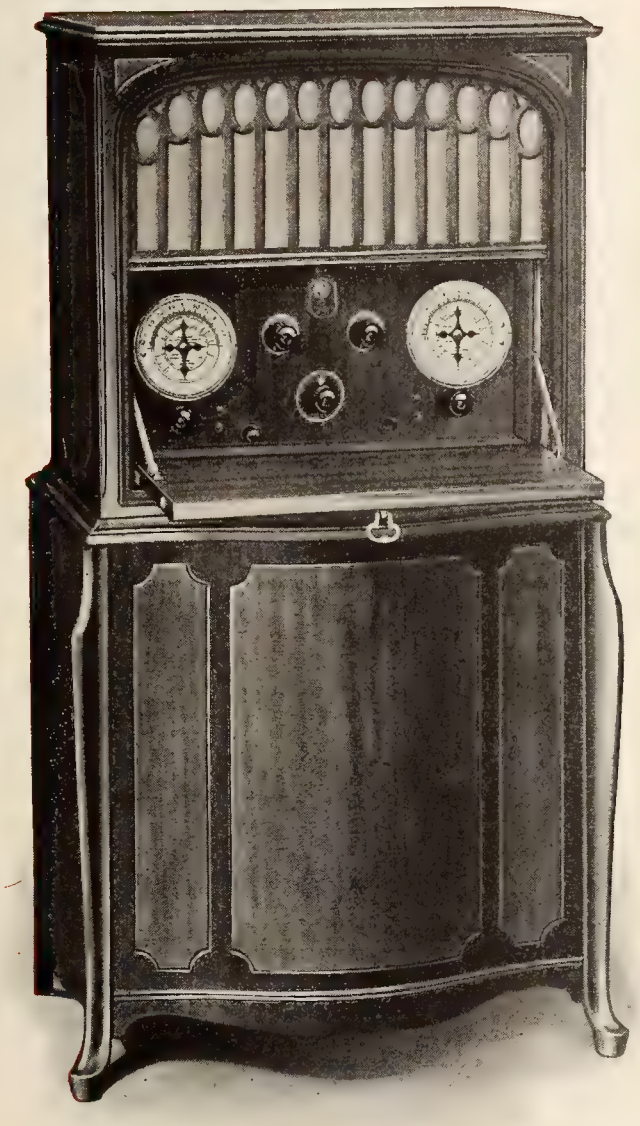
LATHAM

RCA

This symbol of quality is your protection.

Radiola

REG. U. S. PAT. OFF.



Radiola Super VIII is an improved Super-Heterodyne, known as second harmonic. COMPLETE except batteries, $425.

Sell Radio Receivers That Satisfy

As a dealer in high grade musical instruments can there be any doubt but that you are interested primarily in offering your trade the best the market affords in Radio Receivers?

The new line of R C A Radiolas incorporating the splendid Radiola Super-Heterodyne and Radiola Super VIII shown in the accompanying illustrations represent merchandise proven and accepted by the trade and public.

THE DEMAND IS HERE

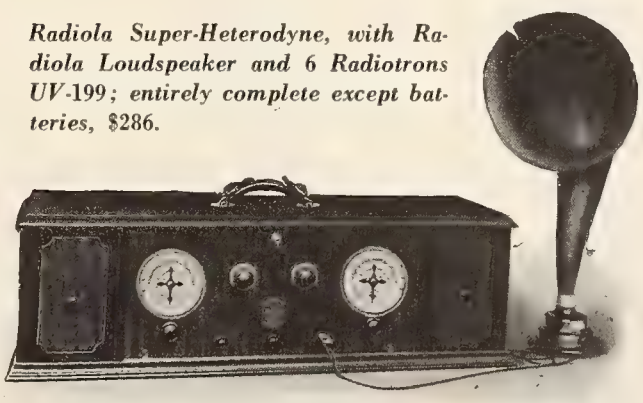
Do not delay placing your stock orders another day

Latham Service and Radiola Quality Will Stand the Test

May we assist you by offering constructive advice founded on facts and extensive experience?

E. B. LATHAM & COMPANY
550 PEARL ST., NEW YORK

Radiola Super-Heterodyne, with Radiola Loudspeaker and 6 Radiotrons UV-199; entirely complete except batteries, $286.



NEW YORK

Aiding Music Appreciation Through Medium of Radio

Caliber of Broadcasting Programs and Particularly Features to Promote Better Music Understanding of Benefit to Trade

Although the demand for radio receiving apparatus has undoubtedly interfered in some measure with the sale of talking machines and other musical instruments, temporarily at least, there is no question that radio has developed a strong tendency towards the promotion of musical appreciation throughout the land which must lead inevitably to the sale of musical instruments of various types in the future.

As it stands now, something over 80 per cent of broadcasting programs are given over to musical features ranging from dance orchestras to a rendition of the classics, and there is an increasing tendency among program arrangers to offer to radio audiences the type of music that is considered good and uplifting in character. The same home may, and quite frequently does, house a piano, a talking machine a violin or some similar small instrument, for the reason that these various instruments produce different types of music. The music of the radio also is different, and it is not to be expected that it will lead to the elimination of all those instruments that either produce or reproduce special types of music of themselves.

That the value of music is given full recognition by radio authorities is evidenced from the attention given to the musical training of the general public through the medium of various broadcast features.

In Kansas City, for instance, one of the broadcasting stations has been carrying on, and with considerable interest and success, a comprehensive course in piano playing. We cannot certify to the truth of the reports, but it is certain that some of the listeners-in have claimed to have received very satisfactory preliminary knowledge of piano playing through that means. It is to be assumed that the course has achieved results or it would not have been continued.

At another broadcasting station in the West, KDKA, Victor Saudek, director of the studio's symphony orchestra, is planning to give a series of short lectures on the various instruments that go to make up the orchestra, illustrating his talks with solos played on the instrument upon which the lecture is based. The course of lectures will be along the same lines as those delivered by Mr. Saudek at various high schools and colleges.

Period Vocalion Used in New Feature Film

Forms an Important Part of the Stage Setting of "Dangerous Money," a New Famous Players-Lasky Production Just Released

When "Dangerous Money," the big new feature film released by the Famous Players-Lasky, opens at the Rialto, October 19, a beautiful early Italian period Vocalion will be an important part of the striking stage setting that characterizes the film. Bebe Daniels, leading woman in the production, plays the part of a farm girl, "Cinderella," unexpectedly made an heiress by an unusual turn of Fortune's wheel. A trip to Italy follows. In the scenes laid in this locale with every interior detail authentic Italian in type, the seventeenth century Vocalion in that period strikes a harmonious note.

Special Radio Display Room

A new display room for radio goods is being built at the rear of the piano warerooms of Hardman, Peck & Co., 51 Flatbush avenue, Brooklyn, of which J. C. Franke is manager. The radio department will in the future be located on the rear mezzanine of the store with L. Cerf as manager.

Dixie Stars Make Their First Brunswick Record

Al Bernard and Russell Robinson, the famous Dixie Stars, have made their first Brunswick record, which is scheduled for release this month. These two artists are not new to the recording game, Al Bernard having long been known to

The Dixie Stars

record fans through his records of negro dialect songs. Russell Robinson was for years the accompanist of Marion Harris, also a Brunswick artist and vaudeville headliner.

The Dixie Stars, Al Bernard and Russell Robinson, will appear during the next ten months at all the broadcasting stations.

TRADE MARK
THE SYMBOL OF SERVICE

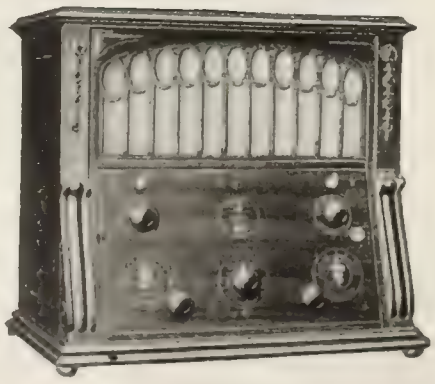
CONTINENTAL

"New York's Leading Radio House"

Well balanced service throughout the year

Radiola Super-VIII

RCA This symbol of quality is your protection



Radiola X

Concentration upon two fundamental ideas—a well balanced service throughout the year and standard products, has gained for Continental Radio & Electric Corporation considerable prestige and good will amongst radio dealers.

We wish to extend to the talking-machine dealers the same well balanced service and a complete line of standard products, the kind you will be proud to sell your customers.

The Radio Corporation of America (Radiolas) offer great sales possibilities. The handsome cabinet designs and beautiful finish lend an atmosphere of refinement and quality in any show rooms. You can be sure that "Radiolas" are the best that experience can build.

Our Service is your service—write to us or visit our demonstrating room at 15 Warren Street.

Distributors for Radio Corporation of America and other Standard lines.

CONTINENTAL RADIO & ELECTRIC CORPN.

Fifteen Warren Street New York, U. S. A.

2084-Q

Sell Tone Quality

in the Radiola Regenoflex

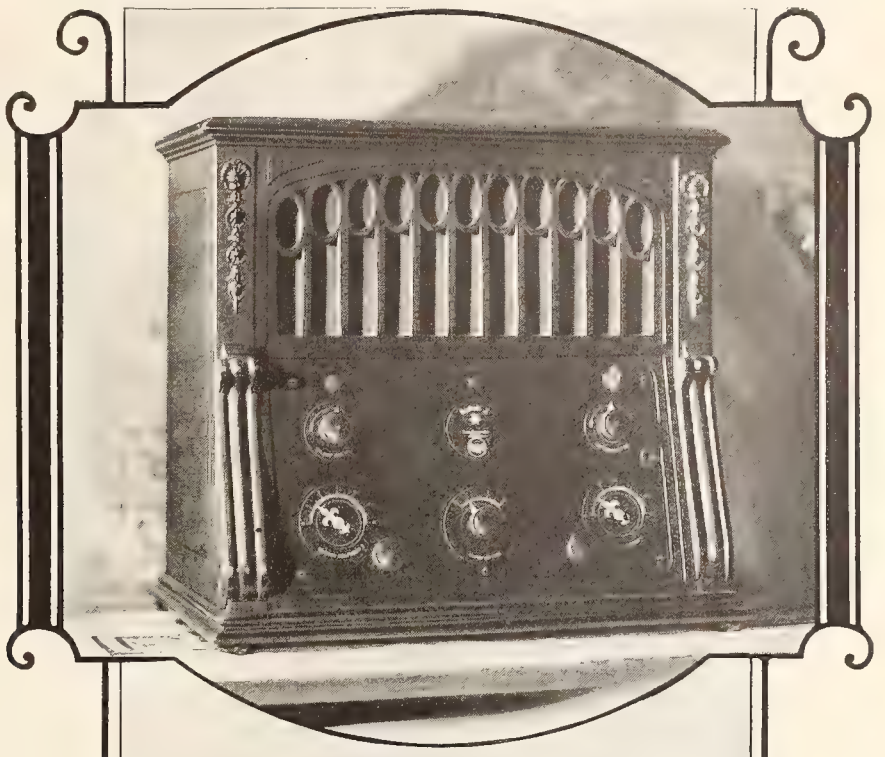
Every Radiola has its outstanding selling points. Strongest of all—and easiest to prove—is *tone quality*.

The Regenoflex circuit has other achievements to boast of, too. It gets big distance—it is non-radiating—it is extremely simple to operate, yet very selective. And it operates on dry batteries.

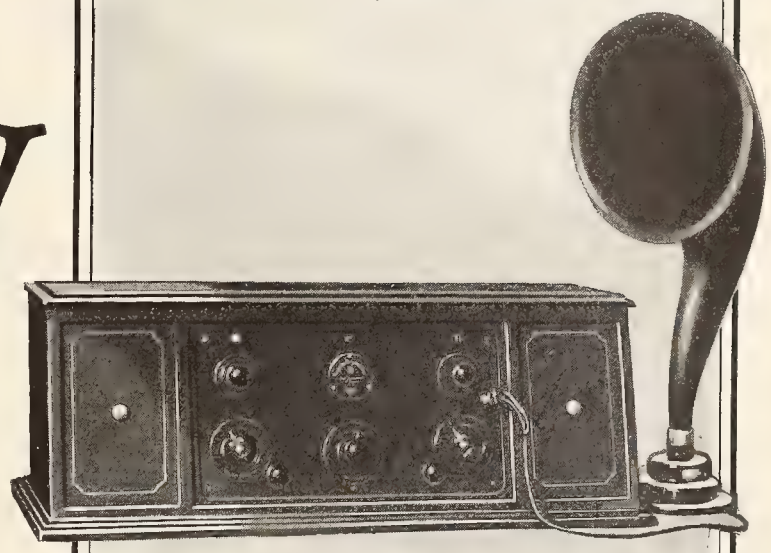
But above all, the universal appeal—especially to the phonograph dealers' customers—is a surpassing clearness and *reality* of tone, reproducing music and voice with perfect clarity and *sweetness*—and no background noises. And tone quality is the one big thing that *everyone* wants in radio.

"There's a **Radiola** *for every purse"*

Radio Corporation of America
Sales Offices: Suite No. 3610
233 Broadway, New York City — 10 So. La Salle St., Chicago, Ill.
433 California Street, San Francisco, Cal.



Radiola X
the Regenoflex circuit, richly cabineted, with its own loudspeaker enclosed—a special new loudspeaker gaining swift fame for its rare tone quality—
$245



Radiola Regenoflex, with Radiola Loudspeaker, and 4 Radiotrons WD-11; with space for batteries inside; (complete except batteries and antenna)
$191

Radiola Regenoflex is advertised for October with full pages in these magazines. Are your stocks ready to meet the demand?

Saturday Evening Post, Literary Digest, Popular Science Monthly, American Boy, Atlantic Monthly, Harper's Magazine, Scribner's Magazine, Popular Mechanics.

This symbol of quality is your protection

Radiola

REG. U. S. PAT. OFF.

Satisfactory Business Features the Opening of Fall in Denver Territory

Improvement in General Industrial and Agricultural Conditions Reflected in Improved Trade—Dealers Cash in on Concerts by Record Artists—Good Portable Sales—The News

Denver, Colo., October 7.—A brisk Fall business is anticipated by the talking machine trade of this city, and the business accomplished during the month of September in both talking machine and radio lines leaves little to be desired. There are a number of reasons for the marked increase in business. First and foremost, general conditions throughout the State have improved considerably, the oil situation is much better than it was and the farm crops were never better. In addition to this, the evenings are getting cooler, bringing a desire to stay at home, and also improving the reception of radio programs. No matter to what cause one attributes the improvement in business, the fact remains that the sales totals in all lines have increased materially over last month and the outlook is excellent.

Dealers Back Artists' Concert

The concert given at the City Auditorium by the Eight Popular Victor Artists was successful from every angle. A great share of the credit for the success of the affair must be given to the Victor dealers in the city who co-operated to bring about the concert and it was their united efforts which afforded the music lovers of the city with a real musical treat. Among the dealers who sold tickets and built up an advance sale of $10,000 for the concert were Daniels & Fisher, Denver Music Co., Laman & Johnson Music Co., Knight-Campbell Music Co., Sharp Music Co., Charles E. Wells Music Co. and the Denver Dry Goods Co.

Bright Portable Outlook

Carl Florine, distributor for the Outing Talking Machine Co., Inc., manufacturer of the Outing portable instruments, reports a continued demand. While it is true that the Summer months and the holiday season are the peak periods for this type of instrument, and the past Summer was no exception concerning portable machines, not a few sales were made. This type of instrument is now one of the most consistent "sellers" throughout the entire year. Indications point to an excellent demand for the Outing during the remainder of the year.

Cashing-in on Radio

The Denver Music Co., handling the Crosley, Zenith, Freed-Eisemann and Sonoradio in its radio department, under the management of Howard Sanders, reports business brisk. One of the chief factors in the success of this company in handling radio is the service which it gives to the radio buyers. It was decided when the department was inaugurated that radio sets would be treated in the same manner as the other merchandise sold by the store. As an example, if a player-piano is sold, one of the salesmen calls at the home of the customer and initiates him in the fine points which make toward a better understanding and enjoyment of the instrument. Similar service is extended to purchasers of radio sets; a salesman calls at the purchaser's home and stays with him until he tunes in and is able to enjoy the radio programs and secure the reception of which the set is capable. That this service is appreciated is evidenced by the success which the store has achieved.

Featuring Brunswick-Radiola

The Brunswick-Radiola combination unit has proved extremely popular with Brunswick dealers in this section. The Charles E. Wells Music Co. has been featuring this unit in its windows. An instrument in operation was placed on a revolving turntable. The display resulted in many inquiries.

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years Have Proved Outing Portables Are the Best

Walter S. Gray & Co.
1054 Mission St. San Francisco, Cal.
Los Angeles, Portland, Seattle Outing Distributor

Teagle Co. of Cleveland, Announces the Dulce-Tone

New Device for Utilizing Reproducing Facilities of Talking Machines for Radio Reception Made in Two Models

Working for nearly a year in conjunction with the engineers of one of the leading talking machine manufacturers, the Teagle Co., of Cleveland, O., has perfected a new instrument

The Dulce-Tone

for adapting the fine reproducing qualities of talking machines for the reproduction of radio programs. The Teagle device is known as the Dulce-Tone. It is in no sense a phonograph attachment, as it is used and laid aside as easily as a record, thus keeping the talking machine instantly interchangeable for use for records or radio without the removal of sound box or change of any part, it is claimed. To operate the Dulce-Tone it is only necessary to place the instrument on or beside the turntable of the talking machine, place the needle in the groove in the vibrating reed of the Dulce-Tone, plug into the audio amplification of the radio set like any loud speaker and tune in as usual.

The new Dulce-Tone requires no special wiring or special battery connections. It obtains its power entirely from the standard battery connections of the radio receiving set.

Dulce-Tone is made in two models. These are not interchangeable. Model "V," which has a special tension control device, is designed solely for use on all Victrolas. Model "S" is designed for all other makes of talking machines.

Marasak Appointed Manager

Charles Marasak was recently appointed manager of the talking machine and radio departments of Weil Bros., large furniture store at 2252 Third avenue, New York.

Make Money and Friends Selling This New Cabinet

Illustration above shows this new UDELL cabinet is a beautiful piece of furniture, worthy of the finest home. At right note ease and convenience of using it every record indexed by name and number.

THE UDELL FlexiFile Cabinet fulfills BOTH of these important requirements—(1) a practical, convenient system of filing records, (2) in a cabinet of distinguished beauty, attractive design, superior construction.

This cabinet holds 100 records—10 in each of 10 cloth pockets—and each record in a special heavy paper envelope, numbered from 1 to 100. They are ALL instantly available—all right at your finger-tips. Just the height of the popular console models.

FOR TALKING MACHINE RECORDS

The UDELL FLEXIFILE

Dealers everywhere are finding this new cabinet easy to sell. It fills a real need. Its usefulness is easily demonstrated. Its beauty is noteworthy. Its price is most reasonable. Its margin of dealer profit is more than fair. Write today for catalog and discounts.

The Udell Works, Inc., 28th at Barnes Ave., Indianapolis

Millions of FADA Advertisements Every Month

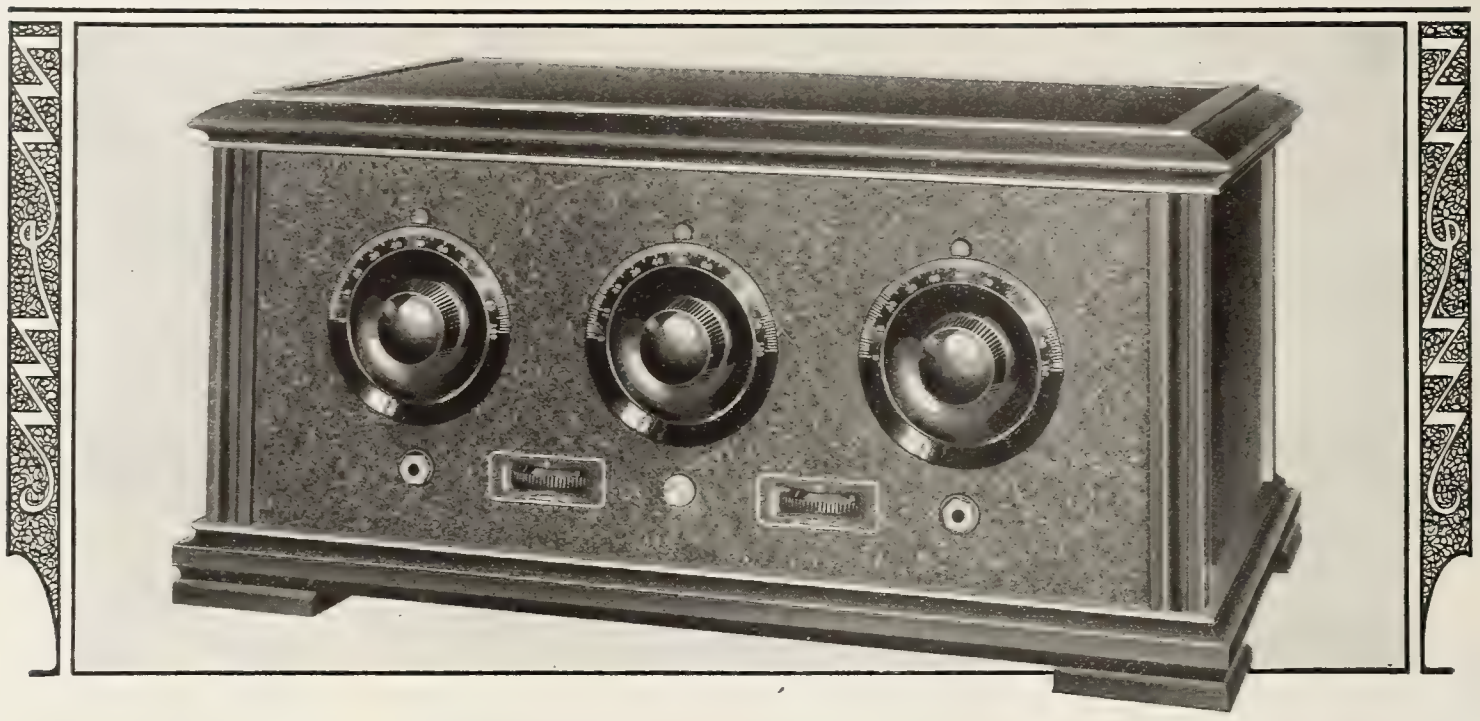
THE September 27th issue of *The Saturday Evening Post* will carry the full-page announcement (reproduced above) of the complete line of FADA Neutrodynes. This *Saturday Evening Post* advertisement is the opening gun of a *Post* campaign, to be followed by a full page in October and another in November. The *Post's* circulation and sales influence are known and proved to be tremendous sales incentives.

Back of *The Saturday Evening Post* stand the ranks of the tried and true sales getters in the radio field with their valuable reading public—*Radio News, Popular Radio, Radio Broadcast, Radio, Radio in the Home, Wireless Age, Radio Digest, Amateur Radio* and the *Citizens' Radio Call Book*. That means a FADA advertisement in every copy of every magazine in the list—millions of FADA advertisements each and every month. Arrange your plans to get your share of the sales this advertising will create. Stock the entire FADA line and reap the profits. Get in touch with your distributor or write us for full information regarding the line.

F A. D. ANDREA, INC., 1581 Jerome Avenue, New York

EISEMANN

ELECTRICAL EQUIPMENT



The Measure *of* True Worth

SPECIFICATIONS

Circuit: Two stages of tuned radio frequency amplification, detector and two stages of audio frequency amplification. Non-oscillating.

Tubes: Five in all. Jacks provided for either five or four tube operation.

Batteries: Either storage or dry-cells.

Cables: Complete set supplied for "A" and "B" batteries.

Wave lengths: 200 to 600 meters, with uniform efficiency of reception.

Aerial: 75 to 125 feet, single wire.

Panel: Aluminum, with attractive crystal black finish. A perfect body capacity shield.

Dials: Sunken design. Shaped to fit the hand and permit a natural position in tuning.

Rheostats: Adequate resistance for all standard base commercial tubes.

Condensers: Single bearing, low leakage losses.

Sockets: Suspended on cushion springs which absorb vibrations.

Cabinet: Mahogany, with distinctive lines and high finish. Ample space provided for "B" batteries.

EFFICIENT performance, attractive appearance and moderate price are the three basic elements that comprise value in a receiving set, as in any other article. Trick names and catch phrases, used to designate circuits, mean little and often confuse the buyer.

All three essentials are combined in the Type 6-D Receiver.

Performance: Extraordinary selectivity widens the choice of programs. In close proximity to powerful stations, the sharpness of tuning is marked. Far distant points are received with unusual clarity and volume. Tuning is very simple. The three dials are closely matched at all wave lengths, and settings are easily memorized.

Appearance: The substantial mahogany cabinet, with distinctive lines and high finish, is a fitting addition to the living room or library. The symmetrical panel layout and interior construction bear the imprint of advanced thought and skilled workmanship.

Price: $125.00, without tubes and batteries, creates a new standard of value.

EISEMANN

EISEMANN · MAGNETO · CORPORATION

General Offices: 165 Broadway, New York

DETROIT · SAN FRANCISCO · CHICAGO

First Radio World's Fair a Huge Success

One Hundred and Seventy-five Thousand Visitors Crowd Madison Square Garden and the Armory in New York During Week of Show to View Almost 200 Splendid Exhibits of Leading Manufacturers

The first Radio World's Fair has come and gone, but with its almost 200 exhibitors of radio apparatus and parts, and its 175,000 visitors, it served to prove conclusively the tremendous interest that has been developed in radio and the marked developments that have taken place in that field even within the last year or so. It was most successful likewise in emphasizing the fact that the long promised stability of the radio industry is fast becoming a matter of fact.

The fair was held in Madison Square Garden and the Sixty-ninth Regiment Armory, directly opposite, during the week of September 22 to 28 inclusive, with the two hours from 11 to 1 each day reserved exclusively for the trade, and the longer period from 1 in the afternoon to 11 in the evening left free to the public, which took advantage of the opportunity, crowding both large auditoriums to the limit of their capacity.

The Trend in Radio

A most significant fact in evidence at the show was that even within the past twelve months radio has developed markedly from an amateur assembling to a straight general manufacturing proposition, for whereas in previous shows of smaller calibre producers of parts were strongly in evidence, this year the showing of complete manufactured receivers and complete amplifying units for direct sales to the public predominated strongly. This factor is of direct interest to talking machine dealers and others who have become interested in the merchandising of radio receiving apparatus.

Manufacturers generally have shown a commendable desire to give consideration to the decorative as well as the utilitarian features of their receivers, with the result that there were in evidence some noteworthy examples of fine cabinet work to please the eye, just as the interior mechanism is designed to satisfy the ear. Another interesting angle was seen in the number of receivers in which loud-speaker units were incorporated, thus keeping the entire apparatus, including the necessary batteries, within one cabinet sufficiently attractive to find a place in any home and eliminating the necessity of purchasing or installing a separate loud speaker.

Program in Loud-speaker Production

This is not to be taken as indicating that the separate loud speaker is passé, for many new and worth-while models of those units were on display and it is quite evident that much attention has been given to the development of these highly necessary accessories. Particularly noticeable was the tendency to get away from the accepted types of 'phone units as the basis for loud-speaker operation in favor of specially designed apparatus capable of withstanding greater pressure and producing in the main more satisfactory results. There were also an increased number of phonograph coupling units, a matter of interest to dealers who are working to a large extent on the premise of utilizing the present phonograph in the home in connection with the installation of a separate radio receiver.

Industry in Rapid State of Development

At one of the meetings held during the course of the show a suggestion was made that manufacturers of radio receivers enter into an agreement to make a simultaneous showing of new models at one definite period in the year with a view to enabling dealers to select their lines with the fairly definite assurance that no radical changes would be made until the next official showing of the lines for the following year. At this time, however, it appears that the industry is in such a state of development with new and worth-while ideas cropping up frequently that it would be impractical, for some time at least, to bind manufacturers to withholding improvements for several months until the official release date. It is probable that some time in the future some such plan as that suggested for a simultaneous showing of new models will be carried out.

Many Trade Visitors

A very substantial number of members of the talking machine trade took occasion to visit the fair for the purpose of making comparisons at first hand of the various types of receivers, with a view to installing radio lines or augmenting, and, perhaps, changing the lines already handled. Trade visitors were not confined to the East, but came to New York from all parts of the country, and even as far distant as New Zealand and England to view the exhibits. Despite the fact that it was obviously impossible to permit demonstration of the various lines at the fair within the exhibition precincts, visitors were able to study the mechanical features and the cabinet work, as well as the possible salability of the various instruments, and arrange for outside demonstrations of those models which particularly appealed.

Viewed From Talking Machine Angle

From the angle of the talking machine trade among the outstanding features of the show were the various types of panel receivers designed for installation in talking machine cabinets, as well as the phone units designed to utilize the horn of the talking machine as a loud-speaker amplifier.

Congratulations for the Managers

The show was held under the auspices of the Radio Manufacturers' Show Association, and although this was the first New York show sponsored by this organization, it has to its credit two very successful Chicago radio shows. U. J. Herrmann, widely known in theatrical and show circles, and James F. Kerr, one of the foremost "show men" in the country, were in active charge of all of the affairs of the Radio Manufacturers' Show Association, and their indefatigable efforts in connection with their first New York show contributed materially to its success. Both Mr. Herrmann and Mr. Kerr were congratulated by the exhibitors upon the character of the show as a whole and the facilities which were afforded exhibitors. They left for Chicago immediately after the New York show in order to make plans for their third annual Chicago radio show, which will be held in the Coliseum, the most suitable auditorium in that city, during the week of November 18.

Leading Exhibitors and Their Products

Atwater Kent Mfg. Co.

In a conspicuous location was the large display of the Atwater Kent Mfg. Co., Philadelphia, Pa., and the sumptuous furnishings of the section proved an attractive setting for the models shown. The popular four, five and six-tube open sets were on exhibit. The new cabineted sets, both four and five tubes, attracted considerable attention because of their recent announcement and striking attractiveness. Perhaps the most important feature of the exhibit was the five-tube cabineted de luxe model. The phonograph attachment and three models of loud speakers, models R, L and M, were also included. An illuminated sign in colors portrayed "The Factory Behind the Product," a slogan now being featured in the publicity of the company. The Atwater Kent Mfg. Co. presented to its guests an ash tray, a product of its own factory. This tray was made of the same material as the dials and pressed in its own dial presses. The exhibit was under the direction of A. Atwater Kent, president; V. W. Collamore, general manager, and H. R. Carlisle, advertising manager, assisted by the following members of the Atwater Kent sales staff: J. C. Pancoast, E. G. Griffith, R. H. Wheeler, F. MacGowan, J. E. Delp, C. W. Geiser, H. T. Stockholm, L. A. Pratt, R. B. McKinstry and E. L. Hollingsworth.

Colin B. Kennedy Corp.

The new five-tube Kennedy set, known as model XV, was one of the features of the exhibit presented by the Colin B. Kennedy Corp., of St. Louis. There was also shown the new four-tube model VI, and among the other instruments on display were the popular Jacobean console, the Spanish Desk, the model V and the model XI. There was also presented a Victrola console with the Kennedy panel made especially for this instrument. Among those in attendance at the exhibit were J. H. Rathbun, vice-president of the company; B. R. Hassler, sales manager, and D. C. Keefe.

R. E. Thompson Mfg. Co.

The R. E. Thompson Mfg. Co., Jersey City, N. J., manufacturer of the popular Thompson neutrodyne receivers, had an interesting display under the direction of W. L. King, Eastern representative of the company, in conjunction with its Eastern distributors, Steelman, Inc., Gilbert-Keator Corp., Herbert John Corp. and D. W. May, Inc. It attracted much attention.

Zenith Radio Corp.

The Zenith Radio Corp., of Chicago, literally "bagged" the show, and during the course of the week distributed approximately 200,000 bags for the use of visitors in collecting literature around the show. The name Zenith was prominently displayed on both sides of the bag, and this publicity won considerable comment during the week of the show. The feature of the Zenith exhibit was the first public appearance of the Super Zenith, a new six-tube set that is the subject of country-wide publicity. Several models of the Super Zenith were shown in addition to the standard Zenith sets. A huge cake of ice was a part of the Zenith exhibit and imbedded in the ice was a facsimile of the famous radiogram sent by Dr. Donald B. MacMillan, celebrated explorer, to E. F. McDonald, Jr., president of the Zenith Radio Corp., from Greenland, wherein Dr. MacMillan expressed his thanks for the equipment of his Arctic exploring ship with Zenith radio apparatus. There was also shown the Zenith portable, and at a second exhibit there was featured the original Zenith apparatus used by Dr. MacMillan on his ship. Among those in attendance at the exhibit were E. F. McDonald, Jr., president; H. H. Roemer, sales promotion manager; W. J. Gaynor, Eastern representative; A. E. Hassell, Chicago representative, and Fred Lakeman, metropolitan representative.

A. H. Grebe & Co., Inc.

A. H. Grebe & Co., Inc., Richmond Hill, N. Y., had two large exhibits at the show. The big feature of both exhibits was the new Grebe Synchrophase, which is described as a distinct departure from the earlier types of tuned radio frequency receivers. In addition, the complete Grebe line was shown. The new Grebe broadcasting station, WAHG, made its

(*Continued on page* 84)

First Radio World's Fair a Huge Success—(Continued from page 83)

initial bow on Monday, the opening day of the show, and a remote control station connected with the station was established at both the Garden and Armory. Alfred H. Grebe, president of the company, and Douglas Rigney, treasurer, greeted their many friends and the exhibits were in charge of a competent staff from Grebe headquarters.

Music Master Corp.

The exhibit of the Music Master Corp., Philadelphia, was recognizable from almost all parts of the Garden through the huge replica of the Music Master horn, which dominated the display. This horn was first shown at the Music Master Radio Congress last Spring and since then has been exhibited all over the country. In addition to the display of the familiar type of Music Master horns the new Music Master cabinet speaker, recently placed on the market, was shown. A large section between the two main aisles had been reserved for the exhibit, which was continuously the center of a throng. President Walter L. Eckhardt and Henry E. Marschalk, well known as his "right-hand man," came over from Philadelphia to attend the show and the exhibit was in the capable hands of a selected staff.

Crosley Radio Corp.

A complete line of popular Crosley sets, made by the Crosley Radio Corp., Cincinnati, was exhibited in one of the main booths at the show and in addition to the complete line there were shown for the first time the new Crosley Trirdyn Newport type No. 1123, the name Newport designating its style and design. Among the other instruments shown were the Crosley standard one-tube receiver, two-tube, the standard Trirdyn and other models. Among those in attendance at the exhibit were Powel Crosley, Jr., president of the company; Geo. Lewis, assistant to the president; A. M. Joralemon, sales manager; Robert Stayman, advertising manager; Douglas Allen, of Prather & Allen, advertising counselors; C. B. Cooper, New York factory representative; J. W. Lyte, Philadelphia factory representative; R. A. Stemm, Chicago factory representative, and B. H. Smith, Boston factory representative.

Sonora Phonograph Co., Inc.

The popular Sonora radio speaker, which has met with exceptional success, was exhibited in an attractive booth by the Sonora Phonograph Co., Inc. Among the other interesting exhibits in this booth were the new Sonoradio combination No. 242, the Sonora Touraine and Marquette models adapted for radio, and a special DeLuxe Chinese High Boy, also adapted for radio. R. H. Meade, assistant advertising manager of the company, was in charge of the exhibit, and among the executives who visited the show were S. O. Martin, president; Frank J. Coupe, vice-president; Joseph Wolff, vice-president; L. C. Lincoln, advertising manager, and C. C. Henry, radio engineer.

Pooley Furniture Co.

The exhibit of the Pooley Furniture Co., Philadelphia, was prominently located close to the main entrance of the Garden. The full line of art models of Pooley cabinets described in their new booklet, "The Radio Beautiful," was shown. These included models No. 600 R.2, No. 1100 R.2 and No. 1200 R.2, all of which attracted much attention. Model No. 1100 R.2 was particularly featured in the display. The foregoing models were all equipped with Atwater Kent five-tube radio receiving sets and the Pooley built-in loud speakers. Other Pooley cabinets equipped with Federal sets were also shown. The Pooley Furniture Co. presented visitors to the exhibit with a comprehensive radio map of the United States, which gave tabulated information about and locations of the broadcasting stations in this country. B. R. Stauffer, treasurer and general manager, was in charge of the exhibit and welcomed his many friends in the trade. E. F. Pooley, president of the company; Frank Pooley and Capt. Howard Hodson, sales manager, were also present at the exhibit.

Eisemann Magneto Corp.

The new 6D Eisemann radio receiving set, made by the Eisemann Magneto Corp., Brooklyn and New York, was publicly exhibited for the first time at the show and attracted marked attention from the trade and public. This set comprises a new circuit with many distinctive features which were interestingly explained by T. E. Kennedy, sales manager of the company, who was in charge of the exhibit. Among the other executives of the company who attended were W. N. Shaw, president; S. D. Livingston, designing engineer, and J. H. Mayforth, assistant sales manager. The members of the sales staff in attendance were J. H. Hannon, J. B. Crowley, R. N. Patterson and W. J. McNiff.

Adler Mfg. Co.

Lambert Friedl, vice-president and general sales manager of the Adler Mfg. Co., manufacturer of Royal neutrodyne and phonograph products, was in charge of a handsome exhibit, which included the new five-tube Royal neutrodyne set, table type, to be used with 201A tubes; a five-tube neutrodyne set dry-cell operated and two High Boy DeLuxe five-tube neutrodyne sets in Elizabethan style. There were also shown several models of the Royal phonograph with the Royal neutrodyne set as a combination. Assisting Mr. Friedl at the exhibit were Walter Brunner, S. W. Lukas, Nicholas Friedl, Allen Strauss and W. E. Guthrie. Among the visitors at the booth were Thomas Griffith, treasurer of the Adler Mfg. Co., and Frank Hinners, radio designing engineer.

Freed-Eisemann Radio Corp.

The exhibit of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., was one of the most attractive at the entire show and drew much favorable comment from the visiting dealers. The entire booth was furnished in a home setting with the furniture and fixtures which one would find in a home of culture and refinement. The Freed-Eisemann line of four and five-tube neutrodyne sets was displayed to the best possible advantage in this setting. The new cabinet-enclosed loud speaker was one of the features of the exhibit. Joseph Freed, president; Alex. Eisemann, treasurer; Arthur Freed, secretary, and E. K. James were in charge.

C. Brandes, Inc.

C. Brandes, Inc., New York, exhibited the full line of the company, featuring the Brandes Table Talkers and head sets. The Magnometer, a machine which tests head sets, was also displayed prominently. A large map of the United States with electrical attachments drew crowds to the booth; this map flashing every time that a Brandes product was sold. The average flashes were five every two seconds. M. C. Rypinski, vice-president; L. W. Staunton, advertising manager, and F. Van Sant, New York, sales manager, were in charge.

Th. Goldschmidt Corp.

The Th. Goldschmidt Corp., New York, had an interesting display of N. & K. imported loud speakers, phones and phono-units at its exhibit. Six beautiful models of loud speakers were displayed, each one of which carried out a different motif. One was of Egyptian design, adapted from the period of 1516 to 1234 B. C., another was based on the Italian Renaissance period and still another was Russian in design. The main feature of this exhibit was the window display arrangement which was changed every day and afforded the visiting dealers opportunities of viewing different styles of window dressings which were unusually effective. Harry E. Sherwin and J. B. Price were in charge.

Garod Corp.

The Garod Corp., Newark, N. J., had on exhibit the full line of Garod neutrodyne radio receivers, featuring the Garod Georgian, the Garod V and the Garod RAF. A. H. Corwin, president; I. R. Rodman, vice-president, and Laurence Gardner, secretary, were in charge of the exhibit, and the various distributors of the company were on hand at the booth to explain the products to those interested.

Radiolamp Co.

About twelve Radialamps, all lit, combined to give a decidedly attractive and novel appearance to the booth of the Radiolamp Co., New York. Although the rules of the show forbade demonstrating, the crowds were at times six deep in front of the exhibit to see this lamp that is at the same time a loud speaker. R. B. Wheelan, president of the company, was in charge of the booth. The literature of the company was much in demand and a rush order for extra supplies was put through.

Pathé Phono & Radio Corp.

The Pathé Phonograph & Radio Corp., Brooklyn, N. Y., made an attractive display of its complete new radio line. All of the new models were shown, including the Pathé High Boy, the new five-six receiving set, as well as the well-known "Minute Man" set with its type "P" phusiformer. A Pathé combination talking machine and radio console, the new Pathé cabineted loud speaker, and a selection of Pathé molded parts completed the exhibit. James F. Watters, manager of the radio division of the Pathé Co., was in charge of the exhibit, assisted by Maurice Anspacher and representatives of the Pathé Co. E. A. Widmann, president of the company, was also a frequent visitor.

Jewett Radio & Phonograph Co.

The popular Jewett Super-Speaker, made by the Jewett Radio & Phonograph Co., Detroit, Mich., was exhibited in a booth in which also were featured several other Jewett products, including the new Adapto, a cabinet for radio installation that is meeting with considerable success. The standard model of the Super-Speaker was displayed and also a giant model that actually "talks." Among those in attendance at the exhibit were E. E. Wilkinson, vice-president and general manager of the company, and T. F. W. Meyer, sales manager.

Gilfillan Bros., Inc.

A very attractive exhibit sponsored by the Pacific Coast included the presentation of the popular Gilfillan neutrodyne sets, including the GN1, a closed set, and the GN2, an open set, both being five-tube neutrodynes. This was the first official presentation of these models in the East, and the GN2 had the distinction of being the first set ever sent to New York by aeroplane. I. W. Godfrey, manager of the New York office, was in charge of the exhibit, and S. W. Gilfillan, president of the company, was a visitor to the booth for several days.

The Bristol Co.

The Bristol Co., of Waterbury, Conn., manufacturer of the Bristol Audiophone, showed several new models in its exhibit. The line of loud speakers included model S, model J, the Baby and the Baby Grand. The deluxe model Bristol receiving set was also shown, as well as the Bristol Audiophone talking machine reproducer. An interesting feature of the display was a unit of ten or more horns operated from either radio set or talking machine. The exhibit was principally manned by the New York sales staff, including C. W. Williamson, R. S. Blodgett and W. L. Trumbull. W. H. Bristol, president of the company, was frequently present, as was H. L. Griggs, sales manager. H. A. Van Halla, of the Boston office, and W. R. Young, of Philadelphia, also attended.

United Radio Corp.

The United Radio Corp., Bloomfield, N. J., was represented by a display of its "Black Beauty" amplifying horn. This horn is made of fibre, which lends itself admirably to tone amplification. A "Black Beauty" was set in a large-sized frame, with a yellow-silk background and this setting was emphasized by a clever lighting effect, making the whole most attractive. The exhibit was under the management

(Continued on page 86)

Exhibits at the Radio World's Fair, New York City

1. Zenith Radio Corp. 2. Atwater Kent Mfg. Co. 3. Sonora Phonograph Co., Inc. 4. Music Master Corp. 5. Freed-Eisemann Radio Corp. 6. Crosley Radio Corp. 7. Th. Goldschmidt Corp. 8. Colin B. Kennedy Corp. 9. Eisemann Magneto Corp. 10. Jewett Radio & Phono. Co. 11. A. H. Grebe & Co. 12. R. E. Thompson Mfg. Co. 13. Garod Corp.

First Radio World's Fair a Huge Success —(Continued from page 84)

of the Hartzell Sales Co., well-known distributor of radio products, 50 Church street, New York City, which in a series of adjacent booths displayed products of the Acme Wire Co., of New Haven; E. Z. Toon Dial Co., of Indianapolis, Ind.; U. S. Tool Co., Newark, N. J.; Coto-Coil Products Co., Providence, R. I., and Kurz-Kasch Co., Dayton, O.

Reichmann Co.

The Reichmann Co., of Chicago, displayed the Thorola and Thorophone loud speakers and horns, which are being widely advertised in national magazines and trade papers. L. R. Neff and J. Ago, of the sales division, and N. M. Simmons, export manager, who were in charge, were busy explaining to the trade and public the distinctive features of these products.

Shepard-Potter Co.

A six-tube Thermiodyne radio set, made by the Shepard-Potter Co., Plattsburgh, N. Y., which has attained country-wide success during the past few months, was exhibited under the direction of Leo Potter, president of the company. The set attracted considerable attention, and Mr. Potter, together with Robert Monpere, chief engineer of the company, were kept busy answering inquiries from the trade and public.

Multiple Electric Products Co., Inc.

The Multiple Electric Products Co., Inc., Newark, N. J., had one of the most attractive exhibits at the radio show. The background of the booth was decorated with a large painting of the Atlas radio reproducer. The life-size face of the famous Atlas girl appeared in the bell of the horn. The Atlas radio reproduction speaker, the Atlas unit, and the couplings made for various talking machines, came in for particular attention of visitors. The booth was in charge of F. Weber, district sales manager of the company.

Operadio Corp.

The popular and well-known Operadio self-contained set, made by the Operadio Corp., of Chicago, was exhibited in attractive surroundings, and a feature of the exhibit was a handsome panel showing the parts entering into the construction of this new model and emphasizing the ease of service which characterizes its construction. Motion pictures were also presented at this booth, showing the Operadio set in use by famous personages, including General Dawes, Judge Landis and others. Among those in attendance at the booth were J. M. Stone, president of the company; W. B. Rickett, secretary; H. H. Shotwell, chief engineer, and W. B. Nevin, Eastern manager.

Philadelphia Storage Battery Co.

The complete Philco line of radio storage batteries, both "A" and "B" rechargeables, was shown at the exhibit of the Philadelphia Storage Battery Co., of Philadelphia, Pa. Other products displayed were chargers, charge indicators and broadcasting units. A feature of the exhibit was the Philco equipment for the new broadcasting station shortly to be opened in Gimbel's New York store, which will be known as WGBS. The exhibit was in charge of J. R. Kennally, New York district manager.

Wm. J. Murdock Co.

The Murdock neutrodyne receiver, attractively cabineted, was well featured in a prominent location. In addition to the display of sets attractive literature had been prepared and was generously distributed. A. S. DeVeau, New York manager of the Wm. J. Murdock Co., Chelsea, Mass., was in charge of the exhibit. William J. Murdock, president of the company, and Dan R. Murdock, treasurer, were frequent visitors to the display.

Eagle Radio Co.

The new Eagle floor model, in a console cabinet, was shown by the Eagle Radio Co., 16 Boyden place, Newark, N. J. This embodies the Eagle neutrodyne receiver in a period design cabinet, with compartments for battery and charger. The Eagle multiple switch filament control, Eagle variable condenser and Eagle rheostat were also displayed. The booth was under the direction of Oscar Krause, head of the company; A. B. Ayers, general sales manager; Frank T. Nutze, special representative, and members of the sales staff.

Dayton Fan & Motor Co.

The Dayton Fan & Motor Co., Dayton, O., exhibited several models of its receiving sets. The booth was under the direction of Andrew A. Jackson, Eastern sales manager of the company. Particular interest was aroused in model OEM-7, a four-tube set, and model OEM-11, a three-tube receiver.

Voluma Products, Inc.

Voluma Products, Inc., Hempstead, N. Y., exhibited the Professional radio reproducer during the week of the exposition, and this reproducer has several patents for sound amplification which keenly interested the visitors. The booth was under the direction of Iliff Simpson, sales manager of the company, and several assistants.

DeForest Radio Co.

The DeForest Radio Co. displayed the new DeForest Reflex Radiophone D-12 and DeForest audion tubes. This was one of the most interesting and popular exhibits of the show. The DeForest booth was a gathering place daily for a large number of radio enthusiasts and the representatives of the DeForest organization were kept busy passing out literature and explaining the features of the DeForest products. The booth was under the direction of A. G. Nordholm, Eastern district sales manager, assisted by Joseph H. Mallethom, E. Craig and P. W. Remig.

Rader Appliance Co.

The Rader Appliance Co., West New York, N. J., displayed its new product, marketed under the trade name "Run-A-Radio." This product eliminates the use of batteries. It marks a new development in radio progress and attracted wide attention, not only among radio enthusiasts but from trade members as well. The booth was under the direction of J. C. Hindle, sales manager of the company.

Henry Hyman & Co., Inc.

Henry Hyman & Co., Inc., New York, manufacturers of the Bestone radio sets, displayed the Aristocrat and Imperial models of radio receivers, together with the parts and accessories manufactured by the company. The feature of the exhibit was a receiver with three head sets operating from one plug. Murray Hyman; B. F. Muldoon, advertising manager; S. Cobert and L. Hochberg were in attendance.

David Grimes, Inc.

The new "Inverse Duplex" receiver, a product developed by David Grimes, was displayed in a booth by the recently organized firm, David Grimes, Inc. This product is known as the Grimes 3 XP. The "Inverse Duplex" embodies some patented features. It is simple in construction and is encased in an attractive cabinet and panel. E. P. H. Allen, general manager of David Grimes, Inc., was in charge of the booth, assisted by several members of his sales staff, including R. J. Hendrickson, J. D. Corrigan and Norman Matthews.

Howard Mfg. Co.

Several models of the Howard four and five-tube neutrodyne sets made by the Howard Mfg. Co., of Chicago, were exhibited under the direction of H. J. Bligh. There were also shown a Phonoradio made by the Wasmuth-Goodrich Co., equipped with a Howard five-tube neutrodyne panel, and a Howard five-tube console set, equipped with a loud speaker. R. R. Howard was also in attendance.

Cleartone Radio Co.

Several models of the Cleartone receivers, manufactured by the Cleartone Radio Co., of Cincinnati, O., were displayed in a booth under the direction of G. W. Heath and D. M. Stoner, New York and Philadelphia representatives of the company. The construction of the various Cleartone models, their simplicity of operation and the attractive cabinets served to keep the booth a busy one. A. B. Ideson, sales manager of the company, was in attendance throughout the week.

Stromberg-Carlson Tel. Mfg. Co.

The Stromberg-Carlson neutrodyne radio set was exhibited in one of the main aisle booths, and among the models shown were the type 1A, a five-tube set, and two console types, 2A and 2B, also five-tube sets. Other products shown were the Stromberg-Carlson loud speaker, head phones, transformers and jacks. Among those in attendance at the exhibit were J. S. Gibson, W. T. Eastwood, advertising manager; Benj. Gross and H. A. Brennan.

Dictograph Products Corp.

The Dictograph Products Corp., New York, in its display featured the Dictograph loud speaker and units for installation in talking machines. A switch block was also displayed which permits the loud speaker being switched to any of the various rooms of the home by simply throwing a lever.

Gotham Wireless, Inc.

Gotham Wireless, Inc., displayed a number of models of Gotham receivers which operate under the McCall circuit patents. This marks a new departure in radio circuits and was a source of considerable interest. The booth was under the direction of L. M. Samuel, head of the company; L. M. Lehr, sales manager, and Ben Heiss, traveling representative.

Dynamotive Corp.

The Dynergy set, which draws its current from any electric light socket, was popular with the show visitors. This set and its distinctive principles had recently received considerable mention in the news columns of the daily press. The Dynamotive Corp., New York City, manufacturer of the Dynergy, was represented at the exhibit by Nat Wissmann, manager of sales, and Samuel Levinberg, the inventor of the Dynergy. George Seiffert and others of the Capitol Distributing Co., New York City, Eastern distributor, were also present.

Nathaniel Baldwin, Inc.

The display of Nathaniel Baldwin, Inc., of its head sets and loud speakers proved most interesting. The Baldwin products are well known to radio enthusiasts throughout the country and these units have been incorporated as standard adjuncts to a large number of receiving sets. The booth was under the direction of H. F. Thornell, sales manager; W. H. Steed, Miss M. E. Jewell, and William Roufbury, of R. H. Mann, Inc.

American Specialty Co.

The American Specialty Co., of Bridgeport, Conn., exhibited at this show its new product, the "Electrola." The fact that this set employs a tuned radio frequency circuit that does not require the use of neutralizing condensers, potentiometers or similar devices to prevent oscillation, created considerable comment. Daniel Clifford, president of the company, made several trips from Bridgeport to attend. W. R. Dunn, general sales manager, was in charge of the exhibit.

A. B. Starr Equipment Corp.

The Starr Harmonic radio set, involving a new principle of radio frequency, was exhibited by this company, which has its headquarters in Brooklyn, N. Y. Two models, known as the D type, a five-tube set, and the B type, a four-tube console set, were exhibited, and among those in attendance were A. B. Starr, president of the company, and Francis T. Dodge.

Colonial Radio Corp.

Considerable interest was manifested in the booths occupied by the Colonial Radio Corp., New York, manufacturer of the Colonial radio set. The officers of this company, who include Dr. Fulton Cutting, vice-president, and Bowden Washington, vice-president in charge of engineering, are well known to the radio and talking machine trade, and the company officially an-

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Exhibits at the Radio World's Fair, New York City

14. C. Brandes, Inc. 15. Philadelphia Storage Battery Co. 16. Operadio Corp. 17. Kor-Rad Co., Inc. 18. Gilfillan Bros., Inc. 19. Stromberg-Carlson Tel. Mfg. Co. 20. Rader Appliance Co. 21. Pathé Phono. & Radio Corp. 22. Cleartone Radio Co. 23. Radiolamp Co. 24. De Forest Radio Co. 25. United Radio Corp. 26. Multiple Electric Products Co. 27. Pooley Co., Inc. 27a. Burgess Battery Co.

First Radio World's Fair a Huge Success—(Continued from page 86)

nounced at the show its two models. G. R. Brainard, sales manager, was in charge of the exhibit, assisted by Horace Keane.

Western Coil & Electrical Co.

Various types of the six-tube Radiodyne, made by the Western Coil & Electrical Co., Racine, Wis., were exhibited at the show, including types WC 12 and WC 11, together with a consolette to accommodate the six-tube set. Several of the company's executives were in attendance, including W. Turnor Lewis, secretary and treasurer, and W. H. Murphy, sales manager.

L. S. Brach, Inc.

L. S. Brach, Inc., Newark, N. J., manufacturer of many well-known electrical products and producer of several popular radio accessories, including lightning arresters and antenna sets, and similar accessories, had a very attractive booth which was under the direction of L. S. Brach, president, and G. Gort, vice-president and general manager of the company, assisted by L. G. Hoesly, F. W. Faeth and F. W. Kuehle.

The Kor-Rad Co., Inc.

The Kor-Rad Co., Inc., New York, in its attractive display featured the Lafayette five-tube neutrodyne, the Lafayette reproducer and the panel for use in talking machines. L. T. Corbin, president; George Hoar, secretary, and O. Killmer were in charge.

Burgess Battery Co.

The Burgess Battery Co., Chicago, displayed its full line of "A," "B" and "C" batteries. Mansel M. Keith, New York representative of the company, was in charge, and the exhibit proved of general interest to the show visitors.

Radio Industries Corp.

The Radio Industries Corp., New York, showed the Rico grand opera loud speaker, head sets, condensers and other parts, as well as the new Tropadyne circuit. Many dealers were interested in the Rico grand opera loud speaker, which operates without batteries and has other distinctive features. The booth was under the direction of C. Iggeberg, technical director of the company, and W. R. Rose.

American Electric Co.

The Burns loud speaker, made by the American Electric Co., of Chicago, was featured in an attractive exhibit in charge of J. J. Speed, Eastern sales manager of the company. This speaker has several distinctive features which were explained at the show.

O'Neil Mfg. Co.

The Audiophone loud speaker, manufactured by the O'Neil Mfg. Co., West New York, N. J., was a point of interest to many of the visitors at the show. The booth that housed the Audiophone had an advantageous position on the main floor and a constant stream of visitors was found coming and going at all times. Raymond L. O'Neil, head of the company, was in charge.

The National Co.

The National Co., Inc., of Cambridge, Mass., was represented by an interesting exhibit featuring National dials and National DX condensers. W. A. Ready, president of the company, attended the exhibit during the course of the week, and representatives of the company were on hand at all times to demonstrate the products.

Dual Loud Speaker Co., Inc.

The Dual Loud Speaker Co., Inc., New York, displayed the Charmitone loud singer and the RaDy-namic receivers, which operate on the electric light sockets without the use of radio batteries. B. St. George, advertising manager, and J. H. Solonche, sales manager of the company, were in attendance at the display.

The Heteroplex Mfg. Co.

The Heteroplex Mfg. Co., of Philadelphia, displayed the Heteroplex receiver models at an attractive exhibit, and, in addition to the sets shown, a glass case display of the interior was shown. The Heteroformer (a contraction of heterodyne transformer), an important distinguishing feature of the Heteroplex set, was featured separately. Henry F. Worner, chief engineer of the Heteroplex Mfg. Co., and Harry A. Gross, general sales manager, were kept busy explaining the principles of this new set to visitors.

Herbert H. Frost, Inc.

Herbert H. Frost, Inc., Chicago, displayed the Musette loud speaker, the Musselman selective antenna and Frost-fones and Frost-radio parts and accessories. M. Frank Burns, Eastern sales manager, was in charge. This booth was constantly crowded through a publicity stunt consisting of having the public attempt to make Bert Ibberson smile. Mr. Ibberson is known as the "man who never smiles." The crowd attempted in many ways to win the set of headphones which were awarded to those succeeding in making him "crack a smile." H. H. (Jack) Frost, president of the company, was in attendance throughout the show.

Walbert Mfg. Co.

This company exhibited a complete line of its parts, including its Univernier, panel lamp and other parts. A new receiving set was also shown. Among those in attendance at the exhibit were W. H. Huth, head of the company, and H. M. Dodge, sales manager.

Timmons Radio Products Corp.

The Timmons B-Liminator was featured at the exhibit of the Timmons Radio Products Corp., Philadelphia. This new Timmons product allows the use of electric light current in place of "B" batteries. The full line of Timmons talkers was shown, including the Type A adjustable talker to be used in conjunction with the receiving set and the Type N non-adjustable talker for installation by the manufacturer. C. A. Malliett, general manager of the Timmons Co., was a busy man at the exhibit from the opening to the closing of the show.

The Miller Rubber Co. of New York

The Miller Rubber Co. of New York, with factories in Akron, O., displayed a full line of the radio horns manufactured by the company. J. F. Johnston, manager of the mechanical goods department, and D. W. Reddin were in charge.

Gould Storage Battery Co.

The Gould Storage Battery Co., New York City, displayed the Gould Unipower battery in an attractive exhibit. The display featured "Radio Power From Your Electric Lights" through the medium of Gould Unipower "A" and "B" batteries. Gould Unipower "B" batteries and a combination of "A" and "B" batteries were also displayed, together with the standard sets of Gould "A" and "B" storage batteries. W. S. Gould and A. Isaacs, advertising manager of the company, were present, and C. A. Gould, in charge of metropolitan sales, had charge of the display.

French Battery & Carbon Co.

The French Battery & Carbon Co., Madison, Wis., displayed its full line of Ray-O-Vac "A," "B" and "C" batteries. Carl D. Boyd, sales manager of the radio division; L. R. Schadwald, W. H. Calhoun and L. H. Knibb, of the New York office, were in charge.

National Carbon Co.

A handsome educational exhibit sponsored by the National Carbon Co., manufacturer of Eveready radio batteries, was one of the most popular exhibits at the show. A large panel board showing in detail how "C" batteries can be used to decrease the power utilized by "B" batteries was surrounded by hundreds of visitors during the show. H. A. McMullen, of the advertising division, was in charge of the exhibit.

Amplion Co. of America

The Amplion radio loud speaker, made by Alfred Graham & Co., London, England, was exhibited by the Amplion Co. of America, of New York. There was also shown the Amplion loud speaker phonograph attachment and a giant loud speaker, known as the Leviathan type, being a six-foot speaker for outdoor use. The exhibit was in charge of S. B. Trainor, president of the company; P. M. Dreyfus and F. J. Dreyfus.

Splitdorf Electrical Co.

The new Splitdorf radio receiving set was featured at the booth of the Splitdorf Electrical Co., Newark, N. J., and two models of this new set were shown, model 100 being a five-tube tuned radio frequency set and model R 101 being a five-tube tuned radio frequency set, knockdown. Among the other products shown at the booth were the Splitdorfone loud speaker in three models, designated as styles A, B and C, the last-named being a cabinet type. There were also shown some of the many radio parts manufactured by this company, including tube sockets, dials, transformers, radio and phonograph attachments, etc. E. A. Kelley, director of branches, service and publicity, was in charge of the exhibit, and among those in attendance were F. V. Upton, sales manager; L. E. Farine, assistant manager of branches; F. V. Schaefer, assistant manager of publicity; E. R. Hodges, executive engineer; E. A. Hughes and Henry Richter.

Pfanstiehl Radio Service Co.

This company, with headquarters at Highland Park, Ill., exhibited several models of the Pfanstiehl five and four-tube tuned radio frequency sets designated as models 7 and 8. The exhibit attracted considerable attention, and R. N. Foley, from the executive offices, was in charge of the booth.

Raven Radio Co.

This company, with headquarters in Albany, N. Y., exhibited what is said to be the smallest super-heterodyne set on the market, consisting of a seven-tube set in an eighteen-inch cabinet. The company also showed five or six of its kits, together with a complete line of parts. The exhibit was in charge of F. A. Raven, vice-president and treasurer of the company, and L. A. Brown, New York representative.

Trimm Radio Mfg. Co.

The Trimm Radio Mfg. Co., Chicago, displayed its line of loud speakers and head phones and the Trimm "Little Wonder" phonodapter. The Trimm model 80 unit attracted attention, as did also the set of professional head phones, the same type set which was used by Dr. Donald B. MacMillan on his latest Arctic exploring expedition. E. N. Hyde, manager of the Eastern office, was in charge.

Carter Radio Co.

The Carter Radio Co., Chicago, featured the full line of Carter radio parts and accessories, with an etched model, with the various parts mounted thereon, attracting much attention. A. J. Carter, president of the company, was in charge, assisted by G. S. Pritchard and P. W. Mack, New York representative.

Grigsby-Grunow-Hinds Co.

The Grigsby-Grunow-Hinds Co., Chicago, displayed its different models of G-G-H reproducers, made of duPont pyralin. B. J. Grigsby, president and general manager of the company, was in charge, assisted by F. A. Knight, Eastern sales manager.

Carbon Products Co.

The Carbon Products Co., Lancaster, O., exhibited the Ace "A," "B" and "C" batteries. Many favorable comments were made on the new wood finish of the batteries. E. J. Wilson was in charge.

Rauland Mfg. Co.

The Rauland Mfg. Co., Chicago, exhibited the full line of All-American products, featuring the Rauland Lyric transformer and two models of short-wave radio frequency transformers. The Universal coupler and two inexpensive models of receivers were also shown. P. H. Brown, sales manager, was in charge.

Fansteel Products Co.

The Fansteel Products Co., North Chicago, featured the Balkite battery charger and the

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Exhibits at the Radio World's Fair, New York City

PHOTOS BY CHAS F ALLEN

28. Dual Loud Speaker Co. 29. Miller Rubber Co. 30. Western Coil & Electrical Co. 31. Raven Radio Co. 32. Timmons Radio Products Corp. 33. Electrical Storage Battery Co. 34. Herbert H. Frost, Inc. 35. French Battery & Carbon Co. 36. Starr Equipment Corp. 37. Heteroplex Mfg. Co. 38. Reichmann Co. 39. Gould Storage Battery Co. 40. Dubilier Condenser & Radio Corp. 41. Windsor Furniture Co. 42. O'Neil Mfg. Co. 43. Talking Machine World

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Balkite "B," which replaces the "B" battery in its display. J. F. Rainbault, New York representative, was in charge.

Dubilier Condenser Co.

The Dubilier Condenser Co. exhibited the new Super Ducon, which makes use of the electric lighting circuit in the home and has already been nationally advertised. The booth was under the direction of A. U. Howard, vice-president and sales manager; L. Alexander and H. R. Bretton.

The Electrical Storage Battery Co.

The Electrical Storage Battery Co., Philadelphia, Pa., displayed all types of Exide radio batteries at its exhibit, a feature of which was the new type Exide battery encased in rubber. The exhibit was in charge of J. L. Fuller, of the Exide staff.

Windsor Furniture Co.

The Windsor Furniture Co., Chicago, featured the Windsor loud speaker console in its exhibit. This cabinet contains a built-in loud speaker and provides space for all needed radio accessories. James W. Lyons, Jr., and J. B. Siewers were in charge.

C. D. Tuska Co.

The furniture models of the Tuska receiving sets were the attraction at the exhibit of the C. D. Tuska Co., Hartford, Conn. The superdyne type 305 console model and the superdyne type 305 upright model were shown. C. D. Tuska, president of the company, assisted by a capable staff, was on hand to direct the exhibit.

Other Exhibitors

Among the other exhibitors at the show were Acme Apparatus Co., Alden Mfg. Co., Allen Bradley Co., Apco Mfg. Co., Berg Auto Trunk & Specialty Co., Buell Mfg. Co., Allen D. Cardwell Mfg. Corp., E. I. duPont Nemours Co., Electrical Research Laboratories, Express Body Corp., Gardiner & Hepburn, Inc., General Radio Co., Ltd. (London), Jewel Electrical Instrument Co., Kellogg Switchboard & Supply Co., Pacent Electric Co., Pequot Mfg. Co., Presto-Lite Co., Sterling Mfg. Co., Todd Electric Co., Willard Storage Battery Co., WorkRite Mfg. Co., Marko Storage Battery Co., Mohawk Electric Corp. and Poster & Co.

Neutrodyne Manufacturers Stage First Dinner-Meeting

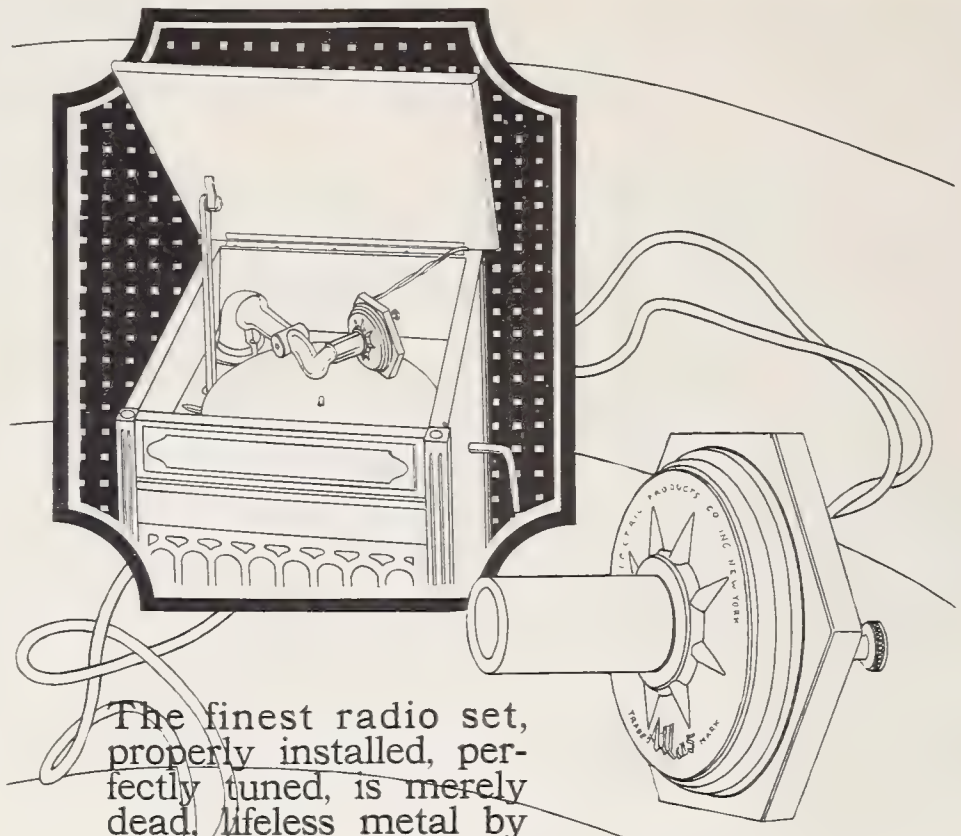
Hazeltine Corp. Host to Representatives of Fourteen Manufacturers of Neutrodynes in Waldorf-Astoria Hotel, New York

The first dinner of the executives of the neutrodyne group of radio manufacturers was held in the banquet hall of the Waldorf-Astoria Hotel, New York, Wednesday evening, September 24. It was given by R. T. Pierson, president of the Hazeltine Corp., the organization holding the neutrodyne patents.

The neutrodyne group comprises fourteen manufacturers with an annual gross radio business of approximately $50,000,000. As a group their plants range from the Atlantic to the Pacific Coasts, and they form the largest element in the radio broadcast business in the world.

During the course of the dinner Professor L. A. Hazeltine addressed the radio trade dinner in the grand ballroom of the same hotel. In order that the professor's speech be heard by the neutrodyne group a special five-tube Garod receiver was installed in the banquet hall.

A reception was held in the State apartment at 6.30 p. m. Wednesday, just before the dinner. Those in attendance represented the following companies: R. E. Thompson Mfg. Co., American Radio & Research Corp., Gilfillan Radio Corp., Ware Radio Corp., Howard Mfg. Co., Inc., The Workrite Mfg. Co., King-Hinners Radio Co., Wm. J. Murdock Co., Eagle Radio Co., Garod Corp., F. A. D. Andrea, Inc., Stromberg-Carlson Telephone Mfg. Co. and Malone-Lemmon



The finest radio set, properly installed, perfectly tuned, is merely dead, lifeless metal by itself. An instrument to convert magnetic waves into sound waves must be added—then radio becomes a living, speaking thing!

Yet it is the *sound*—the *quality* of that *sound*—by which *your* customers judge radio. And *your* success with radio, therefore, depends very largely on the speaker or phonograph unit you select.

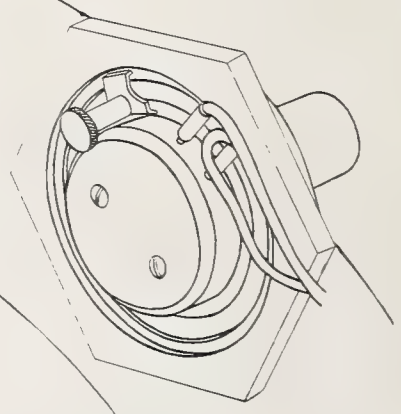
Atlas Radio Reproduction floods the room with the best that's in the set. It gives—not only ample volume—but tone purity and clear articulation as well. And consistent Atlas advertising is educating the public to appreciate these qualities in speakers and units.

You'll sell complete sets faster when you equip them with Atlas Radio Reproduction! The coupon below is the quickest step toward more profitable radio marketing for you.

Multiple Electric Products Co., Inc., 365 Ogden Street, Newark, N. J., New York, Boston, Philadelphia, Baltimore, Pittsburgh, Detroit, Chicago, St. Louis, Denver, 550 Howard Street, San Francisco.

Marconi Wireless Telegraph Co. of Canada, Ltd.
Sole Canadian Distributors

The Atlas unit. Attachment couplings are provided to fit any standard make of phonograph.



Rear view of Atlas unit, showing "Harmonizer" (Patent applied for) adjustment.

The famous Atlas Speaker, with non-magnetic Bakelite base.

Atlas
TRADE MARK
RADIO REPRODUCTION

Multiple Electric Products Co., Inc. Dept. O.
365 Ogden Street
Newark, New Jersey
Send me at once your illustrated folder "Sound Reproduction" and details of the profit-possibilities for me in Atlas Radio Reproduction.

Name .....

Address

For Three Years

MILLIONS OF RADIO ENTHUSIASTS

Have Been Waiting for the

SELECTRON

SELECTRON is now here to give to radio the same fine quality of tone amplification that made the talking machine the greatest of all musical instruments.

Selectron gives greater volume and quality than any so-called loud speaking horn—regardless of price—because:

SELECTRON absolutely avoids the use of the tone-arm and sound-box for radio reproduction and leaves these parts free to perform their intended function—i. e., to reproduce talking machine records—yet SELECTRON makes use of the same highly efficient tone chamber of the talking machine—without in any way disturbing the talking machine itself and without any so-called installation.

Please divorce SELECTRON from the many make-shift devices you have seen for the past three years—SELECTRON is an integral part of the talking machine itself—thus imparting permanency to the radio set.

Remember, the talking machine tone-chamber is the product of 25 years of experimentation and development and not an over-night attempt to fill a sudden excessive demand.

OF ADDED INTEREST TO TALKING MACHINE DEALERS AND JOBBERS

1. SELECTRON forever preserves the talking machine as a musical instrument and *retains it in the record market.*
2. A Selectronized talking machine is permanently protected against being "killed off" as a musical instrument.
3. SELECTRON brings dead talking machines back to life and back into the record market.
4. Each of the many millions of talking machine owners is a prospect.
5. SELECTRON brings a handsome profit to the dealer *right now* in its sale and assures future sales of records, besides.

TO PROGRESSIVE DEALERS

Arrangements are now being made for the distribution of Selectron through responsible jobbing organizations, the names of which will be announced in due time.

A SELECTRONIZED TALKING MACHINE

AUDAK CO., 565 Fifth Ave., New York, N. Y.

In Canada, manufactured by McLagan Corp., Stratford, Ont.

Daily Gains in Sales Volumes Create Optimism in the Twin Cities Territory

Many Dealers Add New Lines in Preparation for Expected Large Fall and Winter Demand—Changes in Sales Organizations—Edison Exhibited at State Fair—Other Trade Activities

Minneapolis and St. Paul, Minn., October 7.—Business is good among talking machine dealers and every Twin City jobber enthusiastically testifies that not only are sales increasing daily, but prospects are brighter than for a long time.

Dayton Co. Adds Sonora

September and early October have proved themselves a period of change and reorganization. The Dayton Co., one of Minneapolis' most important department stores, announced September 30 the addition of the Sonora line to its phonograph department, which has sold the Victor and Brunswick lines for years. In preparation for the formal announcement of the important addition to its department Dayton's has been displaying some artistic Sonora period instruments in its display parlors and in the large waiting room which adjoins the well-known Dayton tea rooms.

Dealers Add New Lines

Another important phonograph deal has been the taking on of the Cheney line by the Cable Piano Co. in its St. Paul store, managed by Arthur Helrigel. The Cable Co. has long been a Victor and Brunswick dealer.

Out-of-town dealers who will handle new phonograph lines include the E. T. Barron Co., Superior, Wis., and the Ramsey Drug Co., Devils Lake, N. D., who have taken on the Brunswick line, and the Fred C. Harms Piano Co., of Aberdeen, S. D., which has taken on the Sonora phonograph line.

Howard, Farwell Co. Reopens

Strand phonographs, Okeh and Odeon records will be sold by the Minneapolis branch of the Howard, Farwell Co., which had its opening October 1 in new quarters, 806 La Salle avenue. G. A. Skomars, who has managed the Howard, Farwell branch since the closing last Spring of its Nicollet avenue store, will continue management. He expects to specialize in Scandinavian records, carrying a stock of importations. Miss Jennie Dahl has charge of the phonograph department. The Gulbransen pianos also are handled here.

Personnel Changes

In the general change and reorganization plans change of personnel is also playing a part. John Lang, manager of the phonograph department of the Dayton Co., will go to the Metropolitan Music Co. to manage its Victor and Brunswick sales. J. L. Pofahl, formerly with the Peyer Music Co., last Spring joined the Dayton force, taking charge of books, pictures and phonograph departments.

Cliff Hunt, manager of Davis & Ruben's phonograph department, handling Brunswick and Victor lines, will leave for St. Louis to affiliate himself with a large furniture house there. He will be succeeded by Fred Nelson, salesman of the Brunswick Co.

Report Good Business

John E. Date, of Doerr, Andrews & Doerr, Sonora wholesalers, said: "Business is very good, as evidenced by the amount of inquiries and the fact that sales are away ahead of last year. We look forward to having one of the best businesses in the past several years. A lot of interest has been shown in the display of de luxe models among St. Paul Sonora dealers which has resulted in some sales of this high-priced merchandise. We are oversold on the Sonora loud speaker, for which we started a campaign the middle of August. There has been a great demand for the combination Sonoradio, model No. 242, which includes the celebrated Ware neutrodyne set. The prospects for the Sonora in the Northwest have never been better."

"Doc" O'Neill, of the Brunswick Co., says: "Business is increasing every day. The Brunswick-Radiola business is very good."

Charles C. Bennett, of the George C. Beckwith Co., Victor jobber, returned October 1 from a few days' trip to central Wisconsin, where he was looking over the field, and reports conditions very fine. Mr. Bennett went to St. Cloud Wednesday night, October 1, for the concert of the Eight Popular Victor Artists, who appeared there, singing in Northfield October 2 and in St. Paul October 3.

Edisons Exhibited at State Fair

J. Unger, of the Lawrence H. Lucker Co., Edison distributor, said that the showing of Edisons at the Minnesota State Fair had been very successful, resulting in a lot of prospects, some of which the company has sold to date. The firm has established some new dealers in Minnesota and Wisconsin and Mr. Unger reports business picking up and the firm well started in its radio work.

Lawrence Lucker returned September 29 from New York after visiting the Edison factory.

Mrs. B. C. Eggar, of the Consolidated Talking Machine Co., says that there has been a decided increase in business and the prospects are very good.

Dealers Push Okeh Records

"So Long, You," Okeh record No. 40139, has been going excellently, due to the clever campaigning which St. Paul and Minneapolis dealers have been conducting for the past three weeks. The shops advertised this feature by decorated windows and featuring of the number. Like troubadours of old, Lou Emmel, of the Shapiro-Bernstein Co., publisher, and Stanley Thompson, of the Consolidated Co., spent the last week of September in strumming and singing the song before the shops featuring Okeh records. They modernized their minstrelsy by going about in a disreputable Ford, loudly, in highly colored pennants, featuring the song.

Cheney and Outing Lines Moving Briskly

Edward G. Hoch, of the Edward G. Hoch Co., Cheney and Outing portable distributor, returned Friday from Duluth, where he spent several days. Both the Cheney and Outing are moving in a satisfactory manner.

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years Have Proved Outing Portables Are the Best

Edward G. Hoch Co.
27 No. 4th St. Minneapolis, Minn.
Outing Distributor

Ben Heiss in Mid-West

Ben Heiss, traveling representative of Gotham Wireless, Inc., left recently on a trip, visiting the larger trade centers through the Middle West. His company's product, the Royal Knight receiving set, using the McCall Circuit, is being distributed by a number of musical organizations throughout the country. Mr. Heiss is featuring the Royal Knight, together with Admiral condensers on his present trip.

Installs Audak in Newark

Newark, N. J., October 8.—The Griffith Piano Co. is equipping its talking machine department with Audak record demonstrators. The success of these sales creators will undoubtedly encourage the Griffith organization to install similar equipment in its other stores.

CLARAVOX
CLEAR VOICE
REPRODUCERS
Reflect Credit on Edison Products

Standard Diamond Point
Special Jewel Point
No. 1 Edison Attachment

All Claravox Reproducers employ new Claravox diaphragm—a scientific achievement.

Write for prices and discounts

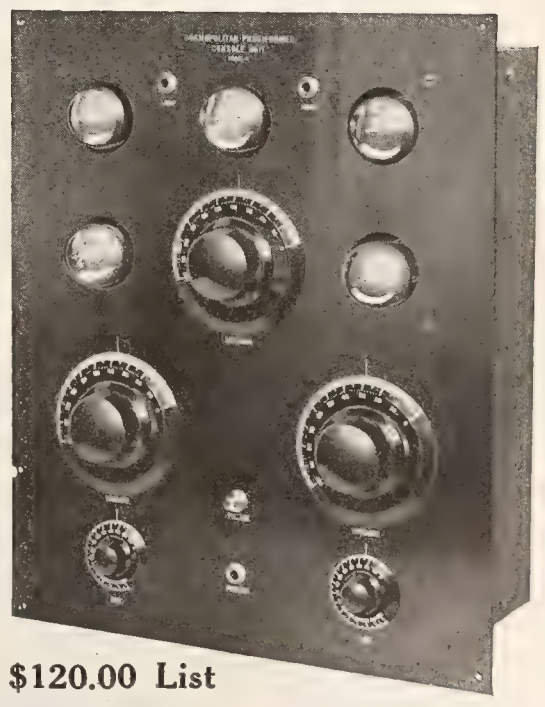
THE CLARAVOX COMPANY
YOUNGSTOWN, OHIO

A Five Tube Console Unit
(Cosmopolitan Phusiformer Circuit)

Fits Victor Models 215-400-405-410
Can Be Fitted to All Others

The Cosmopolitan Console Unit is a non-oscillating, non-radiating five-tube set, embodying two stages of tuned radio frequency, a detector and two stages of audio frequency amplification. It is renowned for its great volume and perfect reproduction both on local and distant stations. It is an easy set to tune—the same station always "comes in" at the same dial settings, as these sets are calibrated. Panel is grained Bakelite. Quality parts are used throughout.

This Unit has a 14½ x 17½-inch panel especially designed to fit the new Victor Console, models 215, 400, 405 and 410. However, it may be fitted to any make or model of phonograph, as the panel is 1½ inches over-size all around. In addition to the regular Super Five features the Console Unit is fitted with a jack, into which a loop aerial may be plugged, converting the first Phusiformer into a wave trap (if desired) and eliminating the need of an outside antenna.



Write for full details and Sales Plan to Dept T. 1015

$120.00 List

COSMOPOLITAN PHUSIFORMER CORP., **15-17 WEST 18th ST. NEW YORK, N. Y.**

E. J. Dierker Heads New Jewett Service Department

Manager of Recently Established Department Has Been Connected With the Jewett Co. for Many Years and Is Widely Experienced

E. H. Wilkinson, vice-president and general manager of the Jewett Radio & Phonograph Co., has announced the appointment of E. J. Dierker as manager of the newly created Jewett service department. Mr. Dierker has been identified with the Jewett Co. since its earliest days as a manufacturer of phonographs exclusively, and having been active at one time or another in all of the factory departments, and later having served over two years in the sales department as a general field man, is exceptionally well qualified for the new task assigned to him.

In commenting upon the new department, Mr. Wilkinson said: "In the rare instances where a Superspeaker does appear to go wrong we want both the dealer and jobber who handle it to be prepared to service it promptly and properly. In the course of his travels, in the interest of dealers handling the Jewett product, Mr. Dierker will eventually visit every one of the five thousand Superspeaker retailers."

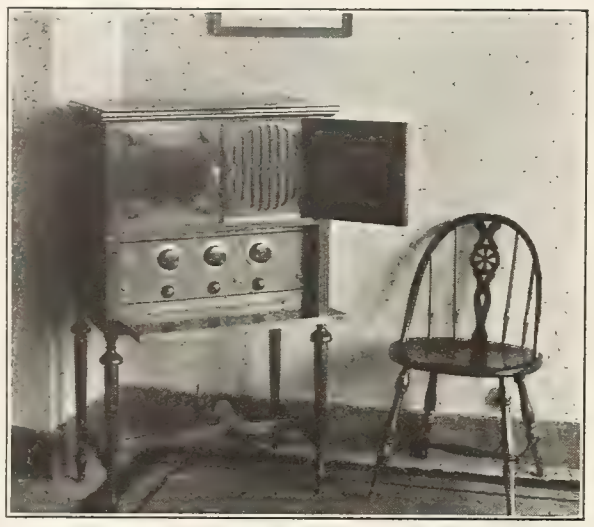
J. B. Price, of Goldschmidt Fame, on Trip Through West

J. B. Price, district manager of Th. Goldschmidt, Inc., with headquarters in New York, is now making a trip through the West, which will include a visit to all of the leading jobbers and dealers as far as Detroit. Mr. Price is well known in the talking machine trade, as he was formerly identified with the sales promotion activities in behalf of Bubble Books, where he achieved exceptional success.

During the past few months Th. Goldschmidt, Inc., has received inquiries from many prominent concerns regarding representation for N. & K. loud speakers and head phones, and on this trip Mr. Price expects to close important distributing connections which will be announced shortly. There has also been a great deal of interest manifested by the trade in the N. & K. phonograph unit which may be attached instantly to talking machines and which utilizes the sound chamber of the talking machine as

J. B. Price

the loud speaker. The N. & K. phono attachment is meeting with country-wide success, and Th. Goldschmidt, Inc., is trying to solve the problem of securing sufficient merchandise to meet the requirements of its trade.



Newport Radio Receiver

This receiver is built for a discriminating clientele

They like its ease of operation and its efficiency. They do not apologize for its appearance. They *know* that the Newport Radio Receiver combines the four features of radio reception: Tone Quality, Selectivity, Volume and Range without sacrificing any one of them.

The Newport Radio Receiver is sturdily constructed of the best materials and, with ordinary care, it will give many years of satisfactory service. It has been designed by competent engineers; it has been subjected to rigorous tests; and it has been tested and approved by leading authorities in the industry. It operates at less by at least 30% A and B battery than the average receiver. It will not squeal.

The Newport Radio Receiver is built in cabinets of three designs—designs that harmonize with fine appointments—designs that delight all lovers of fine furniture. This is another of the many reasons why discriminating persons are happy owners.

This model, $250 with loud speaker unit. ($260 West of Denver.)

It is built to harmonize with fine appointments.

* * *

It combines the four elements of radio reception: Tone Quality, Selectivity, Volume and Range.

* * *

It is inexpensive to operate (at least 30% less A and B battery than the average receiver).

* * *

It will not squeal.

* * *

It is built to give many years of satisfactory service. It carries an unlimited guarantee for one year.

* * *

It has been designed by competent engineers.

* * *

It has been approved by leading authorities in the industry.

* * *

It is a good receiver built in cabinets that delight all lovers of fine furniture.

* * *

It is the receiver you will want in your home.

Please Address: T. W. Campbell

The Newport is a good receiver built in a piece of fine furniture

Newport Radio Corp.

250 West 54th Street, New York City

Victor Standard Records Pushed During September

Company Issues Hanger Listing Records Included in Sales Plan for Standard Records

The Victor Talking Machine Co., Camden, N. J., in furtherance of its sales plan for standard records, by means of which two standard numbers are given special sales stress each week by all Victor dealers, is issuing each month a special window hanger, listing the eight records pushed during the month, with the caption "Victor records which should be in every home." This hanger is attractively printed in two colors and should prove a valuable adjunct to the dealer who is putting real sales effort behind this campaign.

During the month of September the following records were included in those which were recommended to dealers for special effort: "Song of the Volga Boatmen," coupled with "The Prophet," both sung by Feodor Chaliapin; "Gypsy Airs," in two parts, violin selection, played by Jascha Heifetz; "Hungarian Rhapsody, No. 2," in two parts, piano solo, played by Paderewski; "Granadinas" and "Princesita," both sung in Spanish by Tito Schipa; Beethoven's "Moonlight Sonata," sung by Kline and Male Quartet, coupled with "Hymn to the Madonna," sung by Marsh and Male Quartet; "Owl and the Pussy Cat," sung by the Hayden Quartet, coupled with "Bring Back My Bonnie to Me," sung by Criterion Quartet; "Love's Dream After the Ball," played by the Venetian Trio, violin, 'cello and harp, coupled with "Dream Visions"; Intermezzo, played by the Florentine Quartet, violin, flute, 'cello and harp, and "Uncle Josh and Aunt Nancy Put Up Kitchen Stove" and "Train Time at Pum'kin Center," humorous monologues by Cal Stewart, assisted in the first by Jones.

The Victor recordings featured during the week of October 3 were "Whispering Hope" and "One Sweetly Solemn Thought," sung by Mmes. Homer and Gluck, and "Beautiful Hawaii," played by Ferera and Franchini, coupled with "Hawaiian Twilight," played by the Hawaiian Trio, consisting of Hawaiian guitars and xylophone.

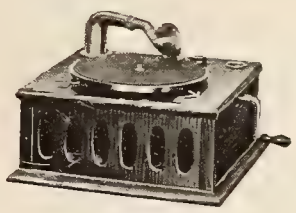
Featuring Radio-Phonograph

The Sannebeck Music Co., Mexico, Mo., is featuring the Brunswick-Radiola combination unit in its advertising and displays.

10 Years of Success for the

CHARMAPHONE

Profit-Making Phonographs

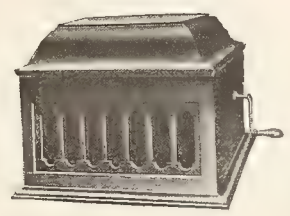


Retail $25
MODEL NO. 2
Height: 7 in.; width: 16 in.; depth: 16 in.

Better Merchandise— Lower Price

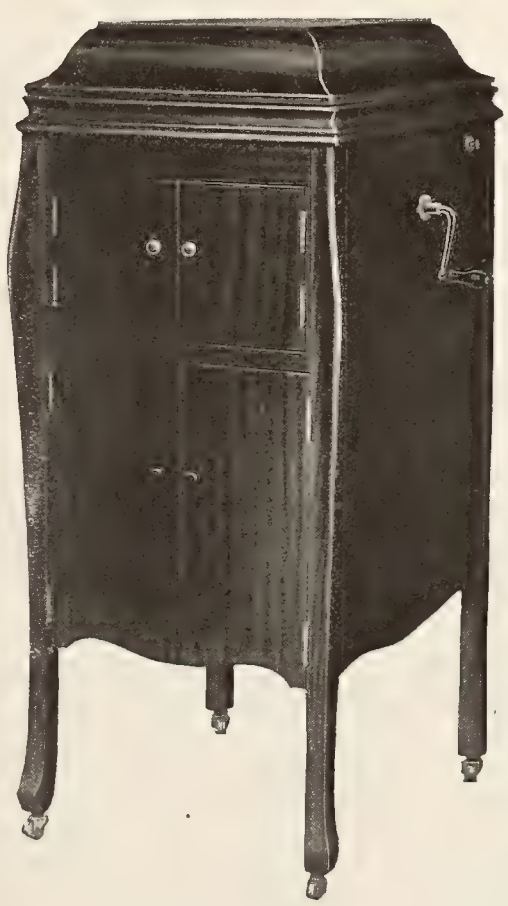
That's the Charmaphone slogan for this season. Here are shown the leaders of a line that includes designs and prices to meet all tastes and every purse.

The Dealer's profit is extra liberal. The quality cabinets, fine workmanship and unusual tone assure sales.



Retail $40
MODEL NO. 3
Height: 14 in.; width: 18 in.; depth: 21 in.

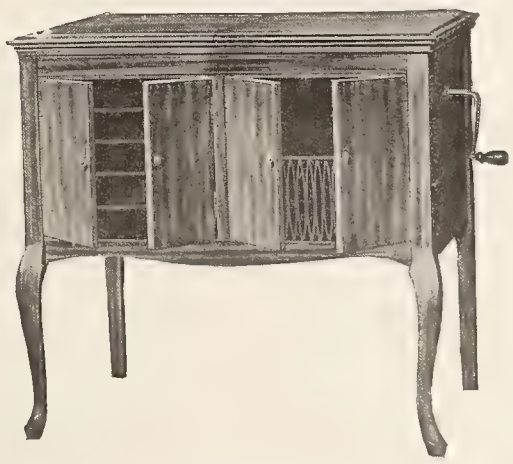
Retail $100
MODEL NO. 10
Height: 49 in.; width: 22 in.; Depth: 22 in.



Retail $60
MODEL NO. 4
Height: 42 in.; width: 19 in.; depth: 21 in.

Retail $125
MODEL NO. 20
Height: 36 in.; depth: 21 in.; width: 31 in.

Retail $70
MODEL NO. 5
Height: 43 in.; width: 19 in.; depth: 21 in.



Retail $85
MODEL NO. 15
Height: 32 in.; width: 31½ in.; depth: 21 in.

If you are not already a Charmaphone Dealer, write at once for illustrated catalog and prices. This will be a Charmaphone season. Get your share of the sales. Call, wire or write

THE CHARMAPHONE COMPANY

Executive Offices:
21 East 21st Street, New York City

Factory:
PULASKI, NEW YORK

Business in Richmond Territory Gains Despite Dampening Effect of Handicaps

Gratifying Sales Volumes Reported and Optimism Over Outlook Mounts—Growing Interest in Radio Manifested—Dealer Stocks Low—Records and Machines in Good Demand—The News

Richmond, Va., October 9.—Business in both talking machine and record lines is reported to be picking up in gratifying fashion in this territory, following a slump that occurred the latter part of September, due to a long rainy spell that caused many streams to overflow their banks and put a damper on business generally. Harvesting of late crops was hampered in many sections by the flood conditions and in not a few instances considerable damage was done to the crops.

Wide Interest in Radio

In the Carolinas, as well as in other sections of territory served by Richmond jobbers, dealers are said to be giving much thought to radio possibilities and are beginning to realize that they have got to hook up with this line if they would keep abreast of the times and the demands of their trade. As one dealer expressed it in a recent visit to a Richmond jobber: "It looks as if I will have to stock up on radio in self-defense, although I am not a bit eager to do so." From a little experience with it he had found radio troublesome to handle because of his inability to remedy the situation if the apparatus failed to work as it should. However, his trade was demanding it more and more and he had about come to the conclusion that he had just as well face the music and be prepared to supply the demand.

Victor Combination Cabinets Interest Trade

The Corley Co., Victor distributor of this city, reports that a number of its dealers are trying out the new combination console models, 215 Special and 405 Special, which are equipped with space for installation of radio. As a rule, dealers order a few of each type, along with the regular phonograph models. Not infrequently they ask that recommendation be made as to the line of radio that would probably take best with the trade.

Broadcasts Records

In Norfolk the Paul-Gale-Greenwood Co. has been stimulating the sale of records by an arrangement with the Reliance Electric Co. for the broadcasting of new records at certain hours each week. The public which listens in on radio thus has an opportunity of hearing the records in their homes and it is believed that in this manner many new customers are obtained who would otherwise not make purchases. The firm handles both the Victor and Brunswick lines.

Starr Dealer Stocks Low

According to E. J. Pringle, who sells Starr products in the Carolinas, traveling out of Richmond for H. Wallace Carner, jobber, freshets were particularly damaging to crops in South Carolina and for a time this naturally had a depressing effect upon the merchants in that State. However, they are now in more optimistic mood and are beginning to place orders as if nothing out of the ordinary had happened. Mr. Pringle only recently connected with the Starr Co., but he is an experienced salesman and is expected to give a good account of himself in his new field of endeavor. As a general rule, stocks of dealers are low in his territory, he says, but the dealers are alive to the importance of replenishing them and will, doubtless, be well stocked by the time the Fall season is well under way.

Goldberg Bros. Add to Staff

Goldberg Bros., distributors in Richmond for the Pathé and National phonographs, announce the appointment of two new salesmen, C. H. Held and Gerson Held, the former traveling Virginia and other Southern States, while the latter is confining his activities principally to Washington and Baltimore. LeRoy Goldberg, member of the firm, left recently on a tour of inspection through Southern territory which he expected would extend as far as New Orleans.

Growing Demand for Strand and Okeh

James Cowan, Richmond jobber handling the Strand machine and Okeh records, reports that business in these lines is opening up well for the Fall in his territory.

Jacob Bros. Co., of New York, was recently granted a certificate authorizing it to do a musical instrument business in Virginia, with headquarters in Norfolk in charge of Alfred Anderson.

Radio Dealers' Association Meets

Wholesale radio dealers and many retailers in Richmond attended a recent meeting of the Richmond Radio Dealers' Association. The question of securing a better local station for broadcasting concerts, with the likelihood of arranging for these concerts three or four times a week, was discussed. There was also discussion as to the possibility of obtaining better concerts in the city. It is planned to afford instruction for the radio beginner who too often meets with discouragement, and also to regulate the trade through co-operation of the members as far as possible.

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years Have Proved Outing Portables Are the Best

James Cowan Co.
18 West Broad St. Richmond, Va.
Outing Distributor

Fada Neutrodyne Exhibit at Pacific Coast Fair

Interesting Showing of Fada Products at San Francisco Exposition Recently Brings Excellent Results From Business Standpoint

F. A. D. Andrea, Inc., manufacturer of the Fada neutrodyne radio receivers, has made a number of very successful displays at the radio

Fada Exhibit at Pacific Coast Show

shows held in different parts and has realized a considerable amount of business as a result of these displays in which general attractiveness is an outstanding feature. As an example of the calibre of the Fada exhibits, there is presented herewith a photograph of the display of that product made at the recent Pacific Radio Exposition held in San Francisco, representing the first showing of the new line of Fada neutrodyne receivers and also the first exhibit of that product on the Pacific Coast. Both dealers and distributors were greatly interested in the showing, with the result that manufacturers declare they are now behind on production for Pacific Coast orders.

Jobbers—Attention

THE WALL-KANE POLICY

1—You are Fully Protected at All Times

Ever since Wall-Kanes were introduced, we have marketed them **thru jobbers** exclusively. We do not sell to dealers, and all dealers' orders are immediately turned over to the jobber.

THE JOBBER KNOWS WE ARE BEHIND HIM. This is one of the reasons why the demand for WALL-KANE products is growing larger year by year.

Wall-Kane Needle Manufacturing Company, Inc.
Manufacturers of
Wall-Kane, Jazz, Concert and Petmecky Phonograph Needles
3922 14th Avenue Brooklyn, N. Y.

STYLUS BARS

Stylus Bar & Mfg. Co.
Clague Rd.
North Olmsted . . . OHIO

YOUR NAME

Linked with the best known Phonograph Needle in the world

Bagshaw's
BRILLIANTONE
TRADE MARK REG. U.S. PAT. OFF.
NEEDLES

Remember—they are NOT Genuine BRILLIANTONE Needles unless they are made by BAGSHAW.

DEALERS: A New Package Idea That Is Proving a Winner

The name of YOUR store right on the face of each package of BRILLIANTONE Needles! We are ready to supply you with them in reasonable quantities. Don't cost you a cent more! An unusual opportunity to identify yourself with the most widely known Phonograph Needle on *record*.

Don't delay placing your order—dealers everywhere have been quick to take advantage of this new package idea.

BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

370 SEVENTH AVENUE, at 31st Street, Suite 1214, NEW YORK

Selling Agents for W. H. Bagshaw Co., Factories, Lowell, Mass.

Western Distributor:
The Cole & Dunas Music Co.
430 So. Wabash Ave., Chicago

Canadian Distributor:
The Musical Mdse. Sales Co.
79 Wellington St., W., Toronto

Pacific Coast Distributors:
Munson & Rayner Corp.
Los Angeles, Cal.
San Francisco, Cal.

Walter S. Gray Co.
1054 Mission St.
San Francisco, Cal.

Adams-Morgan Co. Announce Three New Radio Models

The Adams-Morgan Co., Inc., Montclair, N. J., manufacturer of the Paragon radio receiving set, announces through Alfred P. Morgan, pres-

Alfred P. Morgan

ident of the company, a complete new line consisting of three models, of two, three and four-tube sets, enclosed in unusually attractive mahogany cabinets.

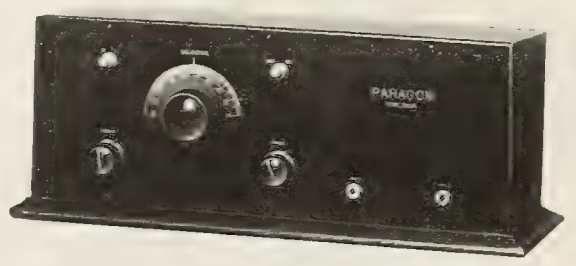
The Adams-Morgan Co. is one of the pioneer

Paragon Type 2

concerns of the radio industry, with which Mr. Morgan has been associated for a number of years. He enjoys a unique reputation as a designer and manufacturer of radio receiving sets and equipment. The Paragon products are known throughout the electrical and radio industries as most dependable and satisfactory.

Paragon Type 3

"Our new models have been designed with the intention of retaining the high standard which has been set for Paragon products, but in addition we have carried out the keynote of simplicity of operation in all three models. Up to the present time the company has done a comparatively small volume of business with the talking machine trade, but we feel that in the new models we have a set that is ideally fitted for the music trade to merchandise satisfactorily and profitably. Our schedule of production has been so planned that we will be in a position

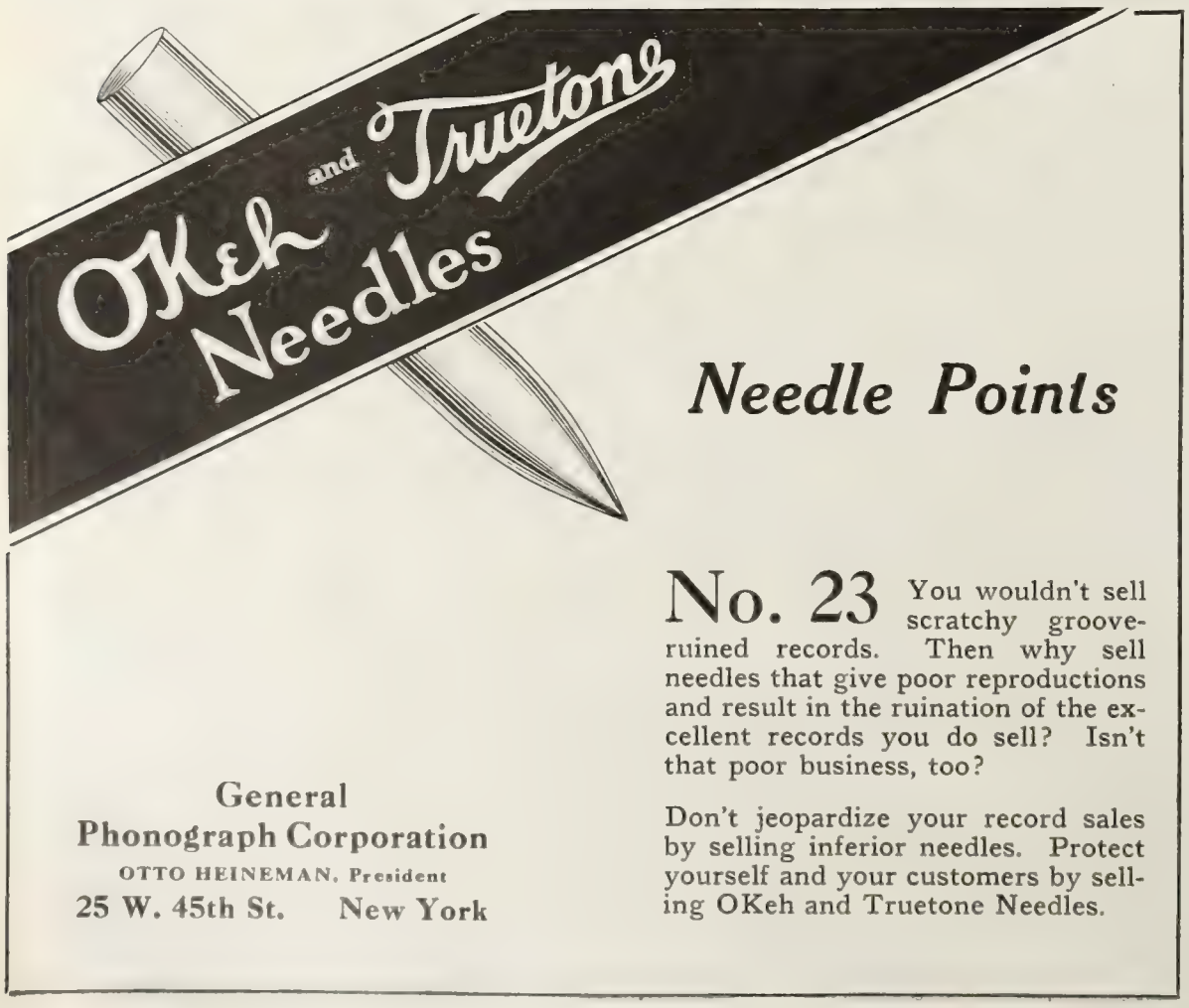


Paragon Type 4

to furnish the trade with an adequate supply of merchandise during the coming Fall and Winter season," said Mr. Morgan, president of the company.

A strong advertising and merchandising campaign is planned to market the Paragon line.

The accompanying illustrations show the three models of the new Paragon line designated as types 2, 3 and 4. Type 2 is a two-tube set; type 3 is a three-tube set and type 4 is a four-tube set; the last-named featuring the new Paradyne circuit.



Brunswick Artists Open New Gotham Dance Palace

Entertainment by Prominent Record Artists a Feature of Arcadia Ballroom Opening on Broadway, New York—Excellent Publicity

Brunswick dealers in the metropolitan district were the beneficiaries of some exceptionally fine Brunswick publicity the first week in October, when the new $1,000,000 Arcadia, Broadway's new ballroom, had its official opening. The evening's festivities had a distinct Brunswick tinge, with three Brunswick dance orchestras providing the music; Margaret Young, another Brunswick entertainer, also on the program, and a good bit of Brunswick advertising in the handsome souvenir program.

The dance hall opening was preceded by full-page newspaper announcements in several New York papers, the advertising mentioning the Brunswick connections of the orchestras, which are the well-known Ray Miller and His Orchestra, and Harry Reser, considered to be the world's greatest banjoist, and his Band O' Banjos. As an added attraction for the opening night, Carl Fenton and His Orchestra appeared through the courtesy of the Brunswick Co.

While Ray Miller lived up to his reputation as known to millions who have heard him and his boys on Brunswick records and his reception was warm and enthusiastic, he shared the honors of the evening with Harry Reser, who sprung something decidedly new to Broadway with a dance orchestra composed almost entirely of banjoists. The instrumentation, which was worked out by Mr. Reser and Walter Haenschen, recording director for Brunswick, consists of six banjoists, including Reser as leader, double bass, drums and piano.

This orchestra is a combination of tenor banjos, plectrum banjos, banjo-mandolins, five-string banjos, and the new lute banjos, and requires no less than fifteen banjo instruments in order to do its stuff properly. The band is completely equipped with Paramount banjos, made by William L. Lange, New York.

Finds Bulletin Board at Store Entrance Worth While

Passaic, N. J., October 7.—O'Dea's Music Store has placed a bulletin board at the entrance to the establishment, just outside the store door, so that passers-by may read without entering the warerooms. On this board are placed announcements of interest to music lovers, for example: Notices of local concerts by record artists or other local musical events. The plan has for its object to make people stop before the store. They read the announcements, see the window displays and the name of O'Dea's becomes firmly fixed on their minds.

The O'Dea store features the Victor line and has built up a prosperous business through newspaper advertising. The concern operates a main store in Paterson, N. J., as well as the local establishment. Thousands of dollars each year spent for newspaper advertising has been found an investment which returns big dividends. There is something worth thinking about in this for dealers who "do not believe that advertising pays."

Features Columbia Models

Augusta, Ga., October 4.—E. D. Jordan, factory representative of the Columbia Phonograph Co., spent several days with the W. P. Manning Music Co., here, the latter part of last month, demonstrating the latest models of Columbia phonographs and working with the sales force. The models which the company is featuring are the Columbia consoles 560, 570 and 580 in two and three tone and walnut finishes.

Come On Boys

—*Let's Hear You Play!*

THIS is the friendly challenge for good music and fun which is being broadcast to boys —young and old— through the big national advertising campaign now being conducted by the manufacturers of Hohner Harmonicas.

"That Musical Pal of Mine"

Through leading magazines and newspapers; billboards and posters; radio, movie and theatrical stars; phonograph records; public school and municipal contests, the Hohner message of clean, wholesome fun and educational entertainment is reaching millions of people in every part of America.

Boys and girls, men and women—music lovers of all ages, in all walks of life—are being told in word and picture that Hohner Harmonicas are not only "The World's Best" Harmonicas, but *real* musical instruments. And the response to this striking advertising campaign is evidenced by the sale of 12,000,000 harmonicas through Hohner dealers in 1924.

It shouldn't be necessary to urge you to go after *your* share of this splendid business. We have made it very easy for you to cash in on the big demand for Hohner Harmonicas in your vicinity.

A Hohner Display Assortment, free dealer helps and free instruction books will tie your store to the big Hohner sales campaign. We will gladly show you how you can get a liberal share of the profits now being earned by thousands of enthusiastic dealers. *Why not write us?*

M. HOHNER., Inc., Dept. 66, 116 East 16th St., New York

Fascination
Inspiration
Education
Entertainment
Musical Accuracy

HOHNER HARMONICAS

Health
Portability
Durability
Convenience
Popularity

OKeh The Record of Quality

IROQUOIS SALES CORPORATION
210 FRANKLIN STREET BUFFALO, N. Y.

Distributors for New York State and Northwestern Pennsylvania for OKeh Records and ODEON Records.

A capable, efficient sales organization that is ready and willing to co-operate with OKeh and Odeon dealers in building up a permanent, profitable demand for these popular record lines.

ODEON The Imported Record of Quality

John Kibler Elected President at Annual Meeting of Buffalo Victor Dealers Ass'n.

Association of Buffalo and Western New York Victor Dealers Plans Constructive Meeting Programs for Next Year—Business Remains Good—Month's Activities of the Trade

BUFFALO, N. Y., October 9.—John Kibler, Genesee street dealer, was elected president of the Victrola Dealers' Association of Buffalo and Western New York, at its annual meeting and luncheon, in the Hotel Statler, Wednesday, October 1. Other officers are: Vice-president, Joseph M. Quirk, Batavia dealer; treasurer, Carl Kappel, of Kappel Bros., Buffalo; secretary, Floyd F. Barber, of Barber & Wilson, Kenmore dealer. The election was by acclamation.

Arthur H. Fleishman, retiring president, presided and thanked the members of the Association for their co-operation during the past eighteen months. A brief talk of acceptance was made by the new president.

Mr. Quirk suggested more live meetings, to dispense with some of the parliamentary rule, and invite good sales experts and radio experts to address the meetings. "Radio will be one of the important problems of the trade this Winter," Mr. Quirk said, "and plans should be made to have it intelligently discussed at the meetings." Entertainment programs will also be arranged.

A short business session followed the election of officers.

"Sonora Week" Interests Dealers

One of the biggest phonograph exploitations ever conducted in Buffalo was "Sonora Week," planned by the Sonora Phonograph Co., of New York, and the Gibson-Snow Co., of Syracuse, distributors in this district.

One of the most attractive display rooms in the Hotel Statler was fittingly arranged for the display, presided over by Charles T. Malcomb, of the Gibson-Snow Co. The new Saginaw model was one of the most popular moderate-priced instruments in the exhibit. The Marquette, radio adapted model, was another type which appealed to dealers.

In the radio-equipped instruments the new Sonoradio was, without a doubt, a leader in popularity. Visitors lingered before this instrument and showed great interest in all its details. It is equipped with a Ware panel. Mr. Malcomb said they were swamped with orders from dealers for this particular instrument, and sales of this model will probably exceed all others in volume.

One corner of the room was devoted to the art styles, the DeLuxe, hand-carved cabinet, with motor meter and hand-carved tone arm, attracting much public attention because of its beauty and tone-reproducing qualities, as well as its complete equipment. The Italian Renaissance model was snapped up by a visitor on the eve of the opening and will go into one of the city's most beautiful homes. This model, retailing at $700, also created much favorable comment.

An extensive newspaper campaign was conducted in Buffalo during the week and a campaign will be carried on throughout the Winter, with the Buffalo Courier, in the Sunday rotogravure section. This newspaper arranged an attractive Sonora display in its windows during the week.

Opens Fall Concert Season

Paul Whiteman opened his Fall concert season in Elmwood Music Hall, September 28, and, as usual, played before a full house. Dealer co-operation was commented on by Mr. Whiteman while in Buffalo. Window tie-ups were conducted throughout the city, one of the most attractive of which was the Denton, Cottier & Daniels window, where their best window, corner of Franklin and Court streets, was turned over entirely to the orchestra. A burnished silver-draped background added to the elaborate setting. Victor records made by the orchestra have been best sellers in Buffalo.

Sees Big Victor Arts Library Demand

C. E. Siegesmund, sales manager of Curtis N. Andrews, speaks enthusiastically of the new Victor Music Arts Library, which he believes will be in great demand during the holiday season. These albums, which contain five Victor records made by the most famous artists, and reproducing works of such composers as Schubert, Beethoven, Wagner and other classics, will answer the gift problem in hundreds of homes.

Iroquois Sales Corp. Busy

F. D. Clare, of the Iroquois Sales Corp., said there is a great demand for the Strand radio cabinet and the Crosley sets. "Orders are coming in in such large volume that many of them will be held up in delivery," Mr. Clare said. Okeh record sales are also satisfactory. G. O. Davis, formerly Buffalo representative of the Columbia Phonograph Co., is now with the Iroquois Sales Corp.

Brief But Interesting

Leon McLaren, formerly in the record department in Neal, Clark & Neal, who has been confined in the Perrysburg Hospital for some time, is steadily recovering.

Among those from Buffalo who attended the Radio Fair in New York were C. N. Andrews, O. L. Neal, E. R. Burley and John Kibler.

A. W. Erion, president of the Erion Piano Co., has returned to his desk, after being confined to his bed for six weeks because of blood poisoning, resulting from an injured foot. Mr. Erion reports Victor business greatly improved over early September.

It has always been the policy of this house to build "good will" by rendering a service that is at all times dependable and cooperative.

The number of Victor dealers we are now serving regularly, and who depend upon us for their supply, is constantly increasing.

There must be a reason for their preference.

This not only applies to local and nearby dealers, but many at more distant points find our service dependable. Our shipping facilities out of Buffalo are unexcelled.

Try us and be convinced.

CURTIS N. ANDREWS

SERVICE CAN DEPENDABLE COOPERATIVE BUFFALO N Y

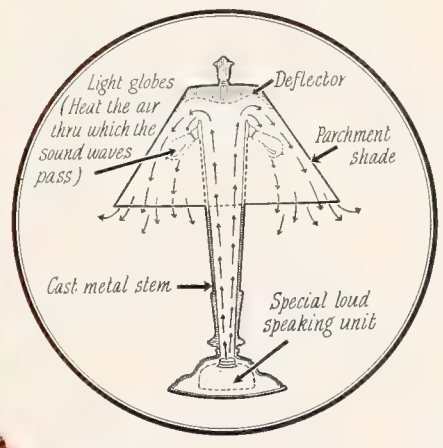
Victor Distributor
Exclusively Wholesale
Court & Pearl Sts.
BUFFALO, N.Y.

SERVICE CAN DEPENDABLE COOPERATIVE BUFFALO N Y

A Radio Money-Maker

This Marvelous Loud Speaker Also A Beautiful Lamp

An attention getter in your window—a business getter wherever it is displayed—Radialamp dealers are reaping a rich harvest of unexpected profits.



©1924 by R. B. Wheelan

Manufactured under U. S. Patents Nos. 1,185,987, 1,272,843. Other Patents Pending.

DO you want to see crowds gather around your window? Do you want to see interested Radio fans literally pour in with eager questions on their lips—put a Radialamp on display. Let the news out that this beautiful library lamp is the newest, most perfect Radio Loud Speaker yet put on the market and watch the results in sales.

This is just the thing that Radio lovers the country over have been looking for. An improved Radio horn that doesn't look like a horn—that isn't cumbersome and fulfills other uses besides intensifying Radio music.

Loud Speaker—Library Lamp Two in one—for the price of one.

The tones of the Radialamp are wonderfully sweet—clear. From the special microphone in the base, sound is carried up thru the metal stem, reflected from the sound mirror in the top, beautified and intensified by the heated air from the bulbs and spread equally to all parts of the room from the parchment shade opening.

Attach to Any Socket

To use as a lamp simply place ordinary electric bulbs in the sockets and attach to your electric connection with electric cord, which is included. It throws out a soft, mellow light. To use as a loud speaker, simply attach the wire, which is included, to your receiving set.

Attach to Any Radio Set

Sell the Radialamp to the man who has no loud speaker. Sell it to the man who has one—he can attach it by long cord and keep it in his favorite room—leaving the old type loud speaker in the room with the Radio apparatus.

National advertising and dealer advertising helps will introduce this wonderful loud speaker to your customers. It will be one of the most popular sellers in your store. It is a particularly good gift around Holiday time.

For descriptive literature and special dealer proposition mail this coupon now. See for yourself what a source for profits Radialamp can open to you. Address

RADIOLAMP CO. Dept. W-10 **334 Fifth Ave., New York City**

RADIALAMP
TRADE MARK
LOUD SPEAKER

Radiolamp Co., Dept W-10, 334 Fifth Ave., New York City
Please send me illustrated descriptive literature on the RADIALAMP, and your special proposition to dealers.

Name .....

Address .....

City ..... State .....

Activities of Buffalo Trade

(*Continued from page* 98)

The Royce Furniture Co. suffered heavy loss in the fire that swept the business district of Watkins, N. Y., recently.

J. N. Adam Co. to Erect New Home

The Song Shop, operated by Waterson, Berlin & Snyder, will move October 15 from its present location, adjoining the J. N. Adam store, to 582 Main street. The building occupied by the Song Shop was recently purchased by the J. N. Adam Co. and will be razed to make way for a large addition to the store.

Frank A. Julian is a new member of the sales staff of the J. N. Adam Co.

New Cheney Accounts

C. B. Hammond, general sales manager of the Cheney Phonograph Sales Corp., of Cleveland, who now has charge of the Buffalo distributing district, was in Buffalo late in September and reports several new accounts in the district.

Death of Lewis V. Cock

Lewis V. Cock, former treasurer of the J. N. Adam Co., died in his apartment in the Buffalo Athletic Club recently. He had been in failing health for a number of years. The funeral was held from the home of his sister, Mrs. W. J. Reed, in Auburn.

Multiple Elec. Products Co. in New Headquarters

The Multiple Electric Products Co. has moved its executive office and factory to 365 Ogden street, Newark, N. J. This firm is the manufacturer of the well-known Atlas radio reproducer, produced with both loud speaker and in units attachable to talking machines. The firm is one of the best known electrical manufacturing organizations in the country and operates branch offices in New York, Boston, Philadelphia, Baltimore, Pittsburgh, Detroit, Chicago, St. Louis, Denver and San Francisco. The Marconi Wireless Telegraph Co., of Canada, Ltd., is the Canadian distributor of Atlas products.

Gimbel Bros. Audak Equipped

Gimbel Bros, well-known department store in New York City, is equipping its main talking machine department with a series of Audak record demonstrators. The announcement of this new equipment by the Gimbel organization practically makes all the leading department stores in the Metropolitan area Audak equipped in their talking machine sections.

Edward G. Brown Dies After Lengthy Illness

Prominent Trade Member and Secretary of Talking Machine and Radio Men, Inc., Passed Away at His Home in Bayonne, N. J.

The music trade in general, and particularly members located in what is known as the metropolitan district of New York, will learn with deep regret of the death of Edward G. Brown, one of the pioneer music merchants of Bayonne, N. J., and for several years a distinctly active factor in trade circles as secretary of the Talking Machine and Radio Men, Inc., which occurred on Sunday, September 14, at his resi-

E. G. Brown

dence, 48 East Thirty-fourth street, Bayonne, after an illness of several weeks.

Mr. Brown was born in Elizabeth, N. J., February 5, 1871, and came to Bayonne nine years later, where he went to school. During his school days he showed a distinct aptitude for music, learned to play several instruments and organized a school orchestra. After graduation he formed another orchestra and furnished the music for many of Bayonne's social affairs. The music business which Mr. Brown conducted at 719 Broadway was established about thirty years ago and developed into more or less of an institution in Bayonne.

Mr. Brown was particularly well known in the trade for his Association activities. He was a member of the National Association of Piano Merchants and of the New York Piano Merchants' Association, and was for a number of years an active worker and for some time secretary of the Talking Machine Men, Inc.—later the Talking Machine and Radio Men, Inc.—an organization made up of talking machine and radio wholesalers and dealers in metropolitan New York and neighboring sections.

In addition to his trade activities, Mr. Brown also found time to take part in civic and fraternal work. He was a charter member of Bayonne Lodge Jr. O. U. A. M., and organizer of the Bayonne Board of Trade, and a member of the Elks and Foresters. He was a Scottish Rite Mason, a member of Mecca Temple of Shriners and also a member of the Rotary Club and other business organizations, including the Bayonne Board of Trade, of which he was an organizer.

Mr. Brown was taken ill on July 15 and two weeks later entered the hospital, where he remained for about ten days. He then returned to his home, but despite the best of medical care failed steadily and finally succumbed.

The funeral services were held at the Grace English Lutheran Church in Bayonne September 16 and were attended by several hundred persons, including many members of the talking machine trade. Following the church services proper, conducted by Rev. F. Hampton Berwager, services were also held by the Bayonne Lodge of Elks and by the Masons. Interment was at Fairview Cemetery.

The deceased is survived by his widow, Mrs. Alma Brown, and two sons, Edward G. Brown, Jr., and Fred Brown. The former has for some time past been associated with his father in the business.

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years Have Proved Outing Portables Are the Best

Iroquois Sales Corp.
210 Franklin St. Buffalo, N. Y.
Outing Distributor

Knowledge Is Power

THE members of the Buffalo Talking Machine Company's organization use no guess work in the plans and suggestions they offer Victor retailers. They are all competent, experienced Victor men who *know* the solutions to the dealers' sales problems.

This knowledge, which is practical and valuable, is only a small part of the service plans sponsored and perfected by this organization for the 1924 season.

BUFFALO TALKING MACHINE COMPANY
776-778 WASHINGTON STREET BUFFALO NEW YORK

Indications Point to Continued Gains in Business in St. Louis Territory

Trade in Healthy Condition—Music Dealers Sponsoring Concerts—Dealers Add New Lines in Preparation for Large Holiday Business—Stores Remodeled—News of the Month

St. Louis, Mo., October 7.—Improvement in the talking machine business, which set in about the middle of September, following a period of hot weather depression, continued during the early part of October, with indications of uninterrupted increase in sales until Christmas. Conditions are healthy, with consoles in highest favor at the moment.

Radio is becoming quite a factor in the phonograph field. St. Louis is belatedly coming into its own in that respect. The era of the home-made receiving set is passing. The demand is increasingly for the best in radio. There is marked interest in announcements of combinations of phonograph and radio, such as the recent introduction of the Brunswick-Radiola.

Sponsoring Concerts

A Civic Music League for St. Louis has been organized with the initial object of stimulating interest in good music by giving this season five concerts by artists of international renown. Music merchants are co-operating in a drive for a large membership and on emphasizing the objects of the league. Mayor Kiel is the honorary president and F. W. A. Vesper is president. Headquarters for the drive are at the Aeolian Co. of Missouri.

Charged With Fraud

A practice of making fraudulent claims for packages of phonograph records sent by parcel post is alleged against R. C. and W. Layer, proprietors of the St. Louis Music Co., 1410 Pine street, by post-office inspectors.

Adds to Stock and Remodels

The Krite-Boyens Piano Co., 1012 Olive street, is having its main salesroom remodeled to admit of a better display and demonstration of talking machines, booths for which have been erected near the front. The firm has taken on the Brunswick, in addition to the Columbia and Starr.

New Edison Agenies

The Silverstone Music Co., Edison distributor, announces the following new agencies: Anderson Piano Co., Springfield, Ill.; Nathan Furniture Co., Marianna, Ark.; G. J. Bensberg, Smackover, Ark.; Bishop Furniture Co., Litchfield, Ill.; Palace Drug Store, Mammoth Springs, Ark.; J. D. Pope, Little Rock, Ark. The Bensberg store at Smackover is a branch of the Bensberg business at Camden, Ark. The Pope store at Little Rock is a branch of the Pope store at Searcy, Ark.

G. Manne, who has been traveling representative of the Silverstone Music Co., in Tennessee, Arkansas and Missouri, has resigned. His territory is being looked after temporarily by L. C. Schooler, whose regular territory is Missouri, Illinois and Kentucky.

The T. D. Music Box, 415 North Seventh street, tied up with the Brunswick announcement of the Radiola by using a page advertisement in the same newspaper issue.

A. D. Geissler, president of the Chicago and New York Talking Machine Co., was a recent visitor to Manager Geissler, of the Famous-Barr Co. talking machine department.

Aeolian Co. Remodeled

The main sales floor of the Aeolian Co. of Missouri has been remodeled. The number of talking machine demonstration booths has been reduced, but there is still an ample number. The record racks have been moved to the front and the cashier's office to the rear.

Attended Brunswick-Radiola School

C. O. Thompson, manager of the talking machine department of the Kieselhorst Piano Co., and Mrs. C. Engelmann, of his department, and Edward Cosgrove, of the Famous-Barr department, attended the Radiola school of instruction conducted by the Brunswick Co. at Chicago.

Adds Jewett Line

The Brown & Hall Supply Co., one of this city's pioneer electrical supply houses, has taken on the Jewett Superspeaker and is planning for greatly increased activities in its radio department this year. In co-operation with Scruggs, Vandervoort & Barney, a most effective display of the entire Jewett line at the show held in the latter's store during the week of September 28 was arranged.

Bright Prospects for Sonora

Frank Coupe, vice-president and sales manager of the Sonora Phonograph Co., Inc., was in St. Louis recently. He was very optimistic in regard to the phonograph business for the remainder of the year.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up or become sticky or rancid. Remains in its original form indefinitely.
Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., NewYork

F. E. Roediger, field man for the Sonora Co., has been in the C. D. Smith Drug Co.'s territory, which consists of Missouri, Kansas and parts of Oklahoma. Mr. Roediger reports business looking upward and is much pleased with the way the Sonoradio No. 242 and the loud speaker are selling in this territory.

J. E. Maunder, local representative for the C. D. Smith Drug Co., St. Joseph, Mo., recently returned from Kansas City, Mo., and points in Kansas and Tulsa, Okla. He reports business as being first class with dealers' stocks low and prospects very good for a large Fall business.

The Sonora Phonograph Co., New York City, had a very beautiful display of Sonoradios, phonographs and loud speakers at Loew's State Theatre in St. Louis during their Radio Week, from September 27 to October 3.

Occupying New Quarters

Val's Phonograph House has moved from Tenth and Pine streets to 110 North Broadway.

The annual radio show of the Scruggs, Vandervoort & Barney Dry Goods Co. was given the first week in October in the music department. There was a large showing of apparatus and accessories.

Victor Dealers Tie Up With Artists

Art Landray's Orchestra, which makes Victor records, has been the feature for three weeks at the new downtown theatre, Loew's State. Their "Rip Saw Blues" was released during the first week of their appearance and an excellent tie-up was made. A screen announcement made them known as exclusive Victor artists, and suggested hearing their "Rip Saw Blues." The curtain rose on an immense Victor record and through the label could be seen the orchestra playing this popular number. For the second week two big Victor dogs occupied the stage with the orchestra. Victor dealers used very attractive windows furnished by Loew's and report an excellent demand for their records.

W. H. Thompkins, who had been for several years with F. M. Leslie, Victor dealer at Urbana, Ill., has recently joined the Emerson Piano Co. sales staff.

Fire Damages Victor Stock

The Hellrung & Grimm House Furnishing Co., of St. Louis, suffered from two fires in less than a week recently. The first was confined to a large display window and was caused from defective wiring of a sign. The second fire was on the second floor above the Victrola department, which suffered the greatest loss from water and smoke. Part of the stock of records was lost and several Victrolas were damaged.

Prospects From Fair Exhibit

The Deeken Music Co. and the Gaussmann-Parker Furniture Co., both Victor dealers in North St. Louis, were recent exhibitors at a North St. Louis Retail Dealers' Fair. Mr. Deeken used a glass-top Victrola and a "trade-mark" machine as part of his display. The Gaussmann-Parker Co. announced its Christmas Club plan of buying a Victrola, and both dealers gathered many prospects.

Changes in Personnel

Leonard Truesdell, formerly with the Victrola department of the Scruggs, Vandervoort & Barney Co., has taken a position as traveler for the Koerber-Brenner Co., Victor distributor.

Miss Laura Williams, formerly with the talking machine department of the Kieselhorst Piano Co., has taken a position as assistant to T. L. Husselton, formerly Victor representative in this territory, now manager of the Victor Boardwalk showrooms at Atlantic City. Miss C. B. Boyer, formerly with Linn & Scruggs, Decatur, Ill., is another of his assistants.

The Artophone Corporation

A Very Profitable Proposition

The OKeh *and* Odeon

Record Agency

THERE are a number of different fields open for the OKEH dealer. We call your particular attention to the following big selling types of records. We have a complete line which includes the most popular artists:

Blues by Popular Negro Artists — **Hill Country Music**
Dance and Popular Song Hits — **List of All Foreign Languages**

Rare Record Importations (Odeon Records)

Our stock is complete and we will give you **twenty-four hour** service. Prepare now for a **big phonograph** and **record** trade this fall.

The Artophone Corporation

1103 Olive Street, St. Louis, Mo.
203-5-7 Kansas City Life Building, Kansas City, Mo.

Complete stock of radio, phonographs, phonograph supplies and accessories

KIMBERLEY
"THE INSTRUMENT FOR PARTICULAR PEOPLE"
PHONOGRAPH COMPANY, OF NEW JERSEY
"PERFECT AS A GEM"

The Instrument for Particular People

Ambassador Model
Height 46" Width 20"
Depth 21"

This is the leading line of popular price phonographs in the market. It has quality, material and first class workmanship, in mahogany and walnut finish.

A reliable motor playing 3 ten inch records, a brass tapered tone arm and a very good reproducer.

If you wish to obtain the best share of business in your territory, this is the line that will secure it, and the prices of these machines will astonish you.

Do not miss this opportunity of writing at once, enabling us to book your orders early, as our sales at the present time point to holiday shortage.

We guarantee to fill orders, in priority, as received by us.

RADIO Compartments, if desired in KIMBERLEY Cabinets.

Grand Model 100
Mahogany
Height 33" Width 32"
Depth 22"

Grand Model 100
Two-Tone
Height 33" Width 32"
Depth 22"

The Kimberley Phonograph Company of New Jersey

Perth Amboy, N. J.

Factory:
Perth Amboy, N. J.

Office and Show Rooms:
206 Broadway, New York City

Radiola

REGENOFLEX

and the NEW ENGLAND PHONOGRAPH DEALER

900 talking machine dealers in New York City are handling radio; two-thirds of the entire number.

Since there are 1500 talking machine dealers in New England, there should be 900 dealers in New England adding to talking machine profits by selling the right kind of radio.

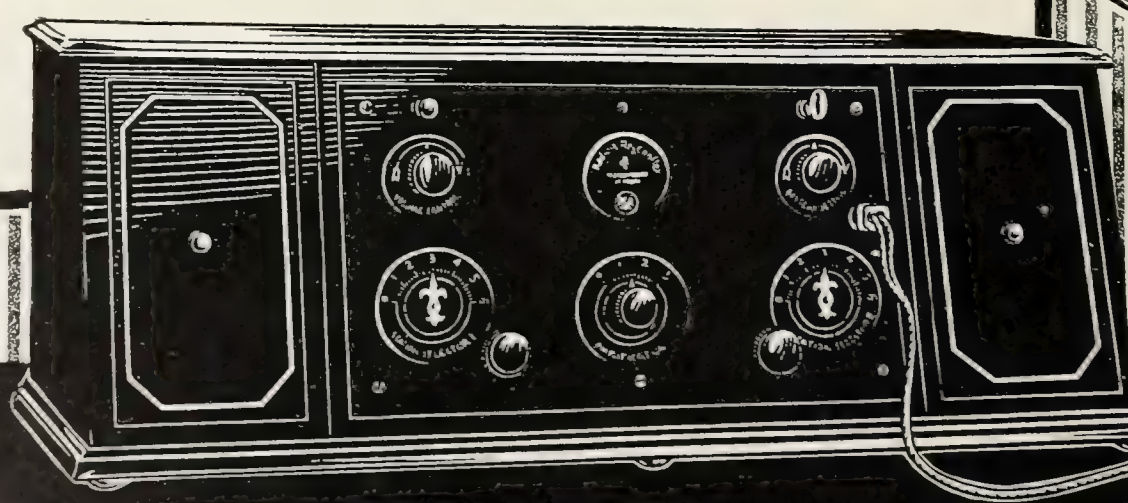
Not all of this number can secure "The Radiola"—recognized as the country's greatest line. But the progressive dealer will want "The Radiola."

And you should secure it from The F. D. Pitts Co., New England's largest exclusive radio distributor. We specialize in radio distribution and concentrate our activities to New England. Furthermore, we wholesale only.

So our entire energies to serve you properly will be bound up with yours if we and those dealers now using *Pitts Co.* Service use a loud speaker when mentioning our co-operation.

Don't put off the question of handling radio another minute. The year's best season is here and you should cash in on the times.

Write, wire or telephone and you will receive full particulars about the quickest selling and most satisfactory radio merchandise—"Radiola!"



F. D. PITTS COMPANY Inc.

219 Columbus Ave. BOSTON, Mass.

RADIO MERCHANDISE - EXCLUSIVELY - - - WHOLESALE

The Trade in BOSTON and NEW ENGLAND

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

All New England Retailers and Wholesalers Are Anticipating Big Fall Trade

Wholesalers Predict Shortage—Certain New and Popular Phonograph Models Already Oversold —Trade Ties Up With New England Week—Most of the Trade Linked Up With Radio

BOSTON, MASS., October 8.—There is a unanimity of feeling that the remainder of the year is to show big business in both talking machine and radio lines. Today nearly all of the dealers in the talking machine industry are linked up with radio and between the two there is going to be a very satisfactory business all along the line. As usual, there will be those timid souls who will hesitate to secure enough goods to carry them over the rush period, and to them the advice is herewith given to look ahead sufficiently so as not to be caught with a low stock when the demand is the heaviest. With practically all local establishments the month of September made a surprisingly good showing, and the impetus having been established, the run of luck is continuing right along with a daily gathering of momentum.

All-New England Week a Success

The All-New England Week was a success so far as the music trade could play a part. In subdividing the music industry the talking machine end could honestly concern itself the least with this campaign for big business, as the industry on its manufacturing side has little relation to New England. Still, there was a laudable effort to keep the occasion before the public and there is no doubt that business in general was greatly stimulated by the efforts put out to create a bigger demand. At all events, so far as the idea is concerned, the committee having the campaign in hand has expressed itself as well satisfied with results, and it states that the week was a success.

Big Victor Gains at Steinert's

Kenneth R. Reed, wholesale manager of the Victor department of M. Steinert & Sons, told The World representative the other day that he could honestly say that business was very materially picking up and that the September showing was nearly 150 per cent in advance of the business of August. Some of the orders that are coming in are unusually good ones, both in volume and quality.

In discussing the question of a possible shortage of goods this Fall, Mr. Reed referred to a recent editorial in the Boston Traveler touching the advisability of laying in the Winter's supply of coal. Said article was under the caption "How Is the Family Coal Bin?" Now this editorial struck Mr. Reed very forcibly as having a direct bearing on the Victor business, and he forthwith made a paraphrase of it and put it out in the form of a circular which he sent to all of the Steinert dealers. Mr. Reed's interpretation of it is of so wide-spread interest that it is thought wise to give it attention here that talking machine dealers everywhere may profit by the sage advice. After quoting the editorial Mr. Reed says:

"You, of course, remember many Winters during which there was a severe shortage on from one to four or five different type Victrolas and—as we were obliged to take a few hundred pounds of coal instead of a full ton—so you were obliged to take one Victrola 80 whereas you could have used a half dozen. Also, as we were obliged to use coke or any other substitution for coal that we could obtain, many dealers were obliged to take on unknown talking machines, as they could not get Victrolas. Just as the Summer is the time to lay in your Winter supply of coal, so is the Summer the time to lay in your supply of Victrolas, for just as a coal dealer cannot fill the bins of all his customers at a minute's notice neither can the Victor wholesaler supply all of his Victor dealers with their Winter's needs at the time that business begins to pick up and the rush commences; neither can the Victor talking machine factory manufacture at a minute's notice that big oversupply which the dealers need for that last three months' business. Manufacturing must go on at an even pace throughout the year and the wholesaler gladly takes the burden from the factory by storing Victrolas throughout the dull Summer months. Now, however, is the time when every Victor retailer should start in doing his part and accumulating the merchandise which he will surely need during the last three months of this year. Business has been quiet. We know it as well as you, but it is coming back. Every indication points to it, and when it does come it will be an overnight comeback. Don't be caught without Victrolas this year through the belief that because distributors have an ample supply on hand at the present there will be no shortage. It is true we have been stocking all the various types which we could throughout the Summer and have a goodly supply, but at the same time we venture to predict that there will be a shortage of some kind on certain types before the Christmas holidays. Order now and be prepared. Don't have to be taking on substitutes for the **real**—or be content with half a ton and **freeze.**"

Oversold on New Columbia Models

The Boston branch of the Columbia Phonograph Co. reports upon closing its books for September the finest month's business since last Winter, and the branch is looking forward to a very prosperous and satisfactory record and talking machine business this Fall. The three new consoles announced to Columbia dealers last month, models 560, 570 and 580, were entirely oversold two weeks after they were originally announced to dealers. Anticipating a continuance of the favorable reception given these models substantial additional orders have been placed with the factory by the local branch of the Columbia Co.

Manager William S. Parks, who several months ago took over the Boston branch of the Columbia Co., following the resignation of Fred

(*Continued on page* 104)

HORTON-GALLO-CREAMER CO.
NEW HAVEN

VICTOR WHOLESALERS
who serve a small clientele of preferred dealers especially well.

Fall Business Is Here
Are You Ready For It?

Are your Victrola and record stocks complete and ready to meet the demand? Are your sales policies for the coming months fully settled upon? Have you arranged for wholesale service that is dependable in a pinch?

DITSON SERVICE
Victor Exclusively
will help you meet your problems.

OLIVER DITSON CO.
BOSTON, MASS.

CHAS. H. DITSON & CO.
NEW YORK

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 103)

M. STEINERT & SONS

Recommending for the Victrola

The Freed-Eisemann Four Tube Neutrodyne Receiver

NOW READY FOR DELIVERY

A four-tube neutrodyne receiver of great selectivity, giving ample volume and distance combined with a quality of reproduction which will conform to the high Victor standards of phonograph equipment in connection with which this panel is to be installed. Specially designed to fit Victrola models 215, 400, 405 and 410. List price, $95.00. Regular discount of 40% applies to panel and other equipment when ordered installed in Victrola.

M. STEINERT & SONS

35-39 Arch Street **BOSTON, MASS.**

New England Victor Distributors

"STEINERT SERVICE SERVES"

"Proven by Deed—Not Word"

E. Mann, has renewed relations with approximately twenty-five of his former Columbia dealers, who are again selling the Columbia line, including the New Process records. Mr. Parks was recently joined by Mrs. Parks, who had come North from the Georgia mountains where she has been spending the Summer, and they have established their home in Brookline.

Exhibits During New England Week

In connection with New England Week the Amrad exhibits of "ancient" and modern radio sets were of particular interest. In Filene's department store was shown the first Amrad set, which, incidentally, was one of the earliest of radios. It was built in 1903 by H. J. Power, now president of the Amrad Corp., then a lad of only eleven years. A photo of Mr. Power, described as the "Father of Broadcasting" alongside of Alexander Graham Bell, the inventor of the telephone, was another interesting feature. In other exhibits throughout the metropolitan area the latest Amrad sets of the console type, as well as an instructive "S" tube display showing the rectifier without a filament, drew much attention. In addition, special broadcast features were arranged.

A. C. Erisman Optimistic

Arthur C. Erisman, of the A. C. Erisman Co., is one of those who while admitting that it was pretty lean picking the past few months, sees a very rosy future ahead for the talking machine and radio lines of business; and the month of September for him ended with a large budget of orders for Strand machines, Vocalion records and Kennedy and Federal radio sets. In the talking machine line Mr. Erisman and his field staff have focused attention on a Queen Anne 260 type of machine, a great many of which are being distributed. In a special letter to dealers, Mr. Erisman has called attention to the fact that it is only eleven weeks to Christmas and he therein calls upon his men to rally to make it a real talking machine Christmas and place their orders early for goods. In the radio lines Mr. Erisman has some late models that are sure to be big sellers.

Paul Specht Scores

Paul Specht and His Original Orchestra, including the seven Georgians, exclusively Columbia artists, were given a big reception when they appeared at the Boston Arena Friday and Saturday evenings, October 3 and 4. Paul Specht's particular style of playing has never been successfully imitated by any other musical organization, and although already well known to the Boston public through large sales of these records, it won many new friends on these two occasions.

E. Kilgore Gets Eskimo Dog

Edward Kilgore, of the Eastern Talking Machine Co., has come into possession of an Eskimo dog which was brought down to him as a present by one of his flyer friends on the destroyer Charles Osborne, which was one of the ships that were stationed up North while the world-flyers were on their way to this port. Mr. Kilgore has named the dog "Icetickle", which was the place the dog came from and which will always be remembered as one of the landing places of the flyers. In fact, the litter of dogs, which the Eskimos sold for two dollars, was born the very day the flyers landed.

Brunswick-Radiola Popular

Harry Spencer, head of Kraft, Bates & Spencer, who handle the Brunswick line, reports that the new radio outfits are commanding wide attention from dealers and the New England headquarters cannot begin to fill the orders that are being received. Mr. Spencer has lately signed up a number of new dealers who are desirous of handling this particular line.

Eastern Co. Expands Radio Activities

The special news at the Eastern Talking Machine Co.'s headquarters this month is that the new Federal radio panel for the 215 Victor and Victor art models has taken very well with

OKeh and Odeon Records

ALWAYS at the convenience of all OKeh dealers throughout New England—thoroughly complete stocks of the popular, fast-selling OKeh and Odeon records, and our smoothly running organization adequately equipped to fill every order speedily, accurately and ***completely!***

General Phonograph Corporation of New England

126 Summer Street **Boston, Mass.**

BUY OKEH NEEDLES—They Keep Record Sales Alive!

SPRINGS

VICTOR		
1¼"x.022x17', bent each end	No. 6543	$.57
1¼"x.022x18' 6" marine ends	No. 3014	.58
1¼"x.022x17' bent arbor	No. 5362	.57
1¼"x.022x13' bent arbor	No. 5423	.50
1¼"x.022x9' bent arbor	No. 5427	.42
1¼"x.022x9', bent each end	No. 6542	.42
1"x.020x13' 6" marine ends	No. 2141	.32
1"x.020x15' marine ends	No. 3335	.35
1"x.020x15' bent arbor	No. 5394	.38
1"x.020x15', bent at each end	No. 6546	.43
COLUMBIA		
1"x.028x16' crimp arbor, new style	No. 20009	.67
1"x.028x10' Universal	No. 2951	.34
1"x.028x11' Universal	No. 2951	.36
1"x.030x11' hook ends		.45
1"x11' for motor No. 1	No. 1219	.35
HEINEMAN		
1"x.025x12' motors, Nos. 33 & 77		.35
1 3/16"x.026x19', also Pathé		.75
1 3/16"x.026x17'	No. 4	.59
MEISSELBACH		
⅞"x10' motors, Nos. 9 & 10		.29
1"x9' motors, Nos. 11 & 12		.31
1"x16' motors, Nos. 16, 17 & 19		.49
2"x.022x16', rectangular hole, 18k10		1.20
SAAL-SILVERTONE		
1"x.027x10', rectangular hole	No. 144	.42
1"x.027x13', rectangular hole	No. 145	.48
1"x.027x16', rectangular hole	No. 146	.58
BRUNSWICK		
1"x.025x12', rect'gular hole, regular	No. 201	.43
1"x.025x18', rect'gular hole, regular	No. 401	.58
KRASBERG		
1"x12' motor 2A / 1"x16' motor 3 & 4 / 1"x18' new style	Pear-shaped and rectangular holes on outer end	.45 / .55 / .60
EDISON		
1½"x.028x25' regular size disc motors		1.25
1"x.032x11', Standard		.55
1 5/16", Home		.70
1 5/16"x18' type A 150, old style disc		1.28
1" Amberola 30-50-75		.56
1 1/16", B 80		1.15
SUNDRIES		
1"x.025x9', pear-shaped Stewart		.34
1"x.025x16', Sonora, Style 30		.52
25/32"x.026x10', P.S. Swiss Motors & Pathé		.36
1¼"x.025x17' round hole, Mandel		.75
¾"x.022x9', pear-shaped small motors		.26
1"x.025x16', pear-shaped hole or rect		.50
⅞"x.023x10', marine ends, Hein. Col., etc.		.29
⅞"x.025x10', marine ends, Hein. Col., etc.		.27
⅝"x.020x9', marine ends		.21
½"x.020x9', marine ends		.18
Victor Gov. springs, No. 1729	per 100	.95
Victor Gov. balls, n/style, No. 3302	each	.07
Victor-Columbia Gov.sp.,screw washers, 100		.72
Columbia Gov. springs, No. 3510	per 100	.95
Columbia Gov. ball, lead, flat and spring		.08
Columbia Gov. ball, new style & spring		.08
Turntable felts, wool, green, 10", 15c; 12"		.18

Terms, 2% cash with order.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.

The 210 Plus Radio

Send for Catalog

The Eastern Talking Machine Co.

85 ESSEX STREET
BOSTON MASS.

tracted a great deal of attention. At this exhibit the Eastern set up two Victrolas equipped with radio, which were in charge of J. A. Campbell, the Eastern Co.'s radio expert.

Globe Co. Gets National Distribution

The Globe Phone Mfg. Co., Reading, Mass., manufacturer of the Globe radio headset, switches and binding posts, announces that arrangements have recently been completed whereby the Zinke Co., well-known national sales organization, of Chicago, Ill., will act as sales representative for the entire United States. The Zinke Co. has sold to jobbers exclusively for more than twenty years, handling only such products as have stood the acid test of time in actual service.

J. D. Elliot in New Post

An addition to Arthur C. Erisman's forces is J. D. Elliot, who lately has been with the Henderson department in the Shepard Stores in Providence, R. I. In his new connection Mr. Elliot will be district manager, covering Rhode Island, Connecticut and southeastern Massachusetts. Mr. Elliot is recognized as one of the best retail men in the talking machine business in New England, is possessed of much ingenuity, and is a man of clear judgment with a background of valuable experience.

Exhibited at Fair

The C. C. Harvey Co., as usual, had a good display at the Brockton Fair, Brockton, in which city this concern operates a large store. The display was shown in a specially decorated booth and was in charge of A. C. Fay, of the Brockton store. The exhibit included some of the latest models of the Brunswick, in combination with radio; Edison and Victor lines of talking machines.

New Local Ware Distributor

Norman Ware, of New York, head of the Ware Radio Corp., was in town for a couple of days lately and as a result of his visit arrangements were completed to have Joe Burke, of the New England Phonograph Distributing Co., handle exclusively for this territory the Ware radio receiver. In connection with this new arrangement, Joe Burke has secured the services of Kenneth Finney, lately with Kraft, Bates & Spencer, Inc., and he has started in to present throughout New England this Ware proposition, on which he will concentrate all his efforts.

Meanwhile it is interesting that the New England Phonograph Distributing Co. is meeting with great success, according to Manager Burke, in handling the Sonoradio as well as the straight Sonora phonograph, and the September business made a showing approximately 300 per cent ahead of the business of August. Speaking of the company's business, it is of interest that Tom Burke, Joe's brother, is spending considerable time around Boston just now whipping into shape several big deals that will be of advantage to the concern.

Many New Edison Dealers

The Pardee-Ellenberger Co. has found the demand for the Edison line improving most appreciably, and Frederick H. Silliman, head of the concern, states that five new connections have been signed up to handle the Edison. These are in Van Buren, Me.; Springfield, Vt.; Derry, N. H.; Newmarket, N. H., and Kennebunk, Me., and the dealers in all of these places start off with a large consignment of goods.

Gets Medal for Bravery

John J. Maguire, living in Belmont, and in the shipping department of the Pardee Ellenberger Co., Edison distributor, who was mentioned in the August issue of The World as having performed a most meritorious feat in saving several children from drowning in a pond not far from his home, got formal recognition from the Massachusetts Humane Society a few days ago, when he was presented with a medal of the Society. On the medal is inscribed: "To J. J. Maguire for Bravery in Saving Life: Belmont, July 23, 1924." The young man has been showered with congratulations from his friends not only for his act, but the well-earned recognition that was given it.

Dick V. Keyes a Benedict

Dick V. Keyes, of the New England Phonograph Distributing Co., was married on Tues-

(*Continued on page* 106)

Progressive Victor Service

Exclusively

Wholesale

The Eastern Talking Machine Co.

85 ESSEX STREET
BOSTON MASS.

KRAFT-BATES AND SPENCER INC.

New England Distributors of Brunswick

PHONOGRAPHS AND RECORDS

All The World Is Turning to Brunswick

Maximum Discounts and Community Leadership Bring Brunswick Dealers Bigger, More Profitable Business

A Brunswick franchise will mean more money and a bigger prestige in your community. Compare the advantages with those you now get.

1—Maximum discount. More profit per sale, per month, per year. **More profit on your present volume of business.**

2—Direct contact with us. Controlling our own distribution, all dealer transactions are direct.

3—Ample protection of your franchise because distribution is controlled directly by us. Hence the unusual value of a Brunswick **protected** franchise.

4—A wide variety of instruments in all types. Prices ranging from $45 to $775.

5—LEADERSHIP IN MERCHANDISING enabling you to be the leader in your community.

KRAFT-BATES and SPENCER, Inc.
80 Kingston Street Boston, Mass.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 105)

day, September 30, to Miss Margaret White, the ceremony taking place at St. Bernard's Roman Catholic Church, West Newton. Joe Burke, head of the above-named company and brother-in-law of Mr. Keyes, was one of the ushers.

A. Chamberlain Succeeds J. Graham

James Graham, lately with M. Steinert & Sons' Victor department, having covered the Boston territory for two and a half years, has resigned to go into another business. Archie Chamberlain succeeds him and in the future will cover this territory.

S. M. Sugerman Convalescent

S. M. Sugerman, treasurer of the Rosen Talking Machine Co., in School street, Boston, has been in the hospital for an operation for appendicitis, but at last accounts was making a good recovery.

Adds Radio

Arthur McArthur & Co., Adams Square, well-known furniture house, established since 1868, recently added a complete radio department which will be run in conjunction with the musical departments.

Here and There in the Trade

Miss Florence Marble, secretary of the Eastern Talking Machine Co., has just made herself a present in the shape of a new Chrysler car, which she is enjoying greatly these early Fall days.

Herbert Shoemaker, manager of the Eastern Talking Machine Co., went to Philadelphia today to attend his sister's wedding. While in that city he will visit the Victor factory.

The Washington Music Shop, at the South End of the city, has moved into a new location and now is at 1887 Washington street. Andrew Carbone is the hustling manager of this busy retail establishment.

William F. Merrill, secretary of the New England Music Trade Association, is back at his desk after a couple of weeks' vacation, which he spent on short trips rather than on one extended one.

A. J. Jackson, the Boylston street talking machine dealer, whose concern carries his own name, was over in New York for a short visit a week or so ago.

Frederick H. Silliman, of the Pardee Ellenberger Co., with Mrs. Silliman, spent a part of his vacation at Moosehead Lake, Me., his first visit there, but one over which he is most enthusiastic.

E. B. Ludlow New Sales Manager of Clapp-Eastham

New Executive of Cambridge, Mass., Firm to Make Headquarters in Boston

Cambridge, Mass., October 6.—The Clapp-Eastham Co., of this city, has announced the appointment of Edward B. Ludlow, former New England sales manager of the American Radio & Research Co., as sales manager of the company with general sales offices in the Tremont Building, 83 Tremont street, Boston, Mass. The Clapp-Eastham Co. is entering its eighteenth year as an exclusive manufacturer of radio and will concentrate for the coming season on two new models, one a three-tube set of the popular class known as Model DD and manufactured in two cabinet styles, leatherette and mahogany. Another set, a finer model, is of four tubes and produced in one style only and has many refinements and individual claims.

Feature Brunswick-Radiola

Lawrence, Mass., October 9.—Knuepfer & Dimmock, "The House Reliability Built," talking machine dealers, are featuring the Brunswick-Radiola combination in their displays and local advertisements. The Radiola super-heterodyne, the Regenoflex and styles 3 and 3A in radios are being used in the combination units. The firm recently announced the opening of a complete radio department.

R. G. Bolton Operated On

The many Boston friends of R. G. Bolton, who is in charge of the record studios of the Columbia Phonograph Co., were sorry to learn that he was recently forced to undergo an operation for appendicitis, from which, however, he is making a good recovery.

A new store has just been opened in Franklin, Mass., by F. W. Weaver, known as Weaver's Music Store, and on the opening day there were crowds to inspect the handsome interior. Mr. Weaver is a blind musician and tuner and is especially well known in Boston. The Brunswick line is featured. In addition musical merchandise is handled.

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

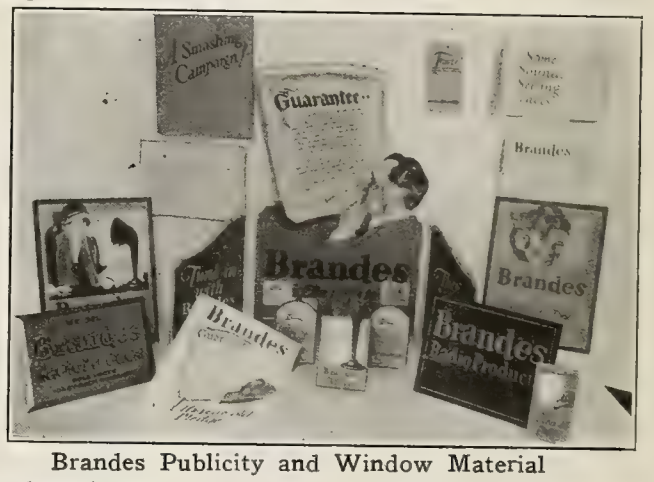
4 Years Have Proved Outing Portables Are the Best

A. C. Erisman Co.
175 Tremont St. Boston, Mass.
New England Outing Distributor

Comprehensive Brandes Dealer Publicity Material

Window Display in Colors Distributed to Dealers—National Advertising Campaign—Interesting Booklet for Dealer Distribution

Some unusually effective publicity matter, including special window display material, is being distributed by C. Brandes, Inc., manufacturer of the Brandes radio headsets and loud speakers. The illustration herewith shows the



Brandes Publicity and Window Material

placards and posters for window display use. This is in eight colors and furnishes the basis of dealer window displays of a most attractive character. In addition, the company has issued a booklet, the cover of which contains the Brandes guarantee. Illustrations show the new Newark, N. J., plant and views of the various processes of manufacturing Brandes products. In addition the comprehensive publicity plan of the firm, which provides for space in the leading national publications, reaching approximately 27,488,000 people, is outlined. Illustrations of some of the advertisements used in this campaign are also shown and the talking points on the headsets are featured for the benefit of dealers and salesmen. The booklet closes with a list of Brandes distributors who are located in the principal cities throughout the country.

H. S. Morenus in New Post

H. S. Morenus, who was formerly connected with the Musical Instrument Sales Corp., New York, has rejoined the outside force of that company after a short sojourn in the radio business. Mr. Morenus will cover the New England, New York, Pennsylvania and New Jersey territory.

Mrs. M. Smith Promoted

Syracuse, N. Y., October 7.—Mrs. Marvin Smith was recently appointed manager of the advertising and publicity department of the Godard Music House, Inc. Mrs. Smith is well qualified for her new position, having been connected for several years with the Clark Music Co. as advertising manager.

Needle Points

No. 24 Instead of coming back to the store and complaining about the poor reproductions and the ruined records derived from inferior needles, the average customer will show his dissatisfaction by staying away forever!

If such a "leak" threatens your record sales, let OKeh and Truetone Needles plug it!

General Phonograph Corporation
OTTO HEINEMAN, President
25 W. 45th St. New York

OPERADIO

Everything You Want in a Radio Set

PERFORMANCE — BEAUTY — AVAILABILITY—the three things you really want in a radio set, are offered to a new degree in the 1925 Operadio.

The efficiency of this compact receiver has called forth the highest praise—clear, natural tone, range, volume and selectivity, simplicity of operation and reliability under severe conditions.

In its attractive new case, the Operadio conforms to the most discriminating standards of good taste—harmonizing with the most beautiful surroundings.

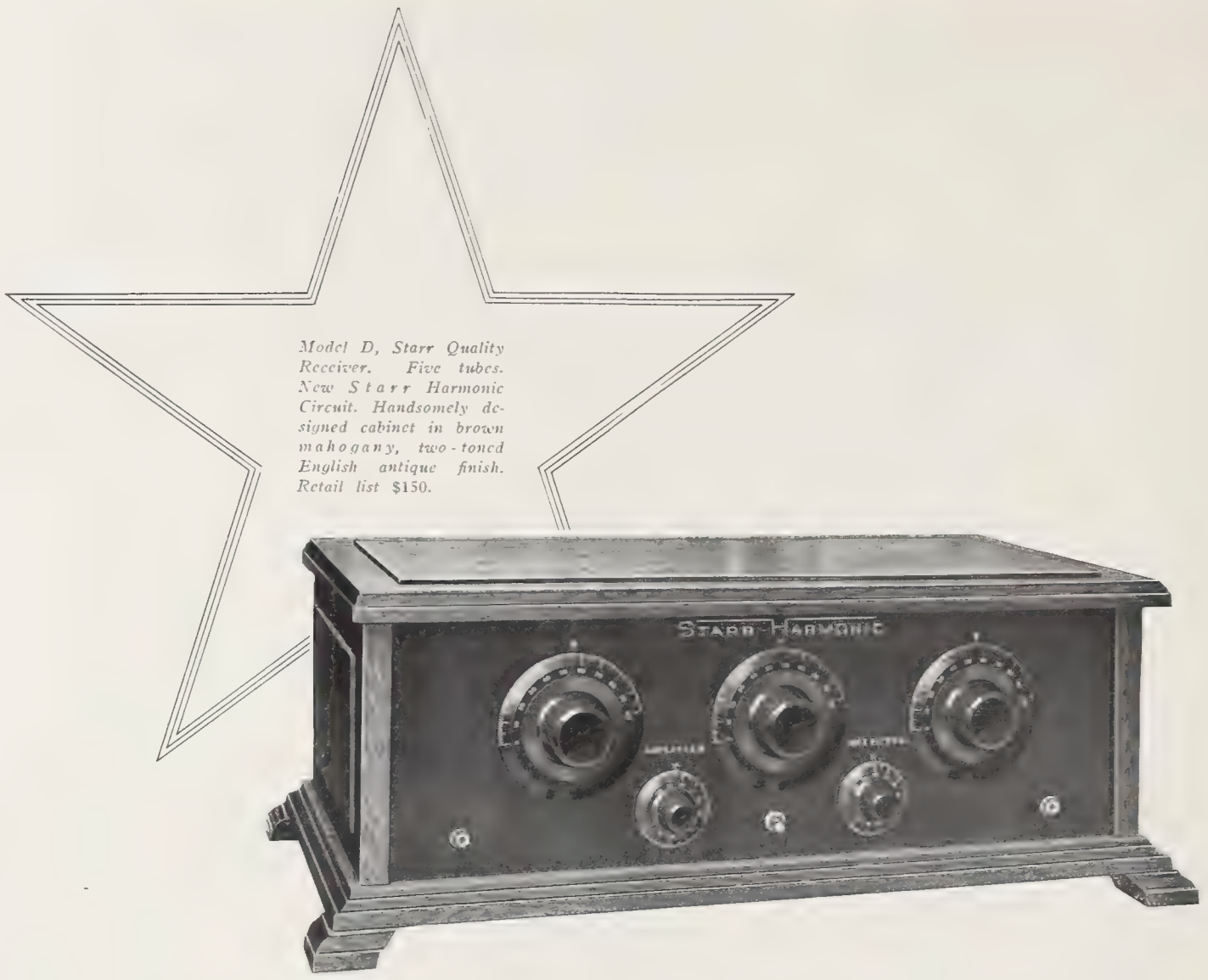
And, in **addition,** the Operadio is so compactly designed that it may be readily carried to any part of the house, or easily taken along when travelling or visiting.

The set is entirely self-contained. No aerial, ground or outside connections of any kind required. A patented wave-bridge in the cover places the "loop" used on some sets. Loud speaker, six tubes, exceptionally large supply of dry cell batteries and all parts are fitted into the cabinet.

Write for an illustrated folder giving complete particulars.

DEALERS: The Operadio Sales Franchise is particularly inviting. Ask for details.

THE OPERADIO CORPORATION Dept. C. 6 South Dearborn Street, Chicago



Model D, Starr Quality Receiver. Five tubes. New Starr Harmonic Circuit. Handsomely designed cabinet in brown mahogany, two-toned English antique finish. Retail list $150.

ANNOUNCING THE NEW

STARR **QUALITY**

Radio Receivers

A LINE of receivers built for the very highest class trade—for those people who demand and require only the *best*. Starr Quality Receivers embody not only the very highest quality in mechanical design, but also exquisite taste in cabinet design. Period models to meet the most fastidious demands. Starr Quality Receivers are *guaranteed* unapproachable in volume, tone, sensitiveness and selectivity, as well as appearance. Write for full information and Distributor Plan.

STARR EQUIPMENT CORP., 368 Hamilton Ave., BROOKLYN, N.Y.

Charles Gilbert and Randall M. Keator Guests of DeForest Officials at Dinner

The testimonial dinner to Charles Gilbert, former vice-president and treasurer, and Randall M. Keator, former secretary, of the DeForest Radio Tel. & Tel. Co., who retired on September 1 to become distributors of DeForest and other radio products, given them by the directors and officers of the DeForest Co. at the Lotos Club, announcement of which appeared in the last issue of The World, was a deserved tribute for their excellent work while with the DeForest Co. About fifty members of the DeForest organization were present, including the following: Theodore Luce, president; W. H. Priess, vice-president and chief engineer; A. C. Allyn, of Chicago; Wm. Buchsbaum, Jas. I. Bush, vice-president of the Equitable Trust Co.; Arthur D. Lord and Frank W. Blair, directors; J. H. McKinnon, secretary-treasurer; W. H. Ingersoll, sales and advertising manager, and S. E. Darby, Jr., the company's patent attorney. Others present were: Dr. Lee DeForest, Melville E. Stone, general counselor of the Associated Press; former Judge T. G. Haight, of the United States Court of Appeals of Pennsylvania and New Jersey, and H. W. Dickinson, vice-president of the George Batten Co.

Those Present at Testimonial Dinner to Charles Gilbert and R. M. Keator

Renovate Bush & Lane Store in Seattle, Wash.

SEATTLE, WASH., October 4.—Extensive alterations, which when completed will add greatly to the comfort and convenience of customers, are being made at the Bush & Lane Music Store, Third avenue. Charles Corbin, general manager of the store, states that when renovations are completed this will be one of the most modern and efficient music houses on the Pacific Coast. The new plan provides for additions to the number of private demonstration and display rooms, the introduction of a new time-saving device for the selection of talking machine records, and will speed up the service in the various departments. Thus adding considerably to the efficiency of this progressive music house.

QUALITY RECORD
Pressing
SANDERS, Inc.
SPRINGDALE, CONN. Near Stamford
Telephone Stamford 3980

New Trade Catalog Issued on the Brunswick-Radiola

Latest Volume Illustrates and Describes Various Combinations of Phonograph and Radio

The Brunswick-Balke-Collender Co., manufacturer of the Brunswick phonograph and Brunswick-Radiola, has just issued for trade consumption its new Fall catalog, showing the assortment of combination radio-phonographs.

The line encompasses everything in the line of combination equipment from a two-tube receiver-phonograph to a six-tube loop-operated super-heterodyne. In every case the machines are in console model cabinets, with phonographs on the left and batteries in the rear of cabinets.

These models are equipped with the latest Radiola receivers, from the popular and inexpensive No. 3 to the regenoflex and superheterodyne,

It is the attitude of a man for his work which spells success or failure. Someone said that the view of one's work was like that of the three stone cutters; when asked what their work was one replied that he was getting five dollars a day, another that he was cutting stone, the third that he was building a cathedral.

Did You Receive Your Sample
Cohoes Record Carrybag
(Pronounced KO-HOSE)

The record delivery bag which has a carry convenience and flap lock formed when the bag is closed in the usual manner.

The Cohoes Record Carrybag is indorsed by the largest as well as the smallest record retailers of the country, because it is quickly and securely closed and conveniently carried.

Attractive border designs are furnished without cost. If copy for printing matter is submitted it will facilitate quotations. Shipments may be delayed one month if desired.

COHOES ENVELOPE CO., Inc.
Supplement Envelopes, too

N. Y. Sales Office
342 MADISON AVE.

Factory and Home Office
COHOES, N. Y.

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note—This is the forty-third of a series of articles by William Braid White devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

"Victrola Book of the Opera"

Honor to whom honor is due every time! We simply have to take off our hats to the Victor Talking Machine Co., it has so magnificent a way of doing things. There is that "Victrola Book of the Opera." I never open my copy of the sixth edition without a feeling of astonishment. It is so extraordinarily well done. Here is something which the veriest moron can understand but which is not unworthy of the attention of the most learned music lover. Here is a guide to dozens of the finest operas, a guide which tells the whole story of each one, and which brings in the relation of the Victor records to it only incidentally, although effectively and in just the right way. Now comes the seventh edition, even larger, more comprehensive, finer and more accurate. There are many more records in its lists, of course, and the whole affair has been improved, although one might have supposed that improvement could hardly be expected. Here are 450 pages packed with the most fascinating and useful information which every owner of a talking machine ought to have and which would make a buyer of Red Seal records out of a stone dog.

This book comes to dealers at a price which does not cover the cost of publication and therefore can by them be sold at what might well be called a nominal figure. It is intended to be sold to owners of talking machines and to buyers of Victor records. Every sale of this book, in fact, means that one more man or woman has been started on the way to become a regular and enthusiastic buyer of operatic Victor records. It means that the musical possibilities of the talking machine are being explored by still another traveler along music's pathways, and that one more record "fan" is in process of creation. It is the most able piece of music propaganda of its kind that I know.

Building for Success

I am not exaggerating when I say that a dealer in Victor records who does not recognize the value of the Victrola Book of the Opera is a man blind to the most obvious opportunities. The success of a retail talking machine business is based upon the music desires of the community it serves. These may not necessarily be very highly educated, but they must exist in some shape or other. Latently they always do exist, but it is not always to be expected that they shall exhibit themselves spontaneously. Cultivation does more than anything else, of course, to bring them out. In plain English, the more the men, women and children of a community like music, the more talking machines they will buy and the more records!

What Is a Talking Machine?

The talking machine is a universal provider of music, for it gives, when wanted, as wanted and how wanted, the very best performances of the world's best music everywhere. A record once made is a permanent treasure of just so much music, and it is universally available. No other means to music are so generally useful, so practical, so satisfying as these which are formed by the combination of the talking machine with its records; and the only really important merchandising problem the talking machine business ever had or can have is the problem of bringing these truths before the people.

Just there is where the Victrola Book of Opera comes in. I only wish that I could add to its name the names of half a dozen other such books, each exploring some department of the tone art and bringing the message of music via the talking machine to all the world. The Victrola Opera Book comes in here, I say, because it relates the readers of its pages to the talking machine and to the records, definitely and positively, using the lure of the well-advertised and world-famous operas to preach insistently and pointedly its gospel of music appreciation. It sells records to every one who reads it.

You Can Sell Them!

Some months ago I was talking with a very intelligent young girl who sells records to the patrons of a talking machine store in one of the outlying industrial towns north of Chicago. She said to me, apropos of Red Seal records and high-class music generally: "I always try to sell each customer a copy of the Victrola Opera Book, for I have found by experience that if I can only get a copy of this book into the hands of even the least educated person, that person will sooner or later start to buy Red Seal records. This I have tested many times during the last few years, and I always find that it works." Mountains of similar evidence might be piled up, and probably the most imposing evidence of all is to be found in the fact that the publishers of this book are now putting forth its seventh edition, larger and finer than ever. If it had not been sold all over the English-speaking world, if it had not been circulated by the thousands of copies, if, in fact, it had not actually been bought in these great numbers by owners of talking machines interested in gaining a better knowledge of the musical treasures lying fallow for them, its publishers would have discontinued it long ago. But its career has been one of constant and steady growth, and each edition has been better, bigger and more comprehensive than its predecessor. Surely no comment is needed on these statements of fact.

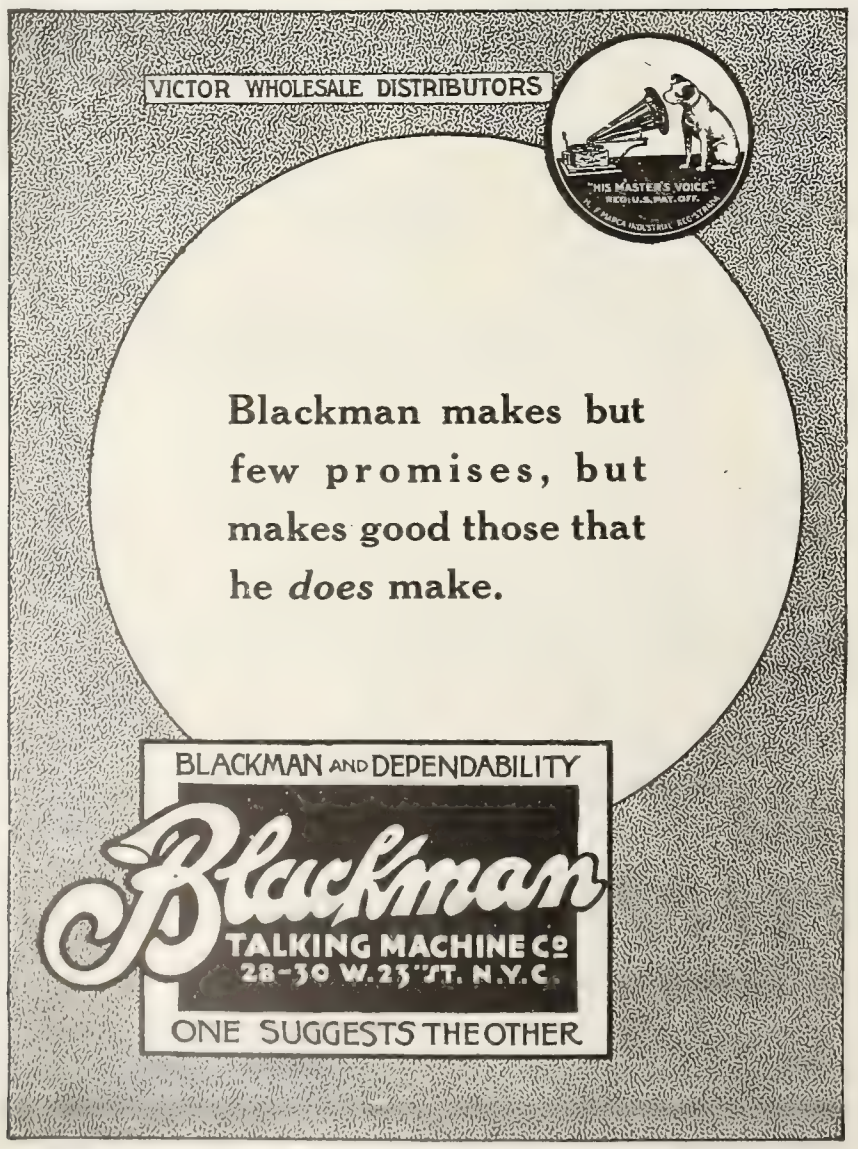
If I could have my way, every merchant who sells Victor records should place upon his shelves a goodly number of these books, which he should make it his business to see did not stay on the shelves but got out into circulation among the intelligent men and women of the community. If anyone supposes that it is difficult to sell for real money to owners of talking machines books about music, let him just try. The result of any honest effort will be agreeably surprising.

Why This Praise

When a manufacturer of talking machines or records does promotional work that tends to build up and not to tear down, I believe in backing up those efforts. It is not because the Victor people have done something or other, but because a very good thing is being done, good for the whole industry, which is so good, in fact, that it ought to be imitated by everybody in the trade, at least, in principle, that I am enthusiastic. The fact that one certain company happens to be the publisher is not the question, so far as concerns praise where praise is due. What I want to impress upon every reader of this paper is that those are the wisest in our business who most clearly realize that to build up the musical understanding of the people is to build up the talking machine business and to set it firmly upon a foundation from which no wind of error or of competition can ever uproot it. That is what ought to be realized and put into practice.

The Victor people are wise and they are helping every other manufacturer, every merchant, every owner, while helping themselves. The Victor Book of the Opera is not only a fine piece of artistic propaganda, but a very shrewd piece of publicity; and the best of it is that every party to it reaps a profit from its existence.

The Barnett Music Co., Bartlesville, Okla., formerly located on Dewey avenue, has moved to new quarters at 120 East Third street.



Portable Phonographs of Distinction

Introducing the New REGAL

PORTABLE PHONOGRAPH

At $15 Retail

IN response to an insistent demand for a $15.00 Portable Phonograph, we have succeeded in creating the REGAL; an instrument of wonderful value. REGAL is equal by comparison to its worthy big brother, the PAL.

The REGAL is substantially built throughout, covered in weather-proof fabrikoid, and furnished with a record album containing pockets for eight 10″ records. All metal parts are heavily nickel-plated. Equipped with a tone arm that disappears with the closing of the cover and a sturdy guaranteed motor. Weight, 12 pounds.

Dealers' Price, $9.00 f. o. b. N. Y.

Delivery November 1st.

THE REGAL PORTABLE

THE PAL PORTABLE

PAL

The All-Purpose Portable

Your Old Standby —
— Needs No Introduction

PAL sales are by no means limited to season. Contrary to prevailing ideas on Portable Talking Machines, PAL sell 12 months in the year.

The machine's beautiful simplicity and sturdy construction are two outstanding features that are largely responsible for the tremendous volume of PAL sales.

Now $25 Retail

Dealers' Price, $15.00 f. o. b. New York

PLAZA MUSIC CO., 18 West 20th Street, NEW YORK

Prosperity in Iron and Steel Industries Creates Optimism in Pittsburgh Field

General Improvement Extends to Retail Business—Wholesalers Feel Increased Demand as Result of Low Dealers' Stocks—Many Dealers Add Brunswick Line—Month's News

Pittsburgh, Pa., October 10.—Without a doubt or even a hesitant note, there is practical unanimity on part of the talking machine jobbers and retail dealers in the Pittsburgh district relative to business conditions for the Fall season. With one accord the sentiment expressed is "a good season ahead." This is reflected in the general prosperity that is on in the iron and steel trades and is beginning to manifest itself in the coal mining industry.

With distributions of large payrolls from the industrial enterprises of the Pittsburgh district there is bound to be a share of the money finding its way to the talking machine dealers.

One of the most significant moves of the season was that of Kaufmann's (The Big Store), the well-known exclusive Victor dealers, who ran a whole-page advertisement in the Pittsburgh newspapers under the title "Rainbow Weather Everywhere," in which the growing prosperity of the nation was pointed out in an impressive and forceful way.

The general outlook for the Victor business in the Pittsburgh district was expressed as very satisfactory by Wallace Russell, general manager of the Standard Talking Machine Co., Victor distributor. This sentiment was concurred in by T. T. Evans, manager of the sales department.

It is understood by those in close touch with the talking machine situation here that many of the retail dealers have allowed their stocks of machines and records to run rather low, so that with every sale they make there is a consequent demand made on the jobbers and distributors.

J. L. DuBreuil, manager of the Pittsburgh Phonograph Distributing Co., Sonora distributor, reports the outlook as very bright for the Sonora line and Vocalion records. He stated that sales of the Sonoradio were above his expectations and that the instrument was meeting with a very flattering reception.

A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributor, stated that business conditions showed marked signs of improvement and that Edison dealers were preparing for what he termed a very busy season.

The Miller Furniture Co., of Oil City, Pa., is the latest addition to the list of Sonora dealers in the western Pennsylvania territory.

Cooper Bros., Victor dealers, of New Kensington, Pa., are building a new structure which will be a model music merchandise shop. It will be ready for occupancy early in November, at which time a formal opening will be held. The Victrola department located on the first floor will be very attractively fitted.

Since July 1 thirty-two new accounts have been added to the list of Brunswick dealers in the Pittsburgh district. K. McInnes, the manager of the Pittsburgh district offices, reports a highly satisfactory condition in the territory under his supervision and stated that the Brunswick impress and influence were being felt more and more hereabouts. Sales of the Brunswick-Radiola, Mr. McInnes stated, were very satisfactory. The Joseph Horne Co. used considerable space in the daily papers, calling the attention of the public to the Brunswick-Radiola.

The Columbia Music Co., Edison and Columbia dealer, has added the Brunswick line. John Henk, the proprietor, stated that sales of foreign records were showing signs of activity.

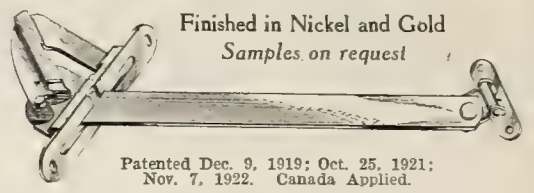
The Columbia phonographs and New Process records are meeting with popular favor in the territory under the direction of S. H. Nichols, manager of the Pittsburgh office. Mr. Nichols is very optimistic concerning the Fall and Winter season trade in the Columbia lines.

Good business conditions in the activities of the Pittsburgh offices of the Music Master Corp. were emphasized by Frank Dorian, the local manager, who stated that radio outfits were more and more being installed by music merchants who were enterprising and wished to keep abreast with the developments in radio and music.

C. L. Dawson, president of the Dawson Bros. Piano Co., Starr phonograph dealer and Gennett record dealer, is now at St. Petersburg, Fla., where he will spend the Winter.

Ben Reynolds, the well-known talking machine dealer of Washington, Pa., is back home, after an extended visit to Atlantic City for his health.

W. F. Frederick, president of the W. F. Frederick Piano Co., Victor dealer, has returned home, after a Summer spent in travel in Europe.

AUTOMATIC LID SUPPORT
Finished in Nickel and Gold
Samples on request

Patented Dec. 9, 1919; Oct. 25, 1921; Nov. 7, 1922. Canada Applied.
The Most Dependable Lid Support on the Market
Star Machine & Novelty Co., 9-11 Watsessing Avenue Bloomfield, N. J.

As a result of the visit of John Philip Sousa and His Band to Pittsburgh and other localities in western Pennsylvania the past ten days, the demand for the Sousa records made by the Victor Co. was very large. Two immense audiences packed the Syria Mosque here to hear the incomparable Sousa and His Band. Local Victor dealers did very efficient work in connecting their business with the coming of Sousa, so that records had a big sale.

C. R. Parsons, manager of the talking machine department of the Rosenbaum Co., states that sales of the Victor, Sonora and Brunswick lines were very gratifying the past few weeks. Record sales of popular numbers, he said, were brisk.

The W. F. Frederick Piano Co., at their South Brownsville, Pa., store, has started a Christmas Victrola Club.

Hardwick's Music Store, of Uniontown and Brownsville, arranged for the presentation of Herb Wiedoeft and His Cinderella Roof Orchestra at Gallatin Gardens, Uniontown, on Friday evening, October 3. A large audience was present to hear the players. Hardwick's are Brunswick representatives.

Prince of Wales Presented With Victrola and Records

Included in the baggage of the Prince of Wales when he left the United States en route to his ranch in Canada were a Victrola and a complete set of the recordings of Paul Whiteman and His Orchestra on Victor records. It was during the reception tendered to the Prince at the home of Clarence Mackay that the question of talking machine records came up, and during a conversation between the Prince, Lord and Lady Montbatten and Paul Whiteman, Lord Montbatten asked the musician if he had made many records. Mr. Whiteman replied in the affirmative and Lord Montbatten stated that he would like to possess a complete set. The Prince of Wales also went on record as desiring the full library of Whiteman records. Needless to say, both the Prince and Lord Montbatten were presented with the records and with a Victrola each, with the compliments of Paul Whiteman.

Closes Good Mutual Orders

A. Frangipane, secretary of the Mutual Talking Machine Co., arrived at the headquarters of the company in New York City last week from a trip throughout the Middle West in the interest of the Mutual line of tone arms and sound boxes.

Mr. Frangipane returned with a good volume of orders and reported that he found conditions very satisfactory in the territory which he covered. All talking machine factories which he visited were working at top speed and exceptionally large orders were being placed. The entire Mutual line is moving well and it is stated that the company will shortly announce a new addition to the line.

Leo Landau a Proud Father

Hazleton, Pa., October 4.—Leo Landau, a member of the firm of Landau's Music & Jewelry Co., and the manager of the local branch of the company, is the proud father of a son and heir, who saw the light of day the latter part of last month.

Exclusively Wholesale Service in the
PITTSBURGH DISTRICT

Colin B. Kennedy Equipment
Atwater Kent Equipment
Pooley Radio Cabinets
French Ray-O-Vac Batteries
Exide Storage Batteries
Gold Seal Homchargers
Roller-Smith Radio Voltmeters
Music Master Loud Speakers
Weston Radio Plugs
Pennsylvania Radiophones
Kodel Portable Receivers
Jewel and Oro-Tone Portable Phonographs

After Nov. 1st Our Address Will Be 909 Penn Avenue

After Nov. 1st Our Address Will Be 909 Penn Avenue

ESENBE CO.
SWARTZ & BUEHN

37 Water Street Pittsburgh, Pa.

The Player-Tone
IT'S SIMPLY GREAT

Player-Tone Phonographs and Radio Combination

$80.00
Model 310

$100.00
Model 311

$110.00
Model 314

$125.00
Model 316

Model 125
Height, 36"; width, 36"; depth, 24". Adam Brown Mahogany or American Walnut.

Equipped completely with four and five tube sets.

The closer you analyze the line we offer you, combined with construction, finish and tone qualities, you will realize handsomely on every sale you make.

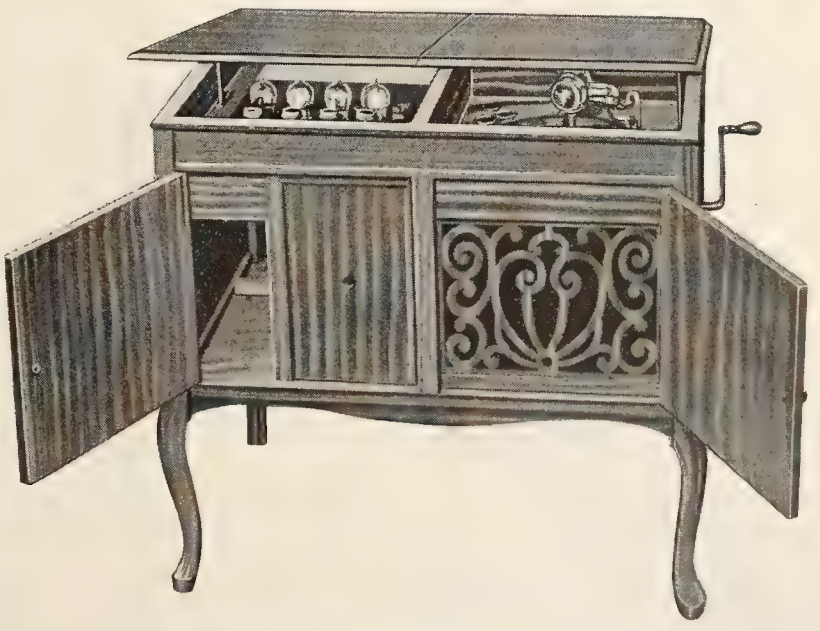
There is no better tone instrument in the world.

The season is near at hand, so write for our booklets and our net prices to dealers, which are exceptionally low in large and small quantities.

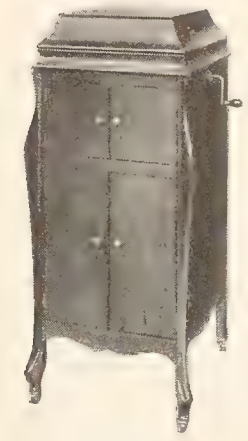
Player-Tone Talking Machine Co.

Office and Salesrooms:

632 Grant St., Pittsburgh, Pa.



No. 300
CONSOLE
COMBINATION RADIO AND PHONOGRAPH
EQUIPPED WITH FOUR AND FIVE TUBE SETS, INCLUDING LOUD SPEAKER.



$80.00
Model 10

$100.00
Model 11

$110.00
Model 14

$125.00
Model 16

Model 40
All gold equipment, with 5 record filing albums. Adam Brown Mahogany and American Walnut.
$150.00

Big Improvement in Baltimore Territory

All Factors of the Trade Are Optimistic as Trade Continues to Improve—New Accounts Opened and Other Important Trade News

Baltimore, Md., October 10.—The talking machine business shows a gratifying increase in sales and dealers generally are optimistic over the outlook for Fall and Winter trade. Increased sales average from 10 per cent to 25 per cent and jobbers still report a shortage on some of the more popular-priced types of machines. The record business has also shown a steady gain. Cohen & Hughes report big sales on Belle Baker's records. Miss Baker sang here at the Maryland Theatre during her appearance the last week in September. She was the guest of Cohen & Hughes and appeared personally at the opening of the new store of the Mueller Music Shops.

William Biel Pushing Victor

William Biel, secretary of Cohen & Hughes, Inc., who during the Summer months gave some of his time to the inauguration of the radio department of the organization, is now devoting all his energies to the promotion of Victor products for the Fall. Mr. Biel is a Victor enthusiast and looks forward to an exceptional demand for Victor products this Fall.

In speaking of the situation with a representative of The World, he pointed to the fact that there is already a substantially increased demand for Models 80, 210, 215 and 100, and predicted that if these demands increased proportionately, a probable shortage in some of these numbers would result.

The record business of Cohen & Hughes, Inc., is already well ahead of last year and the prospects for the balance of the year would indicate that the machine business will surpass that of last year.

Mr. Biel called attention to a recent incident of dealer co-operation, as conducted by their organization. William Mueller, a progressive Victor retailer of Baltimore, Md., recently opened new quarters in this city. A large number of invitations were extended for the formal opening of these particularly attractive warerooms and a large crowd was present. Through the efforts of I. Son Cohen, president of Cohen & Hughes, Inc., and William Biel, secretary, the services of Belle Baker, prominent vaudeville artist, who was appearing at the Maryland Theatre that week, were obtained. Belle Baker appeared personally at William Mueller's formal opening and sang "Yes, We Have No Bananas" and "Hard Hearted Hannah." She autographed a number of the records of these songs for distribution.

Encouraging Columbia Outlook

W. H. Swartz, vice-president of the Columbia Wholesalers, Inc., distributor of the Columbia, said the outlook for business this Fall is very encouraging in their territory and that they are still oversold on the $100 console, on which they have been making deliveries direct from the freight station. The record business, he said, has shown a very gratifying increase.

New Columbia Accounts

New accounts opened by the Columbia Wholesalers include Weil's Music Store, Baltimore; T. J. Allen, Washington, D. C.; D. H. Green, Orlando, N. C.; Taylor Variety Shop, Charleston, W. Va.; Klecka, Levy & Rusy, Baltimore; The Music Center, Baltimore; Jones Furniture Co., Lynchfield, N. C.; White Furniture Co., Louisburg, N. C.; Backs Furniture Co., Rockville, Md., and the Proximity Furniture Co., Proximity, N. C.

Add Brunswick Line

The Brunswick agency also reports increased activity in the demand for phonographs and records and has opened the following new accounts: The Cline Music Co., Staunton, Va., which very recently moved into its large building at 126 West Main street, and Frank Michelbach, of Alexandria, Va.

The radio business continues to show a big improvement in this territory and the Brunswick agency reports being oversold on practically all types of the Brunswick-Radiolas.

W. M. Holine, who is the second graduate of the school conducted by the Radio Corp. of America, has taken charge of the radio service department of the Brunswick agency and has installed a small broadcasting station in the branch here, by which he will be enabled to give a demonstration of machines in the shops of Brunswick dealers in this vicinity.

Columbia Wholesalers' Service Plans

The Columbia Wholesalers, Inc., have also shown considerable enterprise in securing the services of Walter Vanaman, formerly radio editor of the Baltimore News and in charge of their broadcasting station WEAR, as head of the service department. Mr. Vanaman, who is a recognized authority on radio, will devote his time largely to building up one of the most

(Continued on page 114)

Are You Prepared

Jobbers of
DE FOREST
FEDERAL
FADA
CROSLEY

MAGNAVOX
BALDWIN
ATLAS
BURGESS
PHILCO
BRACH
WESTON
APCO

etc., etc.

for what promises to be the greatest Radio season ever known. Place your order NOW! We carry only the highest quality and best selling products. Expert service, sales and merchandising assistance at your command.

Write today for price lists.

COLUMBIA New Process RECORDS
COLUMBIA New Model PHONOGRAPHS

The phonograph outlook is also excellent. Sales on this new COLUMBIA product have kept up very well. Dealers are placing fall orders now. Have you?

COLUMBIA WHOLESALERS, Inc.

205 W. Camden St. Columbia Baltimore, Md.

Wholesale Exclusively

Music by the World's Greatest Artists

Perpetuated on Victor Records.
Nothing can ever take the place of the

VICTROLA

Let no doubts arise which will cause you regret. Victor popularity is Permanent.

BALTIMORE Cohen & Hughes Incorporated Victor Products Wholesale Exclusively His Master's Voice WASHINGTON

"Noted *for* Service"

THIS IS Pathé YEAR

REG. U.S. PAT. OFF.

Radio

Highest Quality Possible

New "Minute Man" with "Console Speaker"
A strikingly beautiful combination.

Phonographs

None better made

Heppelwhite

Records

Fastest selling on the market

Exclusively for Pathe
Cliff Edwards "Ukulele Ike"

Pathé GIVES THE DEALER *REAL* PROFIT

Pathe Phonograph & Radio Corporation

22 GRAND AVENUE BROOKLYN, N. Y.

Trade Gains in Baltimore

(*Continued from page* 112)

complete and extensive service departments of any jobber south of New York. Mr. Swartz also reports good results with the "Fada Knock-down Kit," which is making a big hit with the phonograph shops handling radio. The Radio Board of Trade of Baltimore has made great preparations for the Radio Show which opens in the 5th Regiment Armory the week of October 18 to 25. An invitation has been extended to Dr. Lee DeForest to attend as a guest.

New Store Opened

Klecka, Levy & Rusy have just opened one of the largest music shops in Baltimore at 2230 East Monument street. The store is equipped with Van Veen fixtures throughout and is one of the best-appointed in the city.

Cohen & Hughes Demonstrates Radio

Cohen & Hughes, Inc., distributor of radio products, contributed greatly to the interest in radio in this city through a demonstration staged in the 15th Regiment Armory, on Thursday evening, September eighteenth. Special invitations were issued for the affair and over two hundred acceptances were received. The demonstration was of the Run-a-Radio and also De-Forest and Ware receiving sets.

Mueller Music Shops Opened

The formal opening of the new store of the Mueller Music Shops, 306 South Third street, was held recently. The second floor was given over to dancing and a buffet supper was served. Each woman visitor was presented with a potted plant. The store has eight record demonstration booths and a large radio demonstration room.

Brief Trade Chats

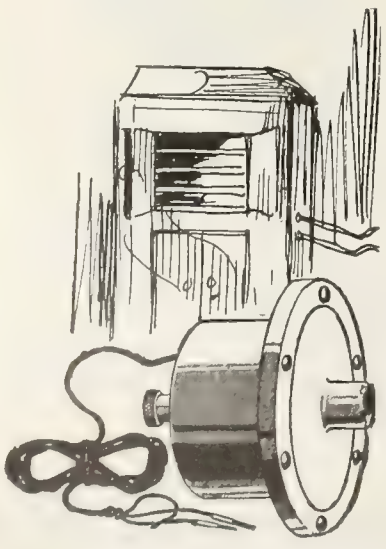
L. L. Andrews, president of the Columbia Wholesalers, Inc., attended the World's Radio Fair in New York and returned with a number of new ideas, which will be incorporated in the business of the firm.

Charles F. Shaw, manager of the Brunswick branch, who has just returned from a short business trip to Philadelphia and New York, is very optimistic over the outlook for business this Fall, especially on the Brunswick-Radiolas.

YOUR OPPORTUNITY

Here's a loud speaker with unlimited sales possibilities. It carries the K-E name and lives up to the K-E reputation for quality in every way. The list price is $18.00, and you'll say it's a bargain at that. Sample $11.70. Hear this *quality* speaker and convince yourself.

Now is your opportunity to stock this product at an unusual discount. Meet competition with a better loud speaker. Lower priced—it means more sales and more profits.



The K-E phono attachment is another item worth remembering. The regular list price is $9.00. We are offering responsible dealers trial orders at $5.85 each.

KIRKMAN ENGINEERING CORPORATION

Established 1912

484 Broome Street **New York City**

Makers of the K-E Automatic Stop

Zenith Line With Nebraska-Buick Automobile Co.

Prominent Institution of Lincoln and Omaha Secures Distributing Rights for Zenith Radio

Lincoln, Neb., October 3.—That radio has found another important outlet is evidenced in the news that the Nebraska-Buick Automobile Co., of

Nebraska-Buick Co.'s Lincoln Building

Lincoln and Omaha, has just closed distributing arrangements with the Zenith Radio Corp., of Chicago. At a recent meeting of its jobbers' entire sales force of more than forty salesmen this aggressive organization, under the management of C. L. Carper at Lincoln and J. W. Sherry, of Omaha, carried out the suggestion of their dealers to merchandise a well-known and popular radio line.

It is interesting to note that Charles Stuart, treasurer of the Nebraska-Buick Automobile Co., in placing his order with the Zenith Radio Corp. called for an initial stock order of one complete carload, aggregating more than $45,000. An order of this size might influence the average buyer to hesitate on future orders, but, knowing the capacity of his well-organized sales force, Mr. Stuart regarded his Zenith order in the same light that he placed orders several years back for a complete trainload (sixteen freight cars) of automobiles in one shipment.

The Nebraska-Buick Automobile Co. is ideally qualified to act as a distributor for Zenith radio

Omaha Building of Nebraska-Buick Co.

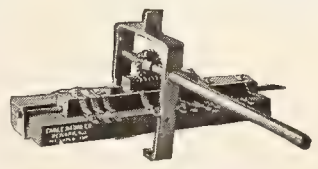
products, as, in addition to the efficiency of its sales staff, it has built up and developed a dealer good-will that is invaluable. Talking machine dealers in this territory who have been advised of the recent Zenith deal have congratulated the Nebraska-Buick organization upon its new line and dealer agencies have already been established in important trade centers throughout the territory.

Heim's Music Store Moves

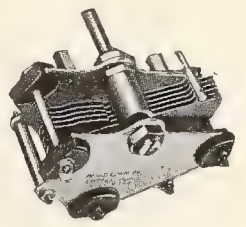
Danbury, Conn., October 8.—The local warerooms of Heim's Music Store have just been moved from 210 Main street to 221 Main street, which will afford greater display space in keeping with the steady growth of the business. This concern is operated by Jackson & Hanson and has branches in Ridgefield, Conn., and in Brewster, N. Y. Heim's Music Store specializes in the sale of high-grade phonographs, pianos and reproducing grands.

GREATER Selectivity
GREATER Distance
GREATER Simplicity

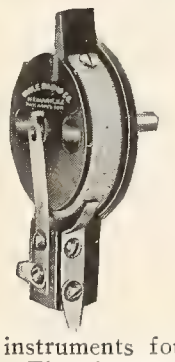
Because



The EAGLE Multiple (Filament Control) Switch



The EAGLE Ball-Bearing Die-Cast Condenser



The EAGLE Revolving Resistor Element Rheostat

These EAGLE instruments found ONLY in Eagle Receivers. They incorporate new principles vitally interesting to every dealer.

AT last a receiver great enough to make it worth your while recommending it to every customer as *THE receiver!* Wonderful enough to pay you well for every effort. Think of the possibilities of a receiver you can sell with an iron-clad guarantee.

The Eagle Guarantee

This guarantee packed with every Eagle Model B Receiver helps you sell and protects your profits.

Write for Details of Our Dealer Policy

Licensed by Independent Radio Manufacturers, Inc., under Hazeltine Patent Nos. 1,450,080, *dated March* 27, 1923, *and* 1,489,228, *dated April* 1, 1924. *Other patents pending.*

MODEL BS
A New Eagle Artistic Console Cabinet

Price $100

An artistic Console cabinet, for the EAGLE, in American Walnut or Mahogany, with fume-proof compartments for battery and charger.

EAGLE RADIO CO.
22 Boyden Place **Newark, N. J.**

Toledo Dealers Benefiting Through Tie-Up With Extensive Local Plans for Concerts

Many Record Artists Booked for Local Appearances and Dealers Are Not Slow to Take Advantage of the Opportunity of Tying Up—General Sales Gains—Other Trade News

Toledo, O., October 8.—With the concert season about to open here and interest in music high because of the advance promotion work of a score of musical organizations, dealers are benefiting through increased demand for talking machines, records and radio sets. The season just ahead is looked upon as one of the most promising in recent years. Practically every artist or orchestra booked for appearance here is recording for one of the great record companies, hence merchants will have many opportunities to cash in on these events.

The Grinnell Music Hall and Greene's Music Hall are already booked for many musical affairs. Toledo will have dozens of chances to hear fine music this Winter and merchants are co-operating by interesting patrons in the programs. Furthermore, radio is now incorporated as part of the musical merchandise of most of the music stores here.

Growing Orders for Victor Products

At the Toledo Talking Machine Co. trade for the past month has been on the up-grade. Gradually conditions are getting better and orders are more numerous, Chas. H. Womeldorff reports. The 240, 210, 215 and 80 Victrolas are in greatest demand. The new Bubble Books are being distributed to the trade by Victor distributors. Likewise the new edition of the Music Arts Victor Library containing five Red Seal selections—Schubert's Unfinished Symphony and Schumann Quintet. These items are really advance holiday goods.

This company is now distributing in this territory the Federal 5 tube radio panel for the 215 and 400 line Victrola specials. Bristol loud speaker attachment for tone arm is also dealt in. A Fall business of large proportions is anticipated from dealers who have heretofore not carried radio outfits but will do so now because of the convenient jobber connection.

Sales Gain at Lion Store

At the Lion Store Music Rooms Victrolas and Brunswicks are moving faster and low-price machines are good volume builders. Total sales for the past month have shown an increase. The Christmas Victrola Club is now in full swing and has enrolled a gratifying number of members. More than 2,000 letters and inserts were sent to a list of prospects, inviting them to become members. H. J. Reeves, manager, is well pleased with the response.

In the radio division H. Lochmiller reports an amazing increase in sales. The new Atwater Kent sets are oversold. The Radiola, Kennedy and Powr sets are sharing in the prosperity. Bert Ulmer has joined forces with the talking machine department.

Unusual Victor Window at Grinnell Bros.

In one of the large windows at Grinnell Bros. is a most unusual display. It consists of a number of school benches, blackboard, Victrola for school use, educational records and music. On each bench is a music book or catalog. All around the top and sides of the window are illustrations of the instruments used in bringing out phases of the educational records. The blackboard delivers this message—"Education through music designed to meet the needs of the child's mind during the sensory period of development to be used with the Victrola and Victor records." Music notes and designs to interest children also are drawn upon the board.

The window is in reality a tie-up or perhaps a continuation of the free lesson plan for children which was used by the house for several weeks. The school benches were furnished by the local Board of Education and the illustrations by the Toledo Talking Machine Co.

J. W. Greene Co. Adds Cheney

At the J. W. Greene Co. Fall trade is stepping up and business in sight will produce an increase. The September sales quota, which was set above last year, was reached, according to E. A. Kopf, manager. On October 1 the store became exclusive Cheney representative in Toledo. Victrolas and Brunswicks are also dealt in.

The record department is employing a very simple device for increasing sales. On the monthly hanger list of records heavy red lines are drawn around three titles—a song, a dance and a Red Seal disc. This different treatment is in itself a challenge to the curiosity of persons. They usually ask if the titles marked are out of stock. When they are told the numbers are especially good and should be heard it is generally an easy matter to sell at least one of the trio. The section will co-operate with the Coon-Sanders Nighthawk Orchestra and Paul Whiteman by promoting their records during the local appearance.

Miss Hazel Lattimer, of the department, was married recently. She was presented with a set of silver by her co-workers. Thelma Carsons has succeeded her.

The radio department is planning in a large way to corral a good percentage of the radio business this Fall. Recently E. A. Kopf, manager, and W. W. Bailey journeyed to Chicago to inspect and buy radio goods. The house has been appointed exclusive dealer in this market for Zenith sets.

The Radiola III A and the IX, also the Atwater Kent enclosed models, are exciting interest. The Victrola 215 Special will reach a large sales total if present indications are a criterion

Continued Portable Demand

Another interesting trade development in this territory is the continued demand for portable talking machines. One of the most popular of this type of instrument is the Outing portable.

Brief but Interesting

The Home Furniture Co. has added the Brunswick line of machines and records. Columbia phonographs also are handled.

The United Music Store is displaying a Victor record and small Victrola twenty years old. The Pal spring motor is shown as a sales argument in connection with a window card giving its strong features.

At the Goosman Piano Co. the demand for Vocalion, Starr and Columbia products is growing. Consistent advertising disposed of a large number of used machines recently which naturally resulted in the sale of a variety of records. Powr and the Emerson Phonoradio are carried by the store.

Frank Dolbeer, of the Victor Co., called on local dealers lately. E. G. Scott, manager of Brunswick Cleveland branch, was a visitor this week. Mrs. N. Smith, of the Cheney Co., is working with dealers here.

Hermann Thorens
Ste. Croix, Switzerland

Manufacturer of Europe's Most Celebrated

SWISS PHONOGRAPH MOTORS

L. H. JUNOD & CO.
104 Fifth Ave. New York

Sole Agents for the U. S. A.

NEW YORK
BROOKLYN
LONG ISLAND
NEW JERSEY

Freed-Eisemann
RADIO RECEIVERS

Distributed in this territory by

Greater City Phonograph Co., Inc.

KNOWN FOR SERVICE

Protect yourself against any possible shortage by placing your orders NOW. A large stock of the new models on hand for immediate delivery.

GREATER CITY PHONOGRAPH CO., Inc.
234 West 39th St., New York City
TELEPHONE, FITZROY 1446-7-8

Victor Standard Records

The Victor standard records to be pushed by dealers during the week of October 10 were No. 742, coupling "At Dawning" and "I Hear a Thrush at Eve," both sung by John McCormack, and No. 45109, containing two of Kipling's famous "Barrack Room Ballads," "The Gypsy Trail" and "Fuzzy Wuzzy," both sung by Reinald Werrenrath.

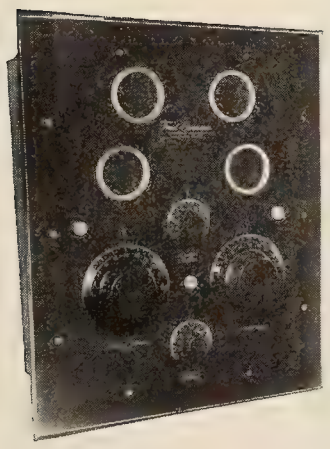
Freed-Eisemann Receivers for Victrola Consoles

For the customer who wants both a phonograph and a radio set—here are the best of each, *in One.*

This is what the Public is waiting for: A FREED-EISEMANN Neutrodyne for the Victrola—a special four-tube panel, designed to fit Victrola Models 215, 400, 405 and 410.

It is a genuine *FREED-EISEMANN*—that is all your customer wants to know. It is tried and tested—the easiest panel to sell.

THE PERFECT RECEIVER—NATIONALLY ADVERTISED



We are making no secret of the perfection of FREED-EISEMANN Receivers. Full-page advertisements will appear in The Saturday Evening Post and other national magazines throughout the season.

Every effort will be made to help you get full local benefit. You have only to ask for free booklets, cuts, ad suggestions, etc.

Our distributors will see that you are supplied—or write us direct.

FREED-EISEMANN RADIO CORPORATION
MANHATTAN BRIDGE PLAZA BROOKLYN, N. Y.

NEUTRODYNE

FREED-EISEMANN

RADIO RECEIVERS

Read by All Your Customers

BACK of Music Master and your store is an intensive consumer advertising campaign, reaching 11,538,079 families—51,921,354 individuals—nearly half the population of the United States.

It means that practically *every* owner and prospective buyer of radio sets and parts—*all* of your customers—are reached often and impressively by Music Master advertising.

Get your share of Music Master profits by identifying your store with this big sales campaign. Place an instrument in the window. Paste up the clipped ads from the Saturday Evening Post. And mention Music Master in your own advertising.

Folders, display material and cuts or complete ads will be sent to you upon request. Write us direct.

Your jobber can supply you with Music Master Radio Reproducers. In your order *be sure to include the new Cabinet Model* with "full floating" horn.

MUSIC MASTER CORPORATION

Makers and Distributors of High-Grade Radio Apparatus

WALTER L. ECKHARDT, President

S. W. Cor. 10th and Cherry Streets - - - - - - - - Philadelphia
1005 Liberty Avenue - - - - - - - - - - - - - - - - Pittsburgh

Distributors for Radio Corporation of America

The Trade in PHILADELPHIA and LOCALITY

Marked Improvement in Demand for All Lines in the Quaker City Territory

Improvement Extends to All Parts of the State, According to Reports of Wholesalers—Radio Show Scheduled for This Month Exciting Interest—News and Trade Activities of the Month

PHILADELPHIA, PA., October 9.—With the coming of Fall days there was brought about the very decided improvement that has given the talking machine industry new life and prospects of brisker business for the remaining months of the year. The improvement was noted in all divisions of the trade, both in the city and in the State territory.

Entire Trade Awaiting Radio Show

The Philadelphia Radio Show, which will be held in the Second Regiment Armory from October 18 to October 25, under the management of K. S. Byrd and J. Klinger, is being looked forward to by the trade. A few of the local talking machine dealers who have been featuring strictly radio cabinets and sets among their wares will be among the exhibitors at the show and will include the Music Master Corp., the Estey Co. and the E. B. Shiddell Co.

Takes Over Starr & Moss Department

The entire talking machine department of the Starr & Moss Co. has been taken over by Harry S. Somers, a former member of the firm and for many years in charge of that section of the business. The phonograph department of the company occupies the store property, owned by the firm, at 3639 Germantown avenue, which recently was entirely remodeled and reconstructed into an attractive display and sales establishment. Under the new management the talking machine store will be conducted as Harry S. Somers, Inc. For the past nine years Mr. Somers has been managing the phonograph department and for five years has been a member of the firm. The firm carries Brunswick, Sonora and Edison machines.

Arranging for Artists' Appearance

Plans for the personal appearance of the Eight Popular Victor Artists in a concert to be held during the coming month are now being perfected by the Talking Machine Co., Victor distributor. The popular octette will appear at the Academy of Music in a selected program of entertainment some time in November, the date not yet having been determined, and the concert will be arranged entirely by the Talking Machine Co.

Many Dealers Improving Stores

Evidence of the more hopeful attitude of the dealers, created through the better tone of business, and given in a practical way is the report brought to the headquarters of the talking machine department of H. A. Weymann & Son, Inc., distributors of the Victor, by W. H. Doerr, of the sales organization. The very practical demonstration the dealers have given is the reconstruction of their establishments for the expansion of business with five stores now in process of extension. Those whom Sales Representative Doerr reported as making improvements are two Reading, Pa., firms, the Musical Shop and Brown's Musical Shop; the Stephens Music House, Norristown, Pa.; the Robelen Piano Co., Wilmington, Del., and Charles H. Godfrey, Atlantic City, N. J. All are now erecting new store fronts and enlarging through the installation of new booths.

New Strand Radio Cabinets Introduced

There was introduced to the Philadelphia trade last month the newest addition to the Strand family, the Strand radio cabinets, through the local distributor, the E. B. Shiddell Co. The newest devices for which the Shiddell Co. is the wholesaler consist of two types of cabinets adapted for radio sets. The larger of these, in size 2x9 inches, made in mahogany and walnut period styles, is suitable for the neutrodyne sets, while the smaller cabinets are used for the Crosley, Fada, No. 160, or any of the sets on the market measuring not more than 20 inches in length or 10 inches in height. The firm is enjoying a very satisfying business in the sales of its Strand radio phonograph combination and the Jones radio sets for which it is local distributor. There will be shown in the Philadelphia Radio Show, at the Second Regiment Armory, the strictly radio sets and radio cabinets, distributed by the Shiddell Co.

Everybody's New Okeh Distributor

Distribution of the Okeh products in the local territory is now under the control of Everybody's Talking Machine Co., Inc., this firm having recently taken over the entire field formerly supplied through the Music Master Corp., no

(*Continued on page* 120)

The Louis Buehn Company
of Philadelphia

VICTOR
VICTROLAS

VICTOR
RECORDS

WHOLESALE EXCLUSIVELY

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 119)

longer engaged in the wholesaling of these records made by the General Phonograph Co. of New York. The territory covered under the new management will include all that formerly under control of the Music Master Corp. and taking in the cities of Pittsburgh and Philadelphia and surrounding districts, the States of Pennsylvania, Delaware, Maryland, New Jersey, District of Columbia and a portion of Virginia and West Virginia.

Listing Best Record Sellers

In order to keep its patrons informed and up to date on the best sellers in the Victor catalog of records and the monthly lists as they come out, the Louis Buehn Co. is compiling a list of the most popular records, arranged according to classification. The list is compiled by Raymond Boldt, head of the record department, and among the numbers are those that have brought the largest sales to the dealers and the best sellers in the Victor line. It is especially valuable for it enables the dealer to keep on hand at all times those numbers for which there is great demand.

Victor Dealers Improve Stores

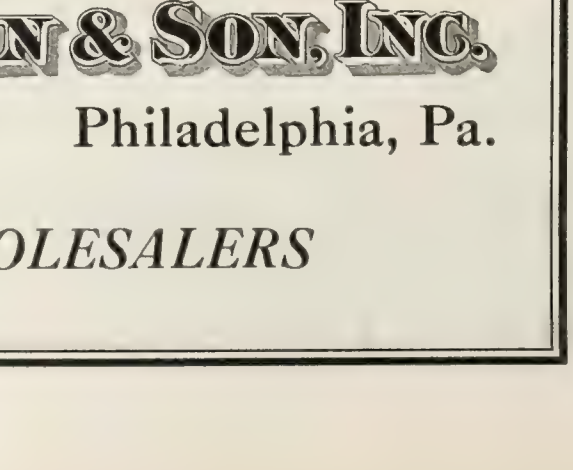
Modernizing and expansion of the store of Will S. Gibson, at 4625 Frankford avenue, is now completed and gives the firm one of the most attractive establishments in that section of the avenue. The store has been given splendid exhibition space through the installation of two front plate glass display windows and the inside improved by the addition of two hearing booths. The store proper has been expanded by the addition of a rear extension. The Victor line is handled.

Another Victor dealer who is improving the front of his establishment is B. B. Todd, 1306 Arch street. The entire front of the store property is being fitted with bulk display windows extending the three floors of the building. Recently the interior of the building was reconstructed into one of the most modern of central city music houses.

Music Master Corp. Enjoying Big Season

The Music Master Corp., of this city, is in the midst of the biggest season in the history of the organization. Music Master publicity is reaching from coast to coast and the demand for this loud speaker, in both the well-known horn and the cabinet type, is reported as phenomenal. A publicity stunt which attracted considerable comment was accomplished a short time ago in Atlantic City. During the Beauty Pageant, which was held there, the Music Master Corp. had a float in the parade. This float, which is illustrated herewith, contained a radio receiving set operated by an attractive young lady, together with the various models of the Music Master horn. Towering above the entire line of march was a large replica of the Music Master horn which has traveled from coast to coast and which later formed an important part of the display of the Music Master Corp. in the World Radio Fair held recently in New York City.

The Music Master Corp. has inaugurated its own enameling plant which is expected to prove a decided aid to greater production.



Music Master Horn at Beauty Pageant

Walter L. Eckhardt, president of the company, and to whose untiring effort the phenomenal success of the company may be ascribed, has recently had an honor conferred upon him by the people of his own city, through his appointment as a director of the People's Bank & Trust Co.

Planning Victor Bubble Book Drive

The Penn Phonograph Co. is preparing to take care of its customers' requirements for the newest of Victor juvenile entertainers—the Victor Bubble Books, which are to appear in a series of publications issued at intervals throughout the year. The first of these will be out this month in the form of two books. Bubble Book No. 1 will be titled "The First and The Mother Goose Bubble Book," while Bubble Book No. 2 will be known as "The Singing Games and The Animal Books." The Penn Co. will distribute these to the dealers as soon as they are in stock, which possibly will be about the middle of October.

Death of E. H. McLennon

There was sent to the Penn Phonograph Co. a sad message during the early days of October when the firm received notice of the death of E. H. McLennon, one of its Gloucester, N. J., patrons whose passing came suddenly.

Bright Cheney Prospects

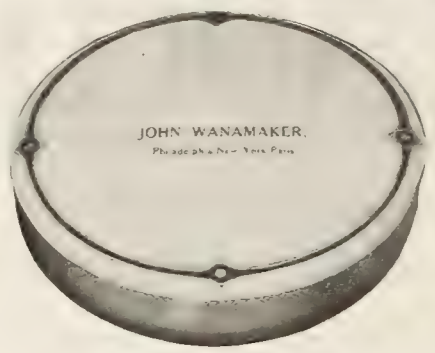
President G. Dunbar Shewell, of the Cheney Sales Corp., who visited the Boston headquarters of the company, supervised by his son G. Dunbar Shewell, Jr., returned to his Quaker City offices much gratified with the bright business prospects in the New England territory, where the Cheney is fast advancing in popular favor. One of the prominent New England States department stores, the Tilden & Thurber Co., of Providence, R. I., has just taken over the retail distribution of the Cheney and has opened up with an extensive stock and display of the machines. Oliver Drummond, who for some time has been connected with the office force of the Cheney Corp., has been advanced to the sales organization and will cover New York State.

P. W. Peck and J. Neldine With Columbia Co.

For the purpose of developing the sales organization along the line of the efficient methods which have always marked the administration of the local Columbia Phonograph Co. offices while under the management of A. J. Heath, who recently took over the guiding reins of the Quaker City branch, there have been added to the sales force two old-timers in the trade and former associates of Manager Heath. They are P. W. Peck, during the years of 1914-1917 associated with Manager Heath in the Baltimore offices, and John Neldine, an old-time associate who was in charge of the dealers' service department when Manager Heath was in charge of the Philadelphia offices several years ago. Mr. Peck will cover Eastern Pennsylvania while Mr. Neldine will give his attention to part of Philadelphia, southern New Jersey and Delaware. With the brighter future of his connection with the Columbia Co. Sales Representative Neldine is planning to become a benedict when he will take unto himself a charming wife this month.

W. C. Fuhri a Visitor

Vice-president W. C. Fuhri, of the Columbia Co. paid a special friendly visit to the local offices during the month and held an informal discussion with the sales organization and local workers at headquarters here. In his talk he outlined the Fall program and gave the Quaker City forces new inspiration from the encouraging message he brought. He backed this confidence with figures from the various offices showing that there was a greatly increased demand nationally, especially in the record sales. A. A. Platt, who has been covering the coal region brought to headquarters many orders.



Actual size 3½" diameter

It Pays to Add Deeds to Words

Word advertising can bring business, of course, if you do enough of it; but *being helpful* is more effective. Indeed, the *offer alone* of the

Velvaloid Record Cleaner De Luxe

brings people to your store, and then it *continually* delivers your message to them, during its years of helpfulness.

We know the way it's bound to pay. Ask us to tell you about it and you'll surely order Velvaloids through your Jobber.

PHILADELPHIA BADGE CO.

942 Market Street Philadelphia

We manufacture and export other patented selective Advertising Novelties, in regard to which we solicit your inquiries.

WARNING!!

WE expect that this Fall will witness a shortage in Victrolas. At the present time we have a good stock on hand and can fill your orders. We therefore suggest that you place your Fall orders *now*.

H. A. WEYMANN & SON, INC.

1108 Chestnut Street Philadelphia, Pa.

VICTOR WHOLESALERS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 120)

Atwater Kent Co. Host to Distributors During Open-House Week in Philadelphia

Get-Together Spirit Marks Open House Week of Radio Manufacturer and Distributors of Atwater-Kent Products Who Come From All Parts of Country—Problems Discussed—Entertainment

PHILADELPHIA, PA., October 3.—The Atwater Kent Mfg. Co., of this city, conducted open house for its distributors during the week beginning September 15. As was previously announced, the affair was wholly informal in its nature, and, perhaps, due to its entire informality, it was effective in generating a remarkable get-together spire. Although during the entire week only one general sales meeting was held, at almost all times there were various groups of distributors at the headquarters of the company discussing their own particular sales problems with the different officials of the Atwater Kent Co.

In addition to the reception at the offices of the company at Stenton avenue, downtown headquarters were established at the Bellevue-Stratford Hotel, where entertainment was provided and nothing left undone for the comfort or convenience of the visiting guests. Each evening the company was host to its distributors at dinner, which was invariably followed by a visit to one of the theatrical attractions then being shown in Philadelphia. After the theatre most everybody found their way back to the reception rooms of the company at the Hotel Bellevue-Stratford, where an informal entertainment then followed.

During the open-house week the Atwater Kent Co. conducted its visitors to the new factory of the company which has just been occupied and which was a revelation to most of those present, however familiar they might be with radio production. This new plant, covering eleven acres of ground, not only visualizes

A. Atwater Kent

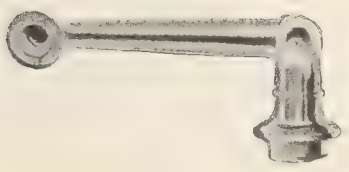
the remarkable growth of radio in the few short years that it has been placed on a commercial basis, but is also a monumental tribute to A. Atwater Kent and his staff of co-workers. The building itself represents the last word in modern factory construction. The roof is of "saw-tooth" construction with skylights letting in at all times a maximum amount of light. It is said that there are $44,000 worth of windows in the building alone. It is an education in itself to watch the building up of the Atwater Kent set from its very beginning. Every part in its production is produced in this factory, from the smallest screw in the screw machine department up to the making and finishing of the cabinets which now enclose various models of the Atwater Kent set. The winding of the coils and the molding of the dials and other molded parts are all accomplished in this factory and in addition to the actual production of this set there is maintained a laboratory where experimental and development work is in progress at all times. The process of moving from the old factory into the new has just been accomplished with a minimum amount of loss of production. Within a week it is expected that the new plant will afford a regular production of 2,000 Atwater Kent sets each day.

A great amount of credit is due the individual members of the staff of the Atwater Kent Co. for the great success of the week. Among those who worked indefatigably for the entertainment of the guests were: V. W. Collamore, general manager; D. M. Bauer, R. S. Davis, J. F. McCoy, R. E. Smiley, R. W. Diemer and H. A. Arany, of the inside sales department; J. C. Pancoast, E. G. Griffith, W. H. Lamb, H. H. Wheeler, F. MacGowan, J. E. Delp, C. W. Geiser, H. T. Stockholm, L. A. Pratt, J. A. Vanderslice, G. H. Jaud, R. B. McKinstry and E. L. Hollingsworth, of the outside sales department; H. R. Carlisle, advertising manager; J. F. Knipe, Robert Beck, Geo. Maryott and

(*Continued on page* 122)

JOBBERS
REPAIR PARTS
GRAPHITOLEO
ALBUMS
BRILLIANTONE
GILT EDGE
RENOL POLISH

GUARANTEE
TRADE MARK



Tone Arm for Columbia as pictured

Sample $1.75
Lots of 12 . . . . . 1.50
Lots of 100 . . . . . 1.00

GUARANTEE TALKING MACHINE SUPPLY CO.
109 N. TENTH STREET, PHILADELPHIA
Write for our latest Main Spring Chart

JOBBERS
MOTORS
TONE ARMS
SOUND BOXES
ADDATONES
3-IN-1 OIL
ATTACHMENTS

Atwater Kent Get-together

(*Continued from page* 121)

C. A. Jayne, of the advertising department; A. H. Eaton, of the bulletin department; A. M. Dilkes, of the Kardex department, and L. A. Charbonnier, C. Craig and F. Atlee, of the service department.

Among the distributors present were: Howard B. Chandler, Portland, Me.; L. R. Howe, Howe & Co., Boston, Mass.; S. A. Jenks, Union Electric Supply, Providence, R. I.; Mr. Elliott, Elliott Engineering Co., Binghamton, N. Y.; F. E. Roth, Roth & Zillig, Buffalo, N. Y.; H. B. Burr, Burr-Fowler Co., Syracuse, N. Y.; A. C. Stiefvater, Stiefvater Electric Co., Utica, Rochester and Albany, N. Y.; P. C. Ford, H. A. McRae & Co., Troy, N. Y., and Bridgeport, Conn.; L. A. Lines, New Haven Electric Co., New Haven, Conn.; Mark Guy, Asbury Park, N. J.; E. B. Degenring, Elizabeth, N. J.; E. J.

V. W. Collamore

Oppenheim, Barter-Oppenheim, Inc., Newark, N. J.; J. H. Hearnen, J. H. Hearnen, Co., Trenton, N. J.; E. A. Wildermuth, Brooklyn, N. Y.; E. J. Edmonds, New York, N. Y.; L. E. Latham, E. B. Latham, New York, N. Y.; Mr. Glover, Garrett Miller Co., Wilmington, Del.; Edw. Creel, Creel Bros., Washington, D. C.; Gordon Parks, Magneto & Machine Co., Baltimore, Md.; Treiber Electric Service, Cumberland, Md.; Francis J. McCaffrey, Atlantic City, N. J.; Troy B. Wildermuth, Front Market Motor Supply Co., Harrisburg, Pa., C. E. Ludovici, Jones-Beach Co., Philadelphia, Pa.; George Fisher, J. H. McCullough, Philadelphia, Pa.; L. B. Ganster, Berks Auto Ignition Co., Reading, Pa.; Q. J. Workman, Penn Electrical Eng. Co., Scranton, Pa.; Mr. Baker, Benton Bailey Co., Richmond, Va.; Mr. Perkinson, Tower Binford E. & M. Co., Richmond, Va.; Hardware & Supply Co., Akron, O.; Mr. Henley, Cincinnati Ignition Co., Cincinnati, O.; Robert Gargett, Columbus Ignition Co., Columbus, O.; R. H. Bechtol, Cleveland Ignition Co., Cleveland, O.; Sam Crawford, Toledo Ignition Co., Toledo, O.; O. E. Royal, Flat Top Auto Supply Co., Bluefield, W. Va.; W. W. Huffman, Williams Hardware Co., Clarksburg, W. Va.; J. L. Hawkins, Emmons-Hawkins Co., Huntington, W. Va.; Mr. Gee, Gee Electric Co., Wheeling, W. Va.; Malcolm Mason, Peaslee-Gaulbert Co., Louisville, Ky.; D. M. Burk, Auto Electric & Service Co., Detroit, Mich.; Henry L. Walker, H. L. Walker Co., Detroit, Mich.; L. Bevins, Erie Radio, Erie, Pa.; Briggs United Service, Erie, Pa.; Mr. Brown, Johnstown Automobile Co., Johnstown, Pa.; Leo Reed, Reed Radio & Electric Co., Greensburg, Uniontown and Pittsburgh, Pa.; Mr. Buehn, Esenbe Co., Pittsburgh, Pa.; C. J. Carrolan, Penn Storage Battery Co., Pittsburgh, Pa.; Morley Murphy Hardware Co., Green Bay, Wis.; J. Hamilton Sutor, Shadbolt & Boyd Iron Co., Milwaukee, Wis.; A. Van Antwerpen, Lemke Electric Co., Milwaukee, Wis.; Peter Sampson, Sampson Electric Co., of Chicago, Springfield, Peoria and Danville, Ill.; Abbott Electric Co., Quincy and Evansville, Ill.; C. A. Turner, Protective Electrical Supply Co., Fort Wayne, Ind.; Matt Jones, Auto Electric & Radio Equip. Co., Fort Wayne, Ind.; Mr. Wagner, H. T. Electric Co., Indianapolis, Ind.; Mr. Henley, Birmingham Electric Battery Co., Birmingham, Ala.; S. K. Wallace, G. Norman Baughman Co., Jacksonville, Tampa and Miami, Fla.; W. W. Luce, Electrical Equipment Co., Miami, Fla.; S. D. V. Hopkins, Hopkins Auto Supply Co., Atlanta and Savannah, Ga.; Percy Stern, Interstate Electric Co., New Orleans, La.; H. D. Lee, Lee Hardware Co., Shreveport, La.; Wayne M. Nelson, Odell Hardware Co., Greensboro and Charlotte, N. C.; Robert McCreight, Auto Electric Co., Columbia, S. C.; A. D. Wall, Gas Engine & Electric Co., Charleston, S. C.; Mr. Chisholm, Battery & Electric Co., Greenville, S. C.; Lee M. Ross, C. M. McClung & Co., Knoxville, Tenn.; Sharp Battery & Electric Co., Chattanooga, Tenn.; W. W. Gambill, Braid Electric Co., Nashville, Tenn.; Mr. Dunmire, Standard Radio Co., Fort Dodge, Ia.; Sieg Co., Davenport, Ia.; Mr. Bernhard, Bernhard & Turner Co., Des Moines, Ia.; C. J. Timmerman, Midwest Auto Supply Co., Dubuque, Ia.; P. J. Friday, Friday Battery & Electric Co., Ottumwa and Sigourney, Ia.; Mr. Miller, Central Battery & Electric Co., Waterloo and Mason City, Ia.; C. T. Stevens, Reinhard Bros. Co., Minneapolis, Minn.; C. O. Campbell, Northwestern Auto Supply, Billings, Mont.; E. L. Bell, A. M. Holter Hardware Co., Helena, Mont.; A. W. Wilcox, Missoula Mercantile Co., Missoula, Mont.; A. C. Noll, Noll Electric Co., Lincoln, Neb.; U. S. Rubber Co., Omaha, Neb.; Mr. Streuber, 555 Tire & Service Co., Little Rock, Ark.; J. A. Nelson, Auto Electric Appliance Co., Denver, Col.; Auto Equipment Co., Denver, Col.; Sorber-Kuhn Auto Supply Co., Joplin, Mo.; J. B.

H. R. Carlisle

Murphy, Electric Products Co., Kansas City, Mo.; Mr. McCreary, Western Radio Corp., Kansas City, Mo.; Ozark Motor & Supply, Springfield, Mo.; Mr. Hall, Brown & Hall Supply Co., St. Louis, Mo.; E. T. Buckley, Radio Supply Co., Albuquerque, N. M.; Scheck Battery Station, Albuquerque, N. M.; Harrison Smith, Harrison Smith Co., Oklahoma City, Okla.; G. E. Smith, Harrison Smith Co., Dallas, Tex.; G. A. Zanone, Southern Electric Service, Memphis, Tenn.; W. F. Dulaney, Paris, Tex.; Southern Equipment Co., San Antonio, Tex.; R. D. Clark, Western Battery & Magneto Co., El Paso, Tex.; Tri-State Motor Co., El Paso, Tex.; A. S. Montgomery, Casper Supply Co., Casper, Wyo.; E. R. Hardy, Electric Equipment Co., Phoenix, Ariz.; Ray Thomas, Electric Equipment Co., Los Angeles, Cal.; Ernest Ingold, Automotive Service Agency, San Francisco, Cal.; J. V. O'Donnell, Bertram Motor Supply Co., Boise, Idaho; Rodney Prentice, Sunset Electric Co., Portland, Ore.; C. M. MacDonald, Inter-Mountain Elec. Co., Salt Lake City, Utah; Gordon Prentice, Sunset Electric Co., Seattle, Wash.; W. E. Chase Engineering Co., Spokane, Wash.

C. G. Keyes, Keyes Supply Co., Ottawa, Can.; J. A. Bennet, Bennet & Elliott, Toronto, Can.; John M. Bishop, John Millen & Son, Montreal, Can.; M. B. Wilkinson, Motor Car Supply Co., Calgary, Can.; T. A. Flynn, Motor Car Supply Co., Edmonton, Can.; E. R. Williams, Bowman Bros., Ltd., Saskatoon, Can.; R. H. Bowman, Bowman Bros., Ltd., Regina, Can.; J. B. Parham, Canadian Fairbanks Morse, Vancouver, Can.; H. L. Mathews, Canadian Fairbanks Morse, Winnipeg, Can.; A. H. Keleher, H. H. Keleher & Co., New York, N. Y.; Mr. Simonsen, Simonsen & Nielsen, Copenhagen, Denmark; C. I. Whitehead, Auto Electric Supply Co., Johannesburg, South Africa.

THE PENN VICTOR DOG

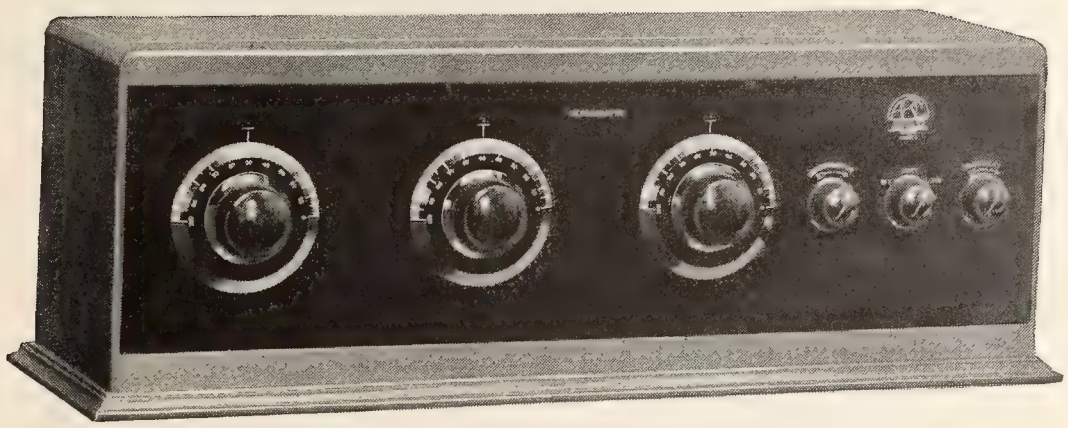
Awaits your call to service in promoting Victor business and hopes to make you his friend.

MORE THAN 250,000 SOLD IN 1923

PENN PHONOGRAPH CO., Inc.

Victor Wholesale Only

913 Arch Street Philadelphia, Pa.



And now the Andrews Deresnadyne–

successfully *combines* tone quality and selectivity with distance and volume

Hitherto it has been possible to purchase in a radio set one of two groups of qualities—tone quality and selectivity on the one hand, and distance and volume on the other, but not both.

Now the Andrews Deresnadyne 5-tube Radio Receiving Set, using the exclusive principle of the *Deresonated Plate Circuit*, for the first time combines these absolute essentials of fine broadcast receiving. It secures the finest tone and high selectivity with increased distance and volume.

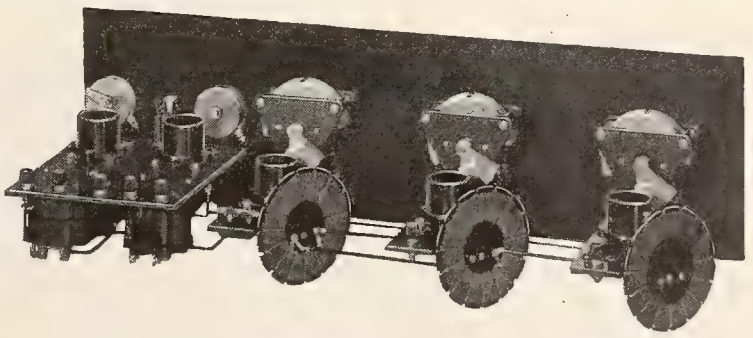
The Deresonated Plate Circuit is the only circuit which stops the oscillations that produce whistling and distortion at the source—the plate circuit. It does this by simply properly balancing the elements of the circuit—without the use of special devices in the grid, where all adjustments are very critical. *It stops oscillation, but allows signal strength to build up to a maximum.*

The result is a tone quality which in our belief has never been equalled by any radio set on the market. In volume the Deresnadyne will give anything from a mute tone to a volume that fills a large hall. It is highly selective. It has the ability to go through powerful local stations to reach out and bring in distant stations with perfect clarity and rich tone.

The Deresnadyne is extremely simple in operation and construction.

A unique and remarkable feature is the Deresonator, which enables you, by merely turning the knob, to pass by imperceptible gradations, from the maximum volume and power to the softest tone. It is easy to log. You can change from 1st to 2nd stage or turn off the set by merely turning the switch knob. The case is of genuine mahogany, hand-rubbed, with large handsome dials.

Combining for the first time *all* the essentials of fine reproduction the Deresnadyne will meet not only the requirements of the most exacting fan, but those of the owner who regards a radio set as a musical instrument of the greatest utility. *Write for literature.*



Interior view of the Deresnadyne. Note the extreme simplicity of construction.

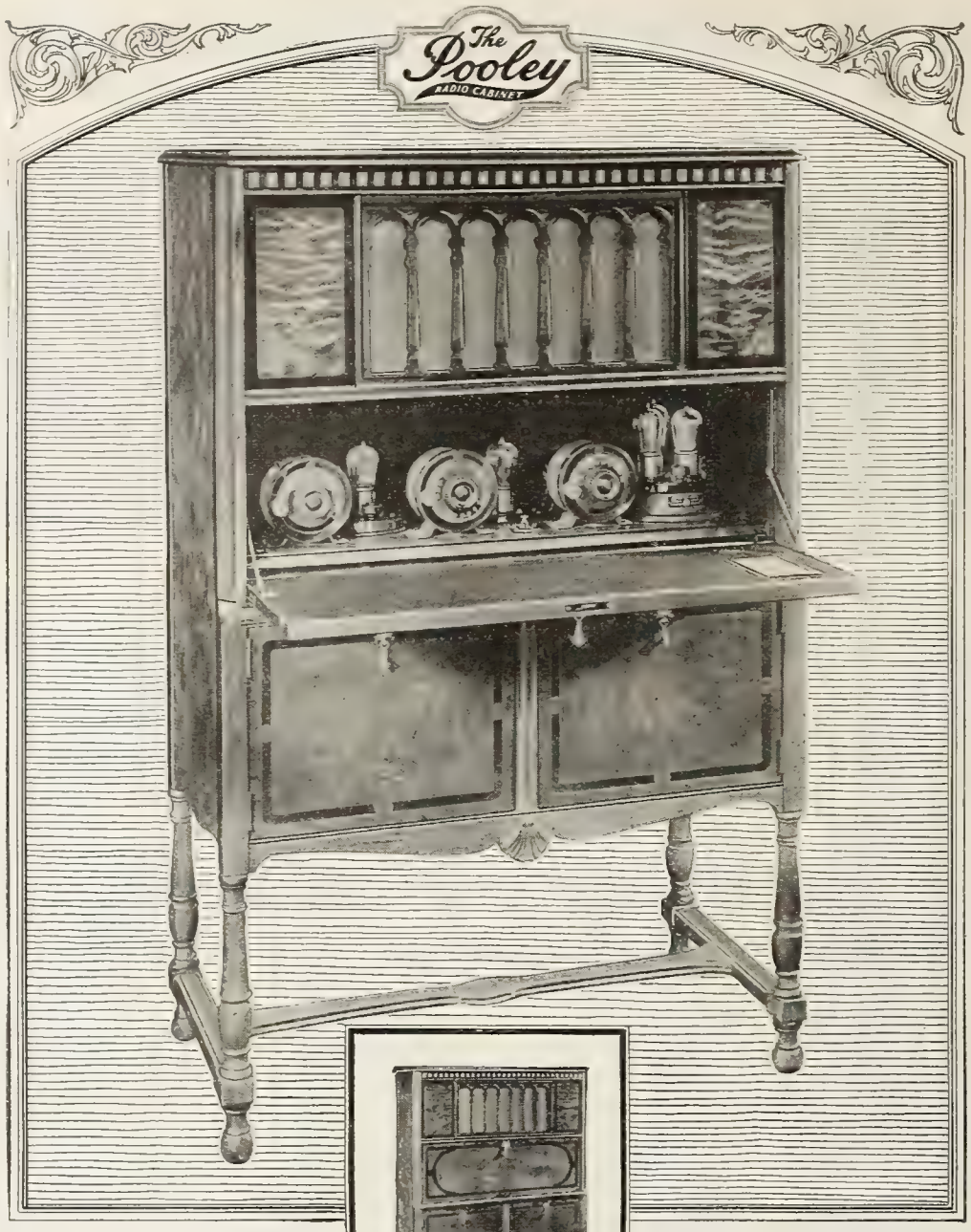
ANDREWS RADIO COMPANY · 506 WEBSTER BUILDING · CHICAGO

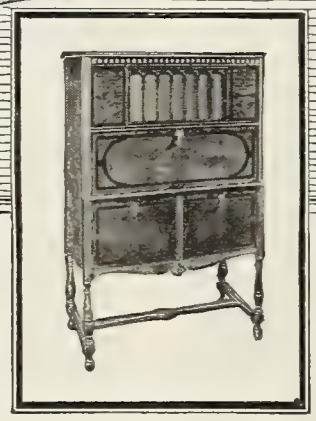
Andrews **Deresnadyne**

DĒ-RĚS'-NÀ-DĪNE · PATENTS PENDING

Radio Receiving Set

Price, $150 *without accessories*





***Pooley* Radio-Cabinet**

Stuart style in duo-tone American Walnut or English Brown Mahogany, superb in design, workmanship and finish—a masterpiece of fine cabinetmaking.

Model 1100-R-2

Length 33 in. Depth 15½ in. Height 52½ in.
Equipped with
Atwater Kent Five-Tube Open Radio Set of Great Selectivity and Instant Accessibility.

Complete, without Tubes and Batteries, $225

Sell The Radio They Want

"There's Millions In It"

THE Radio of today must perform in the living rooms of the home. **"The Radio Beautiful"** is demanded. It should *pick out* the station wanted and *shut out* the rest—instantly, completely. Hence, easy operation, maximum distance, volume, clarity and selectivity—"The Radio Supreme." The one outfit that most nearly realizes these ideals is the unique

Atwater Kent
Five-Tube Radio Set of Easy Operation, Maximum Distance, Volume, Clarity and Selectivity

SUPERLATIVELY HOUSED IN
The Pooley
RADIO-CABINET

Radio-Cabinet
The Only Radio with the Pooley Built-In Loud-Speaker Amplifying Horn (patent pending).

And it SELLS FOR LESS than any other standard set, whatever its name or claim—every condition needed to insure QUICK SALES, BIG PROFITS AND SATISFIED CUSTOMERS.

Get Full Data and Trade Discounts—***Pooley* Radio Sales Department C**

Pooley Company INC.

16th—17th—Indiana Avenue, Philadelphia

The Pooley RADIO CABINET

Pooley Radio-Cabinet

Style Louis XVI. Selected American Walnut and Oriental Burl. Fluted Silk Interior fitting. A *Pooley* fine art execution. The world's standard for forty-one years.

Model 1200-R-2

Length 36 in. Depth 18 in. Height 56½ in.
Equipped with
Atwater Kent Five-Tube Open Radio Set of Great Selectivity and Instant Accessibility.

Complete, without Tubes and Batteries, $350

Pooley-Atwater Kent Radio

Has No Real Competition

IT IS unique. It has new, exclusive advantages. Its open set permits easy access to controls and for adjustments. It alone includes the *Pooley* Built-In Loud-Speaker Amplifying Horn (patent pending), Radio's greatest recent advance. Its merits are advertised monthly to 13 million radio-hungry people. Your market is ready-made—whether jobber or dealer.

MAIL FOR MORE DATA

Pooley Company Radio Sales Department C Philadelphia.
Send full information regarding *Pooley*-Atwater Kent Radio.

Name_____ Street_____
City_____ State_____

Pooley Radio-Cabinets are also furnished unequipped, to SELL to the thousands of owners of Atwater Kent Radio Sets — ANOTHER FRUITFUL SOURCE OF PROFIT AND GOODWILL.

Desirable Territory Available To Jobbers In The Musical Trade

Pooley Company Inc.

16th—17th—Indiana Avenue, Philadelphia

Sales Volumes Jump as Fall Opens With a Marked Business Revival in Atlanta

Agricultural Districts in a More Prosperous State Than in Some Time and Dealers Are Cashing in on Increased Spending—All Lines Enjoy Good Demand—The Month's News

Atlanta, Ga., October 9.—The talking machine and radio business in this section has taken a decided upward trend that places the volume of sales for the month of September far ahead of those for the past few months, and, what is more satisfactory to dealers, gives all indications of a brisk Fall and Winter business. With the coming of the more pleasant Fall weather the volume of sales in practically every store showed an appreciable increase.

Good Crops Presage Brisk Business

What is more important, in that it points to a continuation of good business, is the prosperous condition of the crops of the State. Recent estimates of the Government Department of Agriculture place the value of Georgia's crops at least $100,000,000 in excess of last year, putting the State in fifth place in the total value of her agricultural products. The cotton crop is far in excess of that of 1923. The bumper corn crop has had a return to its old-time prosperity, and the tobacco farmer is far better off than he has been for some time. In brief, the farmers are in good shape this Fall, and that means that the same condition will be felt by everybody. With a great share of the crop already disposed of and with debts paid off, the farmers and trades people have plenty of money, and buying of all sorts has been accelerated.

This is the happy condition which confronts the merchants, and talking machine dealers expect that the prosperous condition will be reflected in the sales of musical instruments. This is already true to a certain extent, and the sales of the past month show that the trade is in a real healthy condition, with a demand for all classes of merchandise, talking machines, radio receivers and records and small musical instruments, all moving briskly.

Demand for Outing Portables Continues

James K. Polk, Inc., distributor of Okeh records, Outing portable talking machines, Sonora phonographs, Honest Quaker repair parts, supplies, etc., reports that business throughout the entire territory served by him is in excellent shape. Record sales are particularly good. This branch of the trade suffered no appreciable diminution during the Summer, and together with the other merchandise carried by this enterprising wholesaler it is booming along even better this Fall. The Outing line of portables is another line carried by this house that shows sales consistency throughout the year. Many dealers suffer from the delusion that the portable is an article that sells well only during the Summertime. That there is no basis for this theory is proved by the number of orders which have been received from dealers from all sections for Outing machines since the close of the vacation months.

Rich Bros. Music Club Popular

The Rich Bros. & Co. Music Club continues to hold its monthly concerts, and the three thousand and more members display the interest which has given the Club the success which it has enjoyed since its formation some six or seven months ago. The return which this establishment has experienced in the sale of musical instruments and records has more than offset the money and time expended in the organization of the Club.

Clark-Atlanta Co. Busy

The Clark-Atlanta Co., carrying the Starr phonographs and Gennett records, together with the other dealers of the city, is enjoying a brisk sales activity. Reynold C. Clark, the proprietor, has installed a full line of small goods.

Steady Demand for the Strand

The Strand radio-phonograph continues to meet with a steady demand, according to M. E. Lyle. The amplifier, which permits the instrument to be played as either a phonograph or a radio receiver without any adjustment, is a big feature. Mr. Lyle, who also represents the Unit Construction Co., states that a number of dealers throughout the South have remodeled their stores, using Unico equipment.

To Take on Radio

It is announced that the Vernon Piano Co., of Alliance, O., has taken on radio and will make a big thing of it. Mr. Vernon plans to look after the radio business himself. It will be several weeks before the department is completed.

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years Have Proved Outing Portables Are the Best

J. K. Polk, Inc.
294 Decatur St. Atlanta, Ga.
Outing Distributor

Hollywood Music Co. Carries Out Plans for Expansion

Hollywood, Cal., October 4.—Carrying out plans that call for a completely departmentalized music store, the Hollywood Music Co., 6019 Hollywood boulevard, is undergoing changes that will give the establishment more than double its former floor space, and that will make possible the doubling of the working personnel of the company. A long-time lease has been taken on the adjoining store and the two big rooms have been connected with an arched portal.

The enlarged talking machine department will be under the management of C. B. Cordner. The Edison line, which has been handled by the company for many years, will be carried, together with the Brunswick line, which was recently arranged for by the company. Robert Walder and Warren Roe are in charge of the radio department, which features the Radiola line. The piano, small goods and sheet-music departments have also been rearranged and enlarged.

Interesting Performance of Garod Neutrodyne

Demonstration is the best form of salesmanship. This is clearly shown in the following letter received by the Garod Corp. from Ralph D. Earle, Jr., president of the Earle Radio Service, Inc., of Hackensack, N. J.:

"Gentlemen:—Last week Mr. Williams, of E. M. Wilson & Son, of Newark, called on me, with a Garod V Neutrodyne, in an effort to have me add the Garod to my line. I told him frankly that I would take on no other lines unless I were given the set to try out and sell it to myself, and he left it with me for three days. At the end of that time I was sold. Here's what I did with the receiver—I thought maybe you people would be interested in knowing.

"On the 17th I took it to my home, so I could have more time to myself to monkey with it—I started in at 7.45 P.M. Heard all the locals, of course, and logged 29 other stations up to the time I quit, at 11.45 P.M. I received WEBH, Chicago 360, and WMAF, S. Dartmouth 363, at about 8 o'clock, while WHN, New York 360, was going strong—no interferences from them. Later, I got WOC, Davenport 484, and WFAA, Dallas 476, while both WJZ 455 and WEAF 492 were broadcasting not ten miles from me. I got PWX, Havana 400, while WOR, Newark 405, was working twelve miles away. Of course, every station was received on the loud speaker, not only with excellent volume and clarity, but also with beautiful control of the volume—a real feature."

Build Up Radio Audience

Des Moines, Ia., October 6.—Williamson Brothers, sons of F. R. Williamson, district manager of Harger & Blish, Edison distributors, have built up a large following among radio enthusiasts through broadcasting from various stations, including WDAF, WOAW, WOC, WLAG and WHO. In addition to entertaining via the air route the boys have played vaudeville for the past two years, when not engaged in school work and have received much favorable comment.

OKeh and Odeon Records

WHEN prompt, positive deliveries of complete orders for the famous OKeh "hill-country music," the new blues by America's foremost race artists, the new song and dance hits, or the inimitable, *imported* Odeon recordings are wanted, write or wire

Wholesale Phonograph Division

JAMES K. POLK, Incorporated

Offices and Show Rooms:

294 Decatur Street ATLANTA, GA.

BUY OKEH NEEDLES—They Keep Record Sales Alive!

5 Reasons for Buying through Gilbert-Keator Corporation

Standard Lines—

which sell and repeat and on which prices are not cut. Read the list.

Deliveries When Wanted—

because of our standing with representative manufacturers.

Financial Strength—

of our manufacturers whose means and equipment can provide great quantity production when needed.

Knowledge of Radio—

gained in helping thousands of dealers during the years of building up DeForest Radio Tel. and Tel. Co.

Advertising and Selling Help—

That's What Dealers Get When They Buy Through

GILBERT-KEATOR CORPORATION

Wholesale Distributors of Nationally Known Radio Equipment

1755 Broadway (56th St.) New York City Phone Circle 2949

Branch Sales Office, 396 Central Ave., Newark, N. J. Phone Mulberry 4830

DeForest Reflex Sets
DeForest Vacuum Tubes and Accessories
R. E. Thompson Neutrodynes
R. E. Thompson Magnaphones
Pooley Thompson Neutrodyne Console Sets
Day-Fan Receivers
Brandes Phones and Table Talkers
Jewett Super Speakers
Timmons Talkers and B-liminators
Dubilier Super Ducons
Unitron (Bulb) Chargers
Balkite Chargers and Battery Eliminators
Ray-O-Vac Batteries
Gray Wet B Batteries
Dymac Phones and Table Talkers
Weston Meters and Plugs
Rader Run-A-Radio
Acme Transformers and Kits
Pacent Accessories
Carter Accessories
Neidich Batteries

Crosley Sales Promotion Plans for 1924-25 Season

The Crosley Radio Corp., Cincinnati, O., has forwarded to the trade an outline of the "1924-25 Sales Promotion Plans" for established Crosley distributors and dealers. In this pamphlet the national advertising of the company is reviewed; the Metropolitan newspaper publicity is covered; the plans of the free school for Crosley salesmen and repairmen is outlined; sales and advertising helps are shown, including a word on the "Sample Advertising Book" and the "Crosley Retail Sales and Service Manual." Various other coming activities of the organization are covered, including its plans for radio shows, county fairs, etc.; also hook-ups and co-operative features and other interesting trade announcements. The Crosley organization has greatly extended the sales exploitation and service arrangements and shows heavy increases in practically every activity of the Crosley organization.

Mr. Edison Man:—

Don't Say

"KAN'T," say "KENT"

Write for catalog of complete line

The KENT No. 1

With "S" Sound Box

Has given complete satisfaction for years

KENT

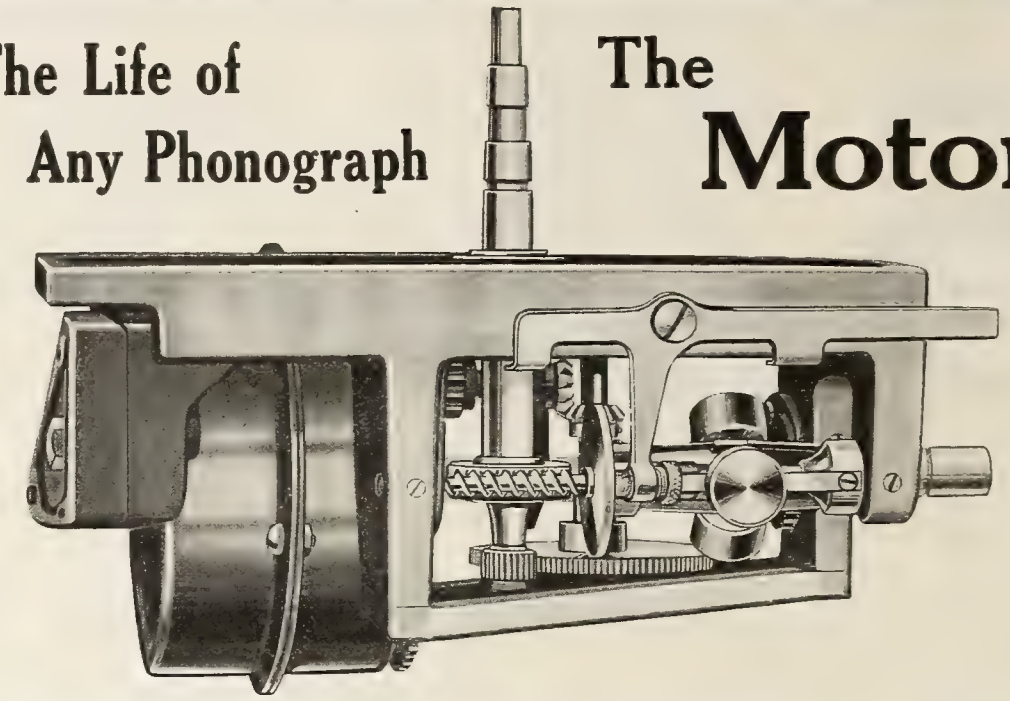
Reg. U. S. Pat. Off.

F. C. KENT CO.

Irvington, N. J.

The Life of Any Phonograph

The Motor



For smoothness—quietness and even pull—"THE DAYTON" phonograph motor stands alone

A size to fit every requirement from the sturdiest single spring to the most durable and dependable quadruple spring

An inquiry will bring sample motors and prices of any sizes you need — without obligating you in any way.

THE THOMAS MANUFACTURING COMPANY Established 1905 DAYTON, OHIO

Heavy Ordering of Nyrad Products for Fall Trade

Prominent New York Distributing Organization Pushing New "Music Master Radio Reproducer"—Drive on Other Lines

The Nyrad Distributing Co., Inc., 250 West 108th street, New York City, is giving special attention to the introduction of the new cabinet model "Music Master Radio Reproducer." Cass B. Riddle, director of sales of the Nyrad organization which, by the way, has had twenty-four years' experience in distributing musical products, is quite enthusiastic over the outlook for the company's various radio lines during the Fall season. He states the dealers are already ordering in quantities and that every indication seems to show that the music dealer is taking advantage of the sales possibilities in radio lines.

The Nyrad Distributing Co., Inc., is the jobber for the Atwater Kent, Pooley, Sleeper, and Garod receiving sets, the Music Master loud speakers, Eveready batteries and other accessories.

The sales organization is composed of well-known music men, including S. Semels, who is considered one of the best music merchandisers in the country. He gives particular attention to the new dealers adding radio to their stocks. His own experience in the music industry and his entry into the radio field in the early days, well qualifies him for these activities. The personal attention he extends to music dealers and his knowledge of their needs is much appreciated. Otto Goldsmith, who has a wide acquaintance with dealers in talking machines and allied lines, is also a member of the organization, as is John Sheppard and Harry Ansell, both of whom are well equipped to serve the music merchant with knowledge based on a wide merchandising experience.

D. T. Allen in New York

D. T. Allen, vice-president of the Carryola Co. of America, Milwaukee, Wis., spent a week in New York recently, completing arrangements for the opening of a New York office. He was accompanied by John C. Casegrande, who will manage the new office. While here Mr. Allen and Mr. Casegrande enjoyed the portion of the World Series that was played in the Polo Grounds.

H. E. Karlsruher With Manhattan Elec. Supply Co.

Well-known Member of Talking Machine Trade to Cover the Brooklyn Territory for Successful Gotham Radio Wholesaler

Richard C. Boehler, sales manager of Manhattan Electrical Supply Co., Inc., New York City, distributor of Radio Corp. of America and other representative lines, announces the appointment of Harold E. Karlsruher as Brooklyn representative.

H. E. Karlsruher

Mr. Karlsruher is well known to the talking machine trade for his ability and willingness to help the dealer resell, as evidenced during his long service while with the Emerson Phonograph & Radio Corp.

His recent years in wholesale Columbia and Granby distribution have rounded out his broad experience of the past twelve years, including two years selling Federal Tel. & Tel. Radio Co.'s products to the New York and Brooklyn trade.

Gould Batteries on Exhibit

The Gould Storage Battery Co. is conducting a display of the Gould Unipower battery at the Hotel Ansonia, New York City. This display is being held in conjunction with the newspaper publicity now being conducted in the metropolitan dailies. It is displaying the Gould "A" Unipower battery, the Gould "B" Unipower battery, and the Gould combination Unipower battery, practically a duplication of the exhibit of the company in Madison Square Garden at the World's Radio Fair.

Joseph Cardinal Expands

Kenosha, Wis., October 6.—Joseph Cardinal, who two years ago took over the local Kimball agency, has expanded his store to take in the entire building adjoining his original place of business at 211 Main street. The new establishment will carry a more complete line of Kimball phonographs, pianos, records and sheet music.

"One handle handles it"

Outing

TRADE MARK

"Master of movable Music"

4 YEARS HAVE PROVED OUTING PORTABLES ARE THE BEST

SENIOR, $37.50
finished in
Red Mahogany, Brown Mahogany and Oak

JUNIOR, $25.00
finished in
Brown Mahogany, Brown or Black Leatherette and Oak.

DISTRIBUTORS

A. C. ERISMAN CO.....174 Tremont St., Boston, Mass.
GENERAL PHONOGRAPH CORP.....15 West 18th St., New York, N. Y.
BRISTOL & BARBER CO., INC.....3 East 14th St., New York, N. Y.
NYRAD DISTRIBUTING CO., INC..250 West 108th St., New York, N. Y.
E. B. SHIDDELL CO.....1011 Chestnut St., Philadelphia, Pa.
BENNETT PIANO CO.....52 W. Market St., Wilkes-Barre, Pa.
JAMES COWAN CO.....18 West Broad St., Richmond, Va.
STARR PHONOGRAPH CO.....634 Grant St., Pittsburgh, Pa.
BELKNAP HARDWARE CO.....Louisville, Ky.
J. K. POLK, INC.....294 Decatur St., Atlanta, Ga.
INDEPENDENT JOBBING CO.,
112 East Center St. North, Goldsboro, N. C.
IROQUOIS SALES CORP.....210 Franklin St., Buffalo, N. Y.
STERLING ROLL & RECORD CO... 137 West 4th St., Cincinnati, O.
OHIO MUSICAL SALES CO.....1747 Chester Ave., Cleveland, O.
C. L. MARSHALL CO.....514 Griswold St., Detroit, Mich.
TARG & DINNER MUSIC CO.....229 West Randolph St., Chicago, Ill.
EDWARD G. HOCH CO.....27 No. 4th St., Minneapolis, Minn.
MAJESTIC MUSIC SHOP.....16 South 7th St., Minneapolis, Minn.
STUART SALES CO.....502 Occidental Bldg., Indianapolis, Ind.
THE DUNNING CO.....303 Second St., Des Moines, Iowa
RENIER MUSIC HOUSE.....545 Main St., Dubuque, Iowa
JUNIUS HART PIANO HOUSE.....123 Carondelet St., New Orleans, La.
TEXAS RADIO SALES CO., INC.....2005 Main St., Dallas, Texas
CARL FLORINE ..... 131 East 4th Ave., Denver, Colo.
WALTER S. GRAY & CO.,
1054 Mission St., San Francisco Cal.; Los Angeles, Portland, Seattle

OUTING TALKING MACHINE CO., Inc., Mt. Kisco, N. Y.

Export Department

No. 44 Whitehall Street

New York City, N. Y., U. S. A.

Cable Address "OUTING" New York

Representatives in:

Sydney, New South Wales; Melbourne, Brisbane and Perth, Australia; Wellington, New Zealand.
Havana, Cuba.
Buenos Aires, Argentine Rep.
Santiago de Chile.
Barranquilla, Colombia.
Genoa, Italy.
Dublin, Ireland.

Trade Indications in the Los Angeles Territory Point to a Busy Season Ahead

John W. Boothe Predicts Phenomenal Business—W. E. Henry Succeds W. F. Stidham as Columbia Manager—Tom Rockwell Weds—Record Artists Get Warm Welcome—The News

Los Angeles, Cal., October 4.—It is not an easy matter just now to analyze the phonograph situation; there are so many and conflicting reports and opinions expressed and given. Prognostications are even more difficult, one would think, although there are some who are bold enough to make them. A famous prophet—and he is not without honor in his own city—John W. Boothe, general manager of the music and radio departments of Barker Bros., declares that the business in phonographs, more particularly in combination talking machine and radio sets, will be phenomenal, reaching levels beyond the wildest dreams of music men who must adjust themselves to the new conditions and inaugurate policies and rules which will enable them to take the fullest advantage thereof, otherwise a larger portion of this potential business will go to others who are more aggressive.

Eight Victor Artists Give Concert

The Eight Popular Victor Artists appeared at the Philharmonic Auditorium on September 21 in concert, which was well attended. As usual, dealers handling the records of these artists enjoyed a stimulated demand immediately before and after the concert.

Tom Rockwell a Benedict

T. G. Rockwell, Cheney phonograph and Vocalion record dealer, is now a Benedict, as may be gleaned from the following telegram received by the Munson, Raynor Corp., this city: "Was married in Sacramento Saturday night; intended wiring you then, but was too busy."

Everyone who knows young Tom Rockwell will join us in best congratulations and hope for the blessings and luck which he deserves.

Abe Lyman Returns to Los Angeles

Abe Lyman and his celebrated orchestra have returned to Los Angeles and are once again installed at the Cocoanut Grove, Ambassador Hotel. They have returned with fresh laurels from the Atlantic Coast, where they were first known through their fine phonograph records, which are made exclusively by the Brunswick Co. They were welcomed on their arrival by the assembled orchestras from the Vernon Country Club, the Rendezvous, the Montmartre, the Green Mill, the Plantation and by a host of admirers and friends.

Columbia Manager Resigns

Wm. F. Stidham, who has been manager of the local branch of the Columbia Phonograph Co. for the past seventeen years, has resigned and will be succeeded on October 1 by W. E. Henry, who has been connected with the Columbia Co. for many years and is well known in Southern California. Mr. Stidham came to Los Angeles in 1907 and assumed the management when the Columbia Co. was engaged in both the retail and wholesale business. About two years later the retail store on Broadway was closed on his recommendation and sales efforts devoted to wholesaling only.

Earl Dible Goes to Long Beach

Earl Dible has been appointed manager of the Long Beach branch of Barker Bros. and has already made his smiling presence known by registering excellent sales.

Here and There in Radio

Sherman, Clay & Co. have started out in the initial month's business with a bang and report excellent sales of Radiolas, Gilfillan Bros. neutrodyne and Crosley sets. Radio Supervisor Sturdevant spent several days in Los Angeles last month, conferring with Manager Ellis and Sales Manager Jackson.

It seems to be the consensus of opinion that terms on phonograph-radio sets should be not less than 25 per cent down and balance in ten months.

J. W. Boothe, of Barker Bros., reports a big demand for Sonora loud speakers, Ware three-tube sets and Kennedy five-tube sets.

THOR Speaker Lamp
[Patents Pending]

Lights the way to greater Radio Sales and Profits for you

BY SHEER beauty, by remarkable quality of tone, by marvelous performance —Thor Speaker Lamp is making an unparallelled appeal to the public imagination and is experiencing sales through musical and radio dealers that are almost as spectacular as the invention of radio, itself.

Thor Speaker Lamp is the *original* combination Loud Speaker and electric lamp. Concealed within a beautiful floor or table lamp that harmonizes with the furnishings of the most elaborate room, is a special speaker unit made by the famous Dictograph Products Corporation. This unit amplifies, and reproduces perfectly, bringing out the high and low tones, as well as the middle tones.

Thor Speaker Lamp is free from gutteral and throaty sounds so manifest in all horn type loud speakers. It is non-directional, which means that you can hear it in every part of the room, eliminating the necessity of sitting directly in front of a horn to listen in distinctly.

Demonstrate Thor Speaker Lamp beside any awkward, ugly, ungainly present type loud speaker and its beauty alone will win the preference of your customers; add to this, however, its full, rich, mellow musical tone—its low price (Thor Speaker Lamp costs no more than horn type loud speakers)—and you have the road to quick, profitable radio sales.

Behind Thor Speaker Lamp is a merchandising policy that is devoid of freak stunts and novelties. Sound principles, established by other lines of business in selling, are followed. Supporting this policy is an extensive advertising campaign in national mediums. The advertisements which have appeared and will appear are bound to bring orders to musical dealers who carry Thor Speaker Lamp.

Franchises in certain territories still open. Jobbers and Dealers are invited to write for descriptive literature and full details

THOR Radio Division *of the*
Golden Gate Brass Manufacturing Co.
1239 - 1243 Sutter Street, San Francisco, California

Triangle Radio Co. Busy

The Triangle Radio Supply Co., Inc., New York City, reports an exceptional radio demand. This company, under the direction of H. A. Linde, has built up an excellent business as distributor of Fada and Crosley sets, the Music Master radio reproducer and a diversified line of radio accessories and parts. The Triangle Radio Supply Co., Inc., was also recently appointed distributor for David Grimes, Inc. Mr. Linde has prepared for a big Fall season by securing a large stock of merchandise and predicts this Fall will be one of the busiest in the history of the organization.

Does Brisk School Business

Cape Girardeau, Mo., October 6.—The Clark Music Co. finds it profitable to cater to the musical wants of the local schools. The five schools here are equipped with Victrolas, all XXV's, with two additional IV's. The State Teachers' College boasts Victrolas in each of four buildings and five in fraternity houses. In addition, many of the rural schools of the county have been supplied with Victrolas by the Clark Music Co.

Emerson Exhibit at Fair

Decatur, Ill., October 7.—The Emerson Piano House had an effective talking machine exhibit at the local annual fair. The chief attraction was a Victrola with glass top and sides, revealing the construction of the tone chamber and motor. The Emerson Co. reports an excellent attendance and many prospects gained from the exhibit.

BLACK BEAUTY

ADVERTISING

A Real Newspaper Selling Campaign!

Black Beauty advertising is going to run in *your* town—in *your* newspapers to bring people into *your* store. It's a real retail selling campaign and it doesn't cost you a cent.

Have Black Beauties to sell when the demand comes! Get in touch with your jobber today, or if he doesn't handle The Black Beauty, and some do not, write us for the list.

United Radio Corporation

Newark · New Jersey

Mid-West Point of View

Western Division of The World, Chicago, Ill., Oct. 8, 1924. Manufacturers of talking machines and of records are sending out S. O. S. signs to their dealers imploring help. And for what?

S. O. S. Really!

Why, to enable them to decide how to pro-rate their production during the next two months, so that every retailer carrying their lines may be assured of getting a reasonable quantity of goods to sell. Dealers are being asked to wire statements of their probable requirements during October and November. Some manufacturers actually have already during the last three weeks sold out most of their estimated production and are receiving additional orders daily. How long the spurt will last no can tell; but that there has been a most decided spurt cannot for a moment be denied. What is even more important, the whole general feeling in the trade is favorable, and dealers everywhere are looking forward to a fine holiday market. Already around Chicago the retail trade has begun to pick up to some extent and a good deal of business is being done in radio-phonograph combinations. The general price level at present appears to be around one hundred twenty-five dollars, but there is evidence that more expensive machines are being asked for to some extent. Meanwhile, the general business situation in the Middle West is encouraging. A strenuous attempt is being made by certain parties in the political field to paint gloomy pictures of destitution and suffering; but the reports which go out from the United Charities of Chicago at frequent intervals to all who regularly or occasionally contribute to their support do not bear out the view that any great economic distress exists. Employment conditions are not bad and are generally improving. When the music industries are cheerful it is safe to say that other industries are not unhappy. All in all, the situation is by no means discouraging and signs multiply that it will continue on the upturn for months to come.

The big event of the month in local retail circles is the celebration of their sixtieth anniversary by Lyon & Healy. This great house

Sixty Years Young

was one of the first to get rightly into the retail talking machine game, and later into the jobbing of talking machines, which it carried on for many years with conspicuous success. To-day it is safe to say that the amount of retail talking machine experience and knowledge possessed by Lyon & Healy's experts is second to none. From the start the house has stuck close to the best in talking machines and has simultaneously developed its record business along lines both high-class and practical. It has always been possible to obtain immediate and accurate service on any item in the great Victor record catalog at Lyon & Healy's store, and the counter service has likewise been unusually efficient. This is praise which one ought to be able to give to any retail store which makes any pretense at selling talking machines and records; but unfortunately, one cannot say so much in all cases. When a house has sold talking machines for as many years as Lyon & Healy have, that house can surely lay claim to some knowledge of how the game ought to be played; and so when we find that intelligent high-grade personal service in the record department is the keynote of the sales policy we may be safe in assuming confidently that it is a true and well-tuned keynote capable of carrying the burden of a whole progression of harmonious business chords. Lyon & Healy, Inc., is a great music house, one of the greatest music houses in the world. It has been built up wisely and solidly, first, by a great business genius and then later on by his worthy successors. There is nothing small or petty about it. Things are done in a large way by Lyon & Healy, and although that house makes no claim to any monopoly of business sense and wisdom in the retailing of musical instruments, or even of talking machines and records in particular, it may well claim something even better, namely, the power to give the rest of us a retail example which every one of us may study to great advantage. It is right that the whole trade should salute that great house, born so long ago, before the Fire, when Chicago was crude and young; and now so strong and matured, yet still so youthful to-day, when Chicago is vast and rapidly becoming beautiful and gracious. Vivat et floreat!

By all odds the Brunswick Western sales conference provided the most interesting wholesale news of the month in this part of the

Brunswick Rings Bell

world. There is nothing new about sales conferences of course, as any one could guess; but the particular convention of which we speak was really unusually interesting. Largely the interest lay in the fact that so much attention was given to the explanation and dissection of the large Brunswick-radio combination which has attracted so much attention throughout the talking machine trade. The convention apparently made a serious effort to discuss wisely and practically the whole big question of talking machine and record merchandising from the Brunswick's specific point of view and in so doing fulfilled worthily its mission. As we see it, the business of those who organize sales conferences among the executives and the retail representatives of a manufacturing corporation is to study seriously the whole matter of policy in selling and in making too; and then to arrive at such conclusions as may best suit the capacities and the circumstances of the majority of the retail men. It is one thing to formulate policies from a desk, and quite another thing to get those policies carried out. Retail dealers, way out on the firing line, with irritating and stupid circumstances to confront, with indifferent and uneducated patrons, with a community in which all the educational work has to be done from the beginning, are naturally inclined to be skeptical about the value of plans for merchandising elaborated at a distance, and out of touch with their individual problems. To get these two parties together and to have both sides discuss with freedom their individual points of view, is to make a success of a sales convention. This appears to have been the spirit of the Brunswick conference, which from all reports was successful. Its managers have gone off to New York now to do the same for their Eastern dealers and no doubt will repeat their success.

We have been privileged to read the advance proofs of a full-page advertisement of the Cheney phonograph about to go into the Saturday Evening Post as a contribution to the

A New Phase?

national advertising campaign which is being carried on by that house. The reason for here referring to this is simply that the copy-writer, inspired no doubt by his clients, has undertaken to place before the readers of this large weekly a wholly novel point of view. He invites them to consider certain specific features of the reproduction of music by this phonograph and endeavors to make plain, in language understood of the people, the inner secret of the construction of the machine and the musical results which flow therefrom. In general terms, of course, this is always being done; but in specific terms it has rarely been attempted in this field. The experiment is extremely interesting, for it marks the opening of a new era of advertising for this aggressive firm. With radio and with the reproducing piano to consider, it is evident that talking machine advertising must—to some extent at least—be re-thought. The public must be educated to see that the talking machine has a place of its own in the domain of music. Its position stands secure in its capacity to preserve through its records the best of interpretations made under test conditions, and of all kinds and sorts of music, but the fact remains that unless these points are impressed on the public consciousness they will not become generally known. The policy of specific advertising as demonstrated by the Cheney Co. is worthy of emulation, and this applies with special force to the newspaper advertising of the retail dealers. Certain it is that the advantages of the talking machine cannot be equaled by any other instrument of the music reproducing type.

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EUGENE F. CAREY, Manager

Improved Demand for All Lines Is Basis for Optimism Throughout Middle West

Higher Priced Instruments Selling Satisfactorily Despite Sales Drives on Cheaper Machines—Record Business Is Encouraging—Radio Sales Gain—News and Trade Activities of the Month

CHICAGO, ILL., October 8.—September brought with it a decided improvement in business which was reflected in both wholesale and retail sales. Starting with a snap during the cold weather earlier in the month, it has persisted during fluctuating temperatures and has brought with it, in spite of growing campaign interest and everything else, promises of a really good Fall business.

Locally the situation has been peculiar and in some respects encouraging. Despite a deluge of very low-priced machines aggressively advertised at discouraging terms there have been plenty of the higher-priced machines sold. The largest sellers to-day are priced at not less than $100 or more than $200, with the $150 price probably the popular favorite; but there are, in the aggregate, many machines at $250 and up being sold, while the combination radio and talking machines are getting a fair amount of attention, although more largely perhaps in the more expensive types.

"It's all a matter of salesmanship," said one large Wabash avenue dealer. "The store that plans its campaign and trains its salesmen to sell the higher-priced goods can do it. A weak compliance with competitive conditions will speedily bring one's business down to a very unsatisfactory basis. Quality arguments and appeals to the instincts of pride and of love for an artistic product are just as potent to-day as ever. There is lots of money which can be brought out of its hiding places right now through aggressive high-grade salesmanship."

From the jobbing viewpoint business made a most satisfactory showing in September and during the early part of October. Many dealers showed a disposition towards moderate anticipation of their needs, while there was a large volume of immediate "hurry" shipment business which spoke eloquently of extremely low stocks and a revival of retail sales. October is generally expected to make an excellent showing and some believe that it will show considerable improvement over the corresponding month of last year.

Record business is encouragingly good and at a volume which distinctly indicates that machines are not lying dead to the extent that some depressed ones would seem to think and that there is a continually growing and very large contingent of new machine owners.

Most manufacturers in Chicago and outlying districts are exceedingly busy. Some of them, in fact, have considerably increased their output the last month or so. Many of these machines are of the popular-priced type, but it is noteworthy that many of these low-priced products represent greater values than ever before by reason of the better quality of their construction and improved appearance.

The Growth of Radio Demand

Radio manufacturers and jobbers report an excellent business, with the emphasis on the higher class of apparatus with the music trade. This is a natural tendency. This trade, after all, is best equipped by experience to take care of business of this type and has the knowledge of the instalment business to properly handle it in whatever instances of bad management that may occasionally develop.

That the talking machine dealers are increasingly handling radio, but that they are learning the lessons of the past and are arranging this branch of their business on a stronger and better basis, is more and more evident.

It is becoming more and more apparent that the tendency at first noted to consider the radio and talking machine as antagonistic is disappearing. It is now fully recognized that each fills its legitimate niche in the music merchandising business, and is to be sold on its own distinctive merits. The function of each in the home has to be thoroughly understood and conveyed to the customer.

Cheney Exhibit at Davis Co. Opening

A complete exhibit of all the parts that go into the making of the Cheney phonograph was displayed at the formal opening of the Davis Co., formerly known as Rothchild & Co. at

(Continued on page 134)

Style M
One of several beautiful console models

Kimball Style X—Tudor

KIMBALL PHONOGRAPHS

Name Value and Ready Selling Please Dealers

THOSE who buy the Kimball in carload lots are careful buyers and realize that they have a ready market because it satisfies their customers. Again and again they proclaim the Kimball "Best by comparison."

The Kimball plays all makes of disc records and reproduces *all* the *tone* recorded in the record without obstruction, therefore, *Natural Tone* for voice, violin, or other instrument.

Excellence of Construction
Variety of Console and Upright Models

Ask about Dealer Franchise, Territory and Terms

Style J
Mahogany
One of several beautiful upright models

W. W. KIMBALL CO.

Established 1857

Kimball Hall 306 So. Wabash Ave.

CHICAGO, ILLINOIS

Manufacturers of

Phonographs, Pianos, Player Pianos, Reproducing Pianos, Pipe Organs, Distributors of Columbia Records

KIMBALL PHONOGRAPHS PLAY ALL RECORDS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 133)

State, Jackson and Van Buren streets, during the week of September 27 in the talking machine department located on the sixth floor. These parts were all labeled and displayed on large boards, showing the various stages in the making of the Cheney.

The entire exhibit was very interesting and instructive to visitors. Special attention was paid by the crowds to a cross-sectional model showing the Cheney acoustic system, made by cutting in half a regular stock model of the Cheney phonograph. In like manner, other Cheney features were exhibited, including the needle adjuster, the Cheney reproducer, the Cheney tone arm, the concentric rings and cubical air chambers, the palate bar, the orchestral chambers and violin resonator. The Cheney motor, which is also made at the Cheney factories, was shown, as well as a carving machine, at which a carver showed how Cheney cabinets were carved.

In addition to a display of Cheney parts there was a complete showing of all the models made by the Cheney Talking Machine Co. and pictures adorning the walls showed the instruments in the process of manufacture.

New Blood Tone Arm Factory

The Blood Tone Arm Co. has moved from its old location on River street, where it has been for the last two and one-half years, to 222 West Madison street, where it will occupy over double the previously occupied space. By better arranging the productive capacity and by adding a great deal of new equipment the company will increase its output in a still greater ratio.

President Edward Roetsch, who is personally supervising the entire production of the company's product, said, "We have been greatly behind in our orders for months and it is a matter of great satisfaction to me to have been able to cancel our old lease and to secure the larger space and better facilities that we have so long needed. The fact that we will now be able to satisfy our good regular customers, who have been inconvenienced so often by delays in deliveries, is naturally gratifying. This will be our first care, although the larger space and improved methods will give us a capacity which will enable us to gradually expand our business to meet all demands."

Gulbransen Progress

The latest addition to the big plant of the Gulbransen Co., regarding which frequent reference has been made in these columns, was completed this month and the new grand factory is now thoroughly equipped and in operation. It will not be long before its full productive capacity will be available and the company will be able to supply the demand for both the Gulbransen straight grand and the Gulbransen registering grand.

The business of the company, according to Sales Manager T. J. Mercer, is steadily improving ever since the national conventions. August was an excellent month and September has shown a decided improvement over last year.

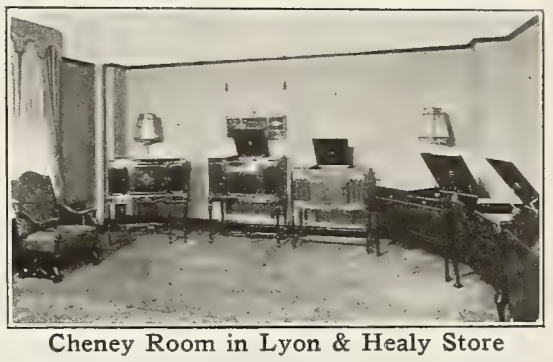
The company has built up a wonderful business through producing a meritorious popular-priced product and, by its intensive study of marketing conditions and the creation of successful sales plans, aiding the merchants in their selling campaign. This has been supplemented by a special study of the talking machine trade and of the methods by which the Gulbransen can be successfully marketed by those so admirably trained according to the finer traditions of that industry.

Duncan Sisters Entertain

In a recital of a series of their own songs published by their own company, the Duncan sisters, of "Topsy and Eva" fame, drew great crowds to the Lyon & Healy concert hall. Hundreds of copies of their songs and Victor records were autographed.

The Cheney at Lyon & Healy's

The advent of the Cheney phonograph at Lyon & Healy's was marked by a very wonderful full-page advertisement in the Chicago Tribune of September 21, profusely illustrated with pictures of the leading Cheney models in a



Cheney Room in Lyon & Healy Store

most attractive art design. "Lyon & Healy now offer the Cheney, an instrument we cannot recommend too highly," ran the announcement. "You are invited to our spacious salesrooms, where you can sit in all the comfort of home and hear your favorite records played upon the

First Lyon & Healy Cheney Window

Cheney. This beautiful instrument has won national recognition through its superb tone quality and the artistry of its cabinets." Much of the text was devoted to the beauty of the reproduction of piano records through the Cheney phonograph.

A Great Buy

Pat. Appd. for

Radio Cabinet
Built-In Loudspeaker

Radio's biggest value. Beautifully and sturdily built. Fits any make of set. Ample space for batteries, charger and accessories. Special Qualitone Speaker that amplifies without the least distortion. Everything hidden. Height 42", length 38" width 16".

KELLNER MADE

Artistically built in Tudor Style. Laminated mahogany or walnut finished in rich duotone. Beautiful, fast selling.

SEND FOR DESCRIPTIVE CIRCULAR

THE HAVERFORD CO.
222-24 W. MADISON ST. CHICAGO

The Cheney room in the retail talking machine department of Lyon & Healy is shown in the accompanying illustration. The three models to the left exemplify the new double resonator models which have attracted so much attention in the trade. The first Cheney window display at the big store is also shown.

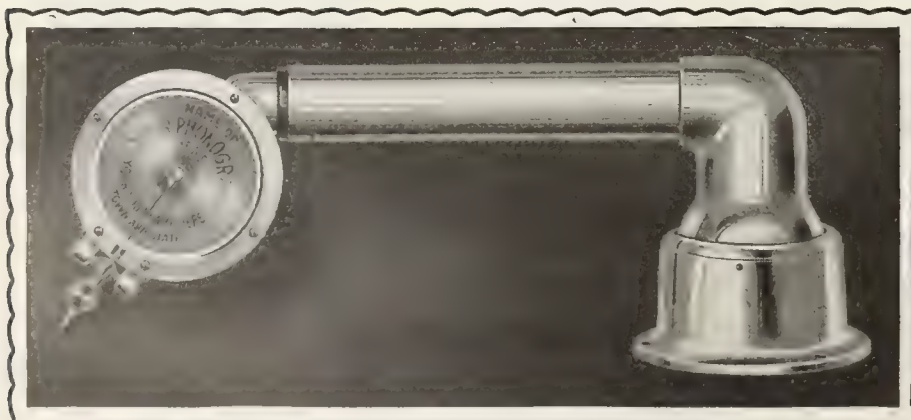
Sells Small Goods in South

Lyon & Healy announce that C. J. Mulvaney, formerly music dealer in Peoria, Ill., has been appointed sales representative of the musical merchandise department of Lyon & Healy and will cover sections of the Southern territory for the Chicago house. Mr. Mulvaney has had wide experience in the retailing of musical merchandise, which should prove valuable in serving the trade. A. B. O'Connor, sales promotion manager of the musical merchandise division, accompanied Mr. Mulvaney on a Southern trip and visited several of the larger Southern cities with the new representative.

Reviews the Portable Situation

G. P. Hough, sales manager of Westphono, Inc., St. Paul, Minn., manufacturer of the Spencerian portable, was a recent visitor to Chicago, spending a day or two with Cole & Dunas, the company's Chicago distributors. "The portable business has opened up wonderfully this Fall," said Mr. Hough. "Jobbers are placing orders in

(*Continued on page* 136)



Scotford Tonearm and Superior Reproducer

Manufactured under patents of Louis K. Scotford. Plays all makes of records. Famous for tone—without the usual metallic sharpness and without the scratch. Standard length 8½ inches center of base to needlepoint—can be made to order longer or shorter. Base opening 2 inches diameter.

Fine quality Nickel and Gold Plate finishes

SUPERIOR PRODUCTS SINCE 1848

The Superior Spring Balanced Lid Support

A touch of one finger lifts or closes the lid which stops, balanced, at any point desired. Does not warp lid. Noiseless in operation. The simplest spring balance made—and easiest to install. Can be made to fit any type and weight of lid. Furnished complete with escutcheon plate and all necessary screws.

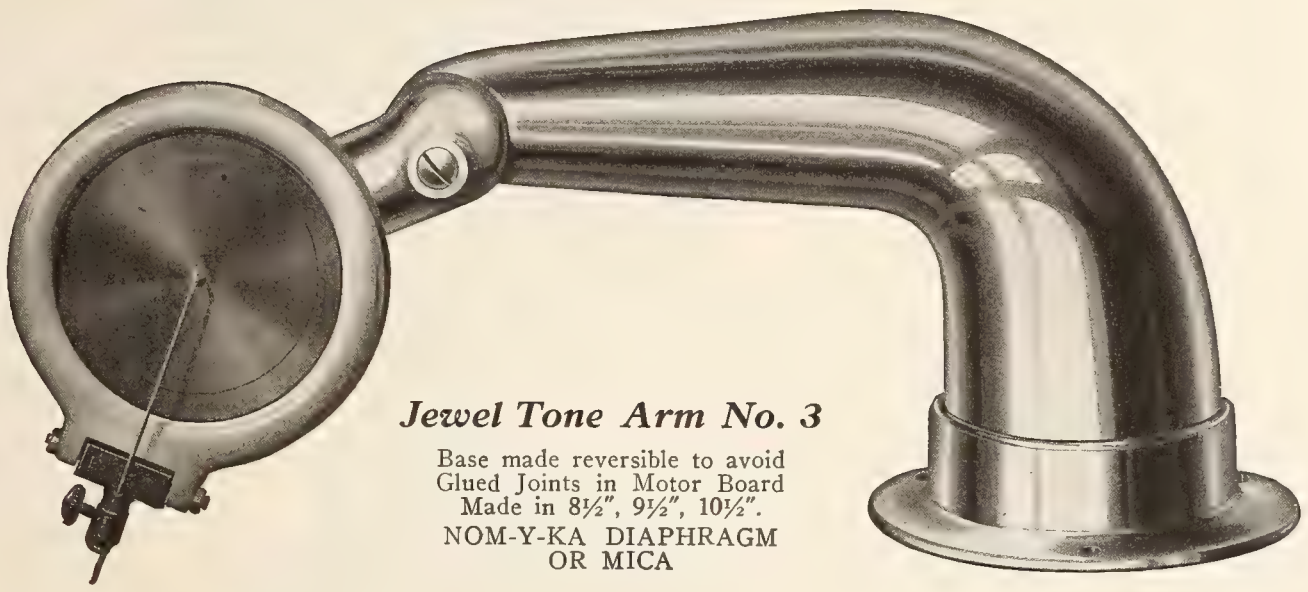
Low quantity Prices quoted on application

Supplied to manufacturers of high-grade phonograph cabinets in the United States and all foreign countries

Samples sent anywhere for trial

BARNHART BROTHERS & SPINDLER SUPERIOR SPECIALTIES FOR PHONOGRAPHS **MONROE & THROOP STS., CHICAGO**

The Jewel-Tone Reproducer *and* Tone Arm



Jewel Tone Arm No. 3

Base made reversible to avoid Glued Joints in Motor Board
Made in 8½", 9½", 10½".
NOM-Y-KA DIAPHRAGM OR MICA

ANNOUNCEMENT

Owing to recent improvements in the economical manufacture of our Tone Arms and Reproducers we have a much increased volume of production, while still keeping up the quality of workmanship, material, volume and tone to the very highest point of excellency.

We are pleased in being able to pass this saving on to manufacturers of phonographs.

It will pay you to get our greatly reduced prices and look into the matter of using the Jewel Tone Arms and Reproducers as your regular equipment.

Perfectly natural reproduction of what is on the record, plus great volume and the highest grade of material and workmanship in your tone arm equipment will greatly assist in the sales and repeated sales of your talking machines.

We will be pleased to send samples on memorandum for consideration to thoroughly responsible manufacturers, who are well rated or can give satisfactory proofs of reliability.

All Jewel products are guaranteed indefinitely in the broadest sense.

All repairs (except on broken Mica diaphragms) are made without charge, except for transportation, regardless as to whether breakage or defects are due to defective material or workmanship or to careless handling or accidents.

We take this opportunity of thanking our customers for their patronage in the past, which we appreciate, and we solicit the business of a few more manufacturers who are striving to make the highest grade phonographs they can consistent with reasonable economy.

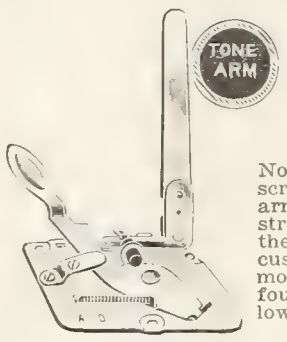
It is possible that we might be of great assistance in regard to the proper balancing of Tone Chamber and Tone Arm equipment in your instruments.

Write us today for prices and samples.

JEWEL PHONOPARTS CO.

150—160 Whiting St., Chicago, Ill., U. S. A.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 134)



THE ALTO
Automatic Stop
For Phonographs.

Nothing needs to be screwed unto the tone arm. Simple in construction. It fits under the turn table. Our customers say it is the most accurate stop they found yet in spite of its low cost.

ALTO MFG. CO., 1647-51 Wolfram Street CHICAGO
Canadian Distributor Phono Parts Supply Co., Toronto, Ont.

a manner which shows that they anticipate a strong holiday business. The portable has long ceased to be merely a Summer machine and, in fact, November and December are the next best months to June and July. I believe that conditions this Fall are better for the portable trade in that many of the little fellows who, attracted by its wonderful popularity during the last two years, went in the business simply to make $500 or $1,000 and get out, have discontinued operations."

On a recent trip Mr. Hough covered practically the entire West. On account of the improved agricultural conditions the Northwest is in excellent shape. Texas is fairly oozing prosperity because of the wonderful cotton crop and the oil industry, which, while now stabilized, yet is a material factor in the wonderful prosperity of this State. Southern California is recovering from some of its troubles, and from San Francisco, northwest, the Coast is in splendid condition. Mr. Hough returned home through Canada, where he made arrangements for distributing their product through leading retail channels.

Among the important new jobbers recently established are L. D. Heatar, 357 Ankenny street, Portland, Ore., and the Columbia Stores Co., Salt Lake City, Utah.

Brunswick Shop Chartered

The Brunswick Shop, 38 South Dearborn street, was recently incorporated at Springfield, with a special stock of $40,000 to manufacture and deal in musical instruments and supplies. The incorporators are J. A. Russell, N. M. Peterson and Herbert Bebb.

U. S. Music Co. Progress

An energetic and aggressive sales policy, the result, no doubt, of the popular prices at which the product is sold and the inauguration of several new departures, is responsible for a very large increase in the business of the U. S. Music Roll Co. in 1924 as compared with 1923. The library edition of U. S. rolls has proved a success and each month witnesses the issuing of a number of standard and classical selections, both in word and instrumental rolls. Another innovation this year is the building up of an Auto-Art catalog, consisting of rolls for standardized tracker-bar reproducing pianos.

Honor A. Hospe, of Omaha

Chicago friends of A. Hospe will take part in celebrating the "Golden Anniversary" of the Omaha piano and talking machine dealer on October 23. A special car will bring the Chicago contingent to Omaha and Matt J. Kennedy, secretary of the National Association of Music Merchants, will be present to officially represent the Association, joining hosts of friends both in and out of the music industry in congratulating Mr. Hospe upon fifty wonderful years in the piano business. A special program has been arranged for the occasion, including a golf tournament for the out-of-town visitors.

B. R. Forster Visiting Trade

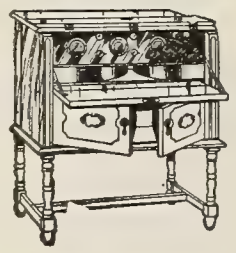
B. R. Forster, head of the Brilliantone Steel Needle Co., New York, and one of the most popular members of the accessory business, was a visitor to Chicago recently, spending several days in town. Mr. Forster called on all the jobbers handling Brilliantone products and received substantial orders for the Fall and holiday trade. He stated that business conditions generally were showing a steady improvement, and that the sales totals during the past six weeks for Brilliantone steel needles compared very favorably with banner years.

Large Consolidated Okeh Sales

R. S. Peer, director of Okeh record sales for the General Phonograph Corp., New York, was a recent visitor to the offices of the Consolidated Talking Machine Co., Okeh jobber in this city. Mr. Peer was delighted to learn from E. A. Fearn, head of the Consolidated Co., that Okeh sales for the month of September were well ahead of last year, and that new dealers were being appointed throughout the territory. Mr. Peer included Chicago as part of a trip through the Middle West, which was proving very satisfactory.

Irving S. Leon With Edray Sales Co.

The Edray Sales Co., in the Republic Building, representative for Royal neutrodyne and phonograph products, made by the Adler Mfg. Co., announced recently that Irving S. Leon, one of the most popular and capable members of the Western wholesale trade, had joined the company's staff. Mr. Leon will cover Illinois territory, and during the past few weeks that he has been visiting the trade in this section has been securing splendid results. For a number of years Mr. Leon was associated with the local branch of the Columbia Phonograph Co., Inc., and more recently he was identified with the Iroquois Sales Co., Buffalo, N. Y.

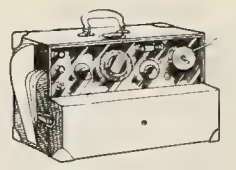


No. 500
Radio Cabinet
With Built-in Loud Speaker

Mahogany or Walnut—Two Tone

Patents Applied For

Send For Literature and Prices



Portable Radio Set
With Collapsible Horn and Ribbon Antenna

Patents Applied For

Write For Further Information

LAKESIDE SUPPLY CO.
73 W. Van Buren St.
CHICAGO, ILL
Harrison 3840

Victor Xmas Record Bags

The Reincke-Ellis Co., 215 North Michigan avenue, has sent to Victor dealers advance proofs of the 1924 Christmas record delivery envelopes, made in ten and twelve-inch sizes and printed in four colors. These envelopes are instrumental in giving a Christmas atmosphere to the store and the dealer's imprint on the face of the envelope advertises the business.

Al. Engleman New Duo-Vox Traveler

Al. Engleman, of St. Louis, Mo., was recently added to the traveling organization of the Bush & Lane Piano Co. He will cover Missouri and southern Illinois in the interest of the Duo-Vox, the phonograph line of the Bush & Lane Co. Mr. Engleman is an old phonograph man though he is not old in years, but practically a young man; in other words, his life's experiences for the years he has lived so far have

(*Continued on page* 138)

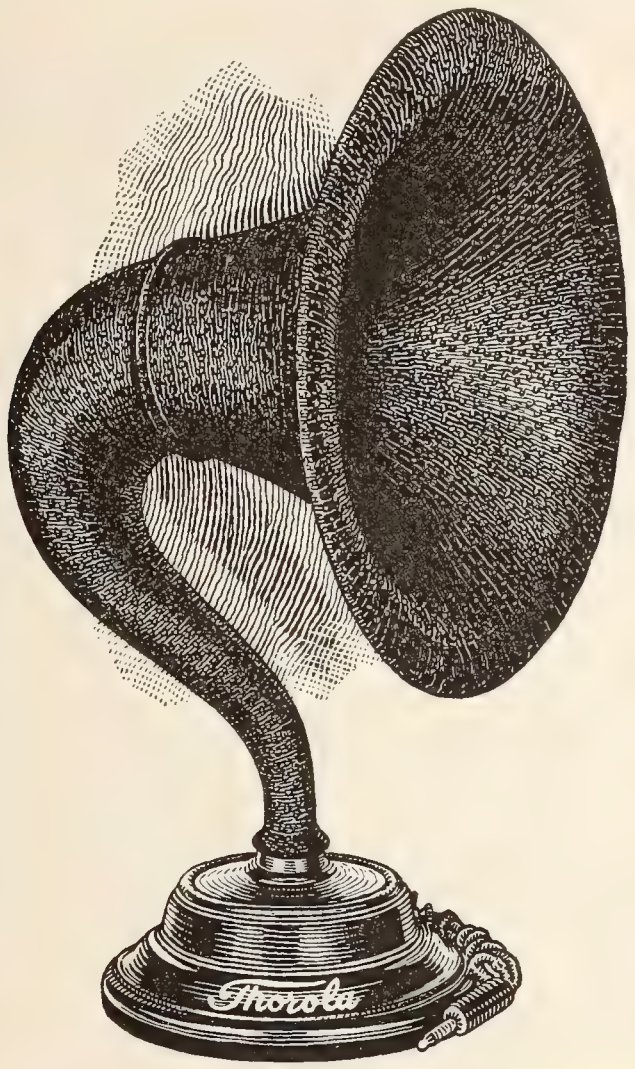
An Exceptional Line
for
Wide Awake Dealers
COLUMBIAN BABY GRAND

Elastic touch. Faultless Action. Mahogany Finish Only. Size, 59" x 56".

EXCEL PHONOGRAPH CO.
Manufacturers
400-412 West Erie St. CHICAGO, ILL.

Above are shown some of our best sellers. Styles 1 and 3 can be had in mahogany and oak finishes. Styles 10, 40 and 50 in mahogany and Walnut.

Order Now to Insure Immediate Delivery



"I have been fortunate enough to dispose of all the loud speakers I had on hand before I received the Thorola, for I would never have been able to do so, had I demonstrated the Thorola."

Manufacturers of Console Radio Sets

The Thorola Six Unit consists of the operating mechanism of the Thorola, arranged especially for use in console radio receiving sets built complete with concealed loud speaker.

Every manufacturer of console equipment should use the Thorola Six Unit.

After you have made every possible improvement in parts, circuit and other factors of reception, you are still at least 50% from finest results until you equip with Thorola Six Loud Speaker Unit.

Scores of signed opinions like this come in from smart radio dealers who know the public pulse. Nothing in radio, they tell you, has caused the profound stir of Thorola. Besides, thousands of dollars *in advance* came in to reserve Thorolas the moment this loud speaker was announced by the makers of the celebrated Thorophone.

Thorola, perhaps more than any other single factor, now lifts radio to an undisputed place in musical art. Thorola fidelity of reproduction dumfounds the critics. Thorola advance over previous highest standards elates the most sophisticated fans.

Costliest sets are exactly the opportunity Thorola seeks, to demonstrate beyond question what vast improvement now is made possible. On any circuit, with any power, Thorola shows the most critical fans new radio enjoyment.

Weak signals come in clear and strong, so good is Thorola volume, even tuned down to the limit. There is so much volume ordinarily that clarity need never be sacrificed.

Thorola volume, tone quality, sharpness of speech, delicate shading, response to control are made possible only by Thorola betterments—the acoustically perfect horn of Thorite compound—the Permanent Adjustment for precise synchronization with your set—the Controlled Mica Diaphragm—the Separix to preserve overtones—and other advancements.

Thorola outsells on matchless musical performance. Thorola outsells on exclusive construction. Thorola outsells on exquisite appearance. And back of it all is the reputation of America's pioneer makers of loud speaking equipment. Thorola on your counter identifies your store with the furthest advance in radio reproduction. Prove it to yourself by obtaining your Thorola now with emergency coupon below, made available to protect your Thorola market until distribution catches up with demand.

REICHMANN COMPANY, 1729-35 West 74th Street, CHICAGO

Thorola

THE SPEAKING LIKENESS

RETAIL PRICES

THOROLA 4, $25	THOROLA 3, $20
THOROPHONE *Powerplus Speaker* . .	$45
THOROLA 6, *Phonograph Attachment* .	$15
THOROLA 9, *Cabinet Loud Speaker* . .	$40

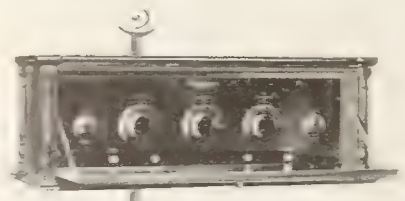
EMERGENCY COUPON

Reichmann Company,
1729-35 W. 74th St., Chicago

I am unable to obtain Thorola from my jobber. Therefore please supply me promptly, shipment prepaid. You may bill me at standard terms and discount with the absolute understanding that I may return the instrument to the factory AT YOUR EXPENSE, for full credit, within 15 days from date if I am not entirely satisfied.

Date . . . . . .
Name . . . . . .
Street Address . . . . . .
Town and State . . . . . .
JOBBER'S NAME MUST APPEAR HERE
. . . . . .

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 136)



MODEL NR 20
List Price,
$175.00

VICTROLA PANEL
Nos. NR 215
NR 400
List Price,
$95.00

Freed-Eisemann
NEUTRODYNE RECEIVER

BEAUTY of appearance together with long range and clarity of tone have gained a place for Freed-Eisemann Neutrodyne Receivers in thousands of American homes.

At the left are illustrated two popular models:—at the top the NR 20, a five tube receiver contained in a beautifully finished mahogany cabinet; and below the four tube Victrola Panel, No. NR 215—NR 400.

If you are now selling radio apparatus, or if you are planning a radio department, you will find the Freed-Eisemann line a profitable one to handle.

Write today for further information and description on the various Freed-Eisemann models.

HARRY ALTER & CO.
Wholesale Electrical and Radio Supplies
OGDEN at CARROLL AVE. •:• CHICAGO

all been in the phonograph field. He is well known to the phonograph trade in the territory he is covering and is highly regarded by the dealers. He has covered this territory for years as phonograph salesman with his previous connections.

Striegel & Eschner, Inc., Organized

The firm of Striegel & Eschner, Inc., with offices at 457 Peoples Gas Building, has been organized by E. H. Striegel and Leroy Eschner, who were formerly associated with the Hartzell Sales Co. Striegel & Eschner, Inc., have been appointed Central States representatives for the King Mfg. Corp., Radioceive Mfg. Co., Langbein & Kaufman and Stadeker Mfg Co. The King Mfg. Co. is bringing out a five-tube neutrodyne set, a five-tube TRF set, King Cardwell type condensers, complete line of new improved jacks, potentiometer, genuine bakelite dials, in addition to a complete line of King radio parts which this corporation has been manufacturing for several years.

Displaying New Pathé Radio

The Hartman Furniture Co., of this city, was among the first to have on display the new 1925 Pathé radio receivers, made by the Pathé Phonograph & Radio Corp., Brooklyn, N. Y. This enterprising firm wired Pathé headquarters to secure the new sets in time for the Fall opening of its radio department. Through close cooperation on the part of the Pathé Co. these sets were received in time, and it is reported that they are proving very popular.

Superintendent Ehrenpreis Honored

John Ehrenpreis, superintendent of the Dubuque, Ia., plant of the Brunswick-Balke-Collender Co., was recently presented with a gold watch, the gift of the officers and members of the Dubuque plant, in commemoration of Mr. Ehrenpreis completing forty years of continuous service with the Brunswick Co. The presentation was made by J. C. Schank, vice-president, at the main offices of the company in Chicago. A list of donors was engraved on the inside of the watch. Mr. Ehrenpreis made a short speech, thanking his well-wishers and friends.

Lake-States Radio Corp. Eagle Jobber

The LakeStates Radio Corp., of 2447 South Michigan avenue, has been appointed distributor for the Eagle radio receiver, manufactured at Newark, N. J. The Lake-States Radio Corp., of which W. A. Hitchcock is president, has branches at 4222 Woodward avenue, Detroit, Mich., and at 16 South Third street, Columbus, O. Extensive plans are under way at the three plants for handling the Eagle radio receivers and giving the public every opportunity to secure this splendid instrument. Mr. Hitchcock is spending some time in the East. He visited the Eagle Radio Co., where extensive plans were formulated for the promotion of the Eagle receiver. Mr. Hitchcock attended the Fair and was highly pleased with the Fall and Winter prospects for radio.

American Elec. Co. Announces New Speaker

The American Electric Co., of Chicago, has announced that it is marketing a new loud speaker—a horn with a flare fourteen inches in diameter and made of handsomely polished

New American Electric Co.'s Loud Speaker

black pyralin. This is practically unbreakable and gives a distinctive, rich appearance to the instrument. The aluminum sound column and pyralin bell are practically non-vibrating.

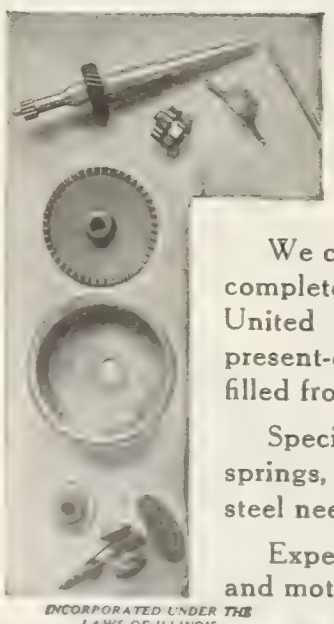
The Burns speaker is also made up in the De Luxe model, a more elaborate horn. The flare of the horn is of handsome mahogany-tinted, semi-transparent pyralin, which presents a most luxurious finish. The No. 205 speaker is an instrument of extreme sensitiveness, yet is capable of great volume and harmony. The well-known Burns speaker unit is employed. This has a convenient adjuster for regulating tone and makes it possible to adapt the speaker to any type of receiving set, regardless of the current output or batteries employed. No additional or separate batteries are required for the Burns speaker.

Chicago T. M. Co. Traveler to Wed

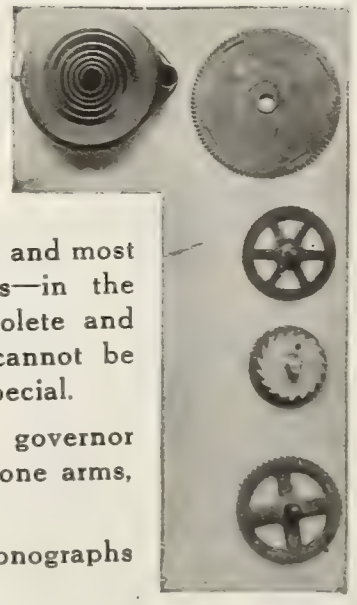
R. P. Van Zile, who covers Iowa and northern Illinois for the Chicago Talking Machine Co., is soon to embark on the sea of matrimony, under specially favorable circumstances. The happy event will take place on November 16, and just how lucky our friend is may be judged from a clipping from a Davenport paper of October 2, which reads in part:

"Of more than tri-city interest is the announcement of the engagement and approaching marriage of Miss Val McLaughlin, known to hundreds of friends as "The Sandman," to Ralph Pierce Van Zile, of Chicago. The wedding will be solemnized in the early Autumn in Davenport, and will probably take place in the studio

(*Continued on page* 140)



Repair Parts
For All and Every Motor
That Was Ever Manufactured



We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.
Manufacturers of
High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc

TRADE MARK "CONSOLA"

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill James Co.
Arstino Co.

CABLE ADDRESS "CONSOLA"

227-229 W. WASHINGTON ST. CHICAGO, ILL.
Branches: 2957 Gratiot Ave., Detroit, Mich. 1121 Nicollet Ave., Minneapolis, Minn.

VITANOLA

The Phonograph of Marvelous Tone

We Are Proud Of Our Dealers

It is interesting, and a pleasant thing for us to know, that an overwhelming majority of the dealers who sell the "Vitanola" line are outstanding *successes* in their communities. They are "up and coming" merchants who have long ago stepped out of the "mediocre" class. This we know from the reputation they enjoy for being "alive," and from the number of Vitanola instruments they sell month in and month out.

Vitanola merchants have learned the thrill that comes with pushing a line they can absolutely depend upon to satisfy the most exacting customer.

They know what it means to be able to overcome competition by offering exceptional cabinets, style, and beauty of tone at *unusual* prices.

They know what an asset it is to have a *comprehensive* line —Vitanola phonographs, phonograph-radio combination sets, and "straight" radio cabinets—a range of styles to please everybody, at prices everyone can afford.

They appreciate the "kick" that comes from having a line on which there are no *kick-backs*.

Best of all, though, Vitanola dealers know what it means to make the kind of profit that adds to the total on the Credit side of the ledger at the end of each year.

You, too, can enjoy these advantages by becoming a Vitanola dealer, and we urge that you write us at once for complete details.

Vitanola Talking Machine Co.

829 American Furniture Mart

666 Lake Shore Drive **Chicago, Ill.**

Vitanola No. 35 **List price, $110.00**

Height, 46 inches; width, 20½ inches; depth, 22⅜ inches.

Finishes: Brown Mahogany, Golden Oak, Fumed Oak, Walnut.

Wholesale Price, $50.50

Vitanola 500 **List price, $100.00**

Dimensions: Height, 33⅝ inches; width, 31½ inches; depth, 21½ inches.

Finish: Brown Mahogany.

Wholesale price, $42.50

No. 708 **List price, $350.00**

Width, 35¼ inches; height, 52 inches; depth, 18¾ inches. Italian walnut finish. Includes complete phonograph equipment, 5-tube radio set and loud speaker unit. No tubes or batteries. Gold-plated equipment, electric motor. Rear panel removable. Top raises.

Wholesale price, $175.00

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

at radiophone station WOC. The wedding will not be broadcast. The couple will reside in Davenport. Miss McLaughlin leaves this evening for Cleveland, O., where she will continue making Brunswick records of her Bible and bedtime stories."

Tom Hindley Had Good Eastern Trip

Tom Hindley, sales manager of the Wasmuth-Goodrich Co., has returned from an Eastern trip, during which he opened some very important new accounts for the company's product. He attended the radio show and was greatly impressed with it and the interest displayed by the immense crowds which attended. In the large cities he visited he found the demand running largely to the more popular-priced goods in straight talking machines, the higher priced instruments being mainly of the combination talking machine and radio type.

W. O. Webster, of Vancouver, B. C., who represents the Wasmuth-Goodrich Co. in Canada from Winnipeg west, was a recent visitor. Since taking hold of the line recently he has established some very desirable accounts for the company.

Death of Mrs. C. F. Baer

Mrs. Chas. F. Baer, wife of the manager of the Chicago branch of the Columbia Phonograph Co., passed away on September 27 after a long illness. Mrs. Baer was a woman of exceptional charm and ability, and the bereaved husband has the sympathy of the entire trade.

Hartman Furniture Co. Adds Radio

The Hartman Furniture Co. has added the full Pathé radio line at its main store on Wabash avenue and its four large branches in the outlying districts.

Oro-Tone Co. Remodels Factory

The Oro-Tone Co. is making extensive changes and improvements in its factory building on George street, which will not only enable it to increase its output but will give needed additional space for office purposes. The entire front will be remodeled, modern plate glass windows put in, and both the size and appearance of this office will thus gain greatly. A gallery is being built in the manufacturing department which will greatly facilitate matters there.

Columbia Artists Appear in Chicago

Van & Schenck, exclusive Columbia artists, after completing their engagement at the Palace Theatre in Milwaukee during the week of September 28 made their appearance the following week in Chicago at the Palace Theatre. The engagement in Milwaukee was such a tremendous success and the local dealers received such a hearty response in Van & Schenck record sales that Chicago dealers welcomed the Columbia artists with open arms and carried special window displays prominently featuring their records.

Gets Good Foreign Trade

The Fletcher-Wickes Co. has recently noted quite a marked improvement in demand for its product, not only on the now famous brass-drawn tone arm No. 3, but on the entire line. Some specially good orders were received last month from abroad, notably Australia, New Zealand and Japan.

Motors to Gulbransen From East

Motoring all the way from Providence, Rhode Island, R. W. Parkinson, Jr., of the Parkinson Piano House, of that city, was a Chicago visitor during the last week of September. Mr. Parkinson was accompanied by W. O. M. Frazier. The trip Westward was made via Buffalo and Detroit, and Mr. Parkinson plans on returning via Cleveland and Pittsburgh. While in Chicago Messrs. Parkinson and Frazier went through the big Gulbransen factory. The Parkinson Piano House is one of the loyal Gulbransen dealers in the New England territory.

Making of Puritan Records Exhibited

A feature in connection with the formal opening of the Davis Co., during the week of September 27, was an exhibit showing how Puritan records are made. A hydraulic press was installed, and customers could ask for some late number, which would then be pressed on the spot, thus demonstrating the various processes constituting the making of the record. The finished records, ready to play on the talking machine, were turned over to the visitors.

A Better Fibre Needle Cutter for Less Money

RETAIL PRICE $1.00

The ALTO

Manufactured by

ALTO MFG. CO.

1647-51 Wolfram St. CHICAGO, ILL.

Brunswick Men to New York

On October 13 and 14 A. J. Kendrick, sales manager of the phonograph division of Brunswick Co.; F. E. Fehlman, vice-president of Lord & Thomas; Don Leopold, manager of dealers' service department; F. J. Pieri, chief engineer of the Brunswick Co., will go to New York to conduct another Brunswick sales conference similar to the one which was arranged so successfully in Chicago.

Illinois Phonograph Corp. Notes

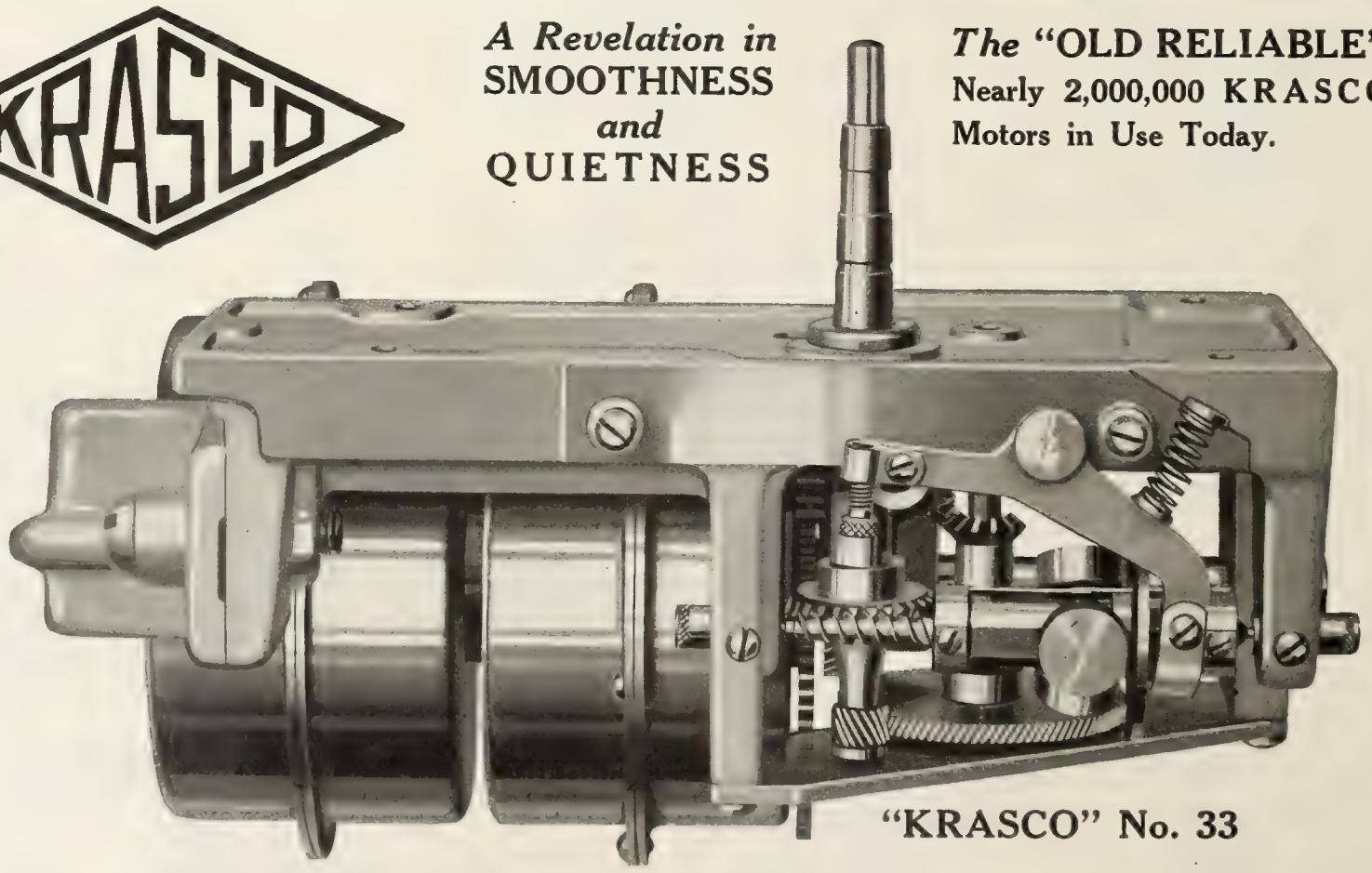
Frank J. Coupe, general sales manager of the Sonora Phonograph Corp., was a recent visitor to the Illinois Phonograph Corp. Mr. Coupe spent several days with the Chicago concern, going over the new Sonora talking machine and radio combination models, including the new Touraine, which can be used either as a regular

(*Continued on page* 142)

KRASCO

A Revelation in SMOOTHNESS *and* QUIETNESS

The "OLD RELIABLE"
Nearly 2,000,000 KRASCO Motors in Use Today.



"KRASCO" No. 33

No matter what your motor requirements are KRASCO will fill the bill. If your trade wants reliable motors to play from four to ten ten-inch Records at one winding KRASCO will do it. Write for literature on KRASCO MOTORS. Types 2, 3, 4, 22, 33 and 41.

KRASCO MANUFACTURING COMPANY

451 East Ohio Street CHICAGO, ILL.

Okeh and Odeon Records

Nowadays, when speed and accuracy in the delivery of *complete* orders for these popular, fast-selling records are so necessary, wise dealers are turning to

"Consolidated Service"

Consolidated Talking Machine Co.

227-229 West Washington Street CHICAGO, ILL.

Branches:

2957 Gratiot Ave., Detroit, Mich. - - 1121 Nicollet Ave., Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 140)

model or radio-adapted, and explaining the features of the new Sonora radio loud speaker, which is meeting with great enthusiasm among Chicago dealers.

Frank B. Goodman, assistant to Mr. Coupe, dropped in on his way back to New York from an extended trip to the West Coast. He is very optimistic regarding the future possibilities of the Sonora radio loud speaker and reports that he has found a large market awaiting it in all parts of the country where he has visited.

The Illinois Phonograph Corp. will be well represented at the coming radio shows to be held at the Davis Co. and at The Fair during the weeks of October 5 and October 12, respectively.

Joins Gulbransen Co.

Arthur C. Reichow, formerly with the Chicago Daily News, has joined the advertising department of the Gulbransen Co. Mr. Reichow, who has had a number of years' experience in the advertising business, will assist Walter Kiehn, advertising manager, in serving Gulbransen dealers through this department.

A World-wide Distribution

Barnhart Bros. & Spindler are pleased with the manner in which the Fall trade has opened. Not only has the domestic trade improved but the foreign business has shown a marked revival. The company has a good demand for its product from England, Australia, the Orient and even South America.

Schulz & Moennig, Incorporated

The latest addition to the Chicago musical merchandise distributors is the firm of Schulz & Moennig, Inc., located at 207 South Wabash avenue, Chicago. The incorporators are Carl J. Schulz and Max Moennig, who are both well known to the musical merchandise trade. Mr. Schulz has been connected with the Chicago branch of the Rudolph Wurlitzer Co. for a number of years in the musical merchandise department.

Mr. Moennig likewise has had wide experience in this field through his connection with his brother Paul, of Tonk Bros. The latter, however, have no interest in the new incorporation. This company will act as distributor of musical merchandise and accessories and will cater to the retail dealer exclusively. The lines that will be handled by this company will be announced in the near future and negotiations toward selecting the lines to be featured are under way.

Open New Brunswick Accounts

During the past month a number of dealers in this vicinity have added the Brunswick line to their talking machine department and have made special announcements in the newspapers.

The Chicago office of the Brunswick Co. reports that among those who have taken on the

(*Continued on page* 144)

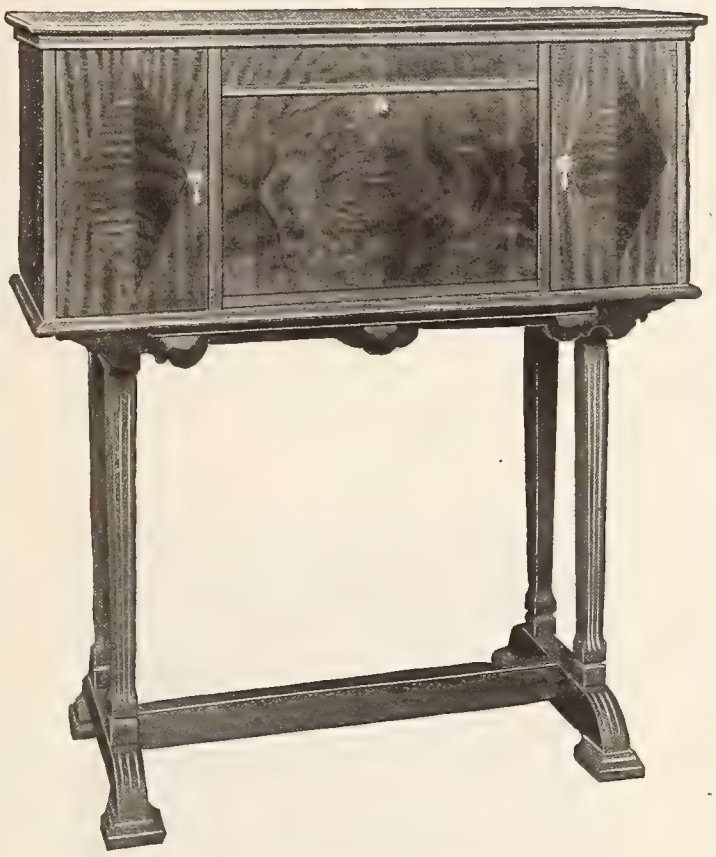
The Supply of
BLOOD TONE ARMS
NOW ASSURED
Because of
Larger Manufacturing Space
and Increased Equipment
At Our New Location
222 W. MADISON STREET CHICAGO, ILL.
Blood Tone Arm Co.

THE VOICE OF THE WORLD
TRADE MARK
RADIO MASTER
CORPORATION OF AMERICA
BAY CITY, MICHIGAN

THE RADIO BEAUTIFUL

Burl Walnut, With or Without Diamond Inserts. Attractive Design. Enclosed Loud Speaker and Horn. Also Compartments for All Batteries.

Operates on a fifty-foot aerial, which can be installed inside the house. Complete instructions for installation with each machine.



EASY TO OPERATE

Radio Panel Designed for Simplicity of Operation. Stations can be charted and turned to with ease whenever desired. Very efficient Five-Tube Set employing the latest developments in Radio Frequency Amplification—

Coast to Coast reception on loud speaker under ordinary favorable conditions.

MODEL No. 375—Complete Less Tubes and Batteries. *List* $250.00

Liberal Proposition to Dealers.

WRITE FOR CATALOG SHOWING OTHER MODELS

NEW MODELS
RADIO
ADAPTED
PHONOGRAPHS

PHONO-MASTER MODEL No. 8
Two-tone Brown Mahogany or Walnut. Radio adapted. 36-in. long, 21¾ in. wide, 34 in. high.
Price to dealers.....$50.00

PHONO-MASTER MODEL No. 10
Two-tone Mahogany or Walnut. 40 in. long, 22 in. wide, 35 in. high. Radio adapted.
Price to dealers.....$60.00

RADIO-MASTER CORPORATION
OF AMERICA

BAY CITY, MICHIGAN F. B. WARD, President

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 142)

Packed in attractive Colored Display Cartons

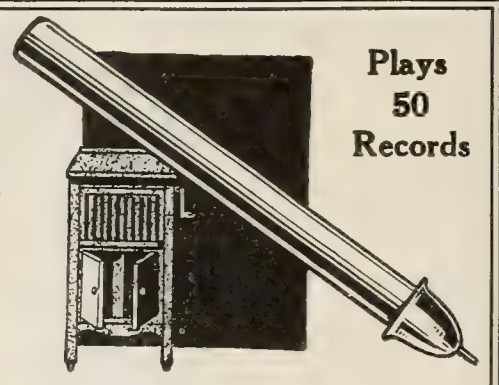
Retail Prices:
Box of 12 needles - 25c
Box of 4 needles - 10c
100% Profit to Dealers

Tonofone

REPRESENTS THE HIGHEST STANDARD QUALITY
Obtainable in
SEMI-PERMANENT NEEDLES

Reproduces all the Tones Accurately and Clearly without the scratchy Surface noise.

TONOFONE NEEDLES ARE SOLD BY OVER 8,000 DEALERS and 26 WHOLESALE DISTRIBUTORS



Plays 50 Records

Cannot injure the finest record!
The stylus point is made of a material softer than the record substance, therefore wears the needle and *not* the record.

If you do not have complete stock on hand, order from your Distributor

THE TONOFONE COMPANY *Makers* 110 S. Wabash Ave., Chicago, Ill.

Brunswick agency are the following well-known department stores: Wolf & Dessauer, Fort Wayne, Ind.; L. S. Ayres & Co., Indianapolis, Ind.; Young & Chaffee Furniture Co., and Heyman Furniture Co., Grand Rapids, Mich., and The West Music Co., Joliet, Ill.

Paul Whiteman Tie-up in Chicago

The Chicago Talking Machine Co. announces a big Victor tie-up during the week of October 12, as Paul Whiteman and His Orchestra will appear at the Studebaker Theatre on Sunday, October 19.

Advertising programs and special window trims as well as other advertising material have been prepared by the Chicago Talking Machine Co. and will be featured by local dealers in this territory through special window trims; announcements to their trade, newspaper advertising, etc.

In addition to the above exploitation of Victor records and instruments, Dan Creed, manager of the Chicago Talking Machine Co., reports that Victor dealers have also been doing a great deal of work during the past six months and have prospects for a big Fall business.

Brunswick Stars in Opera

The accompanying photograph was taken a short while ago at Ravinia Park, Ill., just north of Chicago, which is known as the home of outdoor opera in America. A complete season of grand opera was given, ending on Labor Day, and among the stars appearing were the following exclusive Brunswick artists: Florence Easton, Giuseppe Danise and Giacomo Lauri Volpi. The photograph was snapped by John Dragomier, owner of the Evanston Brunswick

Artists at Ravinia Park

Shop, one of the leading music stores of the Chicago North Shore district.

Mr. Dragomier had individual photographs taken of the entire opera cast, using them as the foundation for an elaborate window display, featuring particularly the Brunswick artists. The Bernie Studios of Evanston co-operated with this enterprising dealer in handling these pictures and also built an artistic window around the phonographs. Mr. Dragomier completed the tie-up by running large advertisements in the Evanston papers in connection with the Brunswick records made by these famous artists. He also sent a letter to a selected list of record customers, outlining the prominent part that Brunswick artists were taking at the Ravinia Opera, and giving a list of their records as presented in the "Hall of Fame" booklets. Through his aggressiveness, Mr. Dragomier sold more Gold Label records than ever before, and made the Summer months a banner period. The utilization of aggressive

Friendly Receivership for United Mfg. & Dist. Co.

H. L. Mills and F. E. Hummel Co-Receivers for Prominent Phonograph Motor Manufacturer—Business to Be Continued

Chicago, Ill., October 6.—The phonograph trade throughout the West learned with interest recently that H. L. Mills and F. E. Hummel had been appointed co-receivers for the United Manufacturing & Distributing Co., of this city. This concern is one of the largest manufacturers of phonograph motors in the world and also makes radio panels and products in other fields. Upon the appointment of these two receivers a statement was issued by the company pointing out that the action taken was entirely voluntary, and that Mr. Mills, who was formerly vice-president and general manager of the company, together with Mr. Hummel, is making plans for continuing the business in accordance with the order of the Superior Court of Cook County.

In the petition presented to the Court no insolvency was alleged, and Mr. Mills states that the entire proceeding was a friendly one for the purpose of allowing the concern to work out an advantageous and orderly reorganization. Mr. Mills pointed out that the company's business so far this year has been 38 per cent ahead of 1923, with excellent prospects for the next few months.

The sales division, which is under the direction of Frank F. Paul, general sales manager, is working at top speed, and several men have been added to the staff during the past month. No suits have been started against the company, and the court order directs and authorizes the receivers to carry on the business in all of its phases, including the manufacturing of phonograph motors, radio parts, sets and panels, and the United air cleaner, a device that is meeting with tremendous success in its particular field. The United Mfg. & Distributing Co. occupies a very large plant at 9705 Cottage Grove avenue, which is considered a model factory building in layout, equipment and facilities.

AJAX

Mamie Smith

¶ MAMIE SMITH, best known of all "blues" singers, is now an *exclusive* AJAX artist. AJAX RECORDS will appeal to you if your trade includes buyers of "BLUES" RECORDS. It is a ***quality*** line where nationally known Race Artists are backed by national advertising and excellent dealer service.

Good Time Ball Lost Opportunity Blues	Mamie Smith	Remorseful Blues Just Like You Took My Man	Mamie Smith
Work House Blues House Rent Blues	Susie Smith	Freight Train Blues Lovin' Henry Blues	Josie Miles

The Quality Race Record

Some Dealers' Territory Still Open

Ajax Record Company, 108 W. Lake St. Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 144)

methods of this type have been the outstanding factor in the success of this dealer.

Hotchkiss Returns From Southern Tour

W. E. Hotchkiss, manager of the Chicago office of the Pathé Phonograph & Radio Corp., has returned from a Southern tour through the States of Kentucky, Tennessee and Texas. Mr. Hotchkiss reports that he found conditions throughout the South very favorable for a good Fall business.

Targ & Dinner Become Outing Jobbers

The Targ & Dinner Music Co., 229 West Randolph street, well-known jobber of phonograph products, has just been appointed a distributor for Outing portables, manufactured by the Outing Talking Machine Co., Mount Kisco, N. Y. This portable was one of the first instruments of this type to be introduced to the trade, and it is meeting with country-wide success. The Targ & Dinner Music Co. is ideally qualified to merchandise this well-known portable, as it employs a competent staff of salesmen who will work to excellent advantage with the dealers in this territory. The Targ & Dinner Music Co. will market Outing portables throughout Illinois, Indiana, Iowa and Wisconsin.

14-inch bell
Polished pyralin

No. 205

Burns

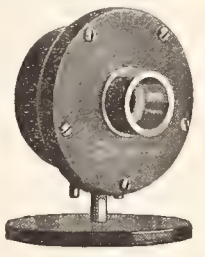
A Speaker of distinctive lines
Remarkable volume with clarity

Reproduces the full capacity of any receiving set faithfully without sacrifice of volume or clearness. To use a Burns Speaker is equal to hearing the original tones.

Handsomely shaped horn—14 inches in diameter. No. 205B model has flare of bell of polished black pyralin. No. 205D has flare of handsome mahogany tinted pyralin, semi-transparent.

PHONOGRAPH UNIT

The Burns Speaker Unit as used with the No. 205 Reproducer has already proven its merits. This Unit is also furnished in the No. 100 type for use on phonographs. Fits any make.



No. 100

An Excellent Model for Built-in Speakers

No. 205B—With polished black bell	$22.50
No. 205D—With shell pyralin bell	25.00
No. 100 —Unit for phonograph use	10.00

Write for our interesting trade prices.

American Electric Company

State and 64th Streets **CHICAGO, U. S. A.**

Oro-Tone Co. Marketing Radio-Phono. Device

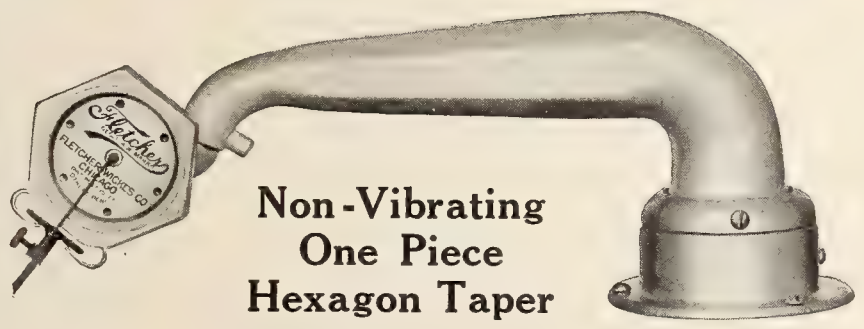
Combined Recording, Reproducing and Radio Attachment Introduced by Oro-Tone Co.

Chicago, Ill., October 6.—The Oro-Tone Co., of this city, for many years a prominent manufacturer of tone arms, sound boxes, attachments and portable phonographs, has just placed on the market a new device which will be known as the Oro-Tone No. 50, combined recording, reproducing and radio attachment. This device, which is one of the most important of its type introduced in recent years, is first of all a home recorder for the Edison phonograph. Under severe tests it has given excellent results in recording, being intended for the Edison phonograph only. The feed of the Edison tone arm spaces the grooves perfectly while the recording feature is so constructed that the diaphragm is agitated freely. The result is clear reproduction with a very satisfactory volume, which may be compared to the results secured by playing the average record with a fibre needle.

The device is very simple and only requires attachment to the Edison phonograph. A special recording needle is then engaged to the reproducer, the recording horn is placed in position and the instrument is ready to record. When the recording is made the recording horn is then removed, a fibre needle is placed in the

(Continued on page 148)

Fletcher No. 3 Brass-Drawn Tone Arm



Non-Vibrating
One Piece
Hexagon Taper

Fletcher
REG. TRADE MARK

Reproducer
and Connection
for
NEW EDISON
Plays all Records

The best that money and skill can produce is now ready for the market at a minimum price. Plays all records and is equipped with the regular Fletcher Reproducer, which is scientifically constructed, and which *really reproduces* either vocal or instrumental music.

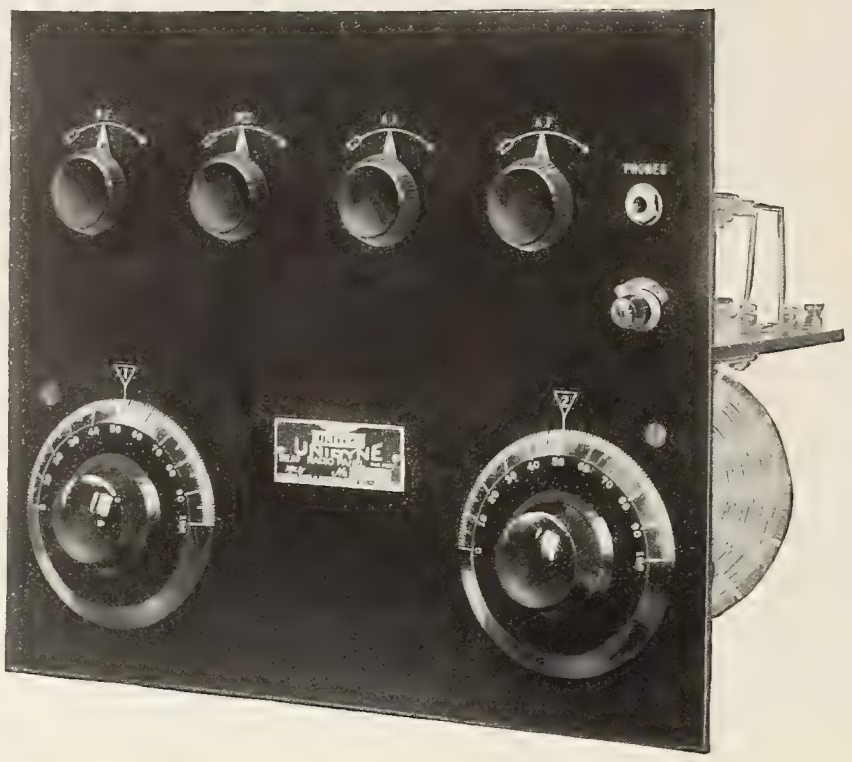
Write for samples and quantity quotations specifying 8½" or 9½" length.
Money back guarantee covers all sample orders.

Dealers, Send for Prices and Terms

Fletcher "Straight" and Fletcher "Universal" still made and carried in stock

FLETCHER-WICKES COMPANY

116-122 WEST ILLINOIS STREET, CHICAGO



"Quality Radio—Reasonably Priced"

THIS, briefly, tells the whole story of what United offers in the way of radio for the phonograph manufacturer and for the dealer. The famous "Unidyne" Radio Panel, illustrated above, is a master achievement which embodies all the simplicity of operation, yet at the same time the highest type of construction that you would wish for in a panel designed for your own personal use, in your own home. Each United panel is built under expert supervision and tested thoroughly, so that when offered to your trade you are assured it will give the highest type of clear, clean-cut reception.

The UNITED UNIDYNE Radio Panel is comparatively inexpensive, so that progressive manufacturers who are awake to the profitable possibilities of radio can buy these panels, mount them into a cabinet just as they do a phonograph motor and they will have a radio set or a combination radio and phonograph which will also be an attractive piece of furniture having really great potential sales and fine profits.

UNITED "UNIDYNE" RECEIVING SET

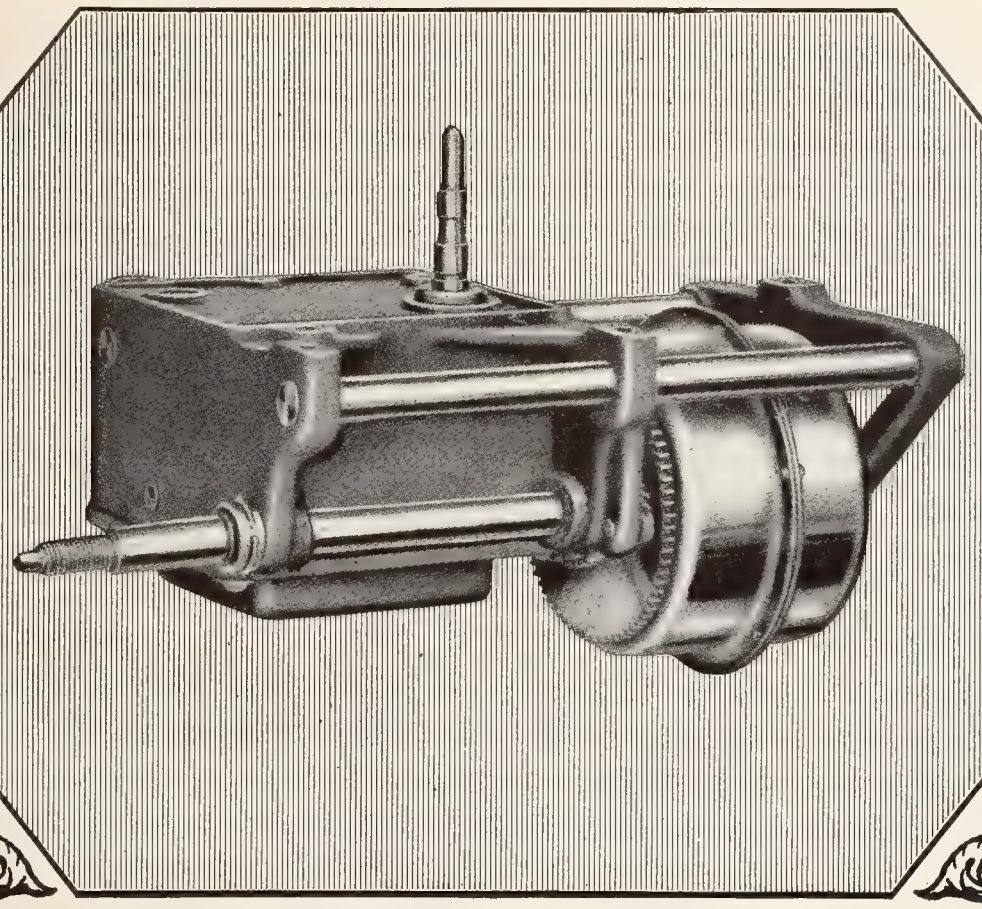
For those that already have a phonograph or for the trade that desire just a neat, compact, table type of radio set only, there is the United "Unidyne" Receiver, embodying the same splendid design and principles of the panel incorporated in a beautiful solid walnut cabinet. This set is quite reasonably priced and offers an unusually nice margin of profit.

Every night at the United factory in Chicago, all UNIDYNE RECEIVERS and PANELS are actually tested in comparison with a high standard on reception from New York, Springfield, Mass., Cleveland and other distant points—and this is accomplished while from four to seven powerful local stations are in operation. The "Unidyne" is a proven radio instrument, with satisfaction guaranteed. We suggest that you get in touch with us immediately, before our production is oversold.

UNITED MANUFACTURING AND DISTRIBUTING CO
9705 Cottage Grove Avenue, Chicago, Illinois, U. S. A.

UNITED

Largest Independent Manufacturer of Phonograph Motors in the World



In-Built Character In Every Motor

CHARACTER extends itself into the products that are built in this plant. Each motor carries with it the reflection of the painstaking effort that has been devoted to its creation. The conscientious pride that earnest, sincere workmen hold in building a fine mechanism, reveals itself in the service that each finished motor gives.

Here in our huge, airy, daylight factory, modern machinery and twentieth century methods are combined with age-old sincerity of purpose and honest effort to build better, with the result that United Motors are establishing a high record for superior quality.

The name "United" stands for dependability and honest workmanship. And the long life, efficient service and satisfaction that each motor gives, is proof of its inherent character.

UNITED MANUFACTURING AND DISTRIBUTING CO.
9705 Cottage Grove Avenue, Chicago, Illinois, U. S. A.

UNITED

Largest Independent Manufacturer of Phonograph Motors in the World

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 145)

reproducer and the recording can be reproduced within a few seconds after it has been made.

This new device can also be used as a radio attachment for converting the Edison phonograph into a loud speaker. This feature will undoubtedly interest Edison owners generally,

Oro-Tone No. 50

as it will enable them to attach a loud speaker phone to the Edison horn, which is particularly shaped and adapted to give excellent results as a loud speaker. The Oro-Tone No. 50 combination recording, reproducing and radio attachment is also a perfect attachment for playing Victor, Brunswick, Columbia and all other makes of records on the Edison phonograph, and can also be turned to play Edison records if so desired.

The Oro-Tone Co. has made arrangements with the Pathé Phonograph & Radio Co. to use the special Pathé aluminum recording record, and these records will be offered by the Oro-Tone Co. to jobbers and dealers.

Adds Eagle Radio Line

The W. W. Kimball Piano Co., 308 South Wabash avenue, Chicago, has added the Eagle line of radio receiving sets manufactured by the Eagle Radio Co., at Newark, N. J. The Kimball Co. is planning to do extensive advertising and expects to use Broadcasting Station WTAS. It is distributing over 10,000 Eagle receiver circulars through its own stores.

First Brunswick Conference of Retail Salesmen in Chicago a Great Success

Nearly Four Hundred Dealers and Salesmen From Middle West and Other Parts of Country Hear Addresses and Take Part in Discussions Dealing With All Angles of Merchandising

Chicago, Ill., October 7.—The first of a series of conferences of Brunswick retail salesmen was held in this city September 22 and 23 at the LaSalle Hotel by the Brunswick Co. It was an undoubted success and nearly 400 sales people (dealers and members of their sales organizations) who were present listened to entertaining addresses and carried away with them much information which undoubtedly will prove of practical value in the merchandising of this line. The entire Middle West was represented, and dealers came all the way from Texas, Oklahoma, Kentucky and California to attend the

Banquet Which Concluded First Brunswick Conference

conference, the primary purpose of which was to acquaint the dealers with merchandising plans for the coming year, to discuss retail sales problems and to introduce the Brunswick-Radiola.

Conference Opened by A. J. Kendrick

The conference was opened by an address of welcome by A. J. Kendrick, general sales manager of the phonograph division of the Brunswick Co., who also explained the purpose of the meeting and introduced the first speaker, J. C. Shank, vice-president and director of manufacturing of the Brunswick Co., who outlined the company's large manufacturing facilities,

Meade Brunett, manager of the central division of the Radio Corp. of America, was the next speaker. He vividly portrayed the part which radio is playing in education and entertainment and the still greater things to be accomplished in this direction with the aid of phonograph dealers. D. J. Pieri, chief radio engineer of the Brunswick Co., next delivered a most instructive talk on the methods of manufacturing and testing Radiolas of the type installed in the Brunswick cabinets, starting with the processes of manufacture at the General Electric and Westinghouse plants and concluding with the installation of the completed sets in phonographs at the Dubuque, Ia., plant of the Brunswick Co. Mr. Pieri also discussed

Winners of Examination on Selling

some of the causes of complaint of radio set owners and problems with which dealers are often confronted. This concluded the morning business session, after which everybody adjourned to the College Inn, where music by Isham Jones and His Orchestra, Brunswick artists, was enjoyed.

The first speaker of the afternoon session was F. E. Fehlman, vice-president of Lord & Thomas, who analyzed the principles of retail selling. Following this talk, which was most instructive and was one of the high lights of the meeting, came the sales demonstrations, which consumed the rest of the afternoon.

J. G. Osborne's Window Display Talk

A talk on window display by J. G. Osborne, window display expert, opened the Tuesday

(Continued on page 150)

THE GEER REPEATER

Doubles the joy of owning a phonograph!

The Original, Standard Record Repeater

REPEATS a phonograph record instantly and accurately without slightest injury to record, reproducer, or needle. As easy to use as a record. Operates on any phonograph having a free swinging tone arm. List, each $1.50

THE WALBERT MANUFACTURING COMPANY

925-941 Wrightwood Avenue Chicago, Ill.

C 5
Specifications:
34″ wide, 20½″ deep and 33½″ high
Two-tone

C 4
Specifications:
36″ wide, 22″ deep and 35½″ high

C 3 SPECIAL
Specifications:
40″ wide, 23″ deep and 35½″ high

RP 1
Radio Phonograph Combination
Specifications:
34″ wide, 20½″ deep and 33½″ high

BROADCASTER

Life's Voices

1—Attractiveness

Beautiful, symmetrical, elaborate designs.

2—Tone

A scientifically constructed amplifying chamber renders an incomparable, clear tone of volume.

3—Quality

Skillful workmanship.
Finest selected woods and panels.
Superb finish.
Guaranteed equipment.

4—Price

Value for value we will not be undersold. Our extremely low prices open a new avenue of success—for live wire dealers.

Write for our new 1925 catalog and price lists.

The Broadcaster Corporation
2414-2420 W. Cullerton Street
Chicago, Illinois

Established 1913 **Incorporated 1923**

RADIO CABINET A
Specifications:
Outside Measurements:
36¼″ wide, 16⅛″ deep and 42″ high
Equipped with loud speaker horn.

E 1
Specifications:
34″ wide, 20½″ deep and 34″ high

E 2
Specifications:
36″ wide, 22″ deep and 35½″ high

C 2
Specifications:
40″ wide, 23″ deep and 35½″ high

RP 2
Radio Phonograph Combination
Specifications:
37″ wide, 23½″ deep and 35½″ high

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 148)

morning meeting. He discussed the value of the window, the fault of crowding, use of posters and other window display material supplied by manufacturers, holiday displays, etc., and urged that dealers put a regular display man to work to keep the windows dressed to the best possible advantage. This was followed by a brief discussion on the various points brought out in the talk.

Address by J. F. Ditzell on Record Policy

The final business session on Tuesday afternoon, following luncheon at the College Inn, was opened with a talk by J. F. Ditzell, manager of the record sales department, who emphasized the slogan: "Always Something New in Brunswick Records," and outlined the Brunswick record policy and how it is designed to benefit dealers by increasing their sales. This was followed by another short address by Mr. Fehlman, who urged increased interest on the part of dealers in the record end of the business.

A. J. Kendrick Outlines Brunswick Plans

The merchandising plans of the future of the Brunswick Co. was the subject of a talk by A. J. Kendrick, general sales manager of the phonograph division, who emphasized the policy of the company in working for the development of the retailers through the application of progressive principles. He pointed to the Brunswick-Radiola as a concrete example of this policy. He also emphasized the fact that although radio has to a certain extent dominated business it has by no means displaced phonographs, and he predicted one of the greatest phonograph shortages this Fall which the industry has ever experienced. He said that the Brunswick Co. is working to capacity in turning out the phonographs and the combination instruments.

Winners in Examination on Selling

The balance of the afternoon was taken up by a discussion of the Brunswick-Radiola and various radio problems. The session closed with a written examination for Brunswick salesmen, five cash prizes being awarded to the winners, a number of 100 per cent correct papers being turned in. The five winners were: Roy Lawson, Butler Music Co., Marion, Ind., $50; W. M. Hardt, Hardt's Music Shop, Winona, Minn., $25; H. Watson, Butler Music Co., Marion, Ind., $15; Frank Murray, Devendorf's Brunswick Shop, Flint, Mich., $10, and H. W. Davis, Davis Music Store, Farmington, Mo., $10. The illustration on page 48 shows the winners of the prizes.

Conference Closed by Banquet

A banquet in the evening closed the conference. A. J. Kendrick thanked the members of his staff and those present for their aid in making the conference the success it was. R. W. Jackson was then introduced by Mr. Kendrick as toastmaster, which post he filled to perfection. The speaker of the evening was L. L. Montgomery, sales counselor, who delivered a talk on salesmanship, giving some excellent suggestions on selling machines and records and the way to handle prospects. Following the banquet Brunswick artists entertained.

The conference as a whole was under the general supervision of H. D. Leopold, manager of the Brunswick dealer service department, who acted as chairman of the conference committee. Mr. Leopold introduced the various speakers and the efficient manner in which he handled all of the conference detail was a vital factor in the success of the meeting.

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years Have Proved Outing Portables Are the Best

Targ & Dinner Music Co.
229 W. Randolph St. Chicago, Ill.
Outing Distributor

Late News From the Trade in the Chicago Territory

The Kimball Friday noon recitals which were held with so much success last year were resumed on the first of this month. These recitals will be held every Friday noon from 12:30 to 1:30 and will continue through the season until June.

Kimball Hall has become known as a rendezvous for music lovers and aspiring artists, under the direction of Allan W. Bogen, Kimball organist who is in charge of these recitals. A diversified program has been arranged for the month of October, including recitals by Mr. Allan Bogen, the Florentine String Trio, and a number of vocalists including soprano, baritone, tenor and contralto. Kimball instruments are used in all these programs.

Chicago to Hold Radio Picnic

A radio picnic will be held in the Grant Park Stadium, Chicago, on Saturday, October 11, under the direction of the city's radio commission. Prizes consisting of radio apparatus valued at $6,000 have been donated by members of the Radio Manufacturers' Association.

A number of the local broadcasting stations will have their announcers, artists and orchestras at the event to take part in the revue. Station WJAZ, which is operated by the Zenith Radio Corp. and is said to be the only powerful portable broadcasting station in the world, will be at the stadium under the personal direction of E. F. McDonald, Jr. This station will demonstrate how broadcasting is done.

In addition to a revue, radio broadcasting, races, etc., one of the large rooms under the stadium will be given over to a question and answer department. Over 100 engineers will be present to endeavor to solve the problems of the fans, who it is said will gather from all parts of the mid-West. These experts will be grouped according to specialized subject under such headings as "Dry Batteries," "Acoustical Devices," "Regenerative Circuits," "Reflex Circuits" and other subjects. There will be no exhibits, or products sold.

Lyon & Healy Celebrate Sixtieth Anniversary

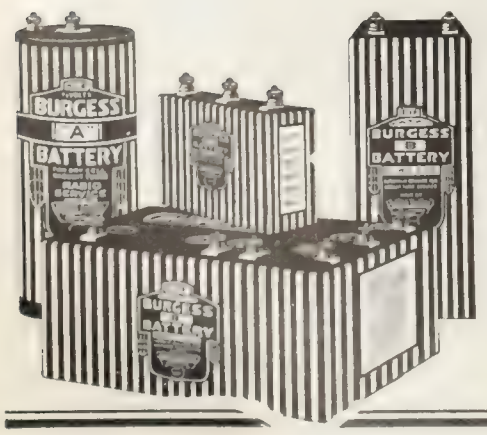
A special celebration will take place at the large Lyon & Healy store at Wabash avenue and Jackson boulevard during October in honor of the sixtieth anniversary of the founding of the big house. Announcements have been sent to the trade and have appeared in large full-page advertisements in the daily papers, the latter showing attractive pen sketches of the buildings occupied by Lyon & Healy during the various periods of its growth.

Leon Samuels Sojourns in Europe

Leon Samuels, exclusive distributor for Vincennes Phonograph Co., has been having a wonderful European trip according to word received by his assistant, W. A. Ferguson, at the Chicago headquarters in the Republic Building. Mr. Samuels is in fine health and has gained nobly in weight. He will sail for home from Havre on the 11th of this month, but expects to spend several weeks among his business friends in the East before returning to Chicago.

Concerning

BURGESS BATTERIES



THE unique position of esteem and confidence occupied by Burgess Radio Batteries is a natural development of the conservative policy which has characterized the manufacture, advertising and sale of Burgess products.

Of interest, perhaps, to the thinking battery buyer is the fact that no Burgess product is advertised or sold until its merit has been proven, not only by our own rigid tests, but also those of the foremost radio engineers, manufacturers and experimenters in the country.

Through friendly criticism and suggestions, together with extensive research and engineering by the C. F. Burgess Laboratories the efficiency of Burgess Batteries has increased to a degree which we believe is not equalled elsewhere.

Ask Any Radio Engineer

BURGESS BATTERY COMPANY

Engineers - DRY BATTERIES - Manufacturers
Flashlight - Radio - Ignition - Telephone
General Sales Office: Harris Trust Bldg., Chicago
Laboratories and Works: Madison, Wisconsin

BRANCHES

New York Boston Kansas City Minneapolis
Washington Pittsburgh St. Louis New Orleans

IN CANADA

Plants: Niagara Falls and Winnipeg
Branches: Toronto · Montreal · St. John

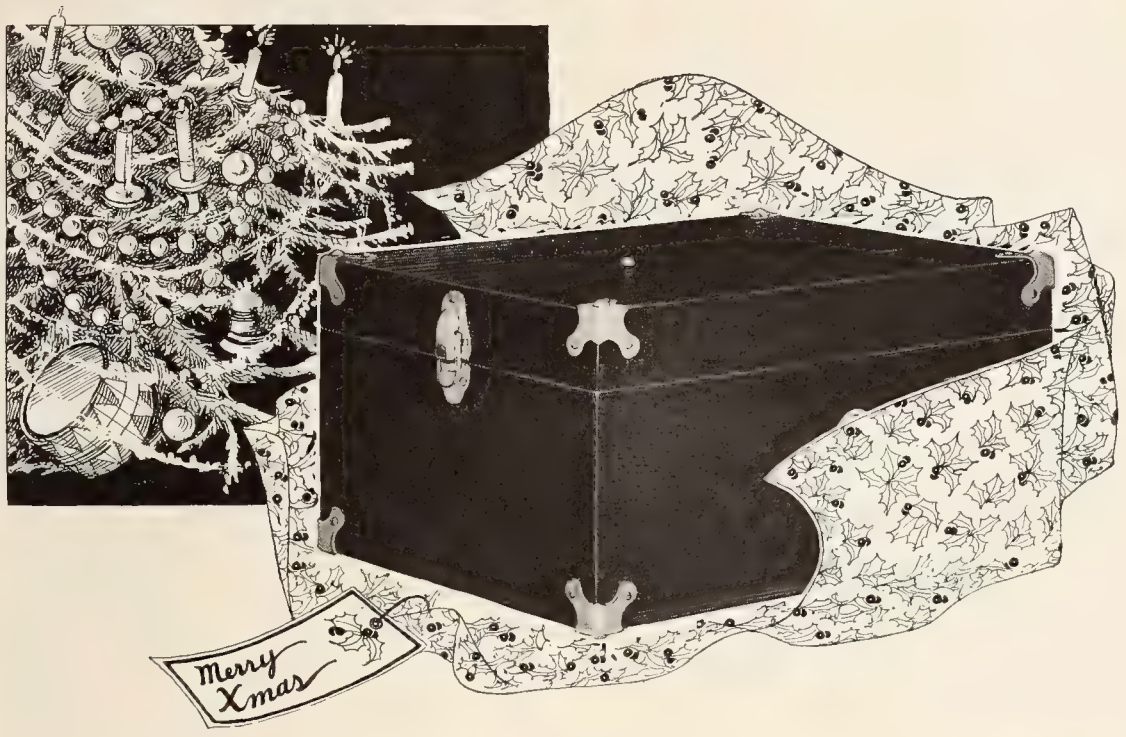
TRY US!
RADIO DEALERS!

Give our service a trial by placing an order in our hands. We maintain a complete source of supply of nationally advertised Radio Apparatus and are faithfully serving most of the prominent music dealers in the country. We are exclusive Radio jobbers and DO NOT RETAIL. Send for Catalog

Crosley and Howard Receivers
Erla, Acme, Bremer-Tully and Shamrock Kits
Reflex, Neutrodyne and Super Heterodyne Parts.

WE SELL TO DEALERS ONLY!

TAY SALES CO.
6 No. Franklin Street : Chicago



Packed in Holly Cartons

SPENCERIAN

Portables for Christmas!

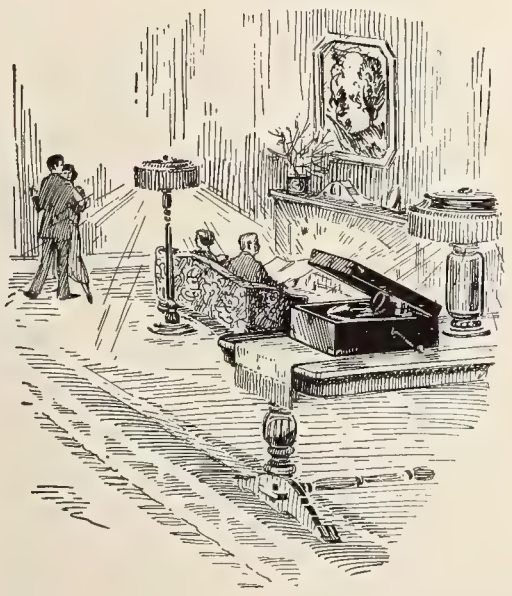
PRICES:

Directone $35.00
Walnut or Mahogany Case

Reflextone $30.00
Mahogany or Walnut Case

Beltone $25.00
Dupont Fabrikoid Case

Grace any Room



SPENCERIANS are *year 'round* instruments.

The handsome Mahogany or Walnut cases of the *Directone* and *Reflextone* models make them as suitable for use in the finest parlors, playing carols on Christmas Eve, as outdoors in the summer.

They are thoroughly high-quality products, in tone, design, and workmanship, that will build patronage for you.

The striking holiday cartons in which we pack them for you at this season add greatly to their appeal as attractive, reasonably priced gifts.

You will profit by featuring SPENCERIANS for the holidays.

WESTPHONO, INC. · 46 W. 4th St., Saint Paul, Minn.

Dealers in the Portland Territory Are Preparing for a Busy Year-End Season

Dealers Entertain Record Artist and Tie Up With Concert—Many Live Retailers Add the Edison Line—Wide Interest in Brunswick-Radiola—Expect Starr Shortage—Other News

Portland, Ore., October 4.—The Eight Popular Victor Artists appeared in concert here September 27 in the municipal auditorium. The concert was sponsored by the Associated Victor Dealers of Portland, and was a huge success in every way.

Portland dealers entertained the visitors on an automobile ride up the famous Columbia river highway. Portland dealers who participated in presenting the visitors were: Bush & Lane Piano Co., Currius For Drugs, Densem Drug Co., Hovenden Piano Co., Hyatt Music Co., Irvington Pharmacy, G. F. Johnson Piano Co., Meier & Frank Co., Phoenix Pharmacy, Ira F. Powers Furniture Co., Remick Song & Gift Shop, Seiberling & Lucas Music Co., Sherman, Clay & Co., Vernon Drug Co. and the Wiley B. Allen Co.

New Edison Dealers Appointed

The Edison Phonograph, Ltd., Pacific Northwest distributor, continues to report increased business, with many new accounts being added to the list and all of the older dealers placing very substantial orders for delivery up to and including December 1. These orders are about 20 per cent in amount above the calculation of the Pacific Northwest management, and it has been necessary to advance factory deliveries one month ahead in order to insure prompt deliveries to the Pacific Northwest. It is anticipated that even with these increased factory orders there will be a shortage of the Baby console and William and Mary console. New Edison dealers announced by Mr. Gabler are: Monroe Pharmacy, Monroe, Wash; N. B. Day, Leavenworth, Wash; Oroville Pharmacy, Oroville, Wash.; R. O. Gieher, Tonasket, Wash., and the Fayette Music House, Montesano, Wash.

Edward Borgum, traveling representative, is making an extensive tour of the Eastern Washington territory and reports Edison dealers in general are optimistic and look forward to increased business.

Wide Interest in Brunswick-Radiolas

A. R. McKinley, manager of the Brunswick branch in the Pacific Northwest, reports that the new Brunswick-Radiolas are creating a big sensation in the entire district. Portland and Seattle dealers, as well as the country dealers in Oregon and Washington, have in most cases disposed of their entire stocks, according to Mr. McKinley, and are calling for additional merchandise. In order to give the dealers of Oregon and Washington the best possible service the Brunswick Co. has put E. S. Ross, who is an expert radio technician, in charge of this district. He will visit all Brunswick dealers carrying the Radiolas and instruct and help them with their new line. He will make his headquarters at the home office in Portland. Ross was sent to Portland from the Chicago Brunswick headquarters.

Expect Starr Shortage

Reports from the Starr Piano Co. and Gennett record headquarters are of an encouraging nature, with the only trouble in sight being an anticipated lack of goods to supply the demand. Charles Soulé, manager of the Starr Piano Co., is visiting the Starr and Gennett dealers in Eastern Washington and is sending in good reports and orders from all dealers in that district.

D. L. Russell has been appointed office manager of the Portland Starr headquarters to take the place of M. Paulsen, who recently resigned.

Mario Chamlee, famous lyric tenor of the Metropolitan Opera Co. and prominent Brunswick artist, opened the Elwyn Artists Series for the season with a brilliant concert September 29 at the public auditorium.

Stages Electrical and Radio Show

The Meier & Frank Co. presented an elaborate electrical and radio show in its main auditorium, and especially featured demonstrations of the Brunswick-Radiolas and Sonoradio line. Chas. Willius, an expert radio man, has been placed in charge of the radio department under Wm. Hodecker, general manager of the phonograph department, and is operator of the daily broadcasting programs by this department over their own station, KFEC.

Now the Hyatt Music Co.

The Hyatt Talking Machine Co., of 386 Morrison street, has changed its name to the Hyatt Music Co., since adding a complete line of Baldwin pianos to the firm's business. Allen E. McLean has been placed in charge of the new department and will also be in charge of the phonograph department. Wm. Bartlett, in charge of the phonograph department for Mr. Hyatt for many years, has been made manager of the radio department, which is assuming large proportions with a full line of Brunswick-Radiolas, Kennedy and Atwater Kent sets.

The J. J. Collins Piano Co., for the past year doing business at the Hyatt Talking Machine Co. store, has moved to 205 Ungar Building and has taken into partnership Warren A. Erwin, formerly with Lipman, Wolfe & Co.

Howard Leib, formerly with Wiley B. Allen, of San Francisco, has taken Mr. Erwin's place at the Lipman, Wolfe department.

Trade Visitors

W. C. Fuhri, of New York, general sales manager of the Columbia Phonograph Co., spent several days in Portland on a recent Western trip and called on the local Columbia dealers in company with Randall Bargelt, Oregon district manager of the Columbia Co. P. S. Kantner, of San Francisco, Pacific Coast manager, was also a recent Portland visitor. Mr. Bargelt reports excellent business both in Portland and outlying districts, with exceptionally large orders being placed for the three new Columbia console models, Nos. 560, 570 and 580. He reports the following new Columbia dealers in Oregon: Moore's Music House, Albany; Eagle Drug Co., and Kaegi's Drug Co., both of Portland.

Adds Radio

The McCormick Music Co. is the latest local music house to install a radio department. The Federal and Atwater Kent lines have been installed.

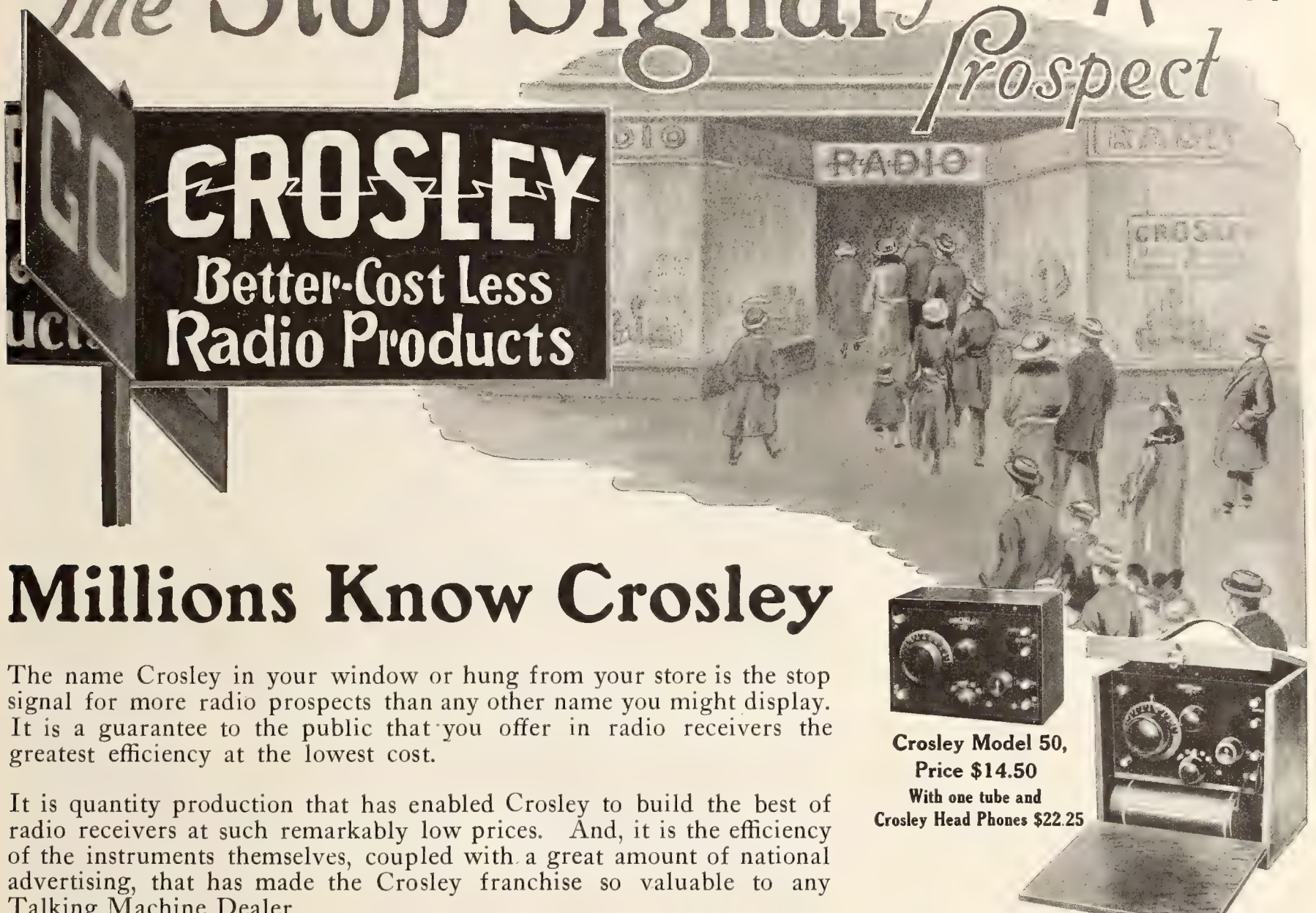
Alterations at Powers Co.

The exclusive Victrola department of the Powers Furniture Co. has completely outgrown its present quarters, and alterations are in progress installing it in a larger and more convenient place on the main floor.

TRY US!
RADIO DEALERS!
We carry a complete line of the justly famous Crosley Radio Corporation
Crosley Radio Receivers, Amplifiers and Parts
We are Exclusive Radio Jobbers, and DO NOT RETAIL. Send for Catalog
WE SELL TO ACCREDITED DEALERS ONLY
TAY SALES CO.
6 N. Franklin Street
Chicago

Triangle Radio Supply Co.
INCORPORATED
THE PYRAMID OF SERVICE
FADA
CROSLEY
STANDARD, nationally advertised radio apparatus, built by manufacturers with a record for performance, integrity and merchandising vision; backed by service that counts when you need it—that's the story of TRIANGLE in a nutshell.
Our latest catalog is now ready. Write or phone for your copy, today! It will pay you.
TRIANGLE RADIO SUPPLY COMPANY, Inc.
120 West 23rd St., New York, N.Y.
Telephones: CHELsea 4240-4241-4242

The Stop Signal for the Radio Prospect



Millions Know Crosley

The name Crosley in your window or hung from your store is the stop signal for more radio prospects than any other name you might display. It is a guarantee to the public that you offer in radio receivers the greatest efficiency at the lowest cost.

It is quantity production that has enabled Crosley to build the best of radio receivers at such remarkably low prices. And, it is the efficiency of the instruments themselves, coupled with a great amount of national advertising, that has made the Crosley franchise so valuable to any Talking Machine Dealer.

If you want to keep up with the fast moving radio procession, display the name Crosley and Crosley Radio Receivers.

They Will Pay You Big Dividends

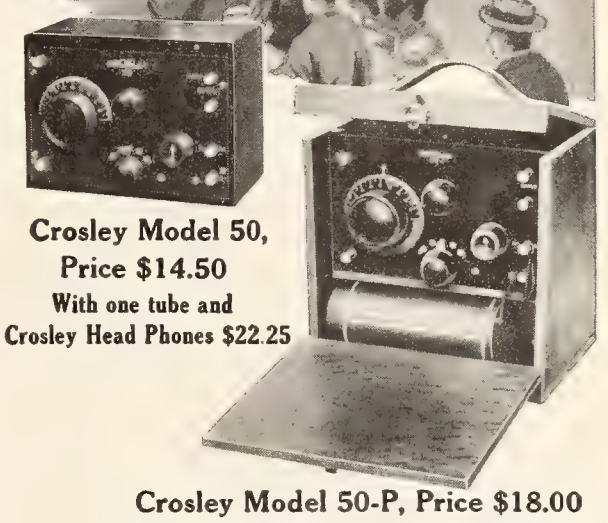
Good Jobbers Everywhere Handle Crosley Receivers

Write for Free Catalog

THE CROSLEY RADIO CORPORATION

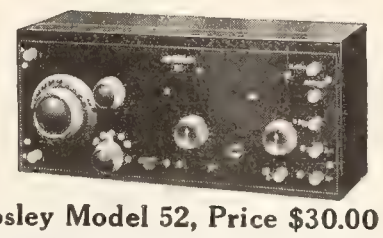
POWEL CROSLEY, Jr., President

1026 ALFRED STREET - - - - - - CINCINNATI, OHIO

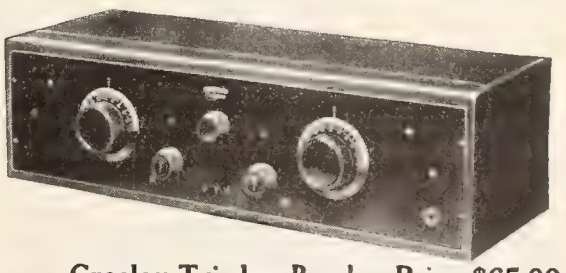


Crosley Model 50, Price $14.50
With one tube and Crosley Head Phones $22.25

Crosley Model 50-P, Price $18.00
With one tube and Crosley Head Phones $25.75



Crosley Model 52, Price $30.00
With three tubes and Crosley Head Phones $45.75

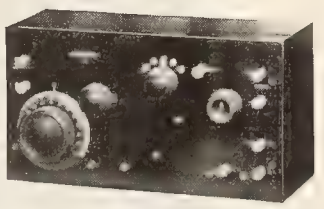


Crosley Trirdyn Regular, Price $65.00
With three tubes and Crosley Head Phones $80.75

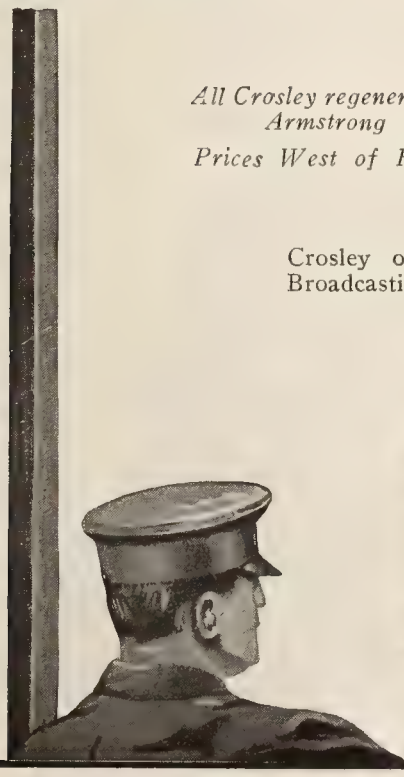
All Crosley regenerative sets are licensed under Armstrong U. S. Pat. 1,113,149

Prices West of Rockies—Add 10 *Per Cent*

Crosley owns and operates Broadcasting Station WLW.



Crosley Model 51, Price $18.50
With two tubes and Crosley Head Phones $30.25



Crosley Trirdyn Special, Price $75.00
With three tubes and Crosley Head Phones $90.75

Crosley Model 51-P, Price $25.00
With two tubes and Crosley Head Phones $36.75

Banquet a Feature of Big Radio Fair

Every Branch of Radio Industries Represented at Banquet in Waldorf in New York City

During the course of the First Radio World's Fair in New York one of the most important social events was a banquet at the Waldorf-Astoria Hotel, given under the auspices of the National Association of Broadcasters, E. F. McDonald, Jr., president; Radio Manufacturers' Association, Herbert H. Frost, president; National Radio Trade Association, Henry M. Shaw, president, and the Talking Machine and Radio Men, Inc., Irwin Kurtz, president. The banquet was a decided success, and, in fact, the members of the radio and talking machine industries who were present voted unanimously to make the banquet an annual institution.

Paul B. Klugh, executive chairman of the National Association of Broadcasters, and widely known throughout the radio and music industries, presided as toastmaster, and his introduction of the various speakers contributed materially to the success of the evening. Before announcing the speakers Mr. Klugh stated that it had been decided to carry out the program on a time schedule basis, similar to the schedule adopted by the radio broadcasting stations. With this idea in mind he announced that the period from 8 to 9.30 would be devoted to entertainment by prominent recording and broadcasting artists, and this part of the program was under the supervision of J. J. Davin, of the Musical Instrument Sales Co., New York. A number of well-known artists appeared during the hour and a half of entertainment, the musical program being radiocast in its entirety by station WJZ, and the remainder of the program by station WEAF.

At 9.30 Mr. Klugh announced as the first speaker of the evening W. E. Harkness, vice-president of the American Telephone & Telegraph Co., and a leading factor in the development of radio from a broadcasting angle, who presented interesting facts and figures relative to the tremendous growth of radio broadcasting as a whole, the marked improvements that have been made in the past year and the tremendous interest manifested by the public in the programs broadcast.

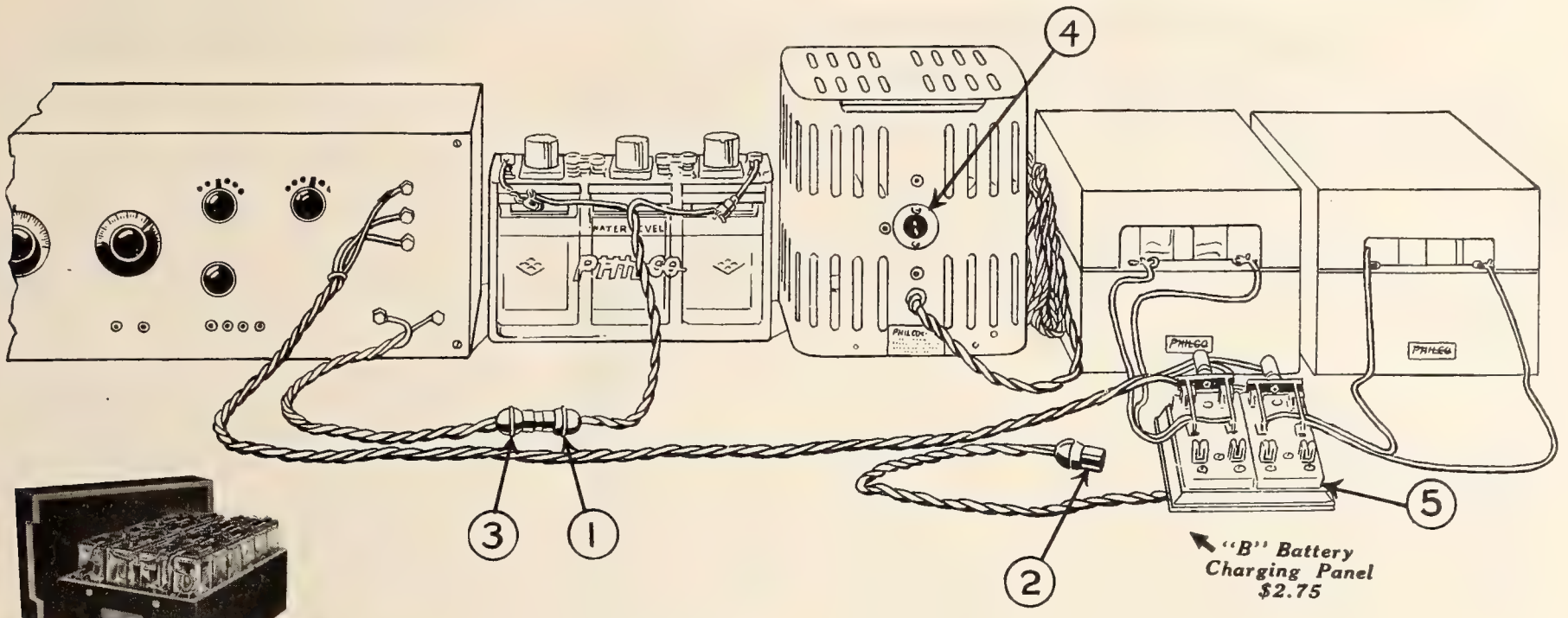
The next speaker was David Sarnoff, vice-president and general manager of the Radio Corp. of America, and recognized internationally as a foremost figure in the radio industry. Mr. Sarnoff has won considerable fame as an after-dinner orator, and the splendid address that he made at the radio banquet well justified this renown. All of the speakers were limited to ten minutes, but in this brief period Mr. Sarnoff discussed interestingly his recent trip abroad, and compared the progress made by radio in America with conditions abroad. He stated that Europe had not nearly advanced in radio as compared with the United States, and commented upon the fact that the censorship established abroad limited broadcasting materially and that the licensing systems in vogue in Europe also curtailed radio activities. Mr. Sarnoff concluded his address with a brief resumé of the aims of the radio industry in America, which were ever increasing in scope and breadth.

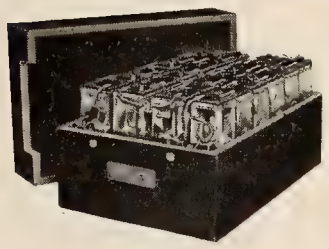
Professor L. A. Hazeltine, chairman of the Committee of Engineers on Radio Interference and inventor of the neutrodyne circuit, gave an important and informative address that furnished the audience with some idea of the activities of this committee. The committee has been doing excellent work the past year and its plans for the future are of keen interest to the radio industry.

The address of U. J. Herrmann, managing director of the Radio World's Fair, which just concluded its first New York show and will open its third Chicago show next month, was both humorous and informative. Mr. Herrmann

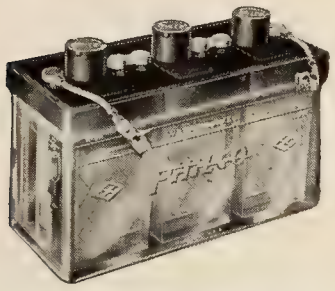
(*Continued on page* 156)

The First Annual Radio Industries Banquet Held in the Waldorf-Astoria Hotel, New York, and Which Was the Outstanding Social Event of the Radio World's Fair

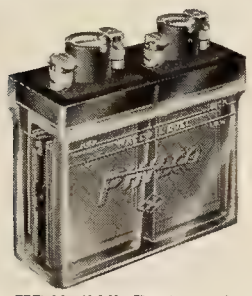




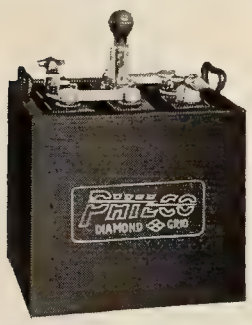
Philco Type 248 DX Battery for the "B" Circuit (48 volts). Consumer price—with de luxe mahogany-finish case with cover, $20. Consumer price — with handsome mahoganized case without cover, $16.50.



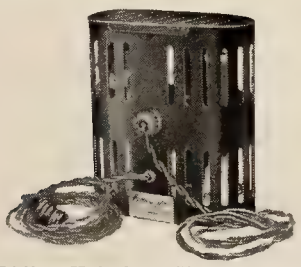
Type UD86 "A" Battery for standard 6-volt tubes. Built-in Charge Indicator. Glass Case. Consumer price, $16.



Type UD44 "A" Battery for low-voltage Peanut Tubes. Built-in Charge Indicator. Glass Case. Consumer price, $8.



Type RW "A" Battery for standard 6-volt tubes. Mahogany-finish Case. Consumer price, $14.50 to $37.50. With Philco Charge Tester, $1 extra.



Philco Noiseless Chargers. For Philco Type UD44 and any rechargable "B" Battery, Consumer price, $9.75. For 6-volt "A" Batteries, Consumer price, $15.

Easy to operate as the Philco Battery in a car!

NOW you can use and recharge radio storage batteries by merely inserting plugs and throwing switches. Connect the batteries up once and for all. Thereafter there's no changing of wires—no moving of batteries.

Look at the diagram above. To charge a Philco Radio "A" Battery, simply disconnect plug (1) and insert in receptacle (4) of the Philco NOISELESS Charger. Easy—safe—100 per cent convenient. Plugs and receptacles come with every Philco Charger.

Charging a Philco "B" Battery is equally simple. Insert plug (2) in charge receptacle (4) and throw switches on charging panel (5). A child can do it.

Positive and negative prongs are of different size, and can be inserted only in the right way. Also the "B" plug (2) won't fit the "A" receptacle (3). You can't burn out tubes.

Philco Radio Batteries deliver strong, uniform, non-rippling current, *without hum, roar or buzz*—an absolute essential for good radio reception.

They are assembled in small, attractive, acid-tight, spill-proof glass cases which makes them safe for use inside the finest radio set.

All Philco glass-case radio batteries have the built-in Philco Charge Indicator which tells how far the battery is charged or discharged. Philco mahogany-finish wood-case batteries are fitted with a Filler Cap Charge Tester at an extra cost of $1.

Give the radio sets you sell the benefit of Philco Batteries. Philco Sales Engineers will gladly cooperate with you in designing storage battery equipment for any type of cabinet.

Order through your wholesaler—or fill out the coupon below and mail to us.

The Philadelphia Storage Battery Company

Philadelphia

PHILCO DRYNAMIC RADIO BATTERIES

Philadelphia Storage Battery Co.
Ontario and C Sts., Philadelphia

SIRS:—I am interested in learning more about the new Philco Rechargeable Storage Batteries for radio.

Name .....

Business .....

City ..... State .....

COHEN & HUGHES INC.
WHOLESALE DISTRIBUTORS of
RADIO PRODUCTS

Ware Neutrodyne Receivers
De Forest Reflex Sets
Crosley Receiving Sets
Music Master Radio Products
The Jewett Superspeaker
Atlas Loud Speakers
De Forest Loud Speaker
The Radialamp
Balkite Battery Charger
Brach Aerial Equipment
Burgess Batteries
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HEAD OFFICE-225 W. SARATOGA ST., BALTIMORE, M.D.
BRANCHES-WASHINGTON, D.C.-PHILADELPHIA, PA.-PITTSBURG, PA.

Banquet of Radio Industries

(*Continued from page* 154)

numbers among his personal friends radio executives throughout the country, and he is in close touch with the industry's activities.

Address by Dr. MacMillan

The last speaker, Dr. Donald B. MacMillan, needed no introduction to those present, as his fame as an Arctic explorer is world wide. Dr. MacMillan returned only recently from a trip to North Greenland and his ship, the "Bowdoin," was equipped with Zenith radio receiving apparatus. This was the first time that a radio set had been used on an Arctic expedition, and Dr. MacMillan declared that the services rendered by radio to him and his crew as their ship lay frozen in the ice above Greenland could not be estimated except by those who in days gone by had passed dreary Winters in the Arctic region cut off entirely from home.

He described how a prominent Chicago broadcasting station had broadcast the voice of his sister regularly and how it was picked up aboard the marooned ship as clearly and distinctly as if no distance separated them. Dr. MacMillan again emphasized the importance of studying the variation in signal strength during the changing seasons. As an instance he related how the "Bowdoin" and its crew were unable to communicate with stations on the East Coast during the Winter, although they had no trouble in reaching a much greater distance to Hawaii. Even Pacific Coast broadcasting stations of less power than those in the East were received more clearly and regularly. Dr. MacMillan was given an ovation at the conclusion of his address, and the radio men voiced their disappointment that he did not continue his talk for at least a full hour.

Retailers in Newark, N. J., Co-operate in Tie-Up

Twenty-one Victor Dealers Profit by Appearance of Artists in Concert—Advertising Tie-up Generates Wide Public Interest

Newark, N. J., October 8.—The appearance of Waring's Pennsylvanians, the well-known Victor artists, who recently played in this city at the Branford Theatre, induced Victor dealers in this territory to arrange a most successful co-operative drive on the records made by this musical organization.

L. W. Collings, of Collings & Co., Victor distributors, and the Newark Star Eagle arranged the preliminary plans for this sales campaign. The appearance of the orchestra was preceded by some unusual publicity in the Eagle, which had also arranged a public concert in Military Park the Saturday preceding the appearance of the orchestra at the theatre. This aroused unusual interest and was the means of giving both the orchestra and the theatre some profitable publicity.

Twenty-one Victor dealers in Newark and adjacent territory inserted a full-page advertisement in the Newark Star Eagle announcing the appearance of the orchestra. In addition, 100,000 postcards carrying a similar announcement were forwarded to the mailing lists of these dealers. Several of the music publishers, including Leo Feist, Inc.,. contributed the publicity material for window and counter displays, and the week's intensive sales drive was undoubtedly carried out on a broader scale than has ever before been arranged in behalf of one popular musical combination in a local appearance.

ITALIAN MATRICES FOR SALE
THE ITALIAN BOOK CO.
145-147 Mulberry Street New York, N. Y.
Has just received a number of
Samples of Phonograph Records, Mostly Popular Songs
Recorded in Italy by the best artists and can supply the MATRICES
WRITE FOR PARTICULARS

Latest Figures on Exports and Imports of "Talkers"

Figures on Exports Show Substantial Increase for the Eight Months Ending in August—Interesting Data on Exports and Imports

Washington, D. C., October 6.—In the summary of exports and imports of the commerce of the United States for the month of August, 1924 (the latest period for which it has been compiled), which has just been issued, the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during August, 1924, amounted in value to $22,542, as compared with $71,654 worth which were imported during the same period of 1923. The eight months' total ending August, 1924, showed importations valued at $276,479, as compared with $513,839 worth of talking machines and parts during the same period of 1923.

Talking machines to the number of 5,488, valued at $193,497, were exported in August, 1924, as compared with 5,242 talking machines, valued at $199,249, sent abroad in the same period of 1923. The eight months' total showed that we exported 45,451 talking machines, valued at $1,753,033, as against 40,007 talking machines, valued at $1,587,209, in 1923.

The total exports of records and supplies for August, 1924, were valued at $146,902, as compared with $99,418 in August, 1924. The eight months ending August, 1924, show records and accessories exported valued at $1,204,105, as compared with $931,491 in 1923.

The countries to which exports were made in August, 1924, and the values thereof are as follows: France, $70; United Kingdom, $10,998; other Europe, $7,739; Canada, $16,420; Central America, $7,911; Mexico, $7,327; Cuba, $14,306; Argentina, $16,908; Chile, $988; Peru, $1,162; other South America, $34,109; China, $1,599; Japan, $13,902; Philippine Islands, $3,092; Australia, $32,111; New Zealand, $14,619; other countries, $10,146.

Publicity Drive on Regal "Little Tot" Records

Regal Record Co., Inc., 20 West Twentieth street, New York City, is now placing four of the "Little Tot" records in its popular-priced albums instead of three as heretofore. These albums and the accompanying individual records, which were so popular during all of last year, seemingly are in greater demand than ever.

With the announcement of an increased number of records in each album the Regal Co. has arranged a publicity campaign of wide scope in order to further exploit these products. The company will shortly issue a new "Little Tot" catalog, which now comprises over ninety selections and which is constantly being added to. The latest of these are known as "Playtime Records," which contain all the popular nursery rhymes, songs, stories and games.

Vincent Lopez and Band Filling Many Engagements

Vincent Lopez and His Hotel Pennsylvania Orchestra, exclusive Okeh artists, are headlining in the "Greenwich Village Follies," now playing at the Shubert Theatre, New York. With his usual initiative, Mr. Lopez is accomplishing three and four engagements at one time, for in addition to playing at the Hotel Pennsylvania and the "Greenwich Village Follies," he is also appearing at the Piccadilly Theatre, recently opened in New York. For a period of ten days Vincent Lopez and his orchestra also played at the Roseland, one of New York's most popular dance palaces, and with all of these engagements it is fair to assume that Mr. Lopez has been kept busy.

Ware NEUTRODYNE Receivers

The Type T Ware Neutrodyne Receiver has made a tremendous hit

We expected a big demand for it because we knew of no other receiver on the market that would give so much for the money. But the combination of low price, beauty of appearance, Ware Tone Quality, and simple and economical operation, has created such a consumer demand that we have had to greatly increase our production.

We said in a recent advertisement, "Though it is very moderately priced, it will do practically everything that the larger Ware Receivers will do except that its range is not quite as great." We want to qualify that statement. We don't know yet what its range is, but when a Type T in New York brought in Hastings, Nebraska, on the loud speaker under summer conditions, it certainly would seem as though its range is as great as most people desire.

Ware Type T Neutrodyne Receiver

Height, 10¾ *inches*
Width, 14 *inches*
Depth, 13½ *inches*

Price
$65.00
without accessories

The Ware Type T Neutrodyne is the first 3-Tube Neutrodyne ever made, and the first Neutrodyne to be operated on dry cell tubes. Its tone is typically "Ware Tone Quality," a combination of strength, clearness and naturalness that brings to the listener the broadcast program, just as it sounds where it is being rendered.

It has two connections for "long aerial" and "short aerial," the former more selective and the latter more sensitive. The cabinet is of attractive design in dull mahogany. The panel is built on a slant affording a comfortable rest for the hands when tuning. Cabinet holds A and B dry cell batteries.

The circuit is a Neutrodyne Reflex using three dry cell tubes. By reflexing one of the tubes, on an entirely new principle devised and used only by Ware, it has one stage of tuned radio frequency amplification, vacuum tube detector and two stages of audio frequency amplification, making it the full equivalent of a four-tube circuit. Two tuning dials; tuning extremely simple. One rheostat controls the filament current for all tubes. Two jacks; one for the first and one for the second stage of audio frequency amplification. Extremely low battery consumption.

Write to any of our distributors for full information, or direct to

Ware
RADIO CORPORATION
529-549 WEST 42nd STREET
NEW YORK

Distributors

Progressive Musical Instrument Corp., New York, N. Y.
Dalrymple-Whitney Radio Corp., New York, N. Y.
Cohen & Hughes, Inc., Baltimore, Md., Washington, D. C., Philadelphia, Pa. and Pittsburgh, Pa.
Ohio Musical Sales Co., Cleveland, Ohio
Illinois Phonograph Co., Chicago, Ill.

Type TU, 3 tubes
Same as Type T, except cabinet
Retail price $150, without accessories

Type X, 4 tubes, 1 reflexed operating on dry cells
Retail price $150, without accessories
Type W, 5 tubes
Retail price $175, without accessories

Distributors

Yahr & Lange Drug Co., Milwaukee, Wis.
New England Phonograph Distributing Co., Boston, Mass.
Lucker Sales Company, Minneapolis, Minn.
Commercial Associates, Inc., Los Angeles, Calif.
D. H. Holmes Co., Ltd. New Orleans, La.
A. Richards, Inc. (Foreign Distributor) New York, N. Y.

Type XU, 4 tubes, one reflexed, operating on dry cells. Same as Type X, except cabinet.
Retail price $275, without accessories
Type WU, 5 tubes
Same as Type W, except cabinet
Retail price $300, without accessories

Licensed by the Independent Radio Manufacturers, Inc., under Hazeltine Patents Nos. 1,450,080 and 1,489,228 and patents pending, and the trade mark "Neutrodyne" registered in the U. S. Patent Office, Certificate No. 172,137.

Nightly Concerts at Victor Showrooms Attract Crowds

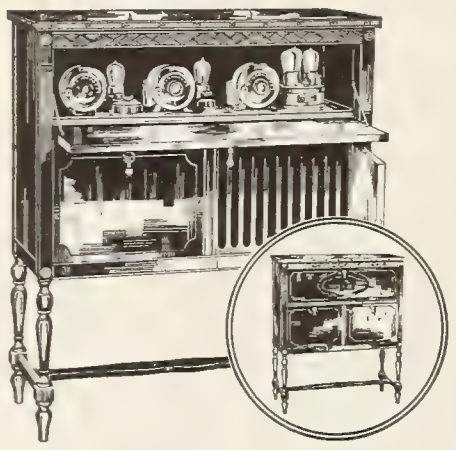
Concerts at Atlantic City Victor Showrooms Comprehensive in Scope—A Powerful Force in Spreading the Message of Music

Atlantic City, N. J., October 9.—The concerts given every evening at the auditorium of the Victor Talking Machine Co.'s showrooms at 1731 Boardwalk, here, are proving very successful and are attracting thousands of pleasure seekers at this famous resort. From both an entertainment and an educational standpoint, the programs leave nothing to be desired. They are remarkable in their comprehensiveness and are so arranged that they have an appeal for everyone. The interesting explanatory talks given in conjunction with the concerts have caused the most favorable comment. An idea of the variance of the programs may be gleaned from the following: On September 23 the subject was "An Hour With the World's Greatest Pianists"—delightful as entertainment and informative in showing the manner in which Victor records can give perfect interpretations of the playing of the world's leading artists. On September 27 a model program for the home was given—a balanced musical treat of vocal and instrumental numbers.

The series of concerts given last week was typical of the weekly offerings. On Monday, "An Operalogue—Madame Butterfly"; Tuesday, "The Lure of Spanish Music"; Wednesday, "The Mysteries of Record Making"; Thursday, "An Operalogue—Rigoletto"; Friday, the Victor weekly releases, and on Saturday, "Italy, the Land of Song."

This work, which is being done at a great cost by the Victor Co., cannot help but be of the greatest assistance to Victor dealers in stimulating interest in record sales and giving Victor owners information which will allow them to gain a maximum of pleasure from their instruments. Similar work on the part of the dealers undoubtedly would have its return in considerably increased profits.

QUICK SALES



The Radio Beautiful
Pooley-Atwater Kent

The New Powerful
GAROD

The Wonderful Distance Getter
The New Radiodyne

"The Most Perfect Set in America"
Sleeper Monotrol

MUSIC MASTER—EVEREADY—STANDARD ACCESSORIES

NYRAD DISTRIBUTING CO., INC.
250 WEST 108th ST. - NEW YORK CITY.
RADIO AND PHONOGRAPH PRODUCTS
Wholesale Exclusively
PHONE-ACADEMY 5251

Visit Our Booth No. 67 at the National Radio Exposition
Grand Central Palace, New York, Nov. 3 to 8 Inclusive

BIG PROFITS

U. S. Music Co. Enlarges New York Warerooms

Practically Doubles Space Available for Handling of Stocks for Purpose of Giving Prompt Service to Dealers in East

The steadily increasing business being handled by the Eastern warerooms of the United States Music Co., at 122 Fifth avenue, New York, of which George H. Bliss, vice-president, is in charge, has made it necessary for the company to practically double its floor space at that address, thus making the third time in two years that it has been forced to expand its facilities.

It is stated by Mr. Bliss that since the price reduction on United States music rolls went into effect last Spring the demand has increased with a rapidity that surprised the company. When it was found that more space was necessary for the purpose of carrying a larger stock, it developed that a concern with quarters on the same floor was about to move, and the United States Music Co. succeeded in taking over the lease. The space now available with the addition is approximately 8,000 square feet.

Through an arrangement that has been made with the American Express Co. rolls shipped from the Chicago factory reach New York on the second day from date of shipment, which makes possible the giving of prompt service to dealers in the East, direct from the New York warerooms.

Vocalion Record Artists Being Heard in Recital

Colin O'More, Raisa and Rimini and Other Prominent Singers Appear Before New York Audiences During Current Season

A goodly number of Vocalion record artists have been appearing and will appear in concert and recital in New York during the present season. Among the first was Colin O'More, the popular tenor, who gave a very pleasing recital at Aeolian Hall on Ocober 5. Others include Rosa Raisa and Giacomo Rimini, noted opera stars, who will be heard at Carnegie Hall on October 18; Elena Gerhardt, the German lieder singer, who will appear at Aeolian Hall on November 2 and November 30, and Vladimir Rosing, Russian tenor, who will be heard at Carnegie Hall on October 20. The appearances of the several artists are well advertised in newspapers and elsewhere, and a number of Vocalion record dealers have been quite wide awake to the opportunity of tying up with the concerts given by the various singers.

Audak Co.'s Sales Staff Constantly Expanding

The Audak Co., 565 Fifth avenue, New York city, manufacturer of the well-known record demonstrating product bearing the name of the company, has in recent months added to its sales force. The increased interest by retailers in the Audak demonstrators called for additional traveling representatives in order to properly cover territory. Maximilian Weil, president of the company, states that, despite the fact that they have added to their sales personnel, they have by no means completed the sales staff. He says that good men can still find room in the Audak organization. The company plans a further extension of its activities and in the coming months its sales force should find a most fertile field of prospects.

On October 11 Paul Specht presented Harold Oxley and His Cinderella Ballroom Orchestra at the grand opening of the Cinderella Ballroom, Forty-eighth street and Broadway, New York City. This orchestra makes both Okeh and Pathé records and its popularity is increasing rapidly.

GILFILLAN NEUTRODYNE

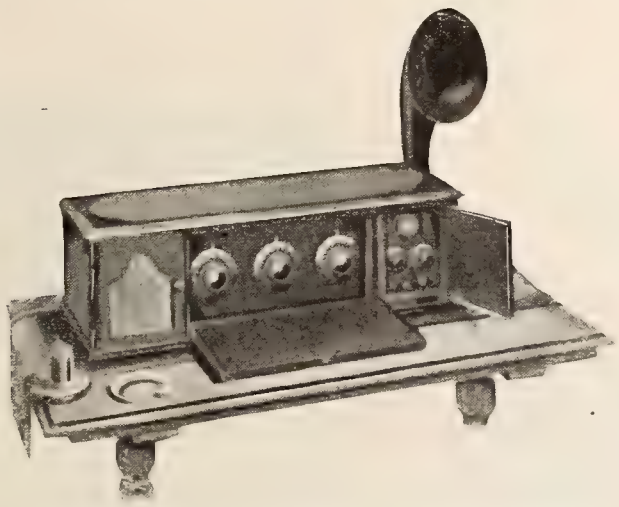
"Far and Near Equally Clear"

Make Your Christmas Radio Customers Permanently Satisfied

Splendid reports from everywhere come in about Gilfillan Neutrodyne.

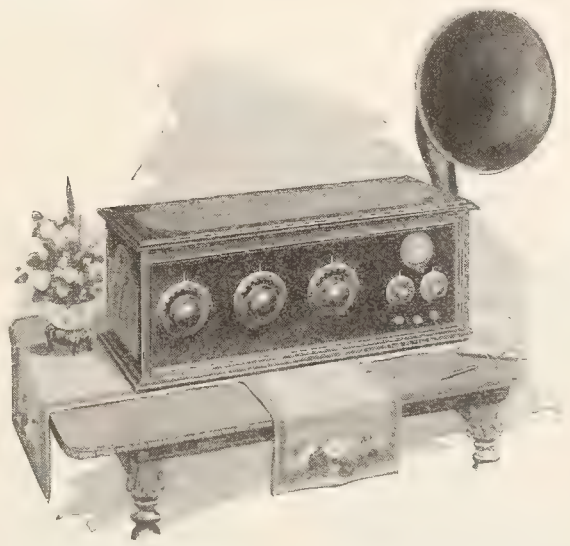
These sets are the finished product of many years manufacturing experience in the Radio Industry. They are built and tested in our factories under supervision of Gilfillan Engineers. This fact is all-important to the music dealer who is taking up Radio Selling.

Ease of tuning in and wonderful clarity of reproduction of local and distant stations will give your customers the utmost enjoyment of radio programs from far and near.



STYLE GN-1 in an artistic two-tone American Walnut cabinet harmonizing with any interior. Price without loud speaker, phones, tubes or batteries..... **$175**

Send in your orders for Gilfillan Neutrodyne and your Christmas Radio Sales will bring many delighted customers.



STYLE GN-2—This model has the same NEUTRODYNE construction and features in a smaller cabinet. Price without loud speaker, tubes, phones or batteries..... **$140**

Our Three Factories Supply the Trade in Any Locality. Send for Literature

GILFILLAN BROS. INC.

KANSAS CITY
2525 W. PENN WAY

1815 W. 16th Street, LOS ANGELES, CAL.

NEW YORK CITY
225 WEST 57th ST.

GILFILLAN RADIO CORPORATION
LICENSED BY
Independent Radio Manufacturers INC
NEUTRODYNE
Reg. U.S. Pat. Off.
Pat. Mar. 27, 1923 and April 4, 1924
Hazeltine Pats. NOS 1,456,060-1,489,228
Other Patents Pending

New Orleans Dealers Launch Aggressive Drives and Overcome Buyer Resistance

Demand for Better Music on Records Noticeable—Demand for Portables Continues—Philip Werlein, Ltd., Stages Drive for Business During Moving Season—The News

New Orleans, La., October 6.—The talking machine trade in this city experienced a more profitable business during September than has been its lot for some months past. A slight buyers' resistance was evident during the Summer months, but it only served to put the dealers on their mettle and they went ahead and put Fall campaigns into operation before which buyers' resistance is slowly but surely crumbling, and the outlook for a brisk Fall and Winter business is extremely good. The upward trend noticeable in the volume of September business is divided between both machine sales and the record department.

Better Music on Records Feature Sales

One of the most encouraging features of the talking machine business in this city is the large percentage of classical and standard record sales. The people are true music lovers and practically every dealer reports that his proportion of record business is split almost evenly between the popular selections and classical and standard selections. This condition tends to keep the volume of record sales on an almost level basis throughout the year and at no time can record sales be said to have slumped.

Satisfactory Portable Demand

The Junius Hart Piano Co., distributor for Outing portable talking machines, reports that the continued demand for this instrument is gratifying. Dealers report that this instrument has won a high place in the popularity of the buying public because of its adaptability to the home and on excursion trips. Its reasonable price and attractive appearance, together with its excellent reproductive tone qualities, have proved strong selling points, making the Outing one of the most consistent sellers.

Starts Fall Drive

The Maison Blanche Co. is in the midst of its Fall campaign, and J. D. Moore, manager of the talking machine department, states that he feels certain the Fall and Winter months will be productive of excellent business. He also predicts that the year 1925 will be a banner one for the talking machine trade. He reports that conditions are reasonably fair, but adds that this condition only spurs the salesmen on to more strenuous efforts and, while it is a bit harder to complete a sale, there is business if one plugs and digs after it. Records are selling better than for some months past, with a very good percentage of the sales being of classical and standard selections.

Dugan Co. Optimistic

The Dugan Piano Co. reports that the outlook for Fall business is far brighter than it was at this time a year ago, with an increase in sales of talking machines being the outstanding feature of the business. Records continue to sell well.

New Slant on Sales Promotion

Philip Werlein, Ltd., Victor dealer, is enjoying a good business and is exerting every faculty to make it even better. In recent newspaper advertisements this live dealer sought to interest those people who have a "silent" piano in their homes, offering to accept the unused instrument in part payment on a new Victrola. He stressed the fact that those people who contemplated moving could arrange to trade in their piano and have the store's van call for it and have the Victrola delivered to the new home. In this manner an expensive item of moving would be avoided, for the moving of a piano is the bugaboo of moving men, and they charge in proportion to the difficulty and risk which they run in contracting to remove the instrument safely. A number of sales resulted.

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years Have Proved Outing Portables Are the Best

Junius Hart Piano House
123 Carondelet St. New Orleans, La.
Outing Distributor

R. S. Peer Returns From Trip

R. S. Peer, director of Okeh record sales for the General Phonograph Corp., returned recently from a visit to a number of important trade centers, including Chicago, Cincinnati, Dallas, New Orleans and Atlanta. Mr. Peer conferred with the Okeh jobbers in those cities and the reports he received were very satisfactory. New dealers have been established throughout these territories and apparently Okeh jobbers and dealers are closing a healthy Fall business.

LAUTER TALKING MACHINES

"NOW" is THE TIME To Put in THIS LINE

Model J
Top 34x21 in.
Height 33¼ in.

Model I
Top 35x22 in.
Height 34½ in.

Model H
Top 35x22 in.
Height 34½ in.

Sold From Manufacturer to Dealer

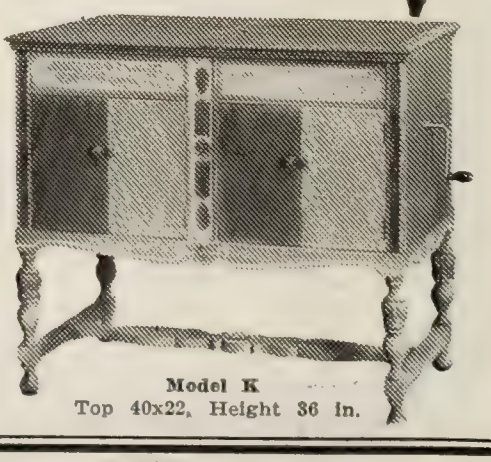
Our Console Cabinets are equipped with United Self Oiling Motors—Blood Tone Arms and Sound Boxes—which with "LAUTER QUALITY" Cabinets are a combination not to be beaten.

Let Us Have Your Next Order—Write For Prices and Particulars

THE H. LAUTER COMPANY
West Washington at Harding Street
Indianapolis, Indiana

Model F
Top 40x22, Height 35¾ in.

Model E
Top 40x22, Height 35¾ in.



Model K
Top 40x22, Height 36 in.

A Big Hit On Any Talking Machine

DOMES of SILENCE are the best footwear for talking machine cabinets ever devised.

Period model Talking Machine makers use **DOMES of SILENCE** on their products in preference to all other forms of footwear. They suit upright models as well as period styles.

DOMES of SILENCE

"Better than Casters"

have six big advantages:

They are economical
They are simple in construction
They are silent in use
They are invisible
They are adaptable to all styles and conditions of use
They give long wear

If you specify them in your orders, manufacturers will place them on all the models you carry.

DOMES of SILENCE *Division*
Henry W. Peabody & Co.
17 State Street, New York City

P-1678

Reg. U. S. Pat. Off. No. 995758 which will be strictly enforced

Normal Business for This Season of Year in the Salt Lake City Territory

Growing Demand for the Classics on Records Features Trade—Improvement in Industrial Situation Presages Prosperous Season—Dealers' Association to Meet—Other Trade News

Salt Lake City, Utah, October 7.—The phonograph business is normal for this time of year. The trend in the record department seems to be toward classical music, although light dance numbers and comics are still selling. The Brunswick Co.'s dealers are doing well with the Radiola, that is, those firms that are pushing it. Console models lead the demand.

As these lines are being written many thousands of visitors from all sections of the Rocky Mountain territory, and as far distant as Mexico and Canada, are gathering in the city for the great conference of the Latter-day Saint or Mormon Church, an institution much older than the State of Utah itself, and one that brings considerable business to this city every Fall and Spring. The State Fair is also being held this week and the visitors are crowding the stores.

The industrial situation continues good. Business men in almost every line report collections as better than they have been for a long time. All of the essential industries outside of agriculture are in good shape, and even the farmers are not as badly hit, taking agriculture as a whole, as it was feared they would be.

Burtus Garner, with the phonograph department of Z. C. M. I., pioneer department store, has gone to the Consolidated Music Co. as assistant manager of the band instrument department. Mr. Garner was a member of the Consolidated Music Co.'s staff about ten years ago.

"Dick" Thompson, the popular head of the advertising department of the Daynes-Beebe Music Co., is at his desk again after two months at the company's headquarters in California.

G. Todd Taylor, manager of the phonograph department of the Daynes-Beebe Music Co., is back after a fishing trip in Utah's streams.

Before these lines appear in print the second meeting in connection with the formation of the new dealers' association of the city will have been held.

Fred A. Bain, assistant manager of the John Elliot Clark Co., has gone on a business trip to Idaho, as has R. F. Perry, of the Brunswick Co.

Manager Spratt, of the local branch of the Brunswick Co., is the proud father of a baby daughter, born in September.

Miss Genevieve Swayze, with the decord department of Z. C. M. I., has taken a similar position with the Utah Music Co., Brunswick dealer on East First South street.

Brunswick dealers in Salt Lake City had some fine displays of Brunswick-Radiolas during the past week in connection with Radiola Week, the local agents of the company being Daynes-Beebe Music Co., Glen Bros.-Roberts Piano Co., O'Loughlin's and the Utah Music Co. R. F. Perry, of the Brunswick Co.'s local office, said the "Week" was a big success. Brunswick dealers are also featuring the records of Claire Dux, an artist of The New Hall of Fame who appeared in concert at the Mormon Tabernacle on October 6.

Colonel Joseph J. Daynes, president and general manager of the Daynes-Beebe Music Co., has taken two phonograph booths near the entrance to the big store on the North Side and made himself a private office. The office heretofore occupied by Mr. Daynes will be used as a Radiola display-room.

Third Radio Conference Is Held in Washington

Secretary Hoover Makes Opening Address at Meeting This Month to Discuss Possible Improvements in Radio Broadcasting

Washington, D. C., October 7.—Much good is expected as a result of the third National Radio Conference, which opened here last night when the delegates were addressed by Secretary of Commerce Hoover. Mr. Hoover made a strong declaration regarding the freedom of the air, and declared that under no circumstances could the use of radio be monopolized even by the Government, though that was the logical agency to regulate radio activities.

Particularly interesting was the Secretary's appeal for national co-operation in the preparation and development of broadcasting programs for the dissemination by radio of every important national event. The local station, he stated, must be depended upon to furnish most of the music and entertainment for the listeners-in, but arrangements must be made eventually to provide by some means or other for the regular broadcasting of events of other than local importance covering the entire country when the occasion warranted.

Incidentally Mr. Hoover declared that the quickest way to kill broadcasting would be to use it for direct advertising, even though a speech by the President be used to separate two advertising talks. Regarding indirect advertising, such as is now being offered by a number of stations, the speaker declared that only time would tell as to how far that policy could be carried out.

The conference discussed numerous matters relating to the improvement of broadcasting by the adjustment of wave lengths and of power. At the present time there are 530 stations of various classes, and although some have dropped out during the past year they have mostly been of the small power type. A strong effort was made at the conference to have the Department of Commerce invested with the power to compel the various stations to use a frequency indicator to insure the maintenance of their established and regular wave lengths.

PUBLIC NOTICES

"DAILY MAIL" 4th. September 1924
"Overseas DAILY MAIL" 13th. do 1924

PRIZE SCHEME firms considering GRAMOPHONES.

(1) Examine NON-PLAYING position of TONE-ARM.
(2) See Patent Specifications 159,596 and 178,494.
(3) Scrutinize ALL gramophone propositions submitted.
(4) Utilize PATENT OFFICE RECORDS beginning 29th November, 1919.
(5) CONSULT LEGAL ADVISERS.

PRIZE SCHEME firms considering GRAMOPHONES.

(1) Examine NON-PLAYING position of TONE-ARM.
(2) See British Patent Specifications 159,596 and 178,494.
(3) CONSULT LEGAL ADVISERS.

IMPORTANT NOTES:—

(A) It is DEFINITELY known that efforts at "Getting round the Patent" are being made.
(B) U.S.A. Patent Nos. 1,429,340 and 1,470,831 : CANADA Patent No. 233,447.

Advertisement of J. Green, 61 Leigh Road, Highbury, N. 5, London, England.

Scranton Dealer Occupies New and Enlarged Quarters

Scranton, Pa., October 8.—The Scranton Talking Machine Co. recently took possession of its new quarters at 305 Lackawanna avenue with appropriate ceremonies. The new establishment is one of the most complete music centers in this section of Pennsylvania. The store windows have been planned to give a maximum of display space, being foyerlike in shape with a tiled effect. The counters and cases are of American walnut and the sixteen record demonstration booths are artistically finished in French gray.

An immense record rack has been installed which has a capacity of 288,000 records. Nineteen languages are represented in the supply of records. The main floor has been given over to the display of Victrola, Sonora and Columbia phonographs. The store also carries a complete line of band instruments and musical merchandise. The radio department is complete to the minutest detail and all the leading makes of radio receivers are carried. The Gulbransen piano, of which the store has the exclusive agency here, is also featured.

Jan Garber's Orchestra, Victor recording artists, supplied the music for the opening ceremonies, and Manual Isaacs, general manager, was on hand to receive the congratulations of him many friends on the company's new home and on the success which it has achieved under his management.

Every Console is also a Radio Console in the

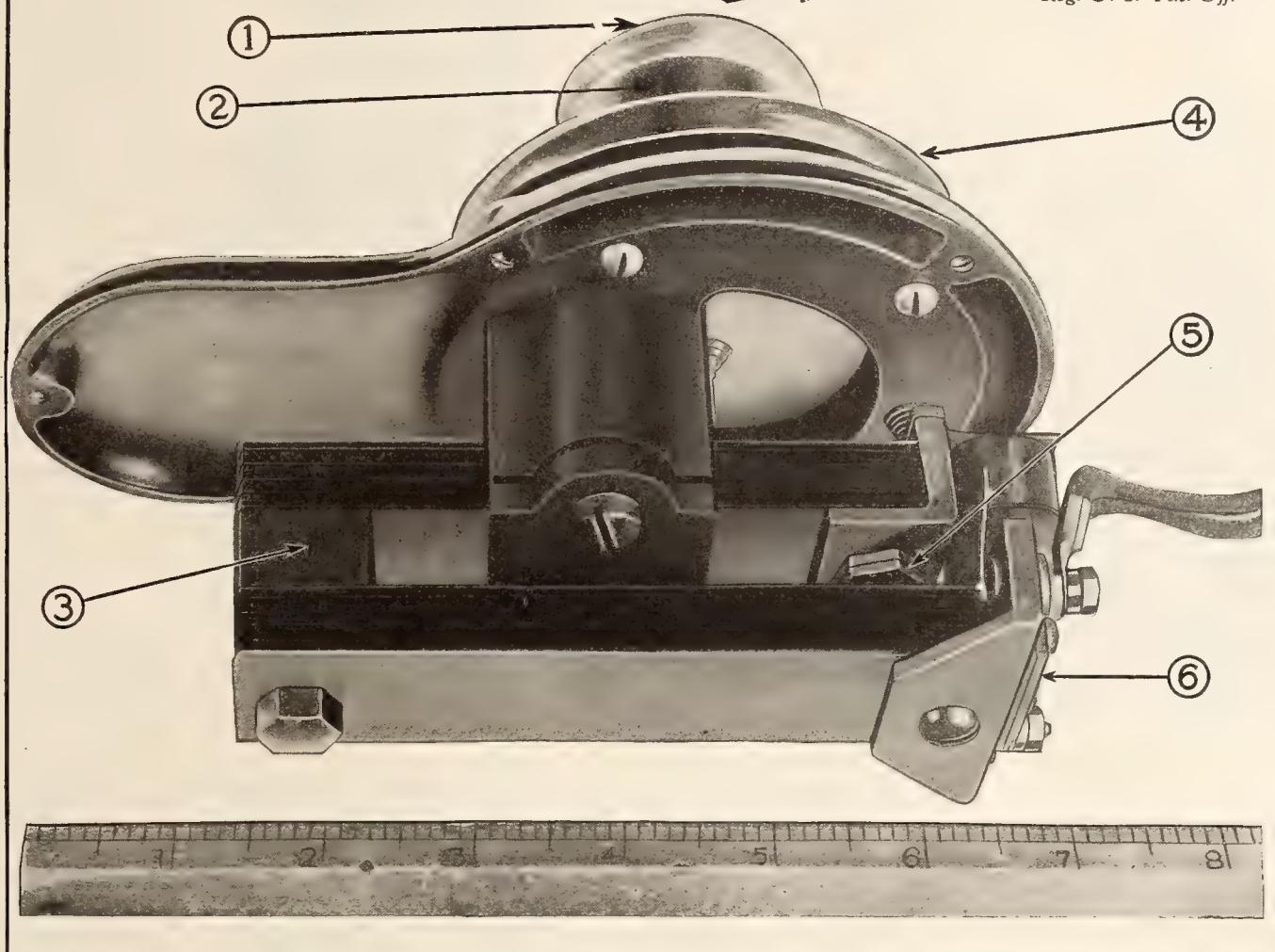
National LINE

Every model in the National line offers you the best value at the price. Every model is worthy to be featured as a leader for holiday sales. Every model is ready for radio installation. Investigate this line today. Send for our catalogue, terms, etc.

The National Phonograph Co.
3 West 29th St. New York

Professional
RADIO REPRODUCER
LICENSED UNDER VOLUMA PATENTS

Reg. U. S. Pat. Off.



RADIO AS YOU WOULD LIKE IT

No Blasting
No Rattling Echoes
Extremely Sensitive to Low Signals
Unlimited in Volume
(No Extra Batteries Required)

So much for the instrument itself.

Now a word as to our sales and business policy. It is as radically different as is the instrument itself. It is planned from your point of view as a dealer and with your interests in mind. It is designed to insure you a full and liberal profit on each sale and to make the store of our specially franchised dealer the Radio Headquarters in his community.

YOU CAN MAKE THIS TEST YOURSELF
Then let your Ear be your Guide

Stand a *"Professional"* beside the loud speaker that regardless of price or type you have always considered the best.

So that you may be able to make this rigid test we will send instrument and special double throw test switch C. O. D. (with return privilege) provided you are in an unfranchised territory.

Do not delay another day in sending for our full proposition, so that you may know how you may become the Franchised *"Professional"* Distributor in *your* territory.

Dictate the letter now

VOLUMA PRODUCTS
Incorporated
HEMPSTEAD — NEW YORK
Sole Manufacturers
New England Distributors: THE WHITALL RADIO CO., Springfield, Mass.

V-1776

6
Big Exclusive FEATURES of the
Professional RADIO REPRODUCER
Reg. U. S. Pat. Off.

1 Special Built Extra Heavy *"Professional"* type Mahoganized horn, 14 in. bell.

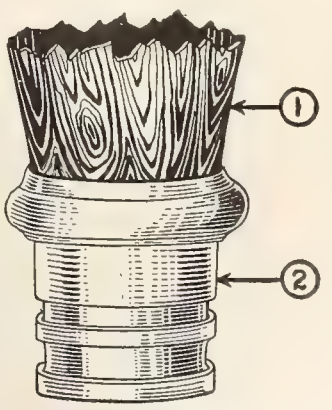
2 Die cast triple Bearing Gold Plated Machine seated *"Professional"* Type Adjustable Ferrule.

3 Special patented split magnet. Permanently magnetized ⅜x1 in. Tungsten solid steel bars insuring accuracy and positive permanent adjustment.

4 Permanently seated extra large mica diaphragm—special insulated sound chamber—special Voluma patented non vibrating baffle plate. (*Basic Patent.*) Insuring the elimination of Phonetic noises - mechanical distortion—rattling or blasting and affords Radio Reproduction as you would like it.

5 Permanent positive adjustment of electrical flow—not mechanical or mechanism adjustment—can not be thrown out.

6 Extra powerful magnet (raises 8½ lbs. dead weight) yet balanced to a nicety to interpret weakest signal or most powerful volume.



1. *"Professional"* Type Extra Heavy Mahoganized Horn—14" Bell.
2. Showing Detail—Triple Bearing Adjustable Die Cast Gold Plated Ferrule.

Trade Conditions in Louisville Better Than They Have Been in Some Time

All Lines of Merchandise Are Enjoying a Satisfactory Demand—Retailers and Wholesalers in Optimistic Mood—Herman Straus & Sons Co. Improves Store—Gibson Bros. Expanding

Louisville, Ky., October 8.—The talking machine trade in this city and surrounding territory is in a far more satisfactory condition at this time than it has been for some months past, and is much better than it was at the same time a year ago. The activity is not confined to any one class of merchandise, but talking machines, records, radio receivers and accessories are all part and parcel of the increased demand. Dealers are generally agreed that September business, while satisfactory in every way, is but the forerunner of a very good Fall and Winter business. Many dealers who have not added radio departments are preparing to do so and are experimenting to see which sets they should carry to best serve the needs of their customers.

Good Record Business

Record sales have been particularly good throughout the year, and even during the Summer months the record departments of the various stores showed consistency as regards sales volume. The greatest demand is for the popular type of record, although standard and classical records are moving satisfactorily. A. Hauber & Son, Edison dealers, state that the only difficulty with the record department is securing enough records to supply the demand of Edison owners.

Satisfactory Outing Portable Sales

The Belknap Hardware Co., distributor of the Outing portable talking machine line, reports that there has been a consistent demand for this instrument. Dealers supplied by this company report that the business done in Outing portables during the Summer months formed a good percentage of their total sales, and the continued demand for these instruments during the month of September indicates that there has been no abatement in the popularity of the portable with the buying public.

30 Per Cent Sales Gain

Ben. L. Lowenthal, president of the Louisville Music & Radio Co., expresses himself as being entirely satisfied with the trend of business in both lines. There has been an increase in gross business of the company of about 30 per cent over last year, with the major share of this increase going to the sales of talking machines. The radio department is also showing a marked increase over the Fall period of 1923 and records are also selling well, although Mr. Lowenthal feels that there is room for a marked improvement in this department, the reason for it failing to come up to expectations being not a decline in interest in the talking machine, but an absence of "natural" hits.

Planning to Add Radio

P. I. Burks, of P. I. Burks & Co., states that business is on an upward trend, each month seeing a steady and consistent improvement. This company has not as yet taken on radio, contenting itself with the sale of cabinets, but it is preparing to take on a complete line of radio receivers in anticipation of an unusually brisk Winter business.

Inquiries Indicate Busy Season

One of the chief reasons for the optimism of the dealers is the amount of interest shown by the public during the month of September in all departments of the business. This interest manifested itself in the form of "shoppers" who visit the stores and make inquiries concerning the various talking machines and radio receivers. While a great number of these prospects have not as yet signed on the dotted line, the fact that they called indicates a return in interest and the dealers feel certain that the coming months will see an even greater volume of business than was enjoyed during September.

Audak Equipped

Herman Straus & Sons Co., of this city, is equipping its talking machine department with the Audak record demonstrators. Several of these were tried out some weeks back, with the result that sales were increased substantially through their aid.

Gibson Bros. Expanding

Gibson Bros., of Middlesboro, Ky., recently leased the premises formerly occupied by a poolroom and are renovating the store, prior to opening another music store. W. H. Gibson will continue the management of both stores. Victor, Edison and Columbia lines will be carried in addition to complete stocks of pianos and other musical instruments.

Cameo Co. Incorporated

The Cameo Music Co., New York, was recently incorporated at Albany with a capital stock of $20,000. M. J. Mintz, N. Miller and E. O. Hunke are the incorporators.

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years Have Proved Outing Portables Are the Best

Belknap Hardware Co.
Louisville **Kentucky**
Outing Distributor

Buffalo Radio Show to Have Many Interesting Features

More than forty manufacturers of supplies and equipment have thus far reserved space in the big Buffalo Radio Show which is to be held in the Broadway Auditorium November 17-22, inclusive. George B. Bodenhoff, manager of the show, reports that enough space has now been sold to assure the expenses of the show and that the space still available is rapidly being taken up.

Among the many features of the show will be a talk by Dr. Donald MacMillan, famous Arctic explorer, who has promised to come to Buffalo for a day and tell of his experiences in the Far North from the Radio Broadcasting Station which will be set up at the Auditorium. Tom Mix, Dr. MacMillan's youthful radio operator, will accompany the Arctic explorer to Buffalo.

Moving pictures of the radio industry from its inception to the present time will be shown during the afternoon and evening. More than three hundred entries for the amateur radio contest have been received before any publicity had been given locally to the show, indicating that there will be close to a thousand entries in the amateur contest. Seven hundred dollars in prizes will be awarded in the form of merchandise credit slips. The show committee is made up of jobbers in Buffalo, with one of the bank cashiers acting as treasurer of the committee. Any profits that accrue from the show are to be returned to exhibitors in proportion to the amount of space taken.

VAN VEEN & COMPANY, Inc.

Woodworkers Since 1907

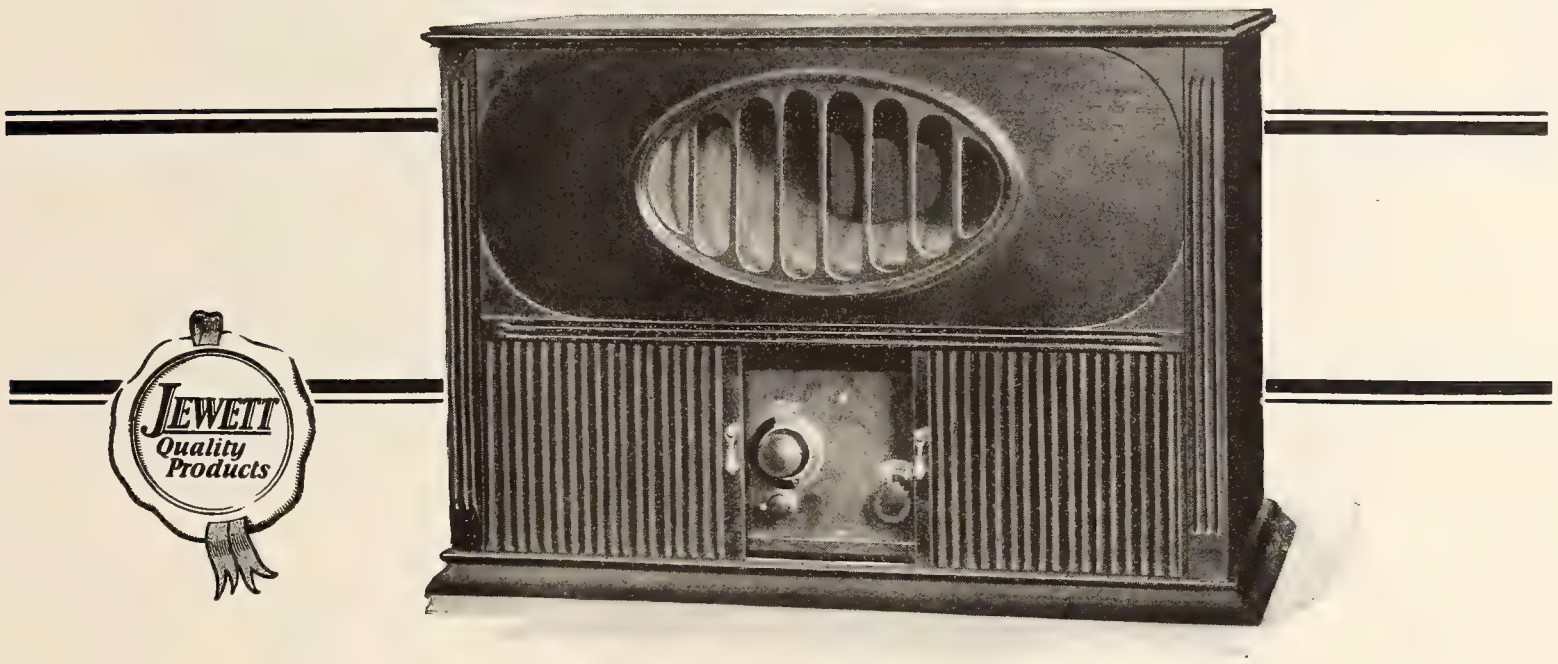
Costly experiment has taught the Phonograph Trade the importance of high-grade sound-proof hearing rooms and store fittings.

Radio dealers can avail themselves of Van Veen equipment in the first instance and avoid the experimental losses of the Phonograph trade. Van Veen booths are indispensable in selling and demonstrating radio.

Counters, racks and wall display cases carried in stock or made to special design. Write for estimate and catalogue.

Offices and Warerooms:
413-417 East 109th Street ***'Phone Lehigh 5324*** **NEW YORK CITY**

Announcing The JEWETT Adapto



Around the famous Jewett Superspeaker, we have built this new and beautiful radio cabinet, the Jewett Adapto.

The Adapto houses any radio set up to 26 inches in length, and also accommodates all batteries—wet or dry. In use it becomes, therefore, a complete Radio unit, handily movable, entirely self-contained, and so richly beautiful that it graces even the most elaborately appointed room.

Built of the finest American walnut—or African mahogany—The Adapto represents simply the best we know in modern fine furniture. Workmanship is identical with that of the finest phonographs. Finish is as perfect as skill, care and experience can give. And everyone knows the merit of the Superspeaker as a reproducer.

Here is an instrument—and a cabinet—which a merchant can commend to his customer absolutely without reservation.

Study the picture and see how the sliding doors adapt this cabinet to any set, regardless of size! See how the whole Adapto solves the question so often asked "Where can we put our Radio set?" Sell yourself —you can't avoid doing it. Then write us for our dealer's proposition.

LIST PRICES

The Superspeaker (Without Adapto) $30.00
(West of the Rockies, $32.50)

The Adapto (With built-in Superspeaker) $85.00
(West of the Rockies, $90.00)

JEWETT RADIO & PHONOGRAPH COMPANY
5660 Twelfth Street Detroit, Michigan

STYLE NO. 400
List $160
FIGURED MAHOGANY
OR WALNUT
Height 34¾"
Width 36¼"
Depth 22½"

The Pooley PHONOGRAPH

Every dealer owes his customers quality and value equal to the cost. The Pooley Phonograph is acknowledged and recognized to be unequaled in the combination of these qualities.

Fine Veneers
Beautiful Finishes
High Grade Cabinet Work
Mechanical Perfection
Liberal Discounts to Dealers

The Greatest Phonograph Value Obtainable for the Money

C. L. MARSHALL COMPANY, ***Wholesale Distributors***

514 Griswold Street **Detroit, Mich**

Pooley Phonographs, Pooley Phonograph and Radio Combinations, Pooley Radio Cabinets and Outing Portables.

Entire Trade in Detroit Looking Ahead to Sharp Business Revival This Fall

Boom Period Expected to Start During the Latter Part of the Month—In Spite of Unemployment and Other Unsatisfactory Conditions Dealers Are Enjoying Fair Share of Business

Detroit, Mich., October 8.—Talking machine business the past few weeks has been rather spotty around this part of the country, according to retail dealers. By that we mean, it has not been good consistently; one week good and the next week way off. The weather has been very changeable, and there are still many unemployed in the motor factories, which unquestionably accounts for this condition. Yet, in the face of this situation, dealers say sales are ahead of the year, as compared to 1923, and that profits for this year will be greater. The best months are yet to come and everybody is looking for boom business starting this month. In fact, there has already been considerable buying of talking machines, cabinets, etc., for holiday presents, people paying a small deposit down to hold the merchandise.

Active Brunswick-Radiola Demand

The J. L. Hudson Music Store is laying considerable stress on the Brunswick-Radiolas which it now handles and which are proving a big seller, as well as with the Brunswick Shop, and the Crowley, Milner Co., which also handles them. The Hudson store handles three lines—Victor, Brunswick and Cheney, having practically eliminated everything else. Its entire efforts are put on these three lines. Manager Ed Andrew finds it more satisfactory in every way.

Columbia Record Sales Gain

Dealers handling the Columbia New Process records are reporting that business is picking up and that the new Columbia records are gaining in popularity every day. There is always a good sale of the Ted Lewis and Van and Schenck records, and there is a distinctiveness to Columbia records that many people like and as a result prefer them to anything else.

Sam E. Lind Co. Busy

Sam Lind, of the Sam E. Lind Co., distributor of Vocalion records and the Royal line of phonographs, says he has been enjoying big business for the past two months. In fact, Mr. Lind reports that sales are considerably ahead of last year. "Of course, this is not really surprising because we are better equipped to handle business this year and we are carrying larger stocks, which means we have more money invested," he declared. "However, I will say that we are pleased with the number of new accounts we have been opening up all over the territory and the satisfaction that our customers are manifesting after they buy the Royal line. Yes, we are selling a lot of both the phonograph and the radio-phonograph." Mr. Lind's family will leave some time this month to spend the Winter in Los Angeles.

Planning Holiday Drive

Manager Quinn, of the Brunswick Shop, is planning a big advertising and sales drive for holiday trade. He would not divulge the inner workings of the combined plan, other than to admit that he had stocked up heavily and that he was anticipating a bumper business during November and December. "We are about 20 per cent ahead of last year so far and we expect to make it at least 50 per cent before the year is out," he declared. The basement of the Brunswick Shop is now completely equipped for the new radio-phonograph department.

Good Outing Sales Continue

The C. L. Marshall Co., Outing portable distributor for this territory, is enjoying a satisfactory demand for these instruments. That the portable is a good Fall sales propostion is being realized by many dealers who are successfully pushing them.

The Sadowski Music Store has moved to a new location where it has more room.

The Artenian Piano Co., which handles phonographs, has moved to 434 West Grand River avenue.

Well-Known Artists to Appear.

Record business is due for a big splurge starting this month, owing to the number of well-known artists who will appear here in person, such as Paul Whiteman, Geraldine Farrar, Al Jolson and others.

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years Have Proved Outing Portables Are the Best

C. L. Marshall Co.
514 Griswold St. **Detroit, Mich.**
Outing Distributor

ROYAL PHONOGRAPH-RADIO

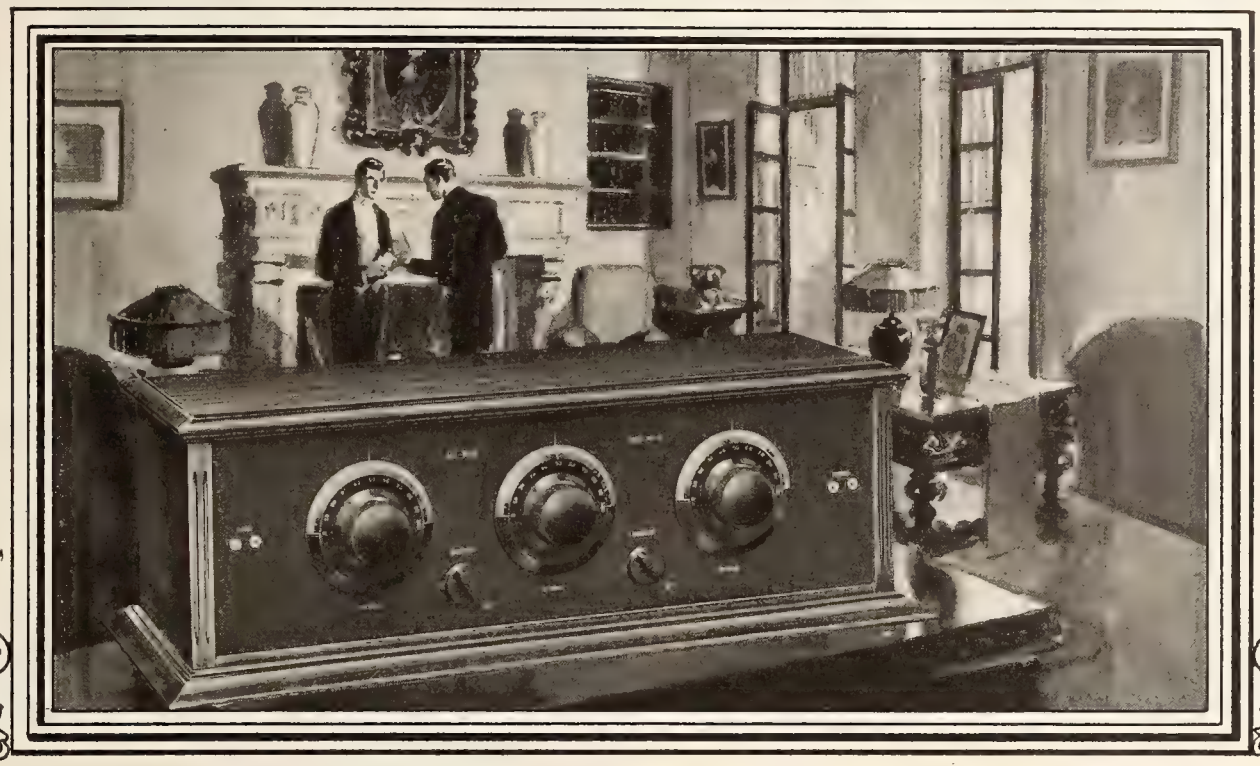
SPANISH No. 30

WOLVERINE PHONOGRAPHS
THE CAMP-FONE
CAMP'S DAILY DOZEN
REDUCING RECORDS

S. E. LIND, Inc.
Manufacturers and Wholesale Distributors
2765 West Fort Street
DETROIT, MICH.
Tel. West 2161

VOCALION RED RECORDS

FIBRE, VOCALION
BRILLIANTONE,
PETMECKY and
GILT EDGE NEEDLES



MU-RAD
MA-20
Price $185

No Batteries! That's Why the MU-RAD MA-20 makes such a hit

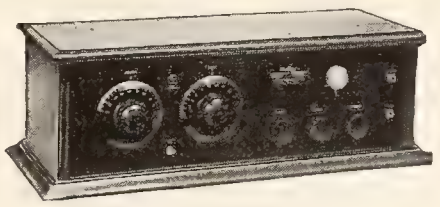
The MU-RAD MA-20 by virtue of the MU-RAD Recto-Filter operates on ordinary house current. Just attach it to the electric light socket and turn the switch. Is there any wonder there is such demand for this receiver?

Mr. Wood, of Wood and Lane Company, St. Louis, writes, speaking of the MA-20, "I will say frankly that the set is far ahead of anything I have ever seen in operation. It is extremely sensitive and easy to operate and it will undoubtedly be a knockout this year."

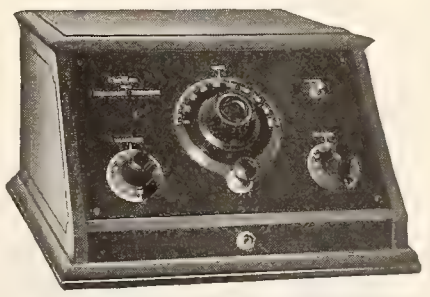
The whole MU-RAD line is a saleable line. All you have to do is to demonstrate what a MU-RAD will do to clinch a sale.

MU-RAD Receivers are guaranteed 1,000 miles reception, but there are records of reception of trans-Atlantic broadcasting.

Write us or your nearest distributor for descriptive literature of the MU-RAD line and get ready for Christmas buyers. Address Dept. A.



MU-RAD MA-15—$180



MU-RAD MA-18—$110

MU-RAD RECTO-FILTER
Price $60
For Eliminating "B" Battery
$49.50 Only

DISTRIBUTORS:

A. Mecky Company	Philadelphia, Pa.
Wireless Mfg. Company	Canton, Ohio
Chicago Radio Apparatus Co.	Chicago, Ill.
Howard Piano Co.	Syracuse, N. Y.
Battery & Starter Co.	Buffalo, N. Y.
Pierce Electric Co.	Tampa, Florida
Chandler & Farquhar,	Boston, Mass.
Fred E. Holmes Co.	Detroit, Michigan
Marshall Wells Co.	Portland, Oregon
Peaslee Gaulbert Co.	Louisville, Kentucky
Redfield Electric Co.	Ogden, Utah
H. B. Shontz Co.	New York City
Radio Equipment Co.	Dallas, Texas
American Radio Mfg. Co.	Kansas City, Mo.
Standard Radio Supply Co.	Fort Dodge, Iowa
Benson Radio Company	St. Louis, Mo.
Pattinson Electric Co.	Hutchinson, Kansas
Hickson Electric Co.	Rochester, N. Y.

MU-RAD
LABORATORIES, INC.
Asbury Park, New Jersey

Cleveland Dealers Optimistic as Fall Buying Starts and Sales Volumes Climb

Dealers Profit by Suggestions at Window Display Association Convention—Cleveland Talking Machine Co. Purchases Victor Wholesale Business of Eclipse Musical Co.—The News

Cleveland, O., October 9.—The pickup in the talking machine and radio business in this section, which started the early part of last month and has steadily followed an upward slant, is due in large part to the Fall buying which starts at this time, and also to the good weather which this city has been enjoying. Sales efforts on the part of the dealers themselves are worthy of praise and are largely responsible for the better condition of the trade. Many of the dealers have turned their attention to the advantage of having attractive display windows and the fronts of the shops have of late presented a most attractive appearance.

Undoubtedly the convention of the Window Display Association which was held at the Hotel Statler recently had some influence in this connection, as many of the dealers took advantage of the opportunity of listening to a few of the sessions. Interesting information concerning the combination of light, color and motion which goes to make the most attractive displays is being put to practical use by live dealers.

Cleveland T. M. Co. Absorbs Eclipse

One of the most important events of the month in talking machine circles here was the completion of the deal whereby the Elipse Musical Co. was purchased by the Cleveland Talking Machine Co. The details of this transaction appear on another page of this issue of The World.

Association Planning Activities

The Music Merchants' Association of Ohio has lost no time in planning the work for the coming year. President Otto Grau has assembled his official slate, and under his leadership several new features will be introduced, among them being a president's cabinet of directors, who will be picked for their ability to deal with problems assigned to them. The new directors and the work they will be assigned to include: Dan F. Summey, legislation; O. F. Westerfield, membership; C. H. Yarling, publications; Otto Grau, insurance, and R. C. Williams, advertising.

McMahon Piano Co. in New Home

The McMahon Piano Co., Victor dealer, recently held the formal opening of its new home in Youngstown, O. This three-floor establishment has been decorated in Chinese design for the demonstration and display of Victor talking machines, Steinway pianos and other musical instruments. The opening was widely advertised in the local and nearby papers and continued over two days. One of the chief features of the ceremonies was a dinner given by the company to representatives of the various factors with which the firm does business.

Exhibits at Furniture Show

The Phonograph Co. was represented at the Furniture Show which held forth here for ten days during the latter part of last month. This company had two exhibits, one featuring the Edison phonograph and the other devoted to radio. L. M. Bloom, manager, put over a number of tone tests, using local artists, which attracted considerable attention to the Edison instrument.

R. R. Story Celebrates Birthday

An unusual birthday celebration was planned and carried out by the associates of R. R. Story, district manager of the Conn Cleveland Co. Mr. Story, upon entering the store on the anniversary day, was greeted by all the noise which the phonographs, pianos, clarinets and other musical instruments were capable of producing. He was also greeted with a birthday cake with an enormous number of candles decorating it. Later in the day the cake was taken over to the Golden Pheasant, where some twenty friends consumed it, along with a pheasant dinner.

To Stimulate Interest in Radio

More direct appeal to stimulate the purchase of musical instruments and radio receivers will be used by the Dreher Piano Co. soon, when a novel entertainment will be staged in the warerooms of the company. Invitation, by mail and by advertisements in the local papers, has been extended to the people of Cleveland to hear an organ recital by radio. The receivers will be set up on the main floor of the Dreher Building, and Robert Jones, advertising manager of the company, and organist, will give a varied program. The concert will be broadcast through station WJAX. Coupons were attached to the invitations sent out. Recipients were asked to answer questions thereon, and from these it is expected a considerable number of radio prospects will be secured.

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years Have Proved Outing Portables Are the Best

Ohio Musical Sales Co.
1747 Chester Ave. Cleveland, O.
Outing Distributor

Outing Portables Popular

The Ohio Musical Sales Co., distributor for the Outing portable talking machine, reports that there is a brisk and steady demand on the part of dealers in all sections for this instrument. A most satisfactory business in the Outing portable was done during the vacation months, and that the popularity of this type of instrument has not waned with the coming of Fall is evidenced by the number of orders.

Victor Radio Cabinets Interest

Howard J. Shartle, general manager of the Cleveland Talking Machine Co., Victor wholesaler, reports that there is a good demand for the combination talking machine and radio cabinets recently released by the company.

Two New Vocalion Record Dealers in Cleveland

The May Co. and the Taylor Co., of That City, Both to Feature Vocalion Records in Big Way—Wylie's Orchestra on Vocalion Records

The newest additions to the list of Vocalion Red record dealers are the May Co. and the Taylor Co., of Cleveland, O. Both of these large organizations, the most important of their kind in Cleveland, have spacious quarters for phonographs and have extensive plans for their new Vocalion record business.

Austin Wylie and his well-known Golden Pheasant Orchestra from Cleveland's most popular restaurant of that name are now exclusive Vocalion record artists. They have been making a number of dance records at the Vocalion recording studio in New York—one of which will be released during the month.

Lloyd Spencer Aids Red Cross

Lloyd Spencer, of the Silas E. Pearsall Co., Victor wholesaler, has accepted the post of volunteer roll call chairman for the talking machine group to cover the talking machine trade of New York in the annual Red Cross roll call which opens on November 11, Armistice Day. Mr. Spencer served in the same capacity last year with great success. The roll call is an annual event to secure funds to carry on the Red Cross relief and public health programs.

Music Firm Chartered

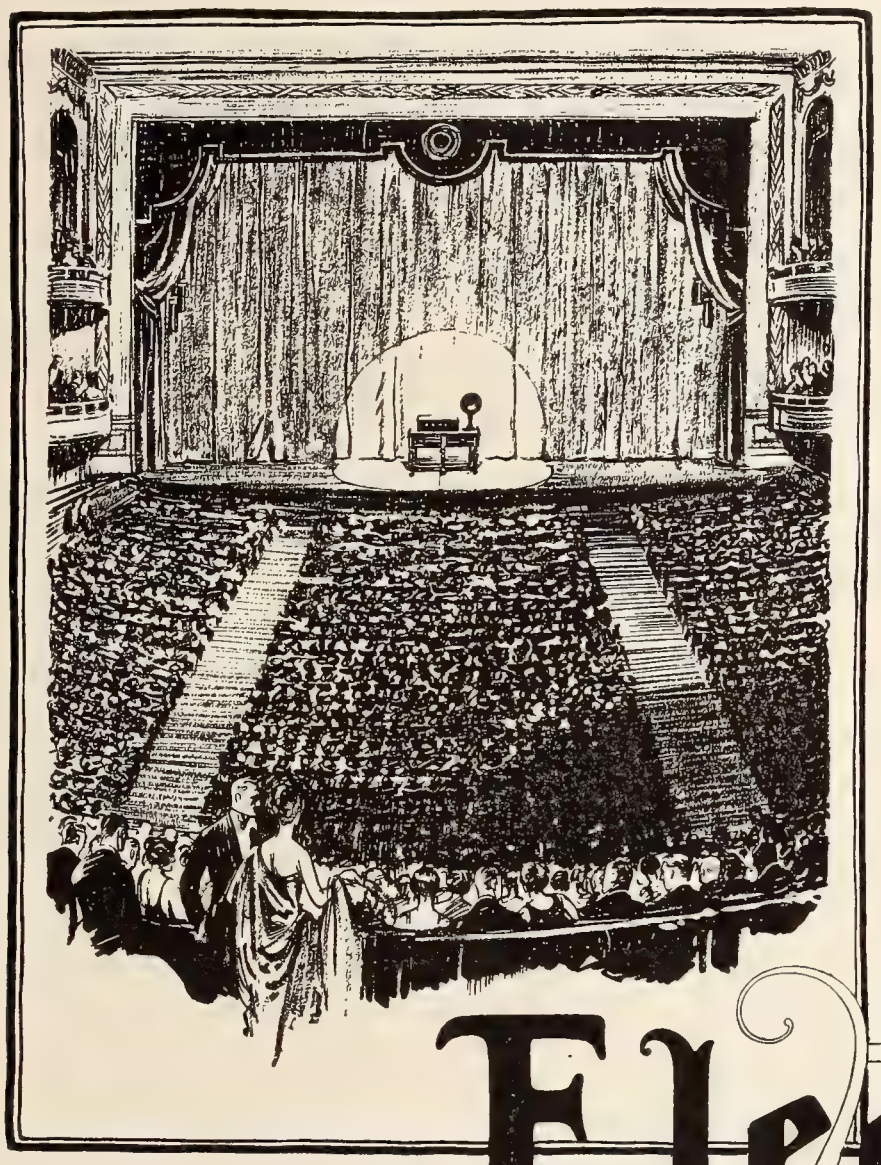
. Mulford's Music, Brooklyn, N. Y., was recently incorporated at Albany with a capital stock of $5,000. H. Sacher and J. Kriger are the incorporators.

NATHANIEL BALDWIN RADIO PHONO-SPEAKER

Uses the Phonograph for Radio Amplification

NATHANIEL BALDWIN INC.
Radio-Speakers, Headphones, Units, Phone-Speakers
EASTERN DISTRICT SALES OFFICE
227 Fulton Street New York City, N. Y.
Visit Booth No. 82 at the National Radio Exposition Grand Central Palace, Nov. 3 to 8 inclusive.

"WORKRITE RADIO SETS WORK RIGHT"
THE WORKRITE MFG. CO., Cleveland, Ohio
WORKRITE
SUPER NEUTRODYNE RADIO SETS



—and then we heard

Electrola

The Musical Instrument of Radio

SUCH volume that it is necessary to warn users not to turn it on full—lest the loud speakers be thrown out of adjustment. A new tuned radio circuit—developed by the pioneer makers of radio parts in this country. Batteries and tubes will last from twice to three times as long. Marvelous selectivity. These are the high spots. The whole story in a booklet. Shall we send it? Jobbers: write for exclusive territory proposition.

The Famous Line of Kelford Radio Parts include a remarkable low loss condenser, a laboratory precision rheostat and an audio frequency transformer. These parts are more efficient because of our long experience — and at lower prices because of our facilities.

THE · AMERICAN · SPECIALTY · COMPANY

168 Holland Avenue, Bridgeport, Connecticut

America's Oldest Manufacturers of Radio Parts

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Below are shown just a few of the Sonora period models for Fall. Of highest quality throughout, and priced moderately, these models represent splendid values and are exceptionally salable. Handling the Sonora line will be your best assurance of a profitable Fall Season. Why not get in touch with us to-day?

Saginaw
$100

Marquette
$125

Serenade
$150

Argyle
$235

Queen Anne
$250

Sonora Phonograph Co., Inc.
New York City

Export and Canadian Distributors
C. A. RICHARDS, INC.
New York City

"Gee, that's the best plug I've seen yet"

That's exactly what seven of the largest phonograph and radio distributors in New York said when they first saw the

POLYPLUG

Eliminates all the annoyances so prevalent in the operation of the unsatisfactory screw type plug.

A few big features of the POLYPLUG, assuring highest efficiency, follow:

1. No necessity to take plug apart.
2. No necessity to tighten screws.
3. Positive contact always maintained.

POLYPLUG permits instantaneous changing from loud speaker to Headphone.

A Wonderful Feature
of the Polyplug—and only the Polyplug—is the tension slot enabling the phone cords to be pulled and jarred without the slightest disturbance to the actual contact.

Dealers: Write for complete literature and prices.

POLYMET MFG. CO.
70-74 Lafayette St. New York

Polymet TRADE MARK Registered

Federal Sales and Service Staffs Meet in New York

New York, Boston, Philadelphia and Washington Representatives Attend Special Meeting in the New York Headquarters

A special sales meeting of the members of the sales and service departments of the New York, Boston, Philadelphia and Washington branches of the Federal Telephone Mfg. Co. was held recently at the New York offices of the company.

For a week prior to the meeting demonstrations of the complete Federal line and of the special five-tube panels, made by the Federal Co., for installation in the Victor console talking machine, were given in the local studios. The demonstrations were attended by visitors from all over the United States, many of them in town to attend the Radio World's Fair at Madison Square Garden. The new Federal five-tube sets proved particularly popular with the visitors because of their wonderful selectivity and quality of tone.

The accompanying photograph shows the members of the sales and service staffs from the Eastern branches of the Federal Co.

Eastern Federal Sales and Service Staffs

Fada Performance

F. A. D. Andrea, Inc., New York, manufacturer of the Fada neutrodyne set, received recently an interesting letter from J. H. Phillips, a Victor dealer in Pittsburgh handling Fada neutrodynes. In his letter Mr. Phillips said: "Am very enthusiastic over the reception; stations from Canada come in clear and strong, considering our location, reception being very difficult owing to power plants, railroad shops, etc., in close proximity."

Local Stores Remodeled by Zimmerman Bitter Co.

The Zimmerman Bitter Construction Co., 325 East Ninety-fourth street, New York, interior woodworkers and specialists in renovating and installing showrooms and store fronts, recently completed a very attractive installation for Fishew & Waldman, music dealers at 312 West 145th street, New York. The exterior of the store was given an entirely new appearance by the installation of a new front and the display rooms were remodeled and redecorated.

It is evident that the music dealers in the metropolitan territory have prepared for a brisk Fall and Winter business, for this concern has been called on to supply a new counter and record service equipment for Friedman's Music Shop, Newark; a musical instrument, music roll and sheet music installation for Schweiger Bros., of Brooklyn, and Emanuel Blout's store at 904 Flatbush avenue, Brooklyn, has been enlarged.

The Hawes Music Shop, Portland, Me., was recently supplied with a modern and attractive sheet music installation.

Fred E. Worch, for many years connected with Lyon & Healy, Chicago, recently purchased and has taken full charge of the band instrument department of Goldsmith's, Columbus, O.

The Dawn—

of the Greatest Radio Year in History

—is Upon Us!

Are you going to get your share of retail sales ?

You can't unless you are prepared—

To meet the public demand for "easy payments!"

To go through the season without a "hitch" as far as the required financing is concerned—

And without your acting as banker for your customers, or collection agent for yourself!

The **C. I. T. Radio Financing Plan** will solve your problem! Your specialty is *selling* radio receivers, phonographs or other musical merchandise!

Our specialty is ***financing*** and ***collecting!***

Your sales ability and C. I. T. financing and collection service form a combination that just can't be beat.

Let's get together! Our experience is based on an understanding of the actual problems and requirements of music merchants. Many thousands of them have been financing their phonograph and piano "paper" through us and can testify to the excellence of our co-operation, our rapid remittance service, and the friendly, courteous attention they have received!

Our service enables a merchant to successfully carry on an instalment business without investing all of his available funds in instalment accounts.

We require no contract from you. There are no "strings" attached to our service for we want you to feel free to change your connection if we do not give you the service you deserve.

Write us to-day for full information and an application blank! Please mention the type of radio receiver and musical instrument you handle!

Commercial Investment Trust Incorporated

41 East 42nd Street, New York City

CAPITAL and SURPLUS, $11,000,000.00

Battery Pointers of Merchandising Value

James M. Skinner, Vice-President, Philco Storage Battery Co., Describes Storage Battery Operation in Connection With Radio

The Philadelphia Storage Battery Co. is working on the largest production schedule in its history to keep up with the demand for Philco rechargeable radio batteries and chargers. James M. Skinner, vice-president of the company, ascribes the boom to the radical improvements in the convenience of storage batteries to both users and dealers, and to the fact that the radio public is becoming more and more convinced that storage batteries are absolutely necessary for good reception. In a talk with The World Mr. Skinner said:

"Radio dealers now sell storage batteries as shelf merchandise. Radio users now charge storage batteries without changing any wires, merely by inserting a plug in a socket.

"Radio storage batteries are now assembled at the factory, in a dry, but more than half charged (Drynamic) condition. They are shipped in cartons and stored until sold, just like any shelf merchandise. Electrolite in sealed bottles is shipped with the batteries. When a battery is sold, either the dealer or the purchaser pours electrolyte into the cells and the battery is immediately ready for use, without any initial charging. There is no deterioration on the shelf, and the purchaser always gets a new, fresh battery.

No Particular Knowledge Necessary

"Music or radio dealers do not have to install charging rooms nor buy charging apparatus. They need not have any particular technical knowledge any more than to know which tubes require six volt batteries and which require two and four volt batteries. Modern radio storage batteries require few repairs, and such as are needed can easily be handled satisfactorily and profitably by the automobile storage battery service stations which are already equipped for it.

"Selling radio storage batteries is one of the easiest and most profitable things a music or radio dealer does.

"Nor has the convenience of the radio user been neglected in the wonderful development that has taken place in radio storage batteries.

"Charging a storage battery correctly has always been regarded as a somewhat technical operation requiring considerable skill and knowledge.

"And so it does, if high current rates are employed to recharge a fully discharged battery over night or even in twenty-four hours. High current rates are not safe in the hands of the general public because, unless tapered down from the middle to the end of the recharge, high current causes overheating and acid spray.

"So long as recharging required that heavy batteries be disconnected from the radio receiver, lugged to the cellar, and reconnected to the charger, nobody wanted to recharge very often. Everybody tried to buy the biggest and most expensive battery he could afford just to lengthen the intervals between recharges.

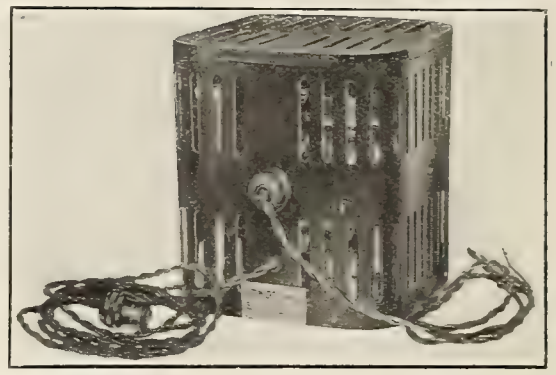
Battery Chargers

"Chargers are available equipped with plugs and sockets. One socket is built in the charger. You connect the other permanently to your radio receiver and the plug to your battery terminals. Thereafter recharging consists in pulling the battery plug from the receiver socket and inserting it in the charger socket. You never need disconnect any wires, and you can't get positive and negative wrong, because the plugs won't fit into the sockets the wrong way.

"But with modern radio battery procedure, recharging is so easy that there is no more need for big, cumbersome batteries than there is of a hundred-gallon gasoline tank on a motor car.

"You charge right in the living room. The batteries are built with spray-proof covers and vents, and you use low current rates so that, no matter how long you charge, you cannot overheat the battery nor boil any electrolyte out. If you want to you can safely put the storage 'A' batteries inside the radio cabinet.

"You know when to charge by watching the

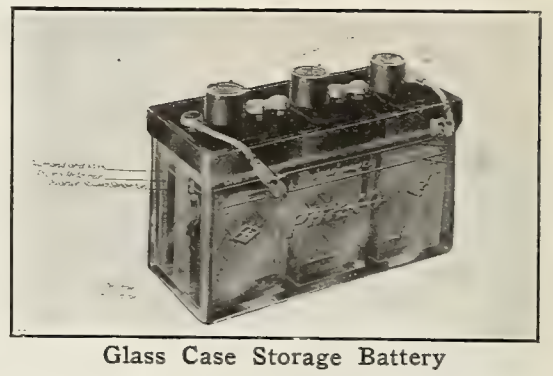


Battery Charger

balls in the built-in charge indicator. The batteries are assembled in glass cases. At one end are two little balls which float if the battery is charged, and sink, one after the other, as the battery is discharged. Watch the positions of these two balls and you always know how much charge is left in your battery.

Uninitiated Can Charge Batteries

"These glass case storage batteries are small, inexpensive and light in weight. Battery and charger combined can be bought for about the



Glass Case Storage Battery

cost of a big battery alone. They are made for both storage battery tubes and dry cell tubes. They will operate a set for one to three weeks on one charge, depending on the number and type of tubes and the hours of use. With recharging made so easy most users prefer to keep their batteries up to full efficiency at all times by inserting the charging plug over night once or twice a week.

"The foregoing applies to 'A' batteries, but 'B' storage batteries may be handled in exactly the same simple, convenient fashion by the purchase with the battery and charger of a 'B' charging panel. This not only reduces 'B' charging to merely throwing two switches and inserting a plug, but it also protects against accidentally touching 'B' wires to an 'A' circuit and burning out tubes. This, by the way, was an ever-present danger, when charging in the old way, where wires had to be removed, and is still a hazard every time 'B' dry cells have to be taken out and replaced.

A Radio Necessity

"Storage batteries are a radio necessity, because clear radio reception demands strong, non-rippling, hum-free current at uniform voltage. No source of power, except storage batteries, meets these demands.

"The voltage of a good storage battery is constant within about ten per cent from start to finish of a discharge, whereas dry cell voltage falls off thirty-three and one-third per cent from start to finish of a discharge. With modern recharging conveniences, it is no trouble to charge a storage battery frequently enough to keep its

(*Continued on page* 174)

THE FALL SEASON IS HERE LET US HELP YOU DISPLAY YOUR GOODS TO ADVANTAGE

ZIMMERMAN · BITTER
CONSTRUCTION · COMPANY

A wise dealer will prepare in advance for Holiday business.

Our vast experience in equipping musical merchandise and radio stores is at your disposal.

Complete stock on hand ready for immediate shipment.

quality ZB design

Record Racks — Display Cases
Hearing Rooms — Musical Instrument
Service Counters — Cases, Etc.

Prices on request

ZIMMERMAN-BITTER
CONSTRUCTION COMPANY
325-27 East 94th Street, New York
Telephone Lenox 2960

EVERYTHING FOR THE RADIO DEALER

ASK US ABOUT OUR SHEET MUSIC AND MUSICAL INSTRUMENT CASES

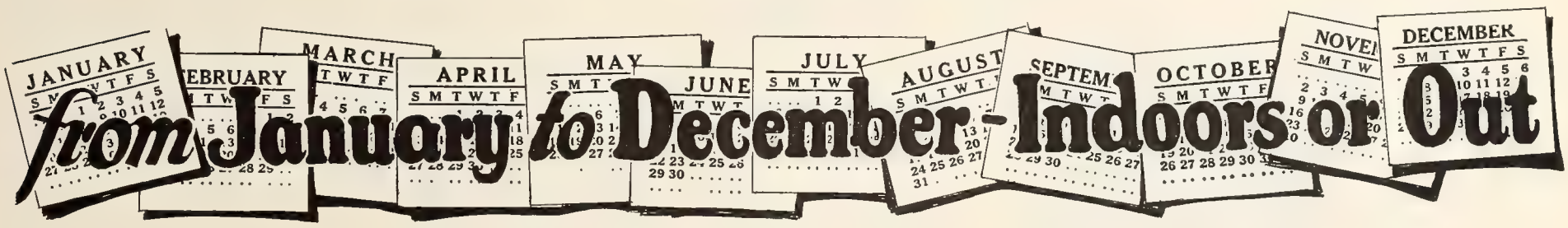
Swanson Jr. Portable

1. Has the strength and tone qualities of cabinet machines.

2. Compact construction conserves space—so valuable in modern apartments.

3. Far more value than you would expect at this popular price.

$25.00 List
(In far West $27.50)



A Few Swanson, Jr., Features:

Weight, 12½ lbs. Case measures 12¾ by 11 by 6½". Most compact portable phonograph on the market.

Perfect tone; unusual volume.

Heineman motor; special patented tone arm.

Compartment for 17 records.

Heavy leatherette tan or black case.

No parts to remove or apply.

Fully guaranteed.

Distributors of the Swanson, Jr., Portable

Chicago: Lyon & Healy, Wabash Ave. and Jackson Blvd.; Cheney Talking Machine Co., 24 N. Wabash Ave.; Consolidated Talking Machine Co., 227-229 W. Washington St.
New York City: General Phonograph Corp., 15 W. 18th St.
Buffalo: Wm. A. Carroll, 803 Bramson Bldg.
Cleveland: Record Sales Co., 1965 E. 66th St.
Detroit: Consolidated Talking Machine Co., 2957 Gratiot Ave.
Cincinnati: Columbia Distributors, Inc., 224 W. 4th St.
St. Louis: Artophone Corp., 1103 Olive St.
Kansas City: Artophone Corp., 804 Grand Ave.
Minneapolis: Consolidated Talking Machine Co., 1121 Nicollet Ave.
Portland: L. D. Heater, 357 Ankeny St.
New Orleans: Junius Hart Piano House, 123 Carondelet St.
Atlanta: A. J. Wismer, 218 Barnett St.

Some exclusive territory still open for reliable jobbers. Write or wire.

Consolidated Talking Machine Co.

227-229 West Washington St. **Chicago, Illinois**

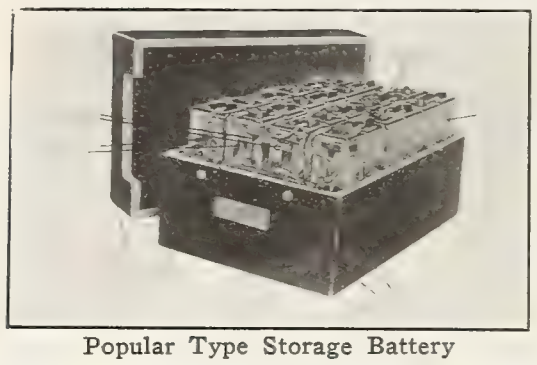
Important Battery Pointers

(*Continued from page 172*)

voltage constant within one per cent, thus insuring absolute maximum reception at all times.

"Storage batteries not only give best reception, but they are very economical as well. Their first cost is not great, and recharging very inexpensive indeed.

"Frequent recharging costs no more than infrequent recharging. The same amount of current is used to charge twenty hours at one



Popular Type Storage Battery

ampere as to charge four hours at five amperes, and the one ampere rate is easier on the battery.

Radio Fan "Distance Hounds"

"The average radio fan is a 'distance hound.' After carefully explaining that he is not interested in distance, he will sit up all night to get Los Angeles or Oakland and then brag about it for a month. In this he is merely running true to form. Did you ever meet a red-blooded American who didn't like to brag about his home-town base ball team, or the big fish he caught last Summer, or the hills his car will take on high? You are no more likely to find a radio fan who doesn't either openly or secretly want to reach the far corners of the continent with his radio.

"The radio dealer has got to satisfy this desire, and the one safe way he can do it is to sell good radio receivers and good 'A' and 'B' storage batteries with them."

Pittsburgh Jobber Plans Edison Tone Test Series

During October and November a series of tone tests will be held by Edison dealers under the supervision of the Buehn Phonograph Co. The artist will be Miss Betsey Lane Shepherd. The towns and dealers under whose auspices Miss Shepherd will appear are as follows: Steele & Harris and M. Nathan & Bro., Johnstown, Pa.; Brooks Music House, A. J. Harter, Altoona, Pa.; Russler Chadwick Co., Cumberland, Md.; Peter R. Weimer, Wright Metzler Co., Connellsville, Pa.; S. A. Phillips Music Co., Ross Furniture Co., Morgantown, W. Va.; Palace Furniture Co., Clarksburg, W. Va.; Carney & Co., Parkersburg, W. Va.; Baughman & Law, Cambridge, O.; Reichart Furniture Co., Wheeling, W. Va.; Findt Music Co., Steubenville, O.; Frank Crook Co., East Liverpool, O.; W. G. Fawcett Co., Finley's Music Co., Salem, O.; William H. Bonnage, Beaver Falls, Pa.; W. A. Steadman, L. C. Milheim, Butler, Pa.; J. M. Burns & Son, Waynesburg, Pa.; G. W. P. Jones Music Co., Washington, Pa.; Decoster Bros., De May Bros., Greensburg, Pa.; Buchheit Bros., Indiana, Pa.

Canvassing Creates Sales

South Norwalk, Conn., October 9.—Cutrone's Music Shop, 18 Ely avenue, a recent addition to the family of Columbia dealers, is doing a good business in New Process foreign records. Mr. Cutrone has used the canvassing method with very good success in selling the new Columbia phonographs.

Carl Hibbard, of Bethel, Conn., has secured the agency for Columbia New Process records and new Columbia phonographs.

Michael Lembo, 42 Main street, Ansonia, Conn., is a recent addition to the Connecticut Columbia dealers. Mr. Lembo plans opening a modern music shop in Ansonia soon.

How the Zenith Entertains Orphans at South Bend

The accompanying illustration shows a Zenith radio set at the Orphans' Home in South Bend, Ind., where apparently it is giving considerable enjoyment and entertainment to the children. This set was presented to the Orphans' Home by William Bender, Jr., president of the How-

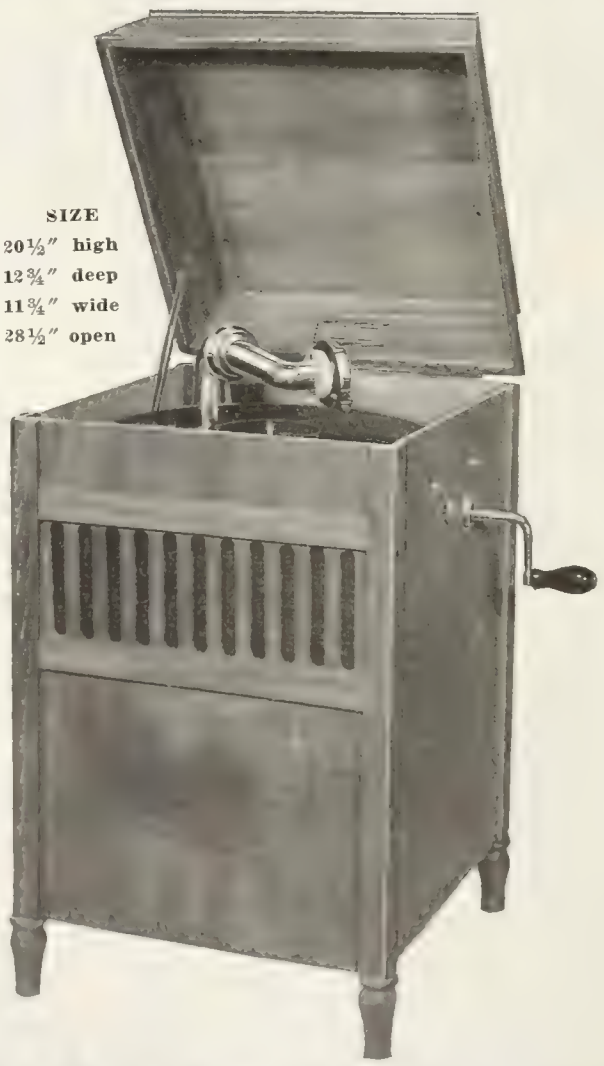
Orphans Gathered Around a Zenith Set

ard Cranfill Co., South Bend, and the officials of the Zenith Corp. in Chicago regard this photograph as a striking example of the unlimited entertainment and amusement afforded through radio.

Receiver of R. L. Seeds Co.

Columbus, O., October 9.—Notification has been sent to the creditors of the Robert L. Seeds Co., music dealer of this city, that Ralph G. Martin has been appointed receiver for the company. The Court has ordered that all creditors file their claims, against the company, with the receiver on or before November 1.

The Kiddies' Record Companion



SIZE
20½" high
12¾" deep
11¾" wide
28½" open

A Real Machine—Not a Toy

Just like the grown-ups—the Kiddies want a real talking machine.

"The Juvenile"

is equipped with a fine motor and plays two ten-inch records. Its tone and volume is of the standard of the very best $125.00 or $250.00 products, a real amplifying horn and grilled front, a complete miniature size floor model.

A Display Will Sell It

Put a sample in your window with a display of children's records and watch the attention it creates. It will lure people into your store and bring you profits.

Demonstrate the Children's Records on It and You Will Sell Every Prospect

Wholesale **$12.00**

Retail **$22.50**

JOBBERS ATTENTION!

To successful sales organizations in territory not already covered, we have an exceptionally liberal distributor's arrangement. To rated companies, a sample will be shipped **free for ten days' trial.**

DAYO MFG. CO., 322 Third St., Dayton, O.
Gentlemen:
Please send the sample of "The Juvenile Machine"
Dealer .....
Jobber .....
Street .....
City .....
State .....

DAYO MFG. CO. 322 THIRD ST. DAYTON, OHIO

Talking Machine Dealers Said:

"We Only Had One Objection to Radio—

—And Now You Have Removed That"

The Whole Story of *Run-a-Radio* in Ten Questions

1. Q. Does Run-a-Radio take the place of all batteries?
   A. Yes. With Run-a-Radio you need no A, B or C batteries whatever, to operate your radio set.
2. Q. Will it work with either dry cell or storage battery tubes?
   A. Yes. More volume is obtained, of course, with storage battery tubes.
3. Q. How does it work?
   A. You simply connect Run-a-Radio to your set, and plug it into the light socket. Turn on your radio as you turn on your light. There are models for both A C and D C current.
4. Q. How much does Run-a-Radio cost to run?
   A. About as much as one electric light.
5. Q. It is cheaper than batteries?
   A. Its cost is only a little more than regular battery equipment at the start, and it saves you about fifty dollars a year thereafter.
6. Q. Suppose I only want to take the place of B batteries?
   A. Use Run-a-Radio B (a separate B battery substitute).
7. Q. Will my radio work just the same?
   A. Probably better. Run-a-Radio makes it sound always just as it did when your batteries were new and in first-class condition. There is no hum or crackle as from depleted batteries. Distance as great or greater.
8. Q. Will it work on any radio set?
   A. Yes. Regenerative, neutrodyne, reflex, superhet—Run-a-Radio runs them all. Guaranteed for one year.
9. Q. Can I carry it from room to room?
   A. Easily. It is about the size of a starch box and weighs only 40 pounds. Finished in rich mahogany or Brewster Green, crackle finish.
10. Q. Doesn't Run-a-Radio mean the end of all batteries in radio?
    A. Of course. It is the obvious last step in radio convenience. Soon no radio set will be considered modern without Run-a-Radio.

RUN-A-RADIO
ELIMINATES ALL RADIO BATTERIES
Gets A-B&C Radio Power from Light Socket

When Run-a-Radio was invented, eliminating for all time the trouble and inconvenience of storage "A" batteries and the constantly renewed "B" batteries, the talking machine field sat up and took notice.

The talking machine dealer is interested in delivering to his customers a complete and efficient source of entertainment.

He backs away from anything which is unsightly, inconvenient, dangerous. He waits until the article in question becomes so perfected that it is beautiful—harmonizing with the home and easy to use.

That is the reason why the invention of Run-a-Radio, the eliminator of all radio batteries, has caused more interest in the talking machine field than any other advance in the radio art.

Now the talking machine dealer can sell a complete equipment, which only needs to be attached to the light socket like an electrically driven Victrola or player-piano. He no longer has to apologize for battery renewals or battery trouble. He delivers radio to the home complete, effective, easy, sure.

No progressive talking machine dealer will in the future attempt to sell radio with the old-fashioned inconvenient batteries. His customers have always looked to him for the most modern development in every art; that is why Run-a-Radio belongs in every talking machine store.

If you will fill out the coupon we shall be glad to send you our circular and full particulars regarding dealer appointments for which a few territories are still open.

RADER APPLIANCE CO., Inc.

4912 Hudson Blvd., Corner 13th Street

WEST NEW YORK NEW JERSEY

RADER APPLIANCE CO., Inc., Dept. T.W.1,
4912 Hudson Blvd., Corner 13th Street,
West New York, New Jersey.

Send me without obligation information regarding Run-a-Radio.

Name _____

Street _____

City _____

Mu-Rad Laboratories, Inc., Issue Artistic Catalog

Merits of Fine Line of Radio Sets Made by This Concern Described in Complete Catalog

The Mu-Rad Laboratories, Inc., Asbury Park, N. J., have just issued a catalog carrying illustrations and descriptions of their various models of radio receiving sets. The catalog is one of the most attractive pieces of trade literature that has been issued on radio products. The cover design is in several colors on a dark cocoa colored background, giving the material an attractive appearance and denoting the quality of the instruments which it represents. The illustrations of the various sets throughout are invariably reproduced in the natural wood and panel colors in a multi-colored setting which allows the details to appear in striking accuracy.

Mu-Rad uses as its slogan "The Last Word in Radio." The text of the introduction and descriptive matter seemingly is also told in as few words as possible. It is clear and concise and of particular interest to the trade and should be welcomed by the consumer.

Mu-Rad MA-15 is the console cabinet, floor model, housing the radio set, the Recto-Filter, the loud speaker and amplifying horn. A word regarding the Recto-Filter should prove of interest. This product was designed primarily for use with the Mu-Rad model MA-20 to do away with all batteries and can also be purchased for use with other instruments to eliminate "B" batteries. The Mu-Rad Recto-Filter is contained in a compact metal case and is in a form that can be readily marketed as a separate unit. While the MA-20 operates through the aid of the Recto-Filter without the use of batteries, the Mu-Rad MA-15 is designed for use with "A" and "B" batteries, although the "B" battery of this particular model can be replaced by the Mu-Rad Recto-Filter. This is the more sensitive set of the two. It requires neither aerial nor ground, using merely a small indoor loop or frame aerial.

A word also appears on the Mu-Rad Rejector Unit, Type R-12, specially designed for use with the MA-15 loop receivers. This is particularly recommended for use in or near the larger cities, where one or more powerful stations are in operation and interfere with distance reception.

The more popular-priced Mu-Rad receiver is known as MA-18. It is operated on one dial and is of the very simplest construction and should appeal particularly to novices or the newer radio enthusiasts. It is a five-tube antenna set, including five socket adapters for dry-battery tubes. It introduces an entirely new circuit with two stages of high efficiency radio frequency amplification, detector and two stages of audio amplification.

Two pages in the booklet are given over to the reproduction of commendatory letters from both distributing and retail organizations. A closing note appears in which the policies and plans of the Mu-Rad Laboratories, Inc., are outlined, also the strength of the organization producing the instrument and the firm's warranty.

Watkins Bros. Celebrate

Hartford, Conn., October 9.—Watkins Bros., prominent piano and talking machine dealers of this city, are at present celebrating the fiftieth anniversary of the establishment of the business, which from a small beginning has developed to a point where a $300,000 stock is carried.

THE SHELTON Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Operating on AC or DC current of 110 volts. Specify type of current when ordering.

SHELTON ELECTRIC CO., 16 East 42nd Street, New York

Edison Disc Jobbers' Executive Committee Meets

On September 22 the executive committee of the National Association of Edison Disc Jobbers met in New York City at the Hotel Commodore. On the following day the members of the committee adjourned to the Edison Laboratories in Orange, where they held conferences with the various Edison executives, including Thomas A. Edison, Charles Edison, E. M. Farrier and Arthur Walsh. The business transacted was of a private character and related to the plans for the forthcoming holiday season and the ensuing year.

Musical Products Co. Adds to Distribution

The Musical Products Distributing Co., New York, which has recently moved to new and larger quarters at 22 West Nineteenth street, this city, announces that it has been appointed distributor for the well-known Crosley and Work-Rite radio receiving sets and also for the Music Master loud speaker, all of these standard products representing important additions to the Vocalion records and the line of radio products for which the company has been acting as distributor in the metropolitan district.

The new quarters recently occupied were made necessary by the expanding business of the company, according to B. D. Colen, president. At the new address the company occupies the store and basement, the former being used for both stock and showroom purposes and the latter for stock storage.

H. P. Baran & Co. Launch Extensive Sales Drive

H. P. Baran & Co., New York, distributors of the Grimes Inverse Duplex radio receiving sets, as well as the Silver Voice loud speaker, Re-Vi-Vo batteries and several other standard radio products, has recently launched an energetic sales campaign among talking machine dealers in connection with the exploitation of its various products. In this connection H. P. Baran, president of the company, stated recently: "We are endeavoring to give our dealers a maximum amount of practical service designed to make the merchandising of radio profitable to them from every angle."

The Strong Record Co., 353 Pierce street, Long Island City, N. Y., recently changed its name to the Record Broadcasting Co.

VICTOR WHOLESALE DISTRIBUTORS

Blackman Victor Dealers have never been encouraged to overbuy. The long established Blackman policy, which permits revision of advance orders for Victrolas according to current needs, is evidence of this fact.

BLACKMAN AND DEPENDABILITY

Blackman

TALKING MACHINE CO

28-30 W. 25TH ST. N.Y.C.

ONE SUGGESTS THE OTHER

Phonograph Repair Parts

We carry a full line of repair parts for every motor made. Sixty-eight different types of main springs

Write for a catalog showing our complete line of parts and supplies

ATLAS PHONO-PARTS CO.

728 Atlantic Ave., Brooklyn, N. Y.

Phone, Nevins 2037

Difficult repair work given prompt attention

Homes
Schools

A Big Wide-Open Market for Carryola Dealers!

Churches
Clubs
All Social Gatherings

The CARRYOLA MASTER

Built Right—Priced for Volume Sales

You can capture this broad market with the Carryola Master. Here is a quality instrument that looks the part. Its masterful tone rivals that of costly cabinet machines. Beautifully proportioned and finished. Quality shows in every detail. Such big value at such a moderate price that it has become the leader wherever sold. Its big turnover piles up the profits; speeds up phonograph record sales.

The Carryola Master has "made good" on a national scale. It's a wonderful success—because it's *built right* and *sold right*. Sold only through recognized music channels. A safe, sound, money-making proposition—for dealers who are in business to stay. The Carryola Company has financial resources and facilities that insure permanency, growth and continued helpful co-operation with the trade. Our merchandising plan is complete and progressive; gets results. Hook up with Carryola and make real money on portables this fall and winter. *Send for our proposition today!*

Big Features of the Carryola Master

1. It's the only portable with the widely-known Add-A-Tone Reproducer. Greatly increases volume; produces wonderfully clear, beautiful tone. Reproducer is reversible for Edison Records. Diaphragm is indestructible.

2. Equipped with the famous Silent Motor, absolutely dependable. Noiseless in winding and operation. Guaranteed to play in excess of two selections.

3. Substantially built veneer case, with beautiful Dupont Fabrikoid covering. Attractive nickeled fittings. Continuous, piano-type hinge. Needle cup, felt protectors.

4. Plays all records, any size, any make—room in cover for 15.

5. 15 x 12 x 8 inches. Weighs only 17 pounds.

Write today for complete information.

Carryola Company of America

373 Broadway **Milwaukee, Wis.**

New York Sales Office:
37 West 37th Street

San Francisco Sales Office:
57 Post Street

Retail Price
$25.00
IN THE FAR WEST AND SOUTH
$27.00

The CARRYOLA

Carryola Co. to Move Into and Occupy New Building

Company to Introduce Three New Models in November—To Open New York Office

Milwaukee, Wis., October 6.—The Carryola Co. of America, manufacturer of the Carryola portable talking machines, will soon occupy its new building, erected at a cost of $60,000 and which contains about 20,000 square feet of floor space, to be devoted to the manufacture and assemblage of Carryola instruments. The company now manufactures all the parts which go to make up the complete instrument. The demand for the instrument, which has proved very popular throughout the entire country is responsible for the expansion of the plant.

Production of the line for 1925, which will consist of three new models, is rapidly going forward and it will be introduced about November 1. The manner in which dealers in the Eastern States have taken to the Carryola products necessitates the opening of a New York office, which will be under the management of John G. Casegrande. The exact location of this office has not yet been revealed, but it is expected to function about the fifteenth of this month.

The sales department is preparing dealers' aids and other means of co-operating with the retailers and announces that a very attractive window display for Christmas will be distributed to all Carryola dealers.

Introduce Deresnadyne Set

The Times Appliance Co., New York City, distributor of radio sets and accessories, has added a new set to the lines which it distributes. This new receiver is called the Deresnadyne and is produced by the Andrews Radio Co., 327 LaSalle Street, Chicago, Ill. The Time Appliance Co. is introducing it in New York territory in an energetic manner.

Fry's Million Dollar Pier Orchestra With Edison Co.

The latest feature dance orchestra which Thomas A. Edison, Inc., has signed up, on an exclusive basis, is Fry's Million Dollar Pier Orchestra, which has made itself known on an extensive national scale through its engagement at the Million Dollar Pier at Atlantic City. Charles Fry is the director and his organization plays to crowds ranging from five to ten

thousand at a time, and on account of the transient patronage of the famous watering resort, the crowd is representative of all parts of the country. This orchestra is also broadcasting on the radio through one of the well-known Philadelphia stations. The first releases by this orchestra which have just been announced are "Blue Evening Blues" and "Copenhagen Blues."

Two New Eby Products

Philadelphia, Pa., October 7.—The H. H. Eby Mfg. Co., of this city, well known as manufacturer of binding posts, recently placed two new products on the market. One of the new products is a four-phone series-multiple plug. With this plug the phone can be connected either in series or parallel and contact is made on a special style spring. The phone tips are inserted in the holes on the top of the plug and are securely clamped by the spring, which is made of phosphor bronze to prevent rusting and to assure a dependable contact. The plug is molded of the same high-class material that the Eby Co. uses for insulating binding posts and the appearance is stated to be very similar to the dials and knobs used in the better-class receivers. The Eby Co. is also making a post of the same design with two stems to which wire connections can be made.

Important Announcement to the Music Trade!

With a view towards the development of quality merchandising and active cooperation between the manufacturer and the trade, a new institution has been formed by HERBERT A. BRENNAN and BENJAMIN GROSS, known as

GROSS-BRENNAN, INC.

which company will operate as EASTERN SALES HEADQUARTERS for a few select manufacturers.

Our first announcement of a leader among RADIO SETS is our appointment as New York Sales Representatives of

Stromberg-Carlson Neutrodyne Equipment

We have carefully investigated the field of set manufacture, and after a most detailed survey and test decided that the Stromberg-Carlson line represents for the dealer every possible feature desirable in RADIO SETS.

Here is what a Stromberg-Carlson franchise means to the music dealer:

Direct factory to dealer policy
Liberal discounts
Territorial protection
Highest quality of apparatus
Complete sets, loud speakers and parts
Thirty years experience in telephone manufacturing
Nationally advertised products.

GROSS-BRENNAN, INC.

501 Canadian Pacific Bldg., 342 Madison Ave., New York

Murray Hill 4045-4046

Ask Any Successful Phonograph Man

H. N. McMenimen, for over 25 years actively engaged in organizing and building the phonograph industry with Victor, Edison, Pathe, is now open for an engagement with an aggressive and progressive

RADIO MANUFACTURER
or
PHONOGRAPH MANUFACTURER

For references—Ask any successful phonograph man

H. N. McMENIMEN
37 West 43rd St., New York
Tel. Vanderbilt 3647

Plans Completed for Third Annual Gotham Radio Show

National Radio Exposition to Be Held in Grand Central Palace, November 3-8

All plans have been completed for the third annual National Radio Exposition to be held in the Grand Central Palace, New York, from November 3 to November 8, under the auspices of the American Radio Exposition. An interesting program of entertainment will be broadcast during the week under the direction of S. L. Rothafel, managing director of the Capitol Theatre, New York, and famous among radio fans as "Roxy." Major Armstrong, of regenerative fame, will exhibit a "mystery set" that is creating considerable interest, and amateur set-building contests will be held at the exposition on a large scale. There will be special exhibits from the United States Army Signal Corps, Marine Corps and other branches of the service.

Harold Bolster, director of the Exposition, is devoting a considerable part of his time to the decorations at the Palace, which will be exceptionally attractive. Mr. Bolster states that not only has the large main floor at the Grand Central Palace been sold in its entirety, but the mezzanine floor is also well filled and will probably be sold out before the show opens. As the exposition takes place during election week, special arrangements will be made to broadcast the last-minute speeches of well-known personalities in various campaigns.

Among the exhibitors will be the Radio Corp. of America, DeForest Radio Co., Brunswick-Balke-Collender Co., Magnavox Co., Federal Tel. Mfg. Co., Th. Goldschmidt Corp., Ware Radio Co., Eisemann Magneto Corp., Adler Mfg. Co., Sonora Phonograph Co., Inc., Sleeper Radio Co., Audak Co., Bristol Co., Capitol Distributing Co., Emerson Radio Co., Henry B. Hyman & Co., Ko-Rad Co., Landay Bros., Musical Products Distributing Co., Malone-Lemmon Laboratories, Joseph W. Jones Radio Mfg. Co., Rader Appliance Co., Shepard-Potter Co., R. E. Thompson Mfg. Co., Talking Machine and Radio Men, Inc., and Western Electric Co.

The Cohoes Record Carry-Bag

The Cohoes Envelope Co., New York City, reports that the last month has seen a substantial increase in the number of talking machine dealers using the Cohoes record carry-bag. Several new designs for the imprint of this bag have been prepared, which are proving very popular with the dealers.

E. G. Evans on the Road

E. G. Evans, genial member of the sales staff of C. Bruno & Son, Inc., Victor wholesalers, New York City, recently completed a trip visiting his many friends in the Victor trade through the Hudson and Mohawk Valleys. A souvenir postcard of the familiar vacation type addressed to The Talking Machine World reports that this trip was no vacation for his order book as it has practically worked overtime on the trip. Orders taken were of substantial size, which decidedly presages good business in that territory.

General Phonograph Sales Contests Stimulate Business

51 Per Cent Increase Over Last Year Attributable to Sales Drive—Contest During October Should Bring Equally Good Results

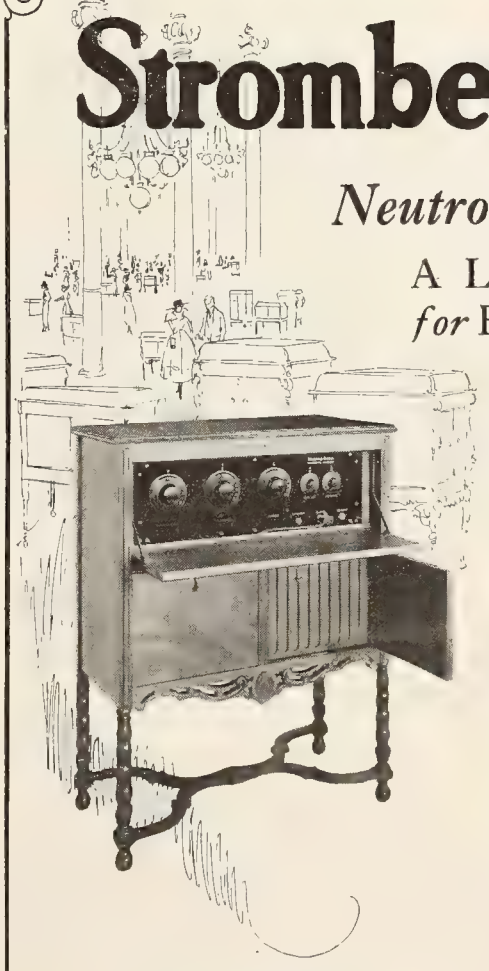
The volume of business done by the New York distributing division of the General Phonograph Corp. during the month of September was 51 per cent greater than that of September, 1923. This marked increase was due in large part to an intensive sales drive which took the part of a sales contest, lasting from September 15 to 30. The contest was a transcontinental auto race—new accounts, machine and record sales comprising the mileage. The progress of the contest was indicated on a large map of the United States, hanging in the office of Norman B. Smith, sales manager. R. R. Wilson was the winner of the first prize, and J. I. Forer, C. A. Klebart and P. C. Armitage also won prizes. Aside from the stimulus which such a contest gives the sales force, the good effects reach the dealers who, through conversation with the men, hear of the contest and make special efforts to have their "men" win. Mr. Smith states that almost invariably when a dealer called at the office during the period of the contest he inquired how his "man" was making out.

Encouraged by the good results from this contest Mr. Smith is staging a similar sales drive this month, although a different form is being used. The six salesmen who comprise the sales force compose six teams which make up the General Baseball League. Instead of general competition each team is opposed to another for a day. Twenty-seven games will be played during the season. Large individual orders determine the hits or runs, rather than gross business for the day, with new accounts having the greatest run-producing counts.

Stromberg-Carlson

Neutrodyne Radio Receivers

A Line with a reputation *for* Beauty *and* Performance



Build good-will and increase your volume of business by stocking the dependable Stromberg-Carlson Receivers.

In appearance these superb instruments are an adornment to any home; in performance they are unexcelled for bringing in programs over long and short distances with clarity of tones and volume.

Made by a firm of 30 years' experience manufacturing high-grade telephone and radio apparatus—a guarantee of dependability.

Nationally adve tised; excellent dealer cooperation. A limited number of dealers in each territory.

Console No. 2 Type Neutrodyne Receiver

Has built-in Loud Speaker, spaces for "A" Battery, "B" Battery and Battery charger. In choice American Walnut or Adam-Brown Mahogany.
Write for our plan of Dealer Service.

Portable Type No. 1-A

Portable 5-tube Neutrodyne Receiver in richly finished Adam - Brown Mahogany Cabinet. Arranged to operate with No. 1-A Loud Speaker.

Stromberg-Carlson Telephone Mfg. Co.
1060 University Avenue, Rochester, N. Y.

Starr Equipment Corp. Prepared for Busy Season

The Starr Equipment Corp., of Brooklyn, N. Y., manufacturer of the Starr-Harmonic radio receiving set, has built up an unusually strong organization.

A. B. Starr, president and founder of the company, has for several years been vitally interested in radio, both experimentally and on

F. Clifford Estey

a commercial basis. His experience has been wide in its scope and has not only included complete sets, but parts as well, for the company is also at this time producing a high-grade and popular transformer.

The recent announcement that F. Clifford Estey has joined the staff of the Starr Equipment Corp. is of particular interest. Mr. Estey comes with the Starr Corp. as vice-president and he is in charge of sales. Mr. Estey has the reputation of being one of the best-known radio amateurs in the United States. His experience in the commercial end of radio has also been extensive. As salesman for the American Radio & Research Corp. he quickly proved his sales and organizing ability, shortly rising to the position of assistant sales manager. Subsequently he was identified with the Clapp-Eastham Co. as general sales manager and later became sales and advertising manager of the National Chelsea Radio Corp.

Francis L. Judd, another member of the firm, is well known as an authority in the field of radio construction, and is the author of numerous articles on this subject. Through the use of radio when a mining engineer and two years of experimental work on radio in Russia, together with several additional years of research, he has unusual qualifications for the important work he is now doing.

With its efficient sales and executive organization, its effective sales policy, and the real merit of its product, the company is prepared for big business.

Plans Double Fall Production

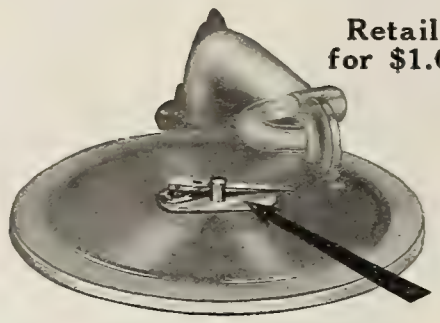
The National Phonograph Mfg. Co., New York City, reports an unprecedented demand for the entire line of National talking machines. This line consists of four console models and one upright. In view of a marked trend towards combination radio and talking machines, the National Co. has fitted its entire Fall line of consoles for radio installation.

Charles M. Brouse, treasurer of the company, reports that the entire big plant of the company in Canton, Pa., is very busy. The remarkable increase of the business of the company during the months of August and September made this company decide to double the volume of the output of the factory during the Fall months.

L. Halperin, general sales manager of the company, left for a trip in the interest of the National line on October 12, which is carrying him through the entire Middle Western territory.

The Fastest Selling Phonograph Accessory!

Retails for $1.00



cesco repeater

Sheer merit alone has made it recognized as the peer among repeaters—Sturdily built of metal—without complicated parts. Easily attached—needs no adjusting. Nothing to get out of order; fully guaranteed.

FOR YOUR HOLIDAY TRADE

The CESCO Repeater is the *universal* gift —suitable from *anybody* to *everybody*—Just what is needed to stimulate holiday business. Special Holly packing for Christmas trade. Special discounts to Jobbers.

The Rapid Repeater Co.

260 Van Alst Ave., Long Island City, N.Y.

I. H. Taylor, Inc., Moves

Ellicott City, Md., October 8.—I. H. Taylor, Inc., Victor dealer, recently took possession of his new building here. Ten thousand square feet of floor space are being used for the merchandise carried and the musical instruments and radio receivers are displayed in most attractive settings.

THE ONE BIG XMAS SELLER

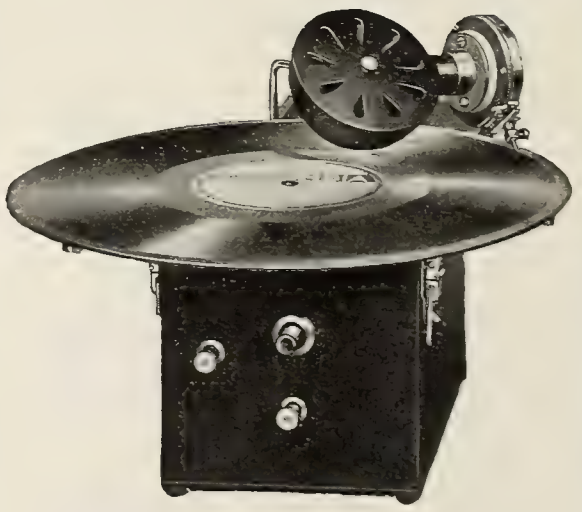
ONLY NINE WEEKS UNTIL CHRISTMAS

Dimensions, 4¾x5¾ ins.
Weight, 4½ lbs.

Fill your window with Kameraphones and see them go.

The sensation of the Talking Machine Industry.

SEND FOR SAMPLE AND BE CONVINCED



JOBBERS TERRITORIES NOW OPEN

Liberal Discounts to Dealers and Jobbers

Write or Wire to

SPECIALTY TRADING CO.

547 BROADWAY — EMIL BORNSTEIN, Inc. SOLO. SACHS, *Sec. and Treas.* — NEW YORK, N. Y.

The Starr Piano Company

STARR PIANOS for over half a century have represented highest ideals of craftsmanship. Each Starr Made Grand, Playerpiano and Upright represents a value known the world over.

STARR PHONOGRAPHS from the smallest table style to the elaborate console model possess musical worth which is the result of a careful coordination of each part into a perfect symmetry.

GENNETT RECORDS represent the highest attainment in the art of sound recording. Their variety, perfect reproduction and real musicianship of the artists have made them musical gems of rarest charm. Released every week.

THE STARR PIANO COMPANY

Established 1872 *Factories: Richmond, Indiana*

NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO, PORTLAND, KANSAS CITY, BIRMINGHAM, NASHVILLE, DETROIT, CINCINNATI, BOSTON, CLEVELAND, INDIANAPOLIS.

Opportunity for increased profits is offered through a New Edison dealership. Perhaps a dealership is open in your town.

The NEW EDISON
COMPARISON WITH THE LIVING ARTIST REVEALS NO DIFFERENCE

TEXAS-OKLAHOMA PHONOGRAPH COMPANY
2025 JACKSON STREET DALLAS, TEXAS

All Factors of the Dallas Trade Are Optimistic as Business Steadily Grows

General Business Conditions of Texas Satisfactory—All Lines of Retail Trade Profiting—Brunswick-Radiola Introduced at Meeting—Exhibits at State Fair—Other News

Dallas, Tex., October 8.—The optimistic outlook with which talking machine and radio wholesalers and dealers regarded the Fall has been more than justified by the excellent business done during the month of September. The general business condition of the State is much better than it was. The crude oil production is better and the hoof and mouth disease, which was ravaging Texas herds of cattle, has been permanently checked. Economic surveys show that Texas is in a splendid condition. It is natural therefore that music dealers feel that with such conditions the business done during the past month was but a forerunner of a splendid Fall and Winter season. Influenced by these conditions and confident that their expectations will be realized, dealers are laying in heavy stocks in anticipation of a brisk Winter demand.

Brunswick-Radiola Introduced at Meeting

Thirty Brunswick dealers from the cities in this territory met here recently to hear Will Schmeller, of the Texas Radio Corp., speak on "How to Merchandise the Brunswick-Radiola." The meeting was held in the local Brunswick salesrooms and was one of a series which are being held throughout Texas to inform the Brunswick dealers of the new combination unit and to demonstrate it. This is part of a national campaign which is being made on this product. Magazines with a national circulation and newspapers are being used to create a demand and dealers' helps are being sent out to help the retailer.

In addition to the talk given by Mr. Schmeller, short talks were also made by W. H. Humphries, Brunswick district manager; Chauncey Brown and Edwin B. Stallcup, of Brownwood.

Miss Hilda Le Blanc was recently placed in charge of the talking machine record department of the Will A. Watkin Co., 1207 Elm street.

Annual State Fair

The thirty-eighth annual State Fair of Texas, which opens Saturday, October 11, is expected by dealers to be the occasion which will rouse widespread interest in talking machines and radio sets. All of the leading houses here will be represented at the show and the various exhibition booths are being whipped into shape in order that the instruments may be displayed in the best possible settings.

Sanger Bros. Busy

Sanger Bros., Victor wholesalers and retailers, are doing an extremely brisk business. This establishment is advertising heavily in the local papers and the publicity is bringing results.

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years Have Proved Outing Portables Are the Best

Texas Radio Sales Co., Inc.
2005 Main St. Dallas, Tex.
Outing Distributor

Lester Burchfield, in charge of the wholesale department, reports that the main difficulty is in filling orders. The combination talking machine and radio sets are meeting with favor.

Brook Mays Piano Co. Expanding

The Brook Mays Piano Co. has acquired property on Pacific avenue directly back of its present location, and will extend its establishment. When the addition is completed it will mean about a 50 per cent increase in floor space. The new building will be made to conform with the original building and an artistic front will be erected.

Outing Portables Selling Well

The Radio Sales Co., Outing portable talking machine distributor, reports a brisk demand for the Outing instrument. Paul Blackwall states that the number of this type of instrument sold in all sections is surprising. Dealers in this territory found a ready and consistent market for the portable instrument throughout the Summer months and with the coming of Fall the demand continues heavy.

Wendall Hall Broadcasts

Victor dealers have made complete preparations to tie up with the appearance here of Wendall Hall, "The Red-Headed Music Master" who sang his original compositions over the radio last night, broadcasting from station WFAA. This Victor artist, whose recording of his own song "It Ain't Goin' to Rain No Mo'" has swept the country by storm, is one of the most popular of radio artists, and local Victor dealers expect to cash in heavily on his local appearance.

Gulbransen Dealer in New Store

One of the most attractive music stores in Texas, and for that matter, in the country, is that of Prof. J. F. Smith, who has a combined store and home at 112 East Twelfth street. He has erected on this site a structure of rustic appearance and Japanese design, using ornamental stones. Surrounding the building is a private park. The unique and beautiful establishment has attracted many customers. Mr. Smith is a Gulbransen dealer.

Greater City Phonograph Co. Distributing Grimes Line

The Greater City Phonograph Co., New York, distributor of radio products, recently announced that it had been appointed a distributor for David Grimes, Inc., manufacturer of the Grimes Inverse Duplex radio receiving sets. Maurice Landay, president of the Greater City Phonograph Co., stated recently: "It is interesting to note that while the company has been doing a very satisfactory volume of business insofar as radio is concerned, there has also been during the last few weeks a distinct upward trend in the sale of phonographs throughout the industry. We have received a number of very satisfactory orders, and the dealers throughout the territory report that from all indications the phonograph industry should enjoy an exceptionally prosperous Fall and Winter season."

The Tube With the
UNCONDITIONAL GUARANTEE

Every VOLTRON tube has a refund value at the factory, under the wide terms of

The VOLTRON GUARANTEE

"VOLTRON tubes are guaranteed against manufacturing defects. Return for free replacement, if defective, before thirty days from purchase; after thirty days return for an adjustment based upon actual usage. IN EVERY CASE AN ALLOWANCE WILL BE MADE regardless of condition of tube. Return direct to the VOLTRON Manufacturing Company."

VOLTRON SALES COMPANY
227 Fulton Street New York City, N. Y.

VOLTRON MANUFACTURING COMPANY, Newark, N.J.

500

GENUINE ORSENIGO CABINETS

At a Special Price

Queen Anne Model—34½″ high, 22″ deep, 39″ wide.

Cabinet Closed

This Queen Anne cabinet, made in mahogany, seven ply stock throughout was designed to sell at $110 net. We are offering these cabinets in lots of a dozen or more at

$60

If desired, we can offer a special price on these cabinets—equipped as phonographs or as combination radio-phonographs.

Wire Your Orders Today

The Orsenigo Company, Inc.

383 Madison Avenue

at 46th Street

New York City, N. Y.

Factory: Long Island City, N. Y.

Advertisements like these help our dealers. This is one of a series of advertisements in our extensive newspaper campaign. Write for our liberal discounts and information on our time payment plan. Kor-Rad Co., Inc.

THE Lafayette NEUTRODYNE

IF you want perfect radio reception in your home, remember—Lafayette.

A radio instrument of usefulness without end.

A demonstration will satisfy you of its simplicity to operate; purity of natural tone; clearness for long distance; no interference; compactness and attractive appearance. Have your dealer demonstrate it.

5 tube set $125
Reproducer $28

THE KOR-RAD CO., Inc.
151 East 58th Street, New York
Sole Distributors
Licensed under Hazeltine Pat. No. 1450080
Made by R. E. Thompson Mfg. Co.

Regal Record Co. Announces New Portable "Talker"

Introduction of a new portable talking machine was recently made by the Regal Record Co., Inc., 20 West Twentieth street, New York City, manufacturer of the well-known Regal and "Little Tot" records. The new portable has what is termed a disappearing tone arm which rises to position with the opening of the cover of the instrument and automatically sets in position for playing, again disappearing with the closing of the cover. It has a single-spring motor, which plays close to two records, and an album holding eight ten-inch records. It has a metal amplifying horn, a needle holder and is produced in a black fabrikoid cabinet, the whole weighing twelve pounds. The instrument will be retailed at a popular price.

New Dynergy Distributors

Ira Greene, president of the Capitol Distributing Co., returned to headquarters in New York City recently, after a trip that was marked with much success. The Capitol Co., besides being the general distributor of radio products, is factory distributor for the Dynamotive Corp., manufacturer of the Dynergy receiving set, which draws its power from the electric light socket. Mr. Greene undertook this trip for the establishment of jobbers for the Dynergy set in the East. Upon his return he announced the appointment of M. Steinert & Sons, Boston, Mass., prominent New England distributors, and Brown & Sperling, Washington, D. C., which also is an efficient distributing organization radiating out of the Capitol.

Dayton Fan & Motor Co. Outlines Its Sales Plans

Comprehensive Dealer Helps and Publicity Included in Plans for the Coming Season to Aid Merchants Handling Dayton Products

The Dayton Fan & Motor Co., Dayton, O., manufacturer of high-grade electrical apparatus for one-third of a century, has forwarded to the trade its sales plans for the coming season and its publicity program on Day-Fan OEM-7 and OEM-11, two popular priced products produced by this well-known manufacturing organization.

One booklet, which is particularly for retail distribution and carries constructive material available to sales organizations, has a page given over to questions and answers for the salesmen handling the Day-Fan sets. A perusal of these questions and answers prepares him with every sales argument and the answer to practically every question that would be asked by the prospect. At the same time it gives a comprehensive description of the instruments and their merits. The component parts are shown in illustration and the position of each part as it sets in the rear of the panel appears and is described with the aid of arrows.

The Dayton Fan & Motor Co. also outlines its program for the Fall and Winter national advertising campaign. Generous space is to be used in magazines, and the Day-Fan products will be brought before a large body of prospective purchasers. A series of mats of various sizes for distributor and dealer hook-ups in conjunction with the Dayton Fan & Motor Co. national advertising are shown in their exact dimensions. These mats in every instance allow space for the dealer's name.

Other dealer helps include an attractive window show card, a store card or hanger, a folder for general counter and radio show distribution, instruction book for each set, and a broadcasting log. This log lists the principal broadcasting stations of the United States, Canada, Cuba and Mexico, their call letters, locations of the stations, wave lengths and columns for the dial positions. There is also space to include entries of additional stations. This is on heavy cardboard stock, and in most cases will undoubtedly become a permanent fixture about the sets of those receiving it. All in all, the Dayton Fan & Motor Co. plans for the coming months are quite extensive in scope and should do much to attract the public and draw increased interest in the popular product of this organization.

1925 Ohio Convention to Be Held in Cincinnati

Council of Association Fixes Dates as September 14, 15 and 16, 1925—Exhibits by Manufacturers to Be Encouraged

CINCINNATI, O., October 8.—At a meeting of the Council of the Music Merchants' Association of Ohio held here recently it was decided to hold the 1925 convention of the Association in this city on September 14, 15 and 16, probably at the Hotel Gibson. Exhibits by manufacturers at the convention hotel will be encouraged as in the past.

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

Some Minor Motor Troubles

Austin, Minn., October 2, 1924.
Editor, Talking Machine World,
New York.

Dear Sir—I am taking this opportunity of writing you in regard to a Victrola motor. I don't remember the number, but it is the medium size, with two eighteen-inch main springs in the one spring barrel with a metal division between the two springs.

The difficulty with the motor is that it cannot operate when the reproducer is placed on the record, but begins to slow down immediately and finally stops. It will operate turntable when running free.

I have examined the drive gear thoroughly and also the turntable shaft, but with the exception of natural wear, which seems to be very slight, I can find nothing wrong. Can it be possible that the motor does not sit on the board just right?

(Signed) Wm. Helm.

Answer—In motors which act in the way that you describe in your letter we always look to the following causes for the trouble:

The principal one is that the teeth of the main drive gear are worn in such a way that they bind on the spiral cut of the turntable spindle, causing the motor to slow up at times and so change the pitch of the voice.

Another cause would be found in not having a ball bearing under the turntable spindle, or that the turntable spindle would bind in the casting holes.

The governor may be too tight, which would cause the motor to pull too hard and so cause undue wear on the main drive gear teeth.

I would suggest that you remove the governor from the motor and try pushing the main drive gear around by hand; you can easily feel if the gear teeth bind at any spot, and in that case the only remedy is to replace the gear and the turntable spindle.

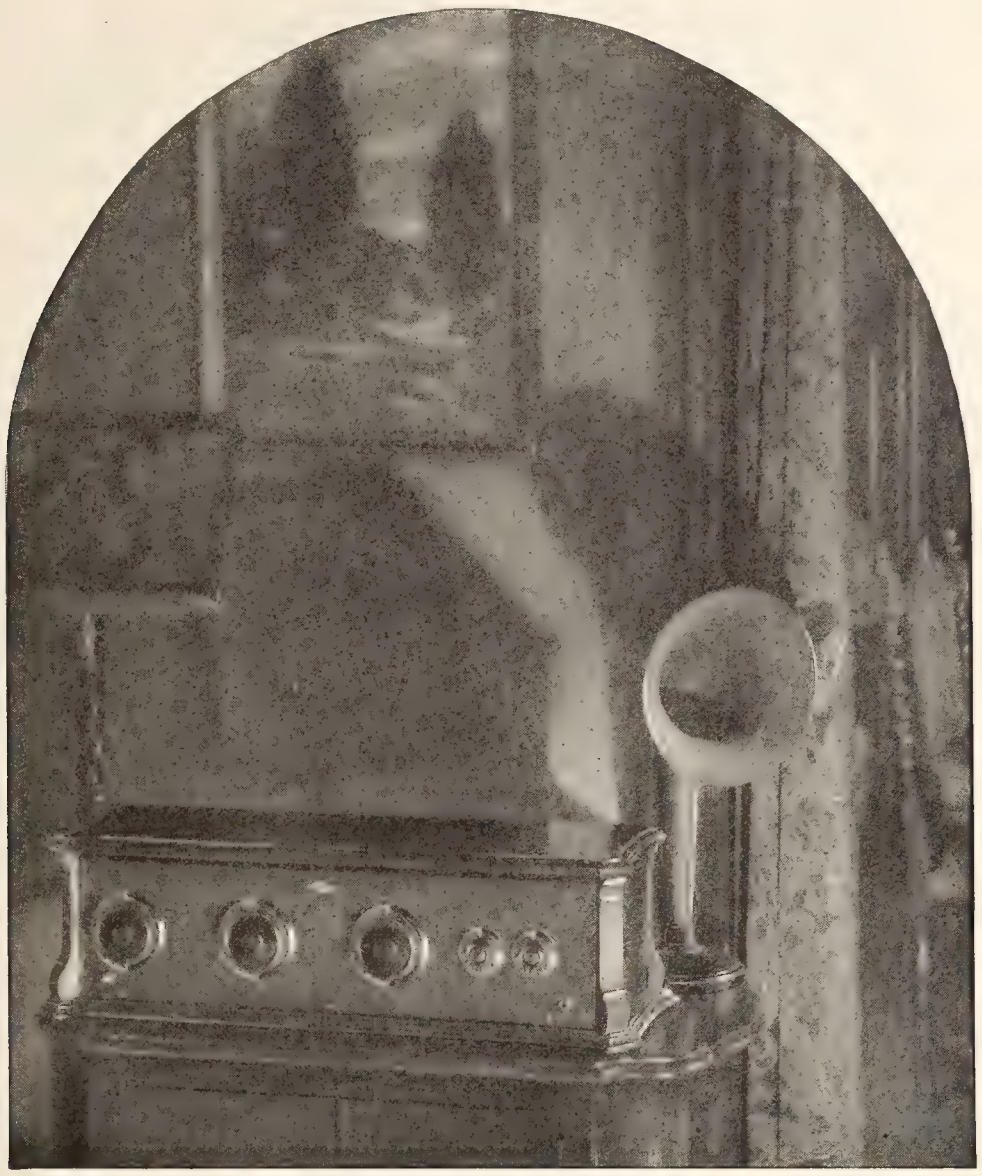
The fact that the motor will run without the weight of the sound box on the record leads me to believe that your trouble must be in the teeth of the main drive gear.—Andrew H. Dodin.

Audak Co. to Exhibit at Radio Exposition

The Audak Co., 565 Fifth avenue, New York City, will show its products, including the Selectron, at the coming Radio Exposition at the Grand Central Palace, New York, early in November.

The Selectron makes the tone-chamber of the talking machine available for radio loud speaking purposes without in any way interfering with the functions of the talking machine. Both talking machine and radio receiving set manufacturers have shown unusual interest in this new product, which exhaustive tests have demonstrated to be thoroughly efficient. There are two types of Selectrons, Model "A" for manufacturers and "B" for machines in use.

PHONOGRAPH CASES
RADIO CASES
Reinforced 3-ply Veneer
The Standard Case for Talking Machines and Radio Sets
Let us figure on your requirements
MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.
Mills in Va., N. C. and S. C.



SPLITDORF

FIVE-TUBE RADIO SET

The inherently neutralized receiver

THE new Splitdorf 5-tube Radio set represents many marked improvements in tuned radio frequency receivers: The circuit is *permanently* balanced; it will not oscillate and will not radiate under any operating condition. The necessity for critical adjustments has been eliminated; set tunes sharp and is extremely selective yet is simple to tune and operate — stations always come in on the same dial settings. Gives excellent results with any form of antenna — outside aerial and ground; inside antenna; aerial alone; or *ground alone.*

Designed and manufactured entirely within the Splitdorf organization; encased in a richly finished solid African mahogany cabinet of Renaissance Period design and sold as a complete Radio Receiving set exclusive of tubes and batteries — this Radio Receiver offers excellent opportunities for dealers specializing in high grade products.

Investigate! Write for the Splitdorf dealer proposition on this complete outfit as well as the many Splitdorf specialties in the Radio equipment. Do it TODAY.

SPLITDORF ELECTRICAL COMPANY
392 High Street, Newark, N. J.

Write for attractive dealer proposition

TRADE SPLITDORF MARK ESTABLISHED

Solving the Financing Problem in the Merchandising of Radio Receiving Sets

How the Commercial Investment Trust, Inc., Has Developed a Sound Plan for Financing Instalment Paper That Has Won the Approval of a Number of Leading Radio Manufacturers

Although the growth of radio has been amazingly rapid and the music trade has won increasing recognition as the logical field for the distribution of radio receivers and accessories, this same new product has brought with it a number of problems differing in many ways from the problems usually associated with the handling of musical instruments. Among these may be mentioned the question of instalment selling on terms that will interest the customer and at the same time protect the dealer against losses that may occur through new developments in the field or fickleness of buyers.

In the face of this uncertainty regarding credit terms, and the handling of instalment business, the dealer found it difficult to take care of accumulating radio paper. The industry was new and the banks apparently cared little for such paper as collateral, even less, in fact, than they did for piano and talking machine paper, and the discount companies hesitated to accept such paper in their financing deals.

The stabilization of the industry to a certain degree combined with careful study and experiments have made possible financing plans that not only relieve the dealer of the necessity of keeping his paper in the safe and thereby tying up his capital, but one of them even relieves the dealer of the work of collecting on instalment accounts.

The C. I. T. plan of the Commercial Investment Trust, Inc., New York, has been adopted by close to a dozen of the leading manufacturers of radio receivers. This plan works very much as do the same company's financing plans for talking machine and piano paper, with the exception that a minimum first payment of 33⅓ per cent is required on all contracts. This amount has been decided upon after careful study, for the reason that it covers the cost of the accessories and leaves something to apply to the set itself. With a one-third equity in the instrument at the outset repossession troubles are cut to a minimum.

Under the C. I. T. plan the dealer is relieved of the burden of collecting, for all instalment payments are made directly to the Commercial Investment Trust Inc. and collections are followed up direct from the company's offices.

At present the plan calls for terms that will clean up the account within a period of twelve months. These terms are maximum and the dealer is urged to shorten them wherever possible. Suggestions as to methods by which terms may be kept within reason are now being formulated by the company itself for the guidance of retailers.

In the handling of this paper through a finance company the dealer is in a position to realize cash for the conduct of his business, which means he can pay his obligations, secure more stock and thereby realize a larger and quicker turnover. This system is now followed in practically every industry in which instalment selling finds a place, and the Commercial Investment Trust Inc. is fortunate in that it has been able to draw upon its successful experience of some years in handling musical instrument paper in the development of its plan for the financing of radio accounts.

New Crosley Radio Model Interests Trade Circles

Cincinnati, O., October 7.—The announcement of the Crosley Radio Corp., of which Powel Crosley, Jr., is president, of the shipments of a new Trirdyne model which is to be retailed at $100 has created widespread comment in radio and music circles. It is of particular interest to the music dealer that usual trade discounts are available on this newest Crosley offering.

The Crosley organization, however, takes exception to the idea which has at times been expressed that it was entering the high-priced radio field. It is the plan of the officers and the company to continue supplying popular-priced merchandise—high quality receiving sets that meet the means of the average pocket book. While the latest Trirdyne is a slight departure, it still comes within the popular-priced offerings. It really was created to meet a widespread demand. The equipment, the dressing of the set and the product as a whole can only be turned out at a popular price in great quantities. There is a large public that responds to what is termed a psychological price for this particular quality and type set. With the above announcement the Crosley organization continues to assure the many retailers handling its products of popular-priced, high quality radio goods.

Two New Edison Dealers

Cleveland, O., October 9.—E. S. Hirshberger, secretary of the Phonograph Co., reports the following new Edison dealers in the Cleveland territory: Musical Emporium and the Montreal Furniture Co. More dealers are being lined up by the Phonograph Co. in time to take advantage of the Fall and Winter seasons.

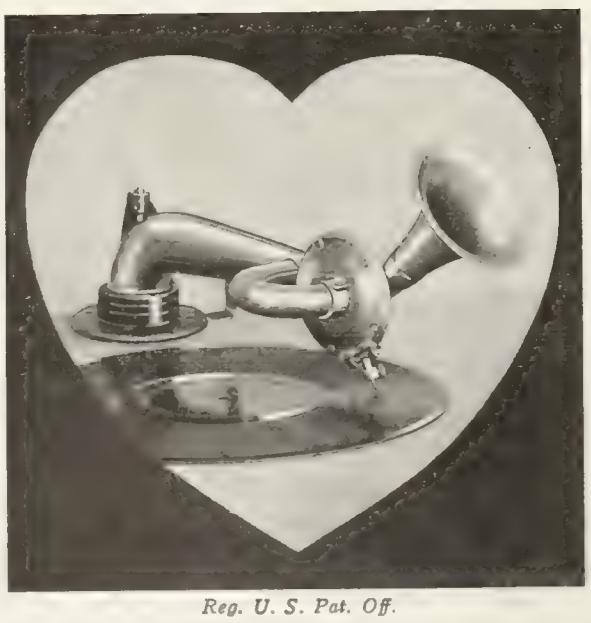
The Gould Storage Battery Corp., New York, was recently incorporated at Albany, with a capital stock of $250,000. The incorporators are C. A., W. S. and C. A. Gould 2nd.

YOU MIGHT AS WELL GET THE BEST!

NATURELLE

The Now Famous Reproducer is the Instrument for Every Home

THE NATURELLE REPRODUCER



Reg. U. S. Pat. Off.

How the NATURELLE reproducer fits on the tone arm.

Reproducers of character are not the result of accident, but of thought.

We contribute our thoughts and experience to deliver a finished product to equal our standard.

You will find the *NATURELLE* REPRODUCER of value, if you will make known to us your requirements.

For *NATURELLE* is made to fit every phonograph machine.

Packed in individual fancy box.

DEALER'S PRICE
$2.50

WRITE! FOR SAMPLE NOW.

Territory is being allotted now. Be in time. Write for particulars.

Manufactured by

The Specialty Phonograph and Accessories Co.
210-212 East 113th Street New York, N. Y.

IN THE MUSICAL MERCHANDISE FIELD

Why a Musical Merchandise Sideline Is Most Profitable Investment for Dealers

The Dealer Who Retains His Status as a Music Merchant by Refusing to Install Foreign Lines Profits—Small Goods Require Small Investment and Store Space—The Sales Field

The addition of sidelines to the stock of talking machines has become a quite general practice throughout the trade, and at the present time there are very few retailers who do not handle a sideline of some kind. There are many sound reasons why a sideline is a profitable investment for the talking machine dealer. In the first place, the installation of a department for merchandise other than talking machines and records utilizes space which otherwise might be wasted and for which the merchant pays rent. Second, a good sideline, backed by intelligent merchandising effort, will bring many more people into the store and thus enlarge the patronage of the dealer. Third, the profits from the sale of the sideline will add materially to the success of the merchant, and there are a host of other equally good reasons.

Why Not Musical Merchandise?

The problem which faces the talking machine dealer who contemplates handling a sideline is what merchandise shall he select in order to secure the best results along the lines suggested above? The answer, based on the experiences of many retailers, is—add musical merchandise. The reason for this is that small musical instruments, such as band instruments, stringed instruments, drums, etc., are closely related to the business of which the dealer has the widest knowledge. Musical merchandise can be successfully sold along the same general lines which obtain in the talking machine business. Last, but not least, the dealer has his list of talking machine and record customers to work on for musical merchandise sales. Another important consideration is the fact that a musical merchandise department can be installed by the talking machine dealer at a comparatively small cost, and the profits derived from the operation of the department make the venture most attractive.

Unmusical Merchandise Poor Sideline

Here and there one runs across a talking machine dealer who has installed a department in which merchandise of an unmusical character is featured. One dealer, who had installed a stock of picture post cards, stated that his reasons for doing so were that it brought many new people into the store. Musical merchandise will do this and the dealer has the added advantage of retaining his status as an exclusive music store. Other dealers have installed stocks of cameras, sporting goods, etc., for the same reason. This is a poor practice for the talking machine dealer to start, for the reason that his forte, in a business sense, is in the merchandising of music. Selling sporting goods and other lines of a similar nature is a business in itself and the field for post cards lies in the stationery and drug stores, which have become so established in these lines that the best the talking machine dealer can hope for in sales are the stray crumbs.

When the talking machine dealer takes on a sideline foreign to his main business he is failing to utilize his organization to the best advantage. Furthermore, he is losing the potential profits which could be his by using his trained sales force in the sale of a musical sideline, such as musical merchandise. The talking machine dealer is essentially a purveyor of music and, like the shoemaker, experience has taught that it will pay him best to "stick to his last."

Twofold Field in Small Goods

The talking machine dealer has a twofold sales field to take advantage of in merchandising small goods. First, as has been mentioned, there are his talking machine and record customers. Every family that owns a talking machine, especially those where there are children, is a live prospect for some kind of a musical instrument. Furthermore, these people, through the purchase of a talking machine and records, have confidence in the dealer, provided he has extended the proper kind of service and has secured their good will. If he has failed to do this he is not merchandising intelligently.

The other field which awaits development by the talking machine dealer in behalf of the musical merchandise department is even broader and, consequently, holds wider possibilities. This consists of a new buying public, other than the dealer's present customers. There are the children, a vast army of youngsters whose interest in music can be developed with profit by a far-sighted dealer. Many adults can be interested in musical instruments, institutions of various kinds, musical clubs, churches, and educational institutions of all kinds are wide open for the dealer's approach. The measure of success which follows the installation of the musical merchandise department rests entirely with the dealer or the man he places in charge of the department.

Charles Sonfield Finds Betterment in Europe

A betterment of conditions in the European market is the optimistic report of Charles Sonfield, of C. Bruno & Son, Inc., importer and wholesaler of musical merchandise, New York. Mr. Sonfield recently returned to Bruno headquarters after a four months' trip through the principal buying centers on the continent. While there he thoroughly investigated and carefully analyzed trade and economic conditions. In Germany lack of ready cash seemed to be the only deterrent to increased production. In all European countries, however, trade conditions are rapidly becoming more stabilized and steadily approaching normalcy. With the continued heavy demand for musical merchandise in this country and the betterment of conditions in one of the important sources of supply it would presage a bright future ahead in this field.

Conn Chicago Co. Secures Large Instrument Order

Chicago, Ill., October 7.—The Conn Chicago Co., through its president, J. D. Henderson, recently secured an order for $17,000 worth of band instruments, from the Hibbing High School, Hibbing, Minn. This school has had a band for some time, but it was decided recently that it should be enlarged and re-equipped. Mr. Henderson visited the city of Hibbing, and through a convincing talk on the benefits and advantages of encouraging the latent musical talent in the pupils and the necessity of equipping the school band and orchestra with the best possible instruments.

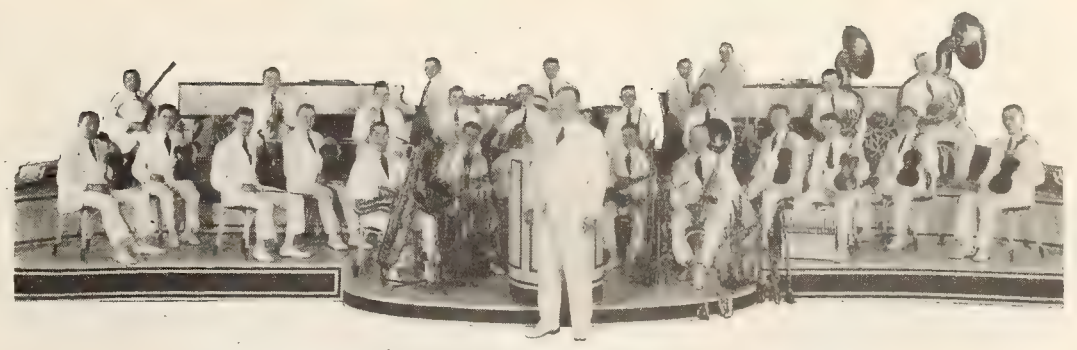
Successful Western Trip in Interest of Bacon Banjos

Groton, Conn., October 8.—Fred Bacon, president of the Bacon Banjo Co., of this city, has had a very successful trip through the West and Middle West, visiting and demonstrating the new DeLuxe special silver bell banjo. The volume of orders at Bacon headquarters is increasing steadily and indications point to an unusually busy Fall season.

CONCERTIZING is a new field for the phonograph record orchestra—and is one that not many phonograph record orchestras could invade with success.

Paul Whiteman and His Orchestra are touring under the direction of the Metropolitan Musical Bureau—an organization that has booked some of the finest pianists, vocalists, etc., all across the nation. They have never had such an overwhelming artistic and financial success as Paul Whiteman and His Orchestra. Their program of American music gladdens the heart and quickens the pulse of every American who hears them—and there are mighty few real Americans who will find fault with American Music as Paul Whiteman and His Orchestra play it—with Buescher Band Instruments and Saxophones.

The best records in every catalog are played

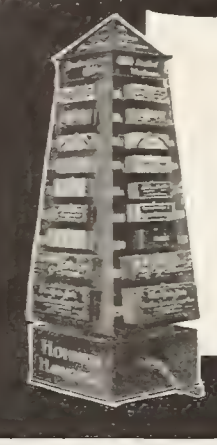


Paul Whiteman and His Orchestra

by orchestras that use Buescher instruments exclusively. Let us send you a list of the recording orchestras that use nothing but Buescher instruments—and then figure how you, as a record distributor, can fit into the distribution of Buescher Band Instruments and Saxophones. The profit is good and the turnover rapid. Investigate.

BUESCHER BAND INSTRUMENT CO., G-93 Buescher Block, ELKHART, INDIANA

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 187)

HOHNER Harmonicas and Accordions
THE WORLD'S BEST

Every Day Is a Hohner Day
12 million Hohner Harmonicas will be sold this year.
How many will you sell?
Ask Your Jobber
M. HOHNER
114-116 East 16th Street
New York City

HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

Influence of Harmonica Contests on Retail Sales

Nationwide Exploitation of Hohner Harmonicas Has Resulted in Tremendous Sales Gains

The effect upon trade of the various harmonica contests conducted in the cities of the United States is to be found in the experience of H. A. Weymann & Son, Inc., of Philadelphia. This well-known manufacturing and wholesaling musical merchandise house is distributor for Hohner harmonicas in the territory it covers. Philadelphia has also been the scene of annual harmonica contests which invariably have been attended by tremendous enthusiasm ranging from the smallest newsboy or bootblack up to Mayor Kendrick himself. H. W. Weymann, general manager of H. A. Weymann & Son, Inc., in referring to these contests, stated: "There may be other makes of harmonicas, but it seems to me that everybody is asking for the Hohner. The life of the popularity of these contests seems to last from year to year and we are still feeling the effects of the last contest. The next one will undoubtedly renew interest in harmonicas and harmonica playing, and I find that the harmonica is now, and will continue to be, one of the most popular of instruments."

Another contest which created much interest was the second annual contest of the New York-New Jersey State Encampment of Boy Scouts at Bear Mountain. Nearly 20,000 scouts were encamped and it is reported that most of them participated in the contest either as contestants or members of the audience.

Another feature which has contributed to Hohner sales has been the broadcasting of harmonica playing. A definite example of the effect of this broadcasting upon Hohner sales is to be found in the report of Hohner dealers of Davenport, Ia., where Borah Minevitch, well-known vaudeville star and Hohner harmonica artist, has been broadcasting recently over station WOC. In a survey made throughout the trade in that city, following the broadcasting, it was found that practically every dealer reported a substantial increase in harmonica sales.

Returns From European Trip

Samuel Buegeleisen, head of the firm of Buegeleisen & Jacobson, wholesalers of musical merchandise, New York, and Mrs. Buegeleisen arrived recently on the S. S. "Majestic" from a six weeks' European trip. Mr. Buegeleisen visited small goods manufacturers in Germany, Czecho-Slovakia, France, Italy and England.

When You Buy Drums
Ludwig TRADE MARK

Does the line sell? That's your question when you buy Drums for resale purposes.
A liberal margin, the right selling price, greatest consumer demand and strict dealer co-operation have made Ludwig Drums the best selling line of Drums and Accessories in the World.
Get full particulars about our direct-from-factory service. Send for complete catalogs, prices and discounts. We'll help you.
Ludwig & Ludwig
World's Largest Drum Manufacturers
1611 No. Lincoln Street Chicago, Ill.

Salesmanship Class Started By C. G. Conn, Ltd., Chicago

Chicago, Ill., October 6.—Under the direction of J. D. Henderson, manager of the retail store of C. G. Conn, Ltd., 62 East Van Buren street, a salesmanship class has been started and meetings are to be held once a week and divided up during the month as follows: One meeting will be devoted to a social meet where the salesmen, practically all of whom are musicians, will have instructions on orchestra rehearsal. At another meeting the boys will hear a short talk on interviewing or approach, and will then visit the professional orchestras throughout the city. The other meetings during that month will comprise instructions on selling musical instruments. The head of each department has an opportunity to give a talk about his instruments, each of which will be taken up separately and its character explained, together with its selling points. At other times experts from the Conn Co., at Elkhart, will attend the meetings and give talks about the instruments.

New Ludwig Practice Pad Just Placed on Market

Chicago, Ill., October 7.—The latest addition to the accessory line of Ludwig & Ludwig, manufacturers of drums and accessories, is a new Ludwig practice pad.

The many new entrants into school orchestras and amateur musicians will find that the Ludwig practice pad fills a long-felt want on the part of pupils and drum instructors for a substantial and compact "silent" drum.

The pad is adjustable to any angle. It is two-sided and has both a felt and rubber face. It will not slip or move while being played as it tends to grip and hold to the surface upon which it is placed.

Progressive Corp. to Handle Many New Lines

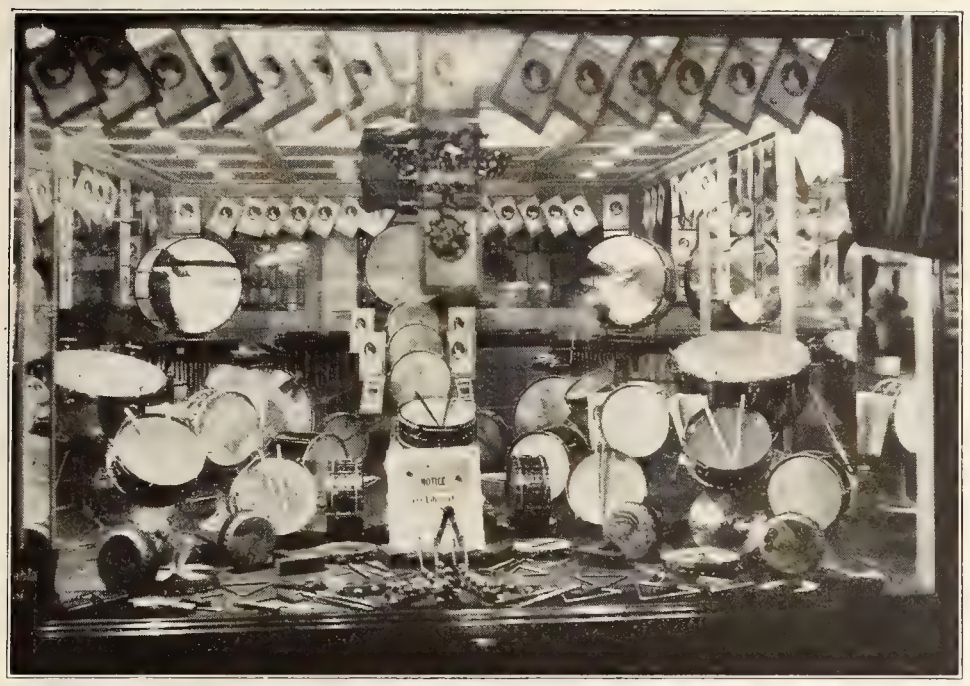
Announcement has been made by the Progressive Musical Instrument Corp., wholesaler of musical merchandise, 309 Sixth avenue, New York, that it has secured the exclusive selling rights for the United States and Canada for the following lines of merchandise: Jean Buisson (Paris) clarinets, C. Jeuffroy (Paris) clarinets, genuine A. Feuillard band instruments, the Gordon resonator banjo instruments, German and Italian model Artitone accordions, Artitone saxophone and clarinet reeds, genuine G. L. Otteral saxophone and clarinet reeds. The firm reports a good demand from dealers throughout the country.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 188)

Awards for Window Displays Made by Ludwig & Ludwig

Southern California Music Co., Los Angeles, Presents the Best Window of the Many Entered in the Recent Competition

CHICAGO, ILL., October 7.—Ludwig & Ludwig, drum and accessory manufacturers, who have been conducting a window display contest among Ludwig dealers through the "Ludwig Drummer," the new house organ of the company, announce the winning window in the latest issue of their magazine.



Prize-Winning Ludwig & Ludwig Window

This prize-winning window is by the Southern California Music Co., of Los Angeles, Cal., and was designed by W. S. Williamson, Jr., manager of the musical merchandise department and secretary of the company.

The second prize window was that of Denton, Cottier & Daniels, of Buffalo, N. Y., while the third winner was that of William Giles, of "The Pacific Northwest."

In regard to the contest the Ludwig Drummer makes the following comment: "Literally hundreds of photographs of fine display were received and it was quite a job to decide the winner. The committee is seriously taking into consideration the idea of classifying the displays in the future. For example, the largest display, the most original display, the most decorative display, and so on, awarding the prizes in each classification.

"Let's keep up the good work. So far, Ludwig dealers have willingly co-operated in the window display prize race. Don't slow down. Keep after your displays and send us photographs, any size, shape or kind is desirable. Mail them care Window Display Man, Ludwig Drummer."

Hohner Back From Europe

Hans Hohner, head of the firm of M. Hohner, Inc., maker of the famous Hohner harmonicas and accordions, New York, and Matt Hohner returned last week on the S.S. "Columbus" after a visit to the Hohner factories in Europe.

P'mico.
Musical Merchandise of Quality
New Catalog Showing Splendid Values
Write for your copy today!
Progressive
MUSICAL INSTRUMENT CORPORATION
319 Sixth Ave., New York

Rickoff With Taylor & Co.

CHICAGO, ILL., October 7.—C. M. Rickoff, formerly manager of the musical merchandise department of the Consolidated Talking Machine Co., recently joined the staff of C. H. Taylor & Co., distributors of musical merchandise. Mr. Rickoff has had wide experience in the musical merchandise business, having been connected with the Chicago branch of the Rudolph Wurlitzer Co., and with the music department of the Grant Furniture Co., of Racine, Wis.

He is succeeded in his former connection at the Consolidated Talking Machine Co. by Mrs. Rickoff, who was formerly assistant to Mr. Rickoff.

Carl Ness, talking machine dealer, of Denver, Colo., recently added a full line of Ludwig drums and accessories, together with a line of small goods. He intends shortly to install a sheet music department.

For Extra Profits This Fall

With the opening of the fall season the demand for instruments of the "small goods" type invariably experience a sharp increase. Folks are getting ready for the long winter evenings—preparing to increase their pleasure and profit during this season.

Have you a small goods department? If not, do you realize that phonograph users are the most likely prospects for instruments which they can play themselves?

The Conn line of wind instruments—every instrument for the band and orchestra—is not only the highest in quality, but the best known. National advertising in more than fifty publications including double pages in color in the Saturday Evening Post, maintain Conn leadership and increase profits for Conn dealers.

Is your territory open? Write now for complete information—no obligation is involved.

C. G. CONN, Ltd.

934 Conn Building Elkhart, Ind.

CONN
WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE BAND AND ORCHESTRA INSTRUMENTS

CULTIVATE YOUR MUSICAL BUMP

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 189)

Seventy Saxophone Sales in Year Bring Up Sales Volume

The Brunswick Shop, of New Rochelle, Finds Musical Merchandise Department a Profitable Venture as a Sideline

New Rochelle, N. Y., October 7.—Approximately seventy expensive Buescher saxophone sales thus far this year is the record of the Brunswick Shop, one of the leading phonograph retail houses in this city, which operates an attractive musical merchandise department as a sideline. When it is considered that these sales were made without any extensive effort in the way of sales promotion the value of the musical merchandise department in the talking machine store may be realized.

Many of these sales undoubtedly were made to people who have talking machines in their homes and right here is a point which gives the talking machine dealer an advantage over other merchants. The retailer has, or should have, a prospect list; that is, owners of talking machines who are prospects for records and other musical merchandise, and this is a fertile field for the promotion of musical instrument sales. The sales of saxophones of the Brunswick Shop were in addition to many sales of other small musical instruments, such as violins, banjos, ukuleles, etc. The concern features the Buescher line and also specializes in Weymann Keystone State banjos, the latter also being popular with musicians and those who desire to become proficient in the art of banjo playing.

Vega Banjo Demand Growing

Boston, Mass., October 7.—William Nelson, in charge of the advertising and sales of the Vega Co., Inc., manufacturer of the Vegaphone banjo and other musical instruments, reports that the demand for Vega banjos is steadily increasing. The preference for quality banjos is still marked and the Vega Co. is producing gold instruments as fast as possible to keep up with orders. In addition to the large domestic business being done, the foreign business of the company is also steadily increasing. Several shipments of Vega banjos were recently made to dealers in Hawaii, and the London representatives, Hawkes & Sons, have just received their first shipment of Vega banjos. Every indication points to big foreign business in the months ahead. Prominent banjoists continue to write in their appreciation of the Vega banjo. Brooke Johns, who is now in England, sent the Vega Co. several newspaper clippings showing his Vega banjo autographed by the Prince of Wales. Eddie Peabody, banjoist of Philip Spitalney's Orchestra in Delaware, recently purchased two de luxe Vegaphones and in a recent letter praises them for their work in recording. Mr. Nelson predicts heavy banjo business during the Fall and Winter months.

BACON BANJOS

Played by Leading Musicians and Orchestras

Sold by Representative Music Merchants

BACON BANJO CO., Inc.

GROTON, CONN.

The Instrument That *Sells*

Vega Banjos in many models sell from $34.00 to $375.00. Always a price and a style to please.

The new Vegaphone models are used by leading artists and orchestras and on seventeen makes of records.

Ever increasing in popularity, the Banjo is one of the greatest sources of new sales. To carry a high quality make of banjo having a wide price range will bring new customers and a resulting profit.

Vega Banjos have established a wide reputation for high quality and inherent value. They are made in many styles selling from $34.00 to $375.00. There is always one style Vega that will sell.

Vega Instruments are sold direct to the dealer, assuring you of good service.

Write for Catalog and Dealer Information.

THE VEGA CO.

155—R Columbus Ave. Boston, Mass.

Manufacturers of String and Brass Instruments

Ludwig & Ludwig Bring Out a New Banjo Peg

Chicago, Ill., October 8.—Although the new Planet banjo peg, designed and manufactured by Ludwig & Ludwig, manufacturers of drums and accessories, located at 611 North Lincoln street, has been in use by leading musicians for over a year, the company has just made its first announcement to the trade.

The Planet is a gear peg, geared four to one, that is, the button is turned four times to one revolution of the string spindle, so that the strings can be tuned in a steady pull, allowing extreme accuracy by going direct to the pitch desired. This gear arrangement does away with slipping and once the banjo is tuned it will remain so as the strings are held firmly with even tension. The fine measurement that has been worked out also provides sharper and finer tuning, as micrometric adjustment of the strings can be obtained in an instant.

All these points were carefully worked out and tested by R. C. Danly, inventor of the Planet peg and vice-president of Ludwig & Ludwig, with the assistance of Wm. F. Ludwig, president of the company.

Bishop With Progressive Co.

L. W. Bishop has been appointed a member of the sales staff of the Progressive Musical Instrument Corp., wholesaler of musical merchandise, 319 Sixth avenue, New York. Mr. Bishop is a man of much experience in the musical instrument business, having completed about ten years' service with the Blackman Talking Machine Co., New York City.

Mr. Bishop will call upon dealers in metropolitan territory in the interest of the musical instrument division of the Progressive Musical Instrument Corp. According to A. W. Landay, general manager of the firm, Mr. Bishop has already been achieving wonderful results, for during his first week with Progressive not a day passed that he failed to return to the office in the evening with a goodly number of substantial orders. He is well known to the metropolitan trade and widely popular.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 190)

Seven Manufacturers to Exhibit at Exposition

CHICAGO, ILL., October 7.—Since the announcement was made recently that the Musical Merchandise Manufacturers' Association, Chicago zone, will exhibit the products of its members at the Illinois Products Exposition to be held October 9 to 18 at the new American Exposition Palace, located at 666 Lake Shore Drive, Chicago, the exhibit has been changed to a co-operative one for seven members of the association.

For the benefit of having a co-operative name, the exhibitors will list their booths under the general name of Chicago Musical Instrument Manufacturers. They compose the following: Lyon & Healy, Inc., of Chicago, who will exhibit a special master specimen of its world-famous harp; Ludwig & Ludwig, manufacturers of drums and accessories; The Slingerland Mfg. Co., Chicago, exhibiting its line of banjos, including the May Bell line; Geib & Schaefer, manufacturers of musical instrument cases; The Harmony Co., manufacturer of stringed instruments; Regal Musical Instrument Co., Chicago, ukulele manufacturer, which will feature the "Red Head Ukulele," and the Walter M. Gotsch Co., maker of piano scarfs and piano covers.

Demonstrates the Hohner in Milwaukee Theatre

MILWAUKEE, WIS., October 8.—Hohner harmonicas were featured in Milwaukee during the week that Borrah Minevitch, famous harmonica soloist, appeared at a local theatre. His appearance, combined with a contest held at the theatre, greatly stimulated sale of these instruments. Dealers were alive to the opportunity offered through the appearance of the artist and arranged attractive window displays.

Harmonica Sales Increased Through School Exploitation

Experience of M. Hohner Proves Worth of a Campaign Directed Toward the Public Schools and Other Educational Institutions

The growing popularity of the harmonica has been told many times during the past few months, but the profit-making possibilities of this instrument will be greater during this Fall and Winter than ever before, according to William J. Haussler, general manager of M. Hohner, Inc., manufacturer of harmonicas and accordions. A definite campaign through the schools of the country is being planned by Mr. Haussler, who has done some experimental work in the public schools of New York and Newark, and Fred Sonnen, the harmonica soloist, who has been working with the school boards in the Central West, with the most satisfactory results. It has been proved that in those towns where there has been school activity on the harmonica the dealer's sales have been greater as a direct result.

An idea of the manner in which musical educators have taken to the project of introducing harmonica activities in their schools may be gleaned from the report from one of the schools where Mr. Sonnen appeared. At the Mozart School, Chicago, Mr. Sonnen played before a large number of pupils and delivered a lecture on the harmonica and its relation to music. The enthusiasm of the pupils was immense and the interest of the principal of the school, Mrs. Nellie C. Hudd, is best expressed in her own words:

"When asked by the pupils if I would organize a harmonica club this Fall I certainly replied that I would. We can no more do without a harmonica club than we can do without our rhythm band, our orchestra or our ukulele band. Our harmonica club is one of our established activities."

Dealers who are anxious to participate in the campaign to develop harmonica music in the schools in their cities should communicate with William J. Haussler, M. Hohner, Inc., 114 East Sixteenth street, New York.

Edwin J. Cubley, pioneer manufacturer of banjos and guitars in the Middle West, died at his home in Chicago recently.

Harry Yerkes Orchestra to Tour the Antipodes

"Wattle Path Palais Orchestra" on Eighteen Months' Tour of Australia—Orchestra Is Equipped With Buescher Band Instruments

Harry Yerkes has just sent one of his orchestras to the Antipodes. It is booked for an eighteen months' tour of that little-known big country—Australia. It will play in the leading cafes and theatres from one end of that country to the other.

Incidentally, the Yerkes Orchestra has adopted a peculiar name for the tour, taking this name at the behest of the management of a big cafe and a string of theatres in Australia.

The contract for sending this orchestra to Australia marks a high record in money for orchestra contracts. The time under contract is eighteen months; the consideration involved is nearly $200,000; the deposit made with a New York bank to guarantee performance of the contract in full was $25,000. The traveling expenses advanced by the Australian interests to take the orchestra over run close to $7,000, some of the players taking their wives along at the expense of the Australian syndicate. This privilege was accorded the married men and was written into the contract. The "Wattle Path Palais Orchestra" will play Buescher band instruments and saxophones all through Australia.

Join Progressive Sales Force

Karl Kalmbach, formerly with Ands. Koch, Inc., New York, has joined forces with the Progressive Musical Instrument Corp., wholesaler of musical merchandise, 319 Sixth avenue, New York, and will represent the musical instrument division in Western territory.

David Golenpaul, formerly with the Emerson Phonograph Co., is now a member of the sales staff of the Progressive Musical Instrument Corp., according to A. W. Landay, head of the concern. Mr. Golenpaul will be attached to the radio division.

Conn dealers throughout New England are profiting from the visits of Chet Frost's Bostonian Orchestra, a Conn-equipped aggregation.

This $25 Cabinet—FREE

Make 100% Profit

This Beautiful Cabinet is 22½ inches high, 25¾ inches wide, and 12 inches deep; in mahogany piano finish. Has 12 glass tubes.

Special Combination Offer

Armour's

MUSIC STRINGS

You will make 100% by taking advantage of this Special Combination Offer of the most complete and varied assortment of straight length high-grade gut and wound strings ever assembled in a case; and you get this $25.00 Display Cabinet and 12 Glass Tubes—FREE.

Assortment Costs ..... $ 51.75
Assortment Retails at 103.50
PROFIT on Assortment 100%

Send Today for Complete Details

ARMOUR AND COMPANY

MUSIC STRING DEPT.
CHICAGO

7971

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 191)

The Most Prominent Banjoists Are Playing Weymann Instruments

FRED C. BUCK
Banjoist and Arranger
"Waring's Pennsylvanians"
and His
Weymann Orchestra Banjo
Write for Agency
H. A. WEYMANN & SON, Inc.
1108 Chestnut Street Philadelphia, Pa.

Interesting Information in "Voice of the Vega"

One of the most attractive house organs appearing in the musical merchandise field is the "Voice of the Vega," published at frequent intervals by the Vega Co., of Boston, Mass. This interesting periodical entertainingly covers not only interesting reports regarding the Vega organization activities, but also gives news as well of the recording artists who are enthusiasts regarding the Vegaphone and other banjos in the Vega line.

Geo. Berger in New Position

Chicago, Ill., October 4.—George Berger, formerly manager of the band instrument department of the Griggs Piano Co., recently joined the retail sales force of the Conn Chicago Co.

H. A. Weymann Now in Its New Factory

Philadelphia, Pa., October 9.—H. A. Weymann & Son, Inc., manufacturer of the Weymann orchestra banjo and the Keystone State line of stringed instruments, is now completely established in its new factory at Hancock and Columbia avenues. The products of the company have proved very popular throughout the musical merchandise trade and for a long time past the demand has far exceeded the manufacturing facilities, even though they have been regularly expanded in an attempt to take care of the volume of orders received. With the new plant, however, it is expected that all orders will be caught up with within a very short period of time and that the exceptional facilities will make possible immediate deliveries

New Factory of H. A. Weymann & Son

Interesting Investigation Made by Buescher Co.

In an effort to learn just what there is about West Coast orchestras that makes them so popular in New York and all over the East, and makes them so popular on the phonographs, the Buescher Band Instrument Co. delved into the problem with a view to pointing out to Eastern musicians just where they were deficient, if any deficiency existed.

The first point of superiority that had to be set down in favor of the Western orchestras is their great range of tone color. An average Western orchestra is Vic Meyers and His Orchestra, hailing from California and now playing up in Oregon at a seaside resort. They make Brunswick records that are immensely popular on the West Coast. There are a round dozen saxophones, four Bb trumpets, trombone and euphonium, mellophone and BBb tuba besides clarinets, bass clarinets, flute, oboe and various other reed instruments, with banjos and piano, concertina and drums.

The average Eastern orchestra wouldn't come within half the number of instruments this fine organization uses. The whole saxophone family is there—not merely two or three voices as is often the case in an Eastern combination. Four trumpets are shown, where many Eastern orchestras would have but one or two at the most. The mellophone and the euphonium are more often conspicuous by their absence in the Eastern orchestras, yet this orchestra features both.

BRUNO

THE OLDEST AND LARGEST MUSICAL MERCHANDISE HOUSE IN AMERICA

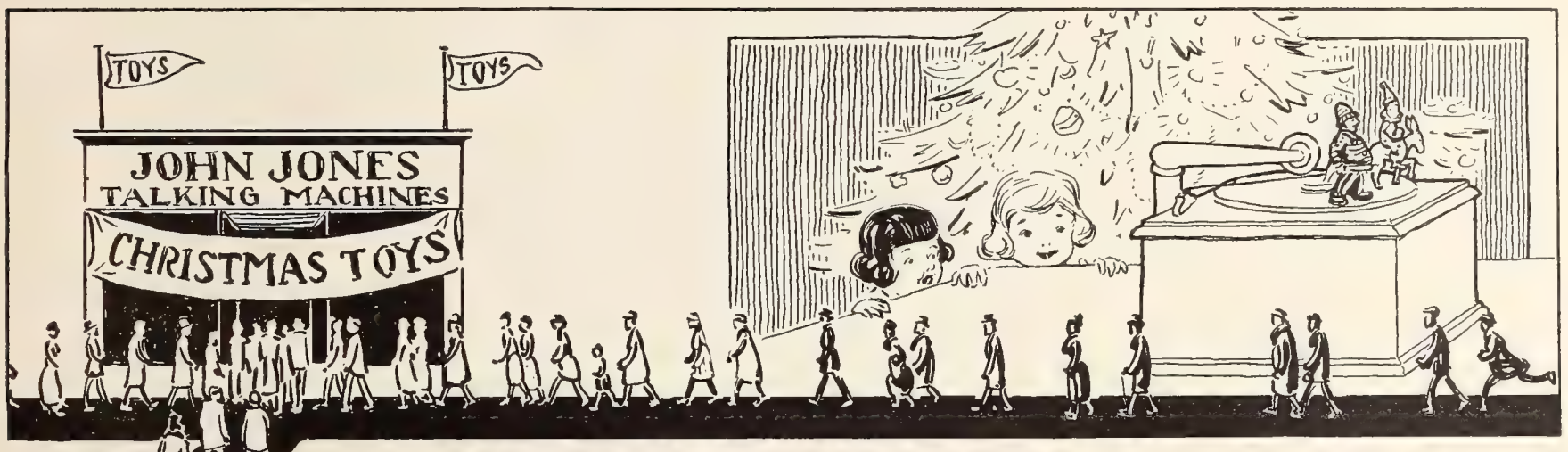
Exclusively Wholesale
ESTABLISHED 1834
C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

Do You Get Your Share of the Profit in Band Instruments?

OR are you buying various lines only on demand and on a low margin? If you want a small goods department that pays well investigate our proposition to dealers. We offer full dealer protection and satisfactory margin on the finest line of Brass Instruments in America, nationally advertised and featured by extensive direct-mail campaigns. Ample territory given to dealers who are willing to sell. Write for our proposition.

THE H. N. WHITE CO.
5215-56 Superior Ave., Cleveland, O.

National Phonograph Toys



Santa Claus Is Peeping Around the Corner!

LIVE dealers on the lookout for self-sellers and quick profits are stocking National Company's Phonograph Toys for Christmas.

Maybe you've been giving Christmas toy business the go-by in your neighborhood. Isn't it time you turned to your own pockets the profits you've let slip to other dealers?

They're Swift Self-Sellers!

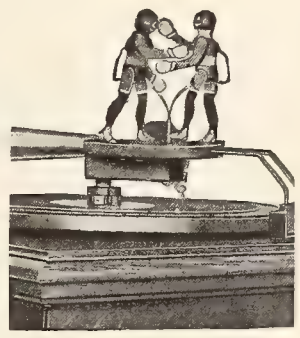
Stock up with an assortment of National's funmakers. Display them on phonographs in your windows. The demand will take care of itself. You'll have all the youngsters in your neighborhood crowding around your windows, flushed with joyous excitement as they eagerly watch the antics of

Ragtime Rastus, Shimandy, The Fighting Roosters, The Magnetic Dancers, The Boxers, and the Funny, Funny Phonograph Phollies.

Grown folks will likewise be attracted to your store. And that means the opportunity to sell records--and talking machines.

(Usual Trade Discounts)

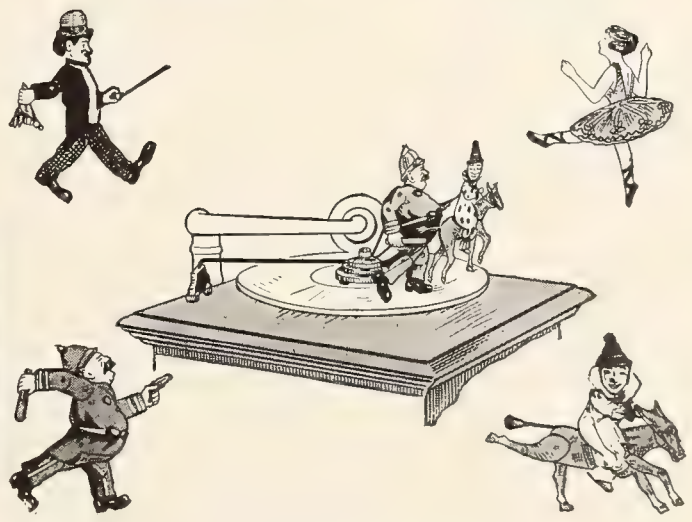
Shimandy
Price $1.65



The Boxers
Price $1.25

Ragtime Rastus
Price $1.25

The Magnetic Dancers
Price $1.00



Phonograph Phollies
Price $1.00 per set

Don't pass up this proposition. Give it your immediate attention. You will be glad you did. It takes just a minute to fix the whole thing. Get your letter in tonight's mail.

National Company
110 Brookline St., Cambridge, Mass.

HIT THE BULLSEYE OF BIG PROFITS THIS CHRISTMAS WITH NATIONAL PHONOGRAPH TOYS

Happenings in the Dominion of Canada

Many Important Trade Developments in Toronto Territory During Past Month

Canadian National Exhibition Passes Million-and-a-half Mark in Attendance—Talking Machine and Radio Exhibits a Feature of the Event—Many Musical Events Planned for Fall

Toronto, Ont., October 8.—Amalgamation of the Canadian branch of the National Acme Co., of Cleveland, O., and the Russell Gear & Machine Co., Ltd., this city, manufacturer of phonograph motors, hardware, etc., is announced. The new company will be known as the Canadian Acme Screw & Gear, Ltd. The capitalization is $1,000,000.

The Canadian National Exhibition has passed the million-and-a-half attendance mark for the first time in history. This year, as in the past, the Canadian Bureau for the Advancement of Music directed the musical competitions which were held in the amphitheatre of the Phonograph Building. In addition to the usual handsome displays made by Canadian phonograph manufacturers, numerous displays of radio receiving sets and accessories were on exhibition.

Musical Merchandise Co., Ltd., Canadian Brunswick representative, had on exhibition at the Canadian National Exhibition its new console model, "The Princess." The popularity of this model is already assured and an active demand exists for it.

Major J. E. Hahn, president of De Forest Radio Corp., Ltd., has joined hands with Powell Crosley, Jr. All Canadian Crosley products will in the future be manufactured and marketed in Canada by the Canadian De Forest Corp.

The Musical Merchandise Co., Ltd., Canadian wholesaler of Brilliantone needles, is distributing to the trade a two-color folder which contains seven Brilliantone needles, each being a sample of one of the seven tones in which these steel needles come.

The Gold Medal Radio-Phonograph Corp., Ltd., Uxbridge, Ont., recently staged an interesting radio show at its Toronto showrooms and dealers manifested considerable interest in it.

J. G. Meldrum, office manager of His Master's Voice, Ltd., was married recently to Miss Rose Lillian Wallis, also a member of the staff of His Master's Voice.

E. A. McMurtry, managing director of the Columbia Phonograph Co., Ltd., is covering the Maritime Provinces in the interests of Columbia products and Columbia dealers.

John Raper Piano Co., Ltd., Ottawa, has been introducing the Cameraphone, a new British type of portable phonograph, which folds into a small case.

Among the musical events that will be given in Toronto during the early part of the season are concerts by Paul Whiteman and His Orchestra, Mme. Schumann-Heink, Mme. Jeritza, Edward Johnson and other famous record artists.

Trustee and inspectors have been appointed for the Karn Piano Co., Woodstock, Ont., which recently assigned.

The Rev. Geddes, who for four years has lived and traveled alone among the Eskimos inhabiting Arctic regions near the mouth of the Mackenzie River, the base of his work being Herschel Island, when interviewed in Toronto during a visit here, made the statement among other things that "Almost every family has a Victrola."

R. S. Williams & Sons Co., Ltd., Edison jobber, recently celebrated the seventy-fifth anniversary of the founding of the firm, which was organized in 1849. It now occupies a handsome ten-story building in Toronto on Yonge street, with wholesale warerooms at King street, West. It also has quarters in Montreal and Winnipeg.

Harry Braid and Gordon Bender have rejoined the staff of the Musical Merchandise Co., Ltd., the former as western Ontario wholesale traveler and the latter as an office executive.

Maximilian Weil, inventor of the Audak record demonstrator, which is manufactured and distributed in Canada by the McLagan Phonograph Corp., Ltd., Stratford, was one of the distinguished visitors to the Canadian National Exhibition.

An important development in the music industries of Canada is the formation of the Q R S Music Co., of Canada, Ltd., which has just been organized to take over the manufacturing and marketing of Q R S player rolls for all Canada and to handle the Ontario distribution of De Forest and De Forest-Crosley radio sets and parts.

R. H. Murray, who has been with His Master's Voice, Ltd., for the past seven years and who has served as manager of that firm's Halifax and Toronto branches, has just joined the Apex record organization, in the capacity of manager of the Sun Record Co., this city, distributor of Apex records, Burgess batteries, etc.

J. F. Bain, well known to Ontario phonograph dealers through his several years' connection with the Toronto branch of His Master's Voice, Ltd., has joined the Brunswick selling organization.

The Gilmore Sales Co., A. R. Gilmore, manager, has opened up at 106½ North May street, Fort William, with Edison and Vocalion phonographs and records.

Montreal Trade in an Optimistic Mood as Business Conditions Continue Good

Combination Radio-Phonograph Models Please Trade and Public—Buy-at-home Movement Proves Successful Venture for Phonograph Dealers—Wide Interest in Record Made by Prince of Wales

Montreal, Canada, October 7.—C. A. Richards, of C. A. Richards, Inc., New York, Canadian distributor for the Sonora line, was a recent trade visitor to Montreal, Quebec and Three Rivers, where he was calling on the retail branches of C. W. Lindsay, Ltd. Mr. Richards waxed very enthusiastic over the new Sonoradio model No. 242, which consists of a three-tube neutrodyne radio set, together with a standard Sonora phonograph of high quality.

Two records of American manufacture, Cameo and Domino, have made their appearance in Montreal and are being well received by the trade and public.

The buy-at-home movement featured by New Brunswick merchants is growing by leaps and bounds and the greater majority of stores in St. John and Moncton display in their show windows a card bearing the inscription "Buy-at-Home." J. G. Harrison, president of W. H. Thorne & Co., Ltd., St. John, an Edison jobber for New Brunswick, is one of the founders of the movement.

Joseph C. Smith and His Dance Orchestra, "His Master's Voice" artists, of the Mount Royal Hotel, were invited at the request of H. R. H., the Prince of Wales, to play at the residence of Mrs. Ambrose Clarke, Westbury, L. I. The Prince danced several times to the music of the Joseph C. Smith Orchestra during his visit to Montreal last year.

The Prince of Wales' record just released by the Victor Talking Machine Co. of Canada, Ltd., a twelve-inch "Sportsmanship Speech" and on the reverse side, "God Bless the Prince of Wales," H. M. Coldstream Guards and Male Chorus, is arousing widespread interest.

The real service which radio can render has just begun to be exploited, said Dr. Lee De-Forest, who was a guest at the Mount Royal Hotel recently. A tremendous future lies ahead, and a first step in taking advantage of the real value of the invention will be in the improvement of the programs and the introduction of educational features which would make it worth while.

J. D. Stewart, local manager of Musical Merchandise Sales Co., Ltd., Brunswick distributor, is receiving the congratulations of his many friends in the trade upon the happy event of his becoming a proud "dad," a son and heir being born on September 26.

Illustrative of the rapidly increasing interest in radio throughout the country is the fact that the management of the Eastern Canada Radio Show, to be held in Windsor Hall, October 20 to 25, has been obliged to secure two large adjoining halls to accommodate the large number of exhibits.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY *NONE LOWER IN PRICE*

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY

Radio Cabinet Making

The important part played by cabinet making in the manufacture of radio receiving sets is the basis of an interesting article by Rayburn Clark Smith, president of the Unit Construction Co., cabinet maker and widely known throughout the talking machine trade through its many installations of modern store equipment, which appeared in a recent issue of the Town Crier, the house organ of the Radio Corp. of America.

REPRESENTATIVES OF
WASMUTH-GOODRICH COMPANY

H. J. BLIGH
Eastern Sales Representative
Alamac Hotel,
New York City

T. W. HINDLEY
Central States Sales Representative
c/o Wasmuth-Goodrich Co.,
1022 Republic Bldg.,
Chicago, Ill.

L. W. FREEMAN
Southern Sales Representative
Box No. 250,
Atlanta, Ga.

L. K. MARKEY
Pacific Coast Representative
180 New Montgomery St.,
San Francisco, Cal.

Patents have been applied for on this device covering this or similar applications.

From Phonograph to Radio in a Flash—The PhonoradiO is the only instrument that changes from Phonograph to Radio without attachments or detachments.

Tune in to more sales

Here is the ideal combination instrument the world has been looking for. It is two complete instruments in one. A wonderful radio and a wonderful phonograph in one beautiful console case. Simple to operate as A B C. There are no cords—no complicated "contraptions"—showing outside the cabinet or under the lid. Just right for the average person who does not wish to fuss.

Just pull a lever and you change from phonograph to radio—no attachments or detachments. The same famous Music Master amplifier brings out the full tonal clarity of the record or the radio.

A PhonoradiO for Every Purse and Purpose

The Emerson offers the only perfect combination of fine radio and phonograph—the only instrument that is complete—the only instrument that changes from phonograph to radio without attachments.

We offer choice of three different radio receiving sets in successful combination with the Emerson Phonograph:

No. 1. The PhonoradiO equipped with Howard 5-tube Neutrodyne and Music Master Horn.

No. 2. The PhonoradiO equipped with Federal 4-tube radio and Music Master Horn.

No. 3. The PhonoradiO equipped with Regenodyne 4-tube radio and Music Master Horn.

The Famous Music Master Reproducer

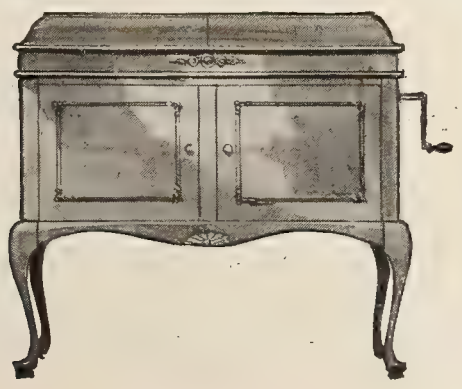
is used in the PhonoradiO. This horn of straight-grained spruce—the famous violin wood of Stradivarius and Cremona—is the mouthpiece of both phonograph and radio. This, together with the true tone reproducer, accounts for the fidelity of tone reproduction.

Easier to Sell Than Compete Against The PhonoradiO

Radio is the big selling word this year. The "make your own" fans are now supplied—the big sales will now be made to the average person who wants carefree radio enjoyment from a simple, powerful outfit that anyone can operate. The PhonoradiO is the instrument for these people. Stock now. Profit now.

WASMUTH-GOODRICH COMPANY, *Peru, Indiana*

The PHONORADIO

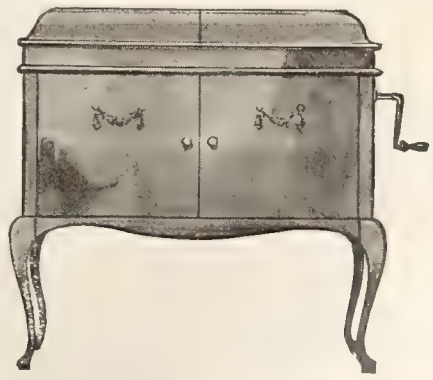


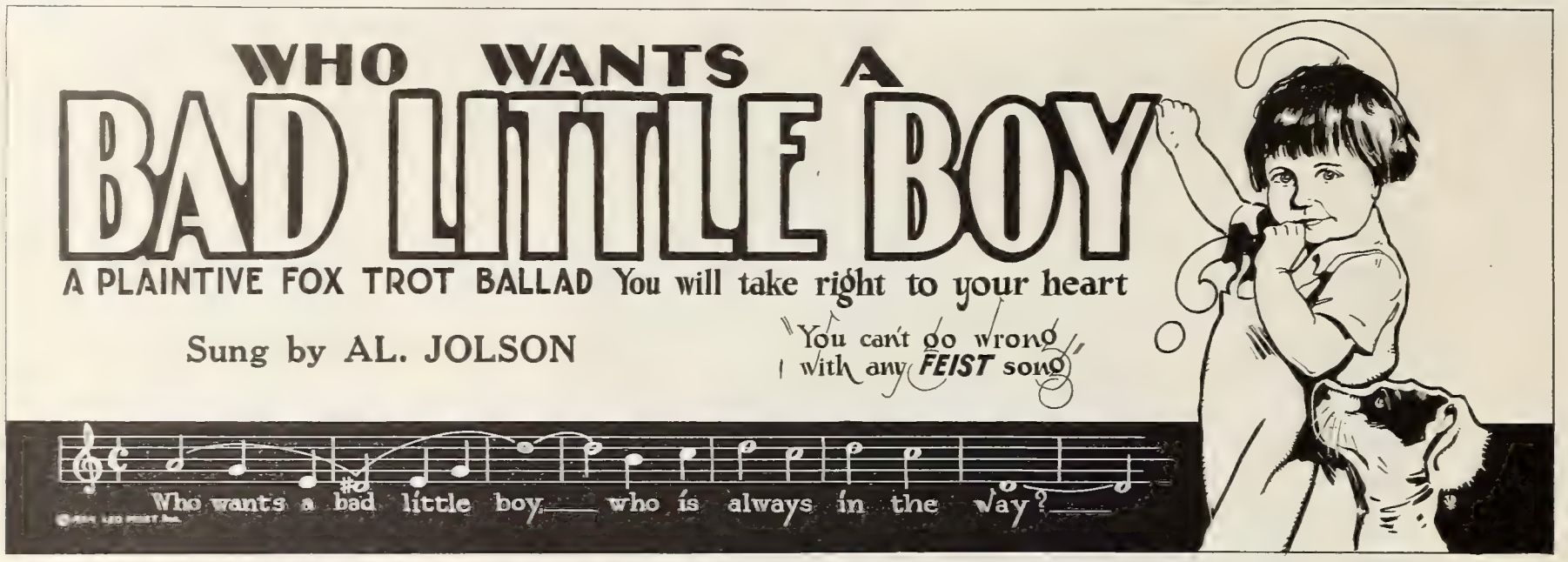
The Blenheim PhonoradiO
Queen Anne Period Console in brown mahogany or burl walnut containing complete phonograph and radio, as well as album filing system.
Regenodyne Model, 4-tube.
Retail price.....$240
Federal Radio Model. 4-tube.
Retail price.....$300
Neutrodyne Model, 5-tube.
Retail price.....$395

Watch for interesting details in our November announcement

Lady Churchill PhonoradiO
Rich brown mahogany design in Queen Anne Period, nickel trim.
Regenodyne 4-tube Model.
Retail price.....$220
Federal 4-tube Model.
Retail price.....$280

Special Emerson Cabinette Radio
A fine Model No. 15 cabinet in brown mahogany containing a guaranteed Regenodyne 4-tube radio frequency set made especially for the Wasmuth-Goodrich Company.
Retail price.....$150
With Federal 4-tube non-regenerative set.
Retail price.....$185





Frisco Scores in Edison Tone Test in Vaudeville

Popular Vaudeville Headliner Features Edison Phonograph in His Always Interesting Act

Frisco, who has been a headliner on the Keith and Orpheum circuits for some years past and who has included an Edison Tone Test as part of his act, has just introduced a new act which was first given at Keith's Eighty-first Street Theatre in New York City.

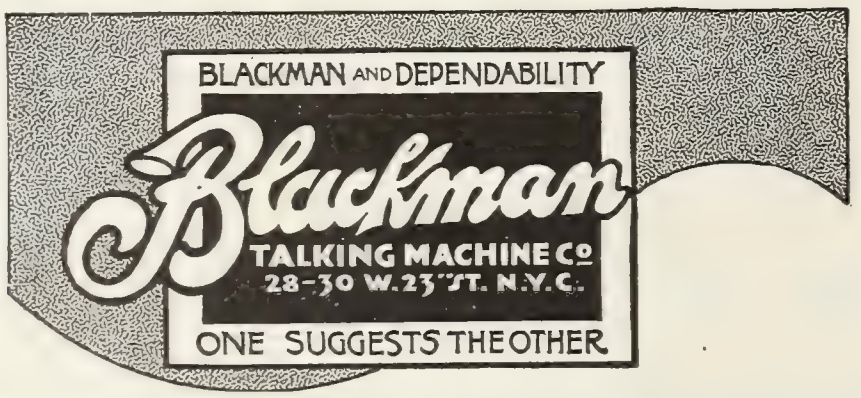
After the act has proceeded for a short time, Frisco announces that by special permission of Thomas A. Edison he will play on the Xylophone in direct comparison with one of his own Edison records. He urges the audience to try to decide when he is playing personally and when the phonograph is playing. The stage is then darkened and a spotlight thrown on a handsome Xylophone, surrounded by exquisite gold and black hangings. Frisco starts playing and gradually the light dims and, finally, reappears on his face. Presently Frisco starts moving about the stage with the light on his face. Then there is pitch darkness. A few minutes later, when the light gradually comes on, one perceives the hazy silhouette of a living room and all the while the Xylophone selection is being played. As the light comes brighter, Frisco is seen seated in an easy chair in a living-room scene, listening to himself on an Edison phonograph.

After a while he rises from his chair and goes over to the Xylophone, playing it for a while with the record still playing. He then goes back to his chair and repeats this process two or three times more.

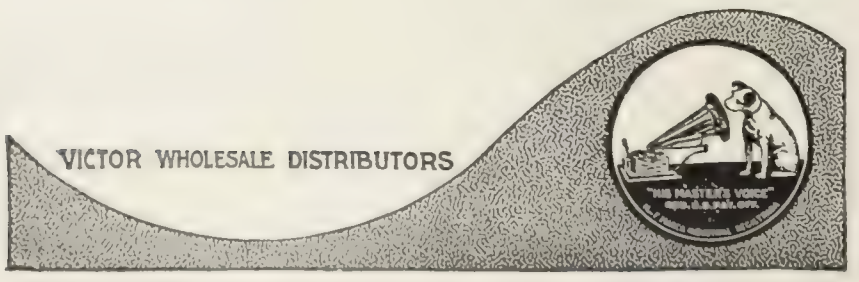
While the act is naturally designed to feature Frisco as an artist, the plan of the act works out into a wonderful picturization of how Frisco can be brought from the concert or vaudeville stage direct to the living-room. This striking sort of an act is bound not only to work out for the benefit of New Edison dealers, but for the benefit of all dealers in the country. The bookings include a transcontinental trip.

Remodeling Trenton Store

Trenton, N. J., October 9.—The local branch store of the F. A. North Co., of Philadelphia, is having substantial alterations made in its arrangement, which, when completed, will make it one of the most attractive music stores in the city. The installation work, which is being done by Van Veen & Co., New York City, manufacturers of talking machine wareroom equipment, consists of three large salons, three demonstration rooms, record and music-roll racks and complete sales and business-office equipment. The entire installation is of French design in ivory-enamel finish.



It is the Blackman policy to so inspire the confidence of Victor dealers that they will never question our motives though they may at times disagree with our methods.



Col. S. H. Mapes Receives Hearty Congratulations

Appointment as General Sales Manager and Assistant to President of Joseph W. Jones Radio Mfg. Co., Inc., Occasions Interest

The recent announcement that Col. S. H. Mapes had been appointed general sales manager and assistant to the president of the

Col. S. H. Mapes

Joseph W. Jones Radio Mfg. Co., New York, has occasioned considerable interest in the trade, as Col. Mapes is well known in the radio field. Prior to entering the radio industry as an executive with the Federal Tel. Mfg. Co. Col. Mapes was associated with the United States Army air service.

After joining the Federal organization as metropolitan manager Col. Mapes began to realize the possibilities of merchandising radio panels for use in console phonographs and achieved considerable success in marketing these panels throughout the talking machine trade. He was appointed assistant vice-president of the Federal Tel. Mfg. Co. only recently. In his new work with the Joseph W. Jones Radio Mfg. Co., Inc., he will have unlimited opportunities to utilize his merchandising knowledge and his thorough familiarity with radio activities.

Col. Mapes has just opened up the New England territory and established a branch office in Boston. Another branch has been opened in Philadelphia and within a few days the company expects to have new offices in Washington, Chicago and San Francisco. The executive offices of the Joseph W. Jones Radio Mfg. Co., Inc., have just been moved to new and elaborate showrooms at 40-42-44-46 West Twenty-fifth street, New York, and the trade has been invited to visit this new home. The company will also exhibit its products at the radio show to be held in the Grand Central Palace, New York, the week of November 3.

GLEANINGS from the WORLD of MUSIC

No Fall Season Has Ever Opened More Auspiciously for the Music Publisher

Fall Catalogs Show Large Proportion of Salable Works—Radio Bugaboo Has Practically Spent Itself—Retail Music Dealers Being Given Numbers for Which Demand Has Been Created

The music business, and particularly the sheet music field, which was said to have hit a low ebb early in the Summer, has come back in a most impressive manner. Probably it was never so bad as rumor had allowed it to appear for, unfortunately, during the early weeks of the usual Summer depression, loose talk and malicious propaganda did their share toward making a slow Summer slower.

All of the popular houses, and this applies to both large and small organizations, are to be congratulated upon the fact that they continued their activities under the slogan: "We're doing business as usual." The result is that, after an energetic Summer spent in keeping sales up to a fair average and with great care being made in the selection of songs, the popular houses enter the Fall season not only with a wealth of material of most salable character but with renewed enthusiasm and courage.

Every catalog has from three to five selling numbers and some of them more. The newer offerings are songs with wide appeal. They are alluring dances and carry lyrics that aid considerably in increasing sales.

Prospects Never Better

Never in the history of the popular music business have the majority of publishers opened a Fall season more auspiciously. Never before was there such a large collection of salable works. The songs, too, are selling and some of the profits from these are being utilized in furthering the activity of enterprising catalogs. Everything is being done to make the sheet music end of the business most active, and the propaganda that sheet music was practically passé is now entirely dead.

Further proof that the Summer ended up without far-reaching effects in the curtailment of sales is shown by the fact that there has been a complete absence of bankruptcies and discontinuances of publishing businesses.

The radio bugaboo, too, has spent itself. It is true that publishers have adjusted their programs to meet with new conditions, but none of the expected disastrous effects of the inroads of radio are now being felt. Radio is being used more advantageously than was the case last Fall and the fear that was expressed some months back was based upon a passing phase, and this new element to-day has some value and in the future may have great value for some exploitation.

In speaking of adjusting the situation to new conditions, the first consideration is given to the amount of radio publicity that would be sufficiently attractive and eliminating the greater volume of it which proves detrimental. The real program of the popular publishers will continue to be based upon the widespread appearances of their numbers in vaudeville programs, and the rendition of their melodies to even larger weekly audiences through the aid of the dance orchestra. The Fall programs of popular publishers which are now under way all call for unusual activity and probably larger appropriations for proved propaganda purposes.

What the Public Wants

Popular publishers, despite opinions to the contrary, are giving the public just what it wants. The trend of popular taste is immediately responded to and, if the grade of popular numbers does not always come up to critics' expectations or standards, the cause of it is the period in which we live. It is true there is some gambling in popular publishing, but the larger organizations eliminate as much of the gamble as possible. It is, after all, a legitimate business and there is probably as little gambling with established sources as there is in any other enterprise, including the drama, photoplay and numerous other fields.

It might be that we could healthily have a few more ballads. Ballads in this dance-mad world would tend to act as a balance. Those of merit generally achieve success. While there is a quicker response to novelties, fox-trots and comedies, on an individual number the ballad, properly financed and exploited, proves the better business venture. The speed of present-day activities in exploiting popular songs reacts, however, against ballad exploitation. It is only the larger organizations that can nurse them along and give the care necessary to their development. In most instances, like in all other human activities, the easiest road is taken and the quicker response and profits lie in the lighter endeavors.

In either event, both the retailer and the consumer are given goods for which a call has been created. Fortunately, present catalogs are fairly well balanced with ballads and lighter offerings. The fact that both are having a sale will encourage a continuation of present plans and the present type of popular music. At any rate, there is no problem at present, for the numerous offerings that are made for the Fall season, in addition to those that are already active, can ably fill the demand for the balance of the year.

"Dear One" Makes a Hit

Several publishers have been interested in the fox-trot entitled "Dear One," which has proved of outstanding popularity in Atlantic City during the past few weeks. The number, written by two Philadelphia boys, Joe Burke and Mark Fisher, had been distributed in both Philadelphia and Atlantic City. The activity of the number on the music counters also attracted attention. It is understood that three publishers in all tried to obtain publishing rights which finally went to Leo Feist, Inc., which expects a big drive on the number.

"Be Yourself" Opens

Among the new shows which recently appeared in New York City is "Be Yourself," produced by Wilmer & Vincent. The show features Queenie Smith, Jack Donahue and G. P. Huntley. The book and lyrics are by George S. Kaufman and Marc Connelly, with music by Lewis Gensler and Milton Schwartzwald, with additional lyrics by Ira Gershwin. The outstanding songs are "Little Bit of This," "My Road," "The Decent Thing to Do," "Love and the Rose" and "Uh Uh." Harms, Inc., publish the score.

A. S. A. C. P. Vice-President

The American Society of Authors, Composers and Publishers at a recent meeting elected John Philip Sousa as vice-president, taking the office held by the late Victor Herbert; Jerome Kern was elected a director, in the chair formerly occupied by the late Louis A. Hirsch. A long list of important writers has been added to the membership of the organization. Gene Buck is at present president of the Society.

Sherman, Clay & Co.'s ballad, "Sleep," continues to be one of the active sellers on music counters throughout the country. In all sales reports "Sleep" is generally included, and this number, together with "The West, a Nest and You," is leading Sherman-Clay sales.

Kresge Philadelphia Store Features "Charley, My Boy"

Irving Berlin, Inc., Number Shown in Fine Window Display by Philadelphia Store

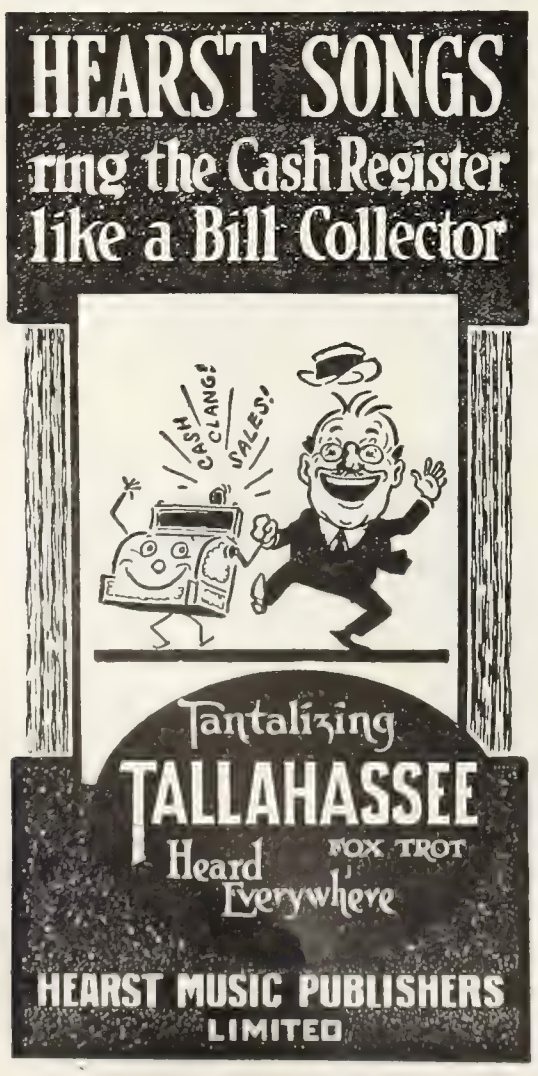
"Charley, My Boy," one of the outstanding hits of the season and a leader in the catalog of Irving Berlin, Inc., has had a very wide sale throughout the country. The movement of this successful song and dance number has been most rapid. The national campaign inaugu-

Featuring "Charley, My Boy"

rated by the publisher produced immediate responses everywhere and the sales have justified the energetic activities which were placed behind its release.

The dealers have shown the utmost co-operation in presenting "Charley, My Boy" to popular music publishers. In stores where demonstrations are in favor it has often been used as a feature. Title pages of the number have been given conspicuous positions in windows and on counters.

When a song becomes widely popular a mere display of the title pages produces sales. Bearing this in mind the S. S. Kresge store, Philadelphia, Pa., recently gave a full window showing to the title pages of this popular Berlin number with fine results in sales.



Harold Flammer Issues Complete New Catalog

Contains Songs, Duets, Choruses, Anthems and Compositions for Piano, Organ, Violin, Etc.—A Remarkable List of Compositions

Harold Flammer, Inc., has issued a new catalog containing a list of the firm's songs, both secular and sacred, vocal duets, choruses, anthems and compositions for the piano, organ, violin, etc. Altogether quite a lengthy list of compositions is shown. In many cases halftone portraits of the composers appear and some of the more successful songs, like "Mother, My Dear," "Ride On, Ride On," "My Thoughts of You" and "Eventide," are shown in thematic form. The back page of the cover is given over to a list of distinguished artists whose programs contain Flammer publications. A foreword also appears, outlining the activities of the organization, its plans and the accomplishments thus far achieved.

Harold Flammer, Inc., was established in June, 1917. Its catalog was selected from over five thousand manuscripts. The publications of the company are the result of obtaining the highest quality of editing, engraving, printing and paper, and of being able to make selections of meritorious compositions from the pens of some of the foremost composers. In its comparatively short life as a standard publishing house, its record, as shown in its latest catalog, is quite remarkable.

Fordan With Fred Fisher, Inc.

Fred Fisher, Inc., has appointed Lou Fordan as professional manager, and plans to release a number of new songs during the coming weeks which are to be exploited by both the band and orchestra and the professional departments.

The firm has two active numbers in the fox-trot, "Savannah," and "Pleasure Mad."

Publishing Firm Chartered

The Elite Music Publishing Co., New York, has been incorporated at Albany, with a capital stock of $100,000, by J. Bruckner, G. P. and S. V. Heimberger.

New Kern Production Scores With Critics

"Dear Sir," Score of Which Is Published by Harms, Inc., Wins Success on Its Opening in New York City

Each year the trade and public alike can look forward to a Jerome Kern musical production. The offerings for which he furnishes the music have fortunately little of the gamble in them. Invariably they come and they stay, and the music is always a vital factor. Mr. Kern furnishes music that is typically "Kern." Some of his latest offerings may lack the originality that he showed in his younger days, but nevertheless it is fitting to the libretto and is eagerly awaited and responded to by the public. He has caught the style that fills the heart of the average American and having caught it he sticks to it. This season's Kern show is entitled "Dear Sir," a musical comedy in two acts and six scenes. The book is by Edgar Selwyn and the lyrics by Howard Dietz. It is produced by Philip Goodman and recently opened at the Times Square Theatre, New York City.

In a review of the new show the Times heads its comment with "Beautiful Music Adorns 'Dear Sir.'" It later states that much of it will be popular. The cast includes Genevieve

Tobin, Walter Catlett, Kathlene Martyn, Joseph Allen, Helen Carrington and others. The outstanding songs are: "All Lanes Must Reach a Turning," "Weeping Willow Tree," "Gypsy Caravan," "I Want to Be There" and "If You Think It Love You're Right." T. B. Harms, Inc., publish the music.

Jolson Sings New Ballad

Al Jolson is singing the new fox-trot ballad, entitled "Who Wants a Bad Little Boy." This number, recently added to the catalog of Leo Feist, Inc., in a very short space of time has made itself one of the heavy sellers in the Feist catalog. For a new number it shows early indications of being one of the best ballads issued in years. It is a little different from the usual mammy numbers featured by Jolson and that makes it all the more welcome.

New Garrick Numbers Are of Hit Caliber

Chicago, Ill., October 8.—The late song hit "Tell Me You'll Forgive Me," a waltz published by the Garrick Music Sales, 4040 Dickens avenue, is being featured in window display tie-ups with the recent Victor release of this number.

W. A. Wieboldt's department store at Lincoln, School and Ashland avenues, Chicago, is featuring this song with the display of Victor records, Q R S rolls and title pages of the melody. Ray Hibbeler, head of the Garrick Music Sales and writer of the song, autographed each Victor record sold during the display with white Chinese ink, which was advertised extensively in their newspaper ads.

The Garrick Music Sales have also recently introduced another waltz ballad, "Bungalow Love Nest," which is also becoming very popular and is considered another radio hit. Both

these numbers are being featured over the radio by orchestras and theatres, and a number of mechanical reproductions of these songs on records and rolls have been made and are in the course of preparation. The "Bungalow Love Nest" has already been released on Q R S, Imperial and Columbia rolls.

Leo Feist Gets "Eliza"

While Edgar F. Bitner, general manager of Leo Feist, Inc., was in Chicago recently he procured the publishing rights for "Eliza," the fox-trot number by Gus Kahn and Ted Fiorito. These two boys, who are now making their headquarters in Chicago, have been responsible for several successes during the past two seasons. "Eliza" looks like a winner and the Feist organization will undoubtedly make it one of the features during the balance of the Fall season.

New Von Tilzer Song

The Harry Von Tilzer Music Publishing Co. has issued a new novelty number called "You Can't Fool an Old Hoss' Fly." This looks like one of the best novelties ever offered from the pen of this successful writer.

Geo. Lottman Joins New Music Publishing Concern

George D. Lottman, who recently resigned his office with Jack Mills, Inc., music publishers, after four years with that concern as advertising and publicity manager, has joined the newly organized Gene Rodemich Music Publishing Corp. in the capacity of Eastern office manager, with headquarters at 150 West Forty-sixth street,

New York. The firm was organized by Gene Rodemich, well known in the publishing field, and Larry Conley, the general manager. Rodemich is particularly well known in the West, having gained a wide reputation through his Brunswick records. Among the numbers offered in the company's new catalog are "Shanghai Shuffle" and "Honolou," a pair of fox-trots.

Capaulican Scores in Old and New Success

Chief Capaulican, the Indian baritone, late of the Metropolian Opera House, and now one of the greatest singing favorites of the vaudeville stage, is touring over both the Keith and Orpheum circuits. Recently he was headlining in New York, and as usual proving a drawing card. Among the finest of his old favorites is Victor Herbert's famous "Gypsy Love Song," which he sings to perfection. Chief Capaulican's latest addition to his repertoire is Ernest R. Ball's new ballad success, "West of the Great Divide," with which Ernest R. Ball is scoring such a tremendous success in his Far Western trip. Both the numbers referred to are published by M. Witmark & Sons.

New Educational Book

Oliver Ditson Co., Boston, Mass., recently issued a booklet carrying a border of educators who have contributed works to the Ditson catalog. The book is valuable as a reference, giving first-hand sketches of the activities of modern musical educators, men who are giving thought and study and have contributed in a large way to musical advancement in America.

"Charley, My Boy" Seems Popular Dawes Song

"Charley, My Boy," the song hit which is sweeping the country, has been selected by many different State committees as the campaign song for General Dawes, the Republican nominee for Vice-president. This clever song was not originally written for the hero of "Hel'n' Maria," but with a slight change in the lyrics it lends itself to a typical campaign song.

"Charley, My Boy" was written by Ted Fiorito, who has already to his credit the success of "Love Bird," "When Lights Are Low," "Hulu Hulu Dream Girl" and "No, No, Nora." This popular composer is the pianist of the Oriole Orchestra, which is heard nightly over the radio from their home at the Edgewater Hotel in Chicago.

This selection, which is predicted by many to be one of the big hits of the year, has just been released on Brunswick records, played by Bennie Krueger's Orchestra. Krueger has recorded this number as one of the most lively fox-trots heard in some time. It is embellished with a vocal chorus and intricate piano passages.

"Spirit of the U. S. A." Latest March by E. T. Paull

E. T. Paull, the descriptive march composer, is forwarding to the trade a new number entitled "Spirit of the U. S. A." This new offering covers, in a musical form, the wartime activities of the country during the trying periods of 1776-1861 and 1917.

This march is issued with one of the most attractive title pages ever turned out by the E. T. Paull Music Co. It vividly illustrates the musical contents and a display of the title pages should do much to encourage sales.

The music is spirited. It rolls along, however, melodiously and feelingly. Its stirring strains, played for demonstration purposes, will have wide appeal. There are many Paull enthusiasts among the music consumers of the country, as well as in trade circles, and his latest composition will, therefore, be accorded a genuine welcome.

FIVE RECORD RECORD BREAKERS

MORNING
Won't You Ever
Come 'Round

NOBODY LOVES
YOU LIKE I DO

NO ONE KNOWS
WHAT IT'S ALL
ABOUT

COME BACK TO
ME

NOBODY'S CHILD

Above Songs Featured By Orchestra And Vaudeville Acts From Coast To Coast
IRVING BERLIN INC., 1607 Broadway, New York

Weymann Features "Song of Songs" in Window

Big Philadelphia House Makes Strong Display of Chappell-Harms, Inc., Ballad Success

H. A. Weymann & Sons, Inc., Philadelphia, Pa., one of the best-known music houses in the country, and one which operates most successfully a modern sheet music department, gives particular attention to its window displays, and while it sets aside a few weeks a year for the showing of popular numbers, the majority of its windows are given over to high-class popular ballads. E. A. Naylor, manager of the sheet music department, who is responsible for the many attractive windows shown by the Weymann house, feels that the result from a good display of ballad numbers is felt over a longer period than would be possible with a current popular hit. The ballad sales are more constant; the displays invariably are more impressive and the sales of such window showings contribute to the activity of the sheet music department for many weeks. Herewith is a display on the Chappell-Harms, Inc., number, "The Song of Songs." It has proved quite popular in Philadelphia territory and the Weymann organization has taken advantage of it.

Featuring the "Song of Songs"

Returns to Witmark & Sons

A new connection of interest is that recently made between the House of Witmark and Herbert Spencer and Fleta Jan Brown (who in private life is Mrs. Herbert Spencer). They were formerly with the Witmark House and have recently returned to their old affiliation, having signed a contract for a term of years. Mr. Spencer henceforth will be found regularly in the professional department. When formerly with Witmark they wrote "Fancies," a great dance and mechanical favorite, and Fleta Jan Brown will be remembered for her beautiful novelty song "In the Candle Light."

"Do Wacka Do" New Novelty

Will Donaldson and Clarence Gaskill are the writers of a new novelty which bears all the earmarks of creating a new novelty type of song and instrumental selection. It is entitled "Do Wacka Do." This is a familiar term with musicians in speaking of particular business in rendering the music of popular selections. "Do Wacka Do" is, therefore, appropriate because it has much "special business." When rendered in instrumental form it becomes what the publishers have described as a "wow." Leo Feist, Inc., is the publisher of this promising new novelty number.

New Von Tilzer Song

A new song issued by Harry Von Tilzer Music Co., 1587 Broadway, New York, entitled "Little Moth Keep Away From the Flame," shows indications of being one of the most popular songs ever issued by the above firm. The writers are Bartley Costello and Harry Von Tilzer.

ANOTHER "NATURAL" WALTZ HIT
BUNGALOW LOVE-NEST
GARRICK MUSIC SALES
4040 DICKENS AVE.
CHICAGO
Dear . est girl, pre . cious pearl Soon our wed . ding bells will chime
We also publish that sensational WALTZ HIT
"TELL ME YOU'LL FORGIVE ME"
VICTOR RECORD 19416

Hitting the Popularity Chord With the Great American Purchasing Public

Walter Douglas, Business Manager of Waterson, Berlin & Snyder, New York, Tells of Some of the Elements That Go to Make Up the Big Selling Popular Song Hit

By their songs shall you know them. Basing their judgment upon this sentence, what sort of an impression do the foreign visitors to this country get of the American people? In other words, how do they see us through the spectacles of our popular songs?

Among the so-called people with a classic song complex in their mental make-ups there are many who harbor the fatuous belief that popular songs, made up of what is known as jazzy and syncopated music, are representative of our civilization drifting back to a barbaric stage. This, however, is absurd, ridiculous and far from the truth.

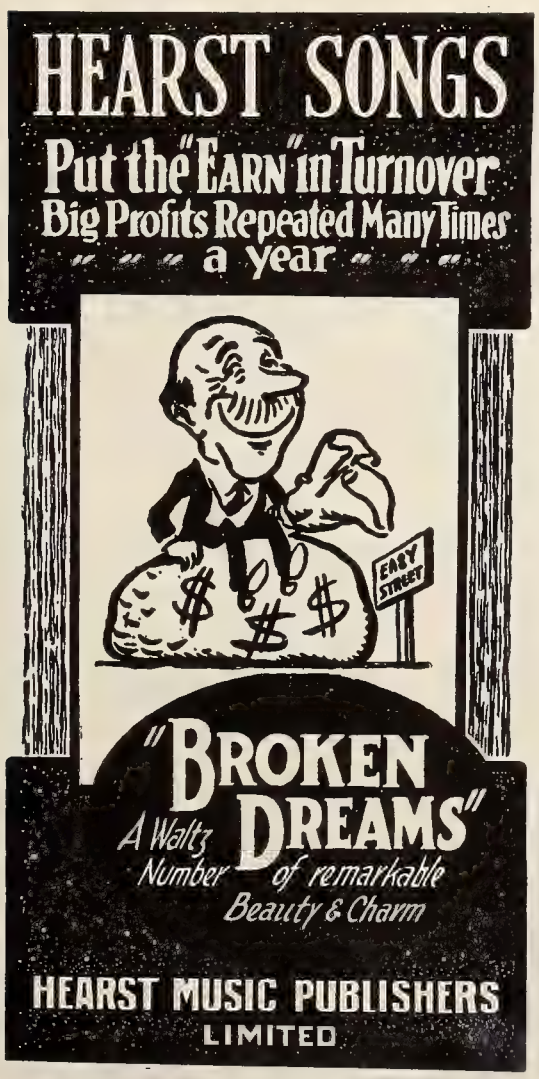
In order to get a comprehensive insight into the perplexing problem of analyzing the character of our popular music and what is creating it, it is necessary to state a few words concerning the way people react to various sorts of music.

The human mind is, metaphorically speaking, like a large plastic slab of clay. Upon this clay are recorded the impressions that we get in the education that we absorb through our eyes and our ears. The creases upon this slab represent a record of the things that we have observed and of the things that have been told to us. Any experienced advertising man will tell you that a sentence of five words is more rapidly observed, and therefore more easily memorized, than a sentence of fifteen words. The latter sentence may have a greater message to convey, but the former makes the greatest impression in the shortest space of time because one can practically read it with his subconscious mind; that is, with his attention on something else. With a photograph the same thing holds true; small and simplified pictures are more retentive in the mind of a person than are large and elaborate canvases.

Why a Song Secures Fame

In the fields of music the tendency of a song to acquire national fame is primarily a matter of how rapidly a listener can absorb and retain the tunes of that song, provided, of course, that it has worth-while music and lyrics. Opera and classic selections are of tremendous musical value—no one can deny it. But most of the classical music is constructed in such a way that, for one who has not heard it a number of times, it is somewhat difficult to get a rapid impression of it. Such compositions have to be studied with minute care and attention before the tuneful symbolism of their message can fully be understood. This is somewhat difficult to do in our commercial age, when things are moving at such a rapid pace that things have a more or less abbreviated form so that one can read as he runs, and one can listen while he is in a hurry.

Most of our popular music—a few ballads might be excluded—is nothing more than a series of short rapid tunes that can be memorized without any effort. In a practical sense



they are operas that have been cut into more palatable sizes. Consider some of our outstanding song hits and you will realize what is meant by short, rapid tunes. The popularity of "Over There" was largely realized because it had a short, swinging and snappy tune that once heard could very easily be remembered. Construct the same song on an operatic plan, and, war or no war, it simply will not go. Sentiment, of course, is a very important factor in all songs, but sentiment without quick swinging music is difficult to put across. In our personal experience we find that the popularity of such sentimental songs as "Jealous," "You're in Love With Every One (But the One Who Is in Love With You)" and "Put Away a Little Ray of Golden Sunshine" is due in a large measure to the fact that they have short, melodious tunes that are rapidly conveyed to the memory of all normal people. The words are important, but the rapid sway of the music is supreme.

Popular Songs an American Institution

This gives us a clearer idea as to the reason why popular songs, even in their jazziest forms

of syncopated tunes, have become an American institution and will continue to remain one. Fundamentally we are a quick-moving, fast-working and rapidly acting people. The American worker is a prototype to the American sprinter and college athlete; and the American amusement seeker is also very closely related to rapidity and speed. Kant, Shakespeare and Spencer may have written immortal books, but they are a bit too massive and too slow for the subway and the twelve-cylinder car.

Songs Reflect the Times

In our songs one can get a close and clear reflection of our times and our greatness, for we represent the last word in industrial superiority and therefore prosperity. Quick, practical and tasty are the three pillars upon which our national trade and prosperous pursuits are founded. In the last analysis, the United States, as a single unit, is great because in its business and manufacturing endeavors it has acquired the wonderful habit of thinking and acting in terms of short and rapid strides; of traveling the fastest in business and art because it uses the straightest line between all its connecting points, which is really the road of least resistance.

By their songs shall you know them is the mirror that reflects our times. Our popular songs are good songs, perhaps the best that we have ever had, because they are being produced in accordance with the demands of a happy, industrious and contented people.

To Open Store in Columbus

Columbus, O., September 15.—Arthur M. Taylor, who has been connected with the local Goldsmith Music Store for seven years, has resigned to open a music store of his own at 112½ South High street. His quarters, which are on the second floor, will feature sheet music, orchestra and band instruments, especially saxophones, banjos and violins. Mr. Taylor has inaugurated a repair department in his store, equipped to take care of the repairs on any instrument.

The Wagner Band Instrument Co. was recently chartered at Philadelphia, Pa., with a capital stock of $30,000. Emil Bund is the incorporator.

Radio-Copyright Decision Delivered by Judge Knox

Federal Judge Places Liability for Violation of Copyright Upon Artist Broadcasting Protected Numbers Without License

Judge Knox in the Federal District Court recently handed down a most interesting opinion involving copyright as applied to public rendition by way of radio. At least two new questions are brought forward in his decision, and in only one of them does he pass upon. The other is left open for a later decision. The status of copyright is not cleared by either of the opinions expressed and on the other hand, while they contribute some pertinent thoughts, it undoubtedly will require further court actions for a more basic decision and final settlement of this controversy.

A motion to dismiss the action instituted by Jerome H. Remick & Co., music publishers, against the General Electric Co., to prevent the defendant from broadcasting copyrighted songs and music, was denied by Federal Judge Knox. The action was the first of the kind brought in this district and was described as a test of the right of broadcasting stations to use copyrighted material.

The complaint alleged that the defendant, through its station WGY at Schenectady, broadcast the selection "Somebody's Wrong," which, it was contended, was an infringement of the copyright owned by the plaintiff. In his opinion Judge Knox said:

"I think it is necessary to ascertain whose performance was broadcast. Was it that of the broadcaster or was it that of another person who may have been authorized to perform the copyrighted composition publicly, and for profit? If the latter, I do not believe the broadcaster is to be held liable. By means of the radio art he simply made a given performance available to a great number of persons who, but for his effort, would not hear it.

"So far as practical results are concerned, the broadcaster of the authorized performance of a copyrighted musical selection does little more than the mechanic who rigs an amplifier or loud speaker in a large auditorium to the end that persons in remote sections of the hall may hear what transpires upon its stage or rostrum. Such broadcasting merely gives the authorized performer a larger audience and is not to be regarded as a separate and distinct performance of the copyrighted composition upon the part of the broadcaster.

"When allowance is made for the shrieks, howls and sibilant noises attributable to static and interference, the possessor of a radio receiving set attuned to the station of the broadcaster of an authorized performance hears only the selection as it is rendered by the performer. The performance is one and the same whether the 'listener in' be at the elbow of the leader of the orchestra playing the selection, or at a distance of a thousand miles.

"If a broadcaster procures an unauthorized performance of a copyrighted musical composition to be given, and for his own profit makes the same available to the public served by radio receiving sets attuned to his station, he is, in my judgment, to be regarded as an infringer. It may also be that he becomes a contributory infringer in the event he broadcasts the unauthorized performance by another of a copyrighted musical composition. To this proposition, however, I do not now finally commit myself."

The opinion says that the selection, "Somebody's Wrong," by the orchestra at the New Kenmore Hotel in Albany, is said by the defendant to have been given under an implied license by the plaintiff, and that a representative of the plaintiff addressed a letter to the leader of the orchestra giving him permission to broadcast any of the plaintiff's musical compositions. This authority, it is contended, was afterwards revoked by the plaintiff.

Specialized Printing of Photoplay Musical Scores

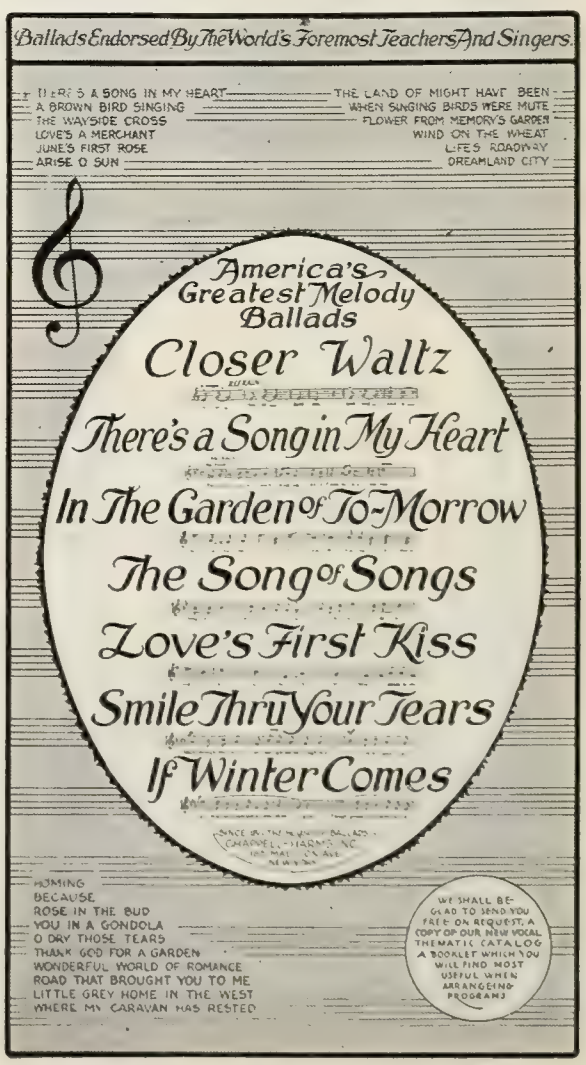
Charles Greinert Widely Known in Field for the Work—Has Printed Scores of Practically All Leading Features

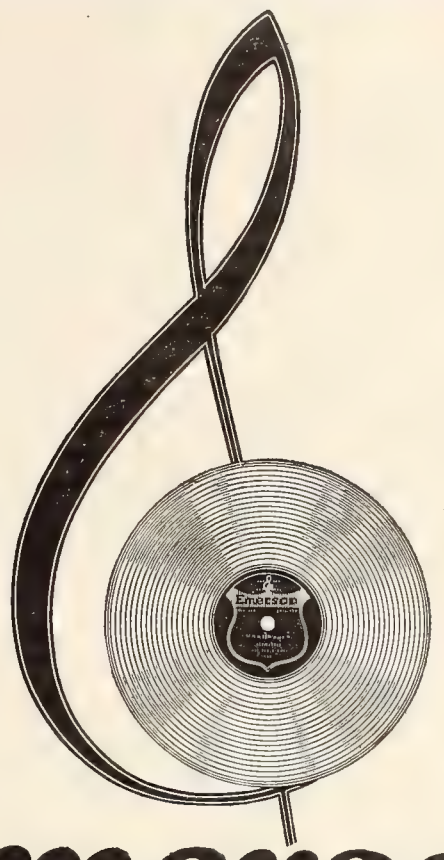
Charles Greinert is one of the most successful printers of scores for feature photoplays. His work in this line has attracted wide attention, not only from publishers interested in such offerings, but has resulted in favorable comment by orchestra leaders in hundreds of motion picture houses throughout the United States. A thorough understanding of this particular phase of the music business is important in order to turn out the arrangements in practical shape to meet the needs of large and small musical combinations. Mr. Greinert has printed 150 of the biggest musical scores for motion pictures. His wide knowledge of all publishers' catalogs stands him in good stead in the preparation of all such material. He has printed those for such super-offerings as "Covered Wagon," "Monsieur Beaucaire," "Dorothy Vernon of Haddon Hall," and is now printing the score for "Janice Meredith," the new feature in which Marion Davies is starred. This later work is for Robbins-Engel, Inc., which has a most comprehensive copyrighted photo play series. Mr. Greinert conducted a band of fifty-six men during the late war in which he served as a lieutenant in the United States Army.

Charles Greinert

Reports Increase in Sales

The recent reduction in price of the K.E. loud speaker and the K.E. Phonograph unit has resulted in a decided increase of sales of these products. The Kirkman Engineering Corp., New York City, manufacturer, reports that this line is growing steadily not only in large sales but wide popularity.





Emerson
Records and Phonographs

TRADE MARK
REG. U. S. PAT. OFF.
NEW YORK

JOBBERS

Prestige — Quality — Price

are all combined in

Emerson Records

Standard Retail Price, 50 cents

AT A DIGNIFIED PROFIT

You can place before your trade the greatest modern popular-priced record catalog, carrying both standard and popular numbers and a representative foreign catalog in many languages by most prominent artists.

Meet both the taste and pocket-book of your customers at a profit to yourself.

EMERSON RECORDS ARE STANDARD PRICED EVERYWHERE

NATIONALLY ADVERTISED

The Emerson name is nationally advertised—it is known to radio audiences —you need make no apologies when selling *EMERSON RECORDS.*

COMPREHENSIVE CATALOGS
—By NOTED ARTISTS—

POPULAR SONGS
LATEST DANCES
COMEDY—NOVELTY
RACE
HAWAIIAN
STANDARD
OPERATIC
SACRED
IRISH
RUSSIAN
ITALIAN
JEWISH
GERMAN
POLISH

If it's a real hit— It is out first on

Emerson Records

Write to-day for our exclusive jobber arrangements. Consideration will be given to inquiries in the order in which they are received.

Emerson Phonograph Company, Inc.

307-309 Sixth Avenue **New York City**

New Freight Classification on Radio-Phonograph Asked

Hearing Held in New York Before Consolidated Classification Committee on Subject—Another Hearing Scheduled for Chicago.

Hearings before the Consolidated Classification Committee were held in New York City on Wednesday last (October 8) on the proposal to establish a special freight classification for phonographs with radio installations, giving them the same rates as are now enjoyed by straight phonographs. The railroads maintain that the rates should be higher.

The leading phonograph manufacturers who are installing radio were represented by the Music Industries Chamber of Commerce as well as by their own traffic managers. The Chamber presented a prepared brief on behalf of the industry. Hearings will be held on October 14 in Chicago, at which time the Chamber will again have a representative appear.

The argument of the Chamber was presented by Alfred L. Smith, Secretary and General Manager. The argument maintained that from the standpoint of those factors which determine freight rates, namely, weight, cubic contents, value and liability to damage, the phonograph with radio installation does not differ materially from the straight phonograph and, therefore, it should enjoy the same freight rate. The Sonora Phonograph Co. was represented by W. F. Varin, and the Brunswick-Balke-Collender Co. by its Eastern Traffic Manager, E. J. Tarof. At the hearings in Chicago the Brunswick Co. will also be represented by Mr. Tarof.

It is of great importance to the industry that the Chamber be successful in its endeavor to get the railroads to grant the same classification and freight rates on phonographs with radio installation as on straight phonographs, and every possible effort is being made on the part of the Chamber in conjunction with traffic departments of phonograph manufacturers.

Chicago Piano Club Holds Election on October 8

Harry D. Schoenwald Elected to Presidency of That Live Organization—Annual Meeting Proves Distinctly Entertaining Event

Chicago, Ill., October 8.—The annual banquet and election of officers of the Chicago Piano Club were held this evening at the Edgewater Beach Hotel. The session was opened with a songfest and after an excellent dinner, during which a number of well-known artists entertained, including the Berne Buck Orchestra, Paul Gardy and Rudolph Johnson, banjoists, and Ambrose Wyrick, tenor, and Marue Woodman, Russian opera singer, as well as the Oriole Orchestra, President John McKenna introduced Prof. Forest Cheney as the principal speaker.

Prof. Cheney gave an interesting talk on the subject of "Prophets Who Prophesy for Profit." Then followed the annual reports of the secretary and treasurer and a reviewing of the club's work for the past year. The new officers of the club were then elected as follows: Harry B. Schoenwald, president; Henry G. Hewitt, vice-president; Gordon Laughead, secretary, and Harry B. Bibb, treasurer. The following were elected to the Board of Governors for two years: Kenneth W. Curtis, Eugene Whelan, John McKenna, R. E. Davis, J. G. Childs and R. M. Reilly, and the following were named for the holdover term: M. J. Kennedy, James T. Bristol, Axel Christensen, E. V. Galloway and F. R. Michaels.

Changes in Myrtlephone Co.

Valdosta, Ga., October 6.—Announcement was recently made that A. E. Squyars has acquired the holdings of D. M. Jordan in the Myrtlephone Co., of this city, and that W. O. Roberts has also acquired an interest and has taken charge of the business department.

Distribution Started of New Grimes Receiver

David Grimes, Inc., 1571 Broadway, New York City, the company organized some time ago by David Grimes, the well-known radio technical expert and inventor of the Famous Grimes System (Super-Reflex), is now shipping from its factory at 141 Morgan street, Jersey City, N. J., the new model 3 X-P receiving set in which is incorporated the Grimes Inverse Duplex System.

E. P. H. Allen, general sales manager of the company, has built up a large organization, and his traveling representatives are now touring the country establishing dealer agencies. The Grimes model 3 X-P is marketed at a popular price and its sales features are economy, simplicity, selectivity and quality. Plans of the manufacturers call for widespread publicity on this product and distribution is being placed with sales organizations in the larger trade centers.

Death of Arthur Brand

Cincinnati, O., October 8.—The death of Arthur Brand, Sr., of 6259 Savannah avenue, College Hill, which occurred at a hotel in Cleveland where he went to attend the sessions of the convention of the Ohio Music Merchants' Association, was a shock to his many friends in the music industry and trade. The cause of his death was heart failure. Mr. Brand was head of the firm of Arthur Brand & Co., one of the leading distributing concerns here.

New Radialamp Distributors

The Radiolamp Co., New York City, manufacturer of the Radialamp, reports the appointment of twelve new distributors during the past month. This combination library lamp and loud speaker has created a decided market, and sales this Fall have surpassed all expectations.

The New DAY-FAN Model
The DAYRADIA

A complete unit ready to attach to light socket, antenna and ground

This beautiful instrument embodies all the remarkable qualities of tone, simplicity of operation, and volume which distinguish the other OEM models.

In addition to this, it is complete with built-in loud speaker and battery equipment. The batteries automatically remain fully charged.

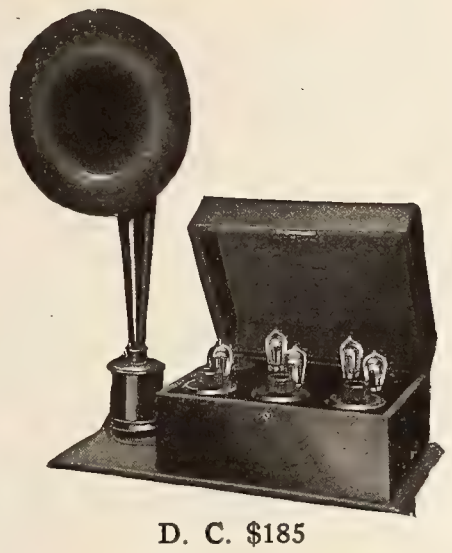
Price complete with everything but tubes - $225.00

THE DAYTON FAN & MOTOR CO.

Manufacturers of high-grade electrical apparatus for more than thirty-five years

Dayton, Ohio

DYNERGY—The Pioneer Electric Radio Receiver—Needs No Batteries Whatever



D. C. $185
A. C. $235
Without Tubes and Speaker

Buy DYNERGY—and U Buy a Power-House
Buy Batteries—and U Buy Trouble!!

There are but two radio receivers to buy:

1. The Battery set—that needs A, B or C batteries;

2. The Electric set—that needs no batteries at all, that works from your electric light socket, like your electric iron or other attachment.

When purchasing your radio have that in mind, and remember—Batteries dissipate, fade out, need replacement, re-charging, upkeep expense, and cause annoyance and disgust. They make of your home a work-shop, spoil your rugs and furniture, and require you to be, become or hire an electrician. Why invest your money—whether it be $50 or $500—in a battery set, which is full of nuisance and continual expense?

There is only one electric radio—DYNERGY.

DYNERGY is *dynamo energy,* not energy from dying batteries.

DYNERGY gives you steady service, constant joy, and a real radio, with ability at all times, at any place, to obtain sweet, clear tone, immense volume and distant and selected stations out of the air and into your loud speaker, at a cost of less than half a cent per hour.

DYNERGY means "First Cost—last cost."

DYNERGY is a complete five tube set, not a unit or attachment.

DYNERGY is a musical instrument you or a child can operate; it is not a technical struggle. Women love Dynergy, and detest batteries.

DYNERGY is basic, permanent, built to last a life time; it is not a temporary affair, like a battery set, hastily to be discarded. Customers do not hesitate to invest in Dynergy.

Manufactured by

Dynamotive Radio Corporation

47 9th Avenue
New York

UNDER LEVENBERG INVENTIONS

The greatest appeal to put radio in the home is Dynergy. Over 20,000 sold in 3 months.

Dealers and Jobbers should communicate immediately with distributor in their territory, or with the factory direct.

Distributors

Western Dynergy Radio Corp.
Executive Offices, 320 Broadway, N. Y. C.
For States of Illinois, Wisconsin and all States West of Mississippi River to Pacific Coast.

National Dynergy Radio Co.
Executive Offices, 61 Whitehall St., N. Y. C.
For all other States.

Capitol Distributing Co.
25 W. 18th St., N. Y. C.
For States of New York, New Jersey and Pennsylvania.

Masterworks Record Sets Are Announced by the Columbia Phonograph Co., Inc.

New Sets Comprise Selected Numbers Recorded in Great Britain by the Columbia Gramophone Co., Ltd., and Manufactured in This Country by the Columbia Co.—To Be Sold in Album Form

The Columbia Phonograph Co., Inc., has just announced the Columbia Masterworks sets, comprising a series of specially selected numbers recorded in Great Britain by the Columbia Gramophone Co., Ltd., and manufactured in this country by the Columbia Phonograph Co., Inc. The records are being introduced to the trade in album sets, and Columbia dealers throughout the country who have received samples of the sets are keenly enthusiastic regarding their sales possibilities, and have congratulated the Columbia Co. upon the splendid quality of the recordings and the world-wide fame of the artists making the records.

The records represent an important musical development, for they make an appeal to the thousands upon thousands of music lovers everywhere who appreciate and understand the musical masterpieces included in these Masterworks sets. All of the records in this series are twelve-inch double face, and the various sets are presented in handsome albums appropriately lettered in gold.

Masterworks set No. 1 features Beethoven's "Seventh Symphony" in nine parts on five double disc records; set No. 2 is Beethoven's "Eighth Symphony" in seven parts on four double disc records; set No. 3 is Dvorak's symphony "From the World" in ten parts on five double disc records; set No. 4 is Mozart's "Symphony No. 39 in E Flat" in six parts on three double disc records; set No. 5 is Tschaikowsky's "Pathetic Symphony" in eight parts on four double disc records; set No. 6 is Beethoven's "Quartet in C Sharp Minor, Opus 131," in ten parts on five double disc records; set No. 7 is Haydn's "Quartet in D Major, Opus 76, No. 5," in six parts on three double disc records; set No. 8 is Mozart's "Quartet in C Major, Opus 465," on four double disc records.

Masterworks sets Nos. 1, 2 and 4 are recorded by Felix Weingartner, conducting the London Symphony Orchestra; set No. 3 is recorded by Hamilton Harty, conducting the Halle Orchestra; set No. 5 is recorded by Sir Henry J. Wood, conducting the New Queen's Hall Orchestra; sets Nos. 6, 7 and 8 are recorded by the Lenner String Quartet, of Budapest. They are a remarkable series of records.

Hazeltine Licensees Act Against Patent Infringers

Independent Radio Manufacturers, Inc., Have Secured Seven Injunctions Against Neutrodyne Infringers

The Independent Radio Manufacturers, Inc., controlling Hazeltine neutrodyne patents, have secured seven injunctions recently in the Federal Courts, restraining various concerns from making radio sets infringing the neutrodyne patents. The Independent Radio Manufacturers, Inc., through its attorneys, Pennie, Davis, Marvin & Edmonds, investigated seventeen cases in connection with patent infringement, and in a recent notice to the trade it was stated that actions were immediately filed in the Federal Courts against the infringers. Ten of these cases are still pending, and one of them will shortly come to trial.

In three of the seven cases already settled, pro confesso decrees were obtained and injunctions issued. Consent decrees followed by injunctions were obtained in the other four cases.

Emerson Co. Announces New Distribution Plan

The Emerson Phonograph Co., Inc., 307 Sixth avenue, New York City, manufacturer of the well-known Emerson records, recently changed its sales and distribution policy for the purpose of more efficiently meeting the present needs of talking machine record merchants throughout the country.

B. Abrams, president of the Emerson Co., in making the announcement of the new policy, said: "Heretofore, owing to the cost of manufacture, it did not prove feasible to market the Emerson fifty-cent records through distributors. However, with the increased popularity and the consequent increase in production based on the activities of our product in Eastern territory, it has been found possible to considerably lower manufacturing costs. With more efficient manufacturing methods and with a larger volume of production, we intend to enlarge our activities and strengthen our sales outlets so as to intensively cover the entire country in a manner never before attempted with such popular-priced goods.

"The means of doing this will be appointment of distributors on a territorial basis. We think this move will have far-reaching effects from the retailers' standpoint, as it will allow them to keep fair-sized stocks of the reigning hits, as well as substantial amount of standard records. These, of course, to be supplemented as needed by orders from central distributors in nearby territory.

"For over a year the Emerson record has retailed at a popular price and in that period has established itself as a standard product the retail price of which has invariably been maintained by record merchants. It is our present intention to extend outlets to include a much larger territory and at the same time render service on deliveries, etc. Under the new distributor arrangement this will be possible."

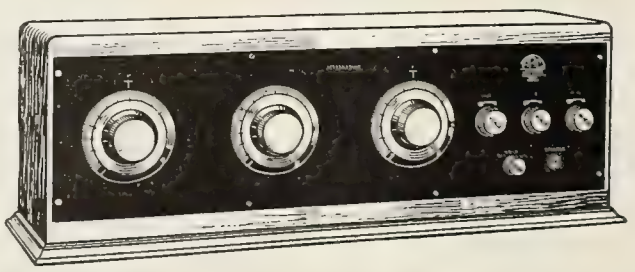
ANDREWS DERESNADYNE RECEIVER

Distributor for

Acme Apparatus Co.
Allen Bradley Co.
Andrews Radio Co.
Brach Co., L. S.
Burgess Battery Co.
Brandes, Inc., C.
Brenner-Tully Mfg. Co.
Como Apparatus Co.
Coto Coil Co.
Crosley Mfg. Co.
Cutler-Hammer Mfg. Co.
Dubilier Condenser Co.
Electric Storage Battery Co.
Electrad Corp.
Fleron & Son, M. M.
Martin-Copeland Co.
Music Master Corp.
National Carbon Co.
Radio Corp. of Amer.
Sterling Mfg. Co.
Sleeper Radio Corp.
Weston Elec. Inst. Co.
Western Electric Co.
Westinghouse
Workrite Mfg. Co.

—and others.

The name is descriptive of the fundamental theory of the system which is the prevention of oscillation by "Deresonating" the plate circuit.



See full description of the Deresnadyne on page 123.

Write or call for complete information.

TIMES APPLIANCE CO., Inc.

(Wholesale Only)

33 West 60th Street New York

Telephone Columbus 7912

F. K. Dolbeer Now on Southern Trip Addressing Meetings of Victor Dealers

Conventions Being Held in Principal Points in Georgia and Florida Under the Auspices of Victor Wholesalers—Addresses by F. K. Dolbeer, D. S. Pruitt and Park Willis, Jr.

F. K. Dolbeer, sales manager of the Victor Talking Machine Co., is planning a comprehensive trip through Georgia and Florida during the current month of October. The high spots of his trip will be at Atlanta, Jacksonville, Miami and Tampa where he will address conventions of Victor dealers from the territory in and surrounding each one of these centers. The other Victor jobbers who will speak at these meetings include D. S. Pruitt, district traveler, and Park Willis, Jr., factory expert.

The subjects covered by Mr. Dolbeer and the other speakers will be along the line of what constitutes good general merchandising policies, special sales ideas that will make for prosperous business during the holiday season and the balance of the Winter, and elucidation of the Victor factory ideals and the quality which has been incorporated in the various Victor products.

The meeting at Atlanta will be held Monday October 13th, at the home of Charles Elyea, head of the Elyea Co., Victor distributor located in Atlanta. The meeting at Jacksonville will be held on October 16th at the Hotel Seminole; the one at Miami, October 21, at the Hotel Ponce de Leon; the one at Tampa on October 24 at the Hotel Hillsboro. All the Florida meetings will be held under the auspices of French Nestor, Victor distributor at Jacksonville.

Mr. Dolbeer and party will travel by motor between the various convention cities and will call on the dealers located in towns and cities en route. He plans to return to Camden on October 28th.

S. F. Nussbaum Joins Sales Force of Gilbert-Keator

Announcement was recently made by the Gilbert-Keator Corp., New York, radio distributor, that S. F. Nussbaum has joined the staff of the company. Mr. Nussbaum has had many years of experience in the musical instrument business, having been connected with Cohen & Hughes, of Baltimore, and the General Phonograph Corp., New York.

The new connection will bring Mr. Nussbaum in touch with the leading retailers of musical instruments in the East, and he will devote most of his attention to those dealers located in and about New York City.

Distributors Appointed by Sleeper Radio Corp.

The Sleeper Radio Corp. recently announced through Gordon C. Sleeper, president, the appointment of two additional jobbers in the talking machine industry. Curtis N. Andrews, Buffalo, N. Y., Victor distributor, was appointed as a jobber of the Sleeper Monotrol in the Niagara zone and the Rudolph Wurlitzer Co., Victor wholesaler and music merchant of Cincinnati, will distribute the Sleeper product in Cincinnati through the large new radio department it has created.

The Rudolph Wurlitzer Co. will distribute Sleeper products in sixteen of the leading trade centers, among them being Cleveland, Springfield, Ironton, Piqua, Hamilton, Dayton and Columbus, O., Pittsburgh, Philadelphia, New Castle and Greensburg, Pa., and Buffalo, N. Y., Detroit, Mich., and St. Louis, Mo.

Just as this issue of The Talking Machine World goes to press, Mr. Sleeper announced the appointment of the Belknap Hardware Co., Louisville, Ky., as a distributor for the Sleeper Monotrol. This appointment was the result of intensive work on the part of J. L. McWeeny, manager of the Chicago branch.

The company is pushing production at its new Long Island City factory as rapidly as possible in order to meet the demands of the trade for the new type 54 sets.

Gordon C. Sleeper is visiting Buffalo, where he is attending the convention of Victor dealers under the auspices of Curtis N. Andrews and where he will address the convention.

Victor Executives Traveling

In line with the policy of important officials making trips among the jobbers and retailers of Victor products, E. J. Dingley, assistant sales manager, left about ten days ago on a somewhat extensive itinerary which includes Birmingham, Mobile, New Orleans, St. Louis and Kansas City. He was due back in Camden on October 11th.

Otto L. May, assistant manager of the traveling department of the Victor Co., left the early part of October on a similar trip which included Chicago, Milwaukee, Minneapolis and several other points. He was expected back in Camden about the middle of the month.

United Store Remodeled

Stafford Springs, Conn., October 6.—The local branch of the United Music Co., operating a chain of stores in New England, is being remodeled to afford a more artistic display of musical instruments. The improvements will include the enlargement of the show windows, as well as the renovating of the demonstration booths, which will be equipped with attractive settees and chairs.

Just a Question of Time

The Famous Dynergy Receiver that operates without batteries direct from A. C. or D. C. current.

when your clientele will be crowding your stores asking for sets that operate efficiently WITHOUT BATTERIES. DYNERGY supplies that demand. It is the only radio receiver marketed that operates direct from ordinary house current, either A. C. or D. C., and there is no hum or generator noise. Sold by all leading shops who want to give their customers the last word in radio.

A Remarkable Neutrodyne

The name of Murdock has been associated with the highest standard of radio equipment for many years. And now their remarkable neutrodyne. Remarkable, because it is the only 5 tube neutrodyne receiver selling as low as $125.00. You may guarantee long distance reception on the loud speaker with a Murdock.

Distributing
Dynergy
Murdock
Ambler-Holman
Song-Bird
Phono-Panels
N & K Products

CAPITOL DISTRIBUTING Co., Inc.
25 West 18th Street
New York City

Distributing
Charmitone
Loud Speakers
Bright Star and Exide Batteries
Loops & Plugs
Ultra-Handy Chargers

Dealers and Jobbers write for exclusive Dynergy Proposition

Service of New Victor Recording Plant in Oakland Pleases Pacific Coast Trade

Since Opening, Eight Famous Musical Organizations of the Pacific Coast Have Made Records and Many Additional Artists Are Announced—Building Admirably Equipped for Recording

The record service now being given the Pacific Coast by the Victor Talking Machine Co.'s record manufacturing plant at Oakland, Cal., is meeting with a great deal of approbation and is the subject of much favorable comment. The new plant, in operation since last May, has already engaged the services of no less than eight of the famous musical organizations of the Pacific Coast, with additional artists to be announced. Those whose records are already available or about to be issued include the San Francisco Symphony Orchestra; Vincent Rose and His Montmartre Orchestra from the Café Montmartre, Hollywood; Art Hickman's Orchestra from the Hotel Biltmore in Los Angeles; Glen Oswald's Serenaders, playing at Cinderella Roof, Los Angeles; Henry Halstead's Orchestra from the St. Francis Hotel, San Francisco; Max Dolin's Orchestra from the California Theatre, San Francisco; Art Landry and His Orchestra from the Warfield Theatre, San Francisco, and George Olsen and His Music from the Hotel Portland, Portland, Ore., and featured in the New York musical comedy success, "Kid Boots."

The plant, which was begun in September, 1923, was in operation by May of the present year, the first record being pressed on the afternoon of May 6. In a surprisingly short time the first consignment was pressed, inspected, packed for shipping, delivered to the company's own railroad siding running into the plant and on its way to the Pacific Coast trade. Even with the highest production speed possible in the East, many days would have been lost in shipping records across the continent.

View of the Victor Talking Machine Co.'s New Recording Plant in Oakland, Cal.

These are famous local organizations heard and appreciated not only on the Coast, but popular the country over. Scattered through these orchestras are numbers of nationally known dance composers who may be heard upon Victor records as these are announced from Oakland. Symphony records representing the more serious side of music are to be made by the San Francisco Symphony Orchestra, under the leadership of Alfred Hertz, conductor of Wagnerian Opera.

The company's new plant was placed in the West specially to give the Pacific Coast real service in records of Western hits by Western orchestras. It has already proved that it can easily dispose of the difficult problem of supplying records to that territory at the rapid rate demanded. The delays and complications of coast to coast shipments have been abolished.

The recording plant is complete in every particular and artist recordings demanding the finest quality of instrumental adjustment and the careful disposal of recording factors are possible. All of the machinery, most of it devised in the Victor experimental laboratories at Camden, N. J., is of the most modern type and the large battery of record presses in particular represents the most modern developments and discoveries of the Victor research department.

The new plant contains every expedient to insure the comfort and the safety of the workers, with speed of production. Everything has been so planned, as in the Victor plant in Camden, that materials pass through the various stages of manufacture rapidly and economically. The recording rooms are as firmly built as the bases of delicate testing instruments. The structure is of concrete, with brick facade, and so planned as to give a maximum of daylight. The main doorway contains a relief representation of the well-known Victor trade mark.

C. E. Goodwin Appointed Chicago Shelton Agent

The Shelton Electric Co., New York City, manufacturer of the Shelton simplicity electric motor, has announced the appointment of C. E. Goodwin as agent for the Shelton motor in Chicago. Mr. Goodwin is familiar with the talking machine industry, having been actively identified in the field almost from its very beginning. In his work with the Phonograph Corp. of Chicago and Babson Bros. he made a host of friends throughout the trade.

A. F. Beyer, of San Antonio, Tex., has moved his phonograph business from Commerce street to 318 Houston street, where he has taken a long lease on a large store and basement. The warerooms have been completely remodeled and decorated and the establishment is now a most attractive one.

Dealers! Jobbers!

Here is a quick turnover profitmaker you cannot afford to overlook—

Agfa
ROLL-FILM FILM-PACK

A Size for Every Camera

Thousands of dealers and jobbers are reaping NEW, great profits selling FILMS—get your share of this business.

The famous AGFA noncurling FILM is superior in speed and clearness to the ordinary film—but costs no more—and gives you a greater profit!

QUICK! Send NOW for details of interesting proposition.

AGFA PRODUCTS, Inc.
114 East 13th Street
New York

Announcing Our Model No. 15
"EVEREADY" PORTABLE
Sample $7.50

Our "AUTOMATIC" Portable
Good Sellers the Whole Year Round
Model No. 20, $10.50 Model No. 25, $11.50
Model No. 25 Improved $12.50 for Sample

SPECIAL DISCOUNT IN QUANTITIES CASH WITH ORDER

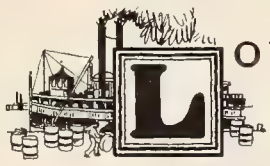
Phonograph and Accessories. Repair Parts for All Makes. Puritone and Truetone Needles at 25c per M in lots of 10 M and up.

Fill out coupon and send with order

FULTON TALKING MACHINE CO., 253 Third Ave., New York City
Gentlemen: Enclosed find (Check—Money Order) for the sum of.....for sample model.....No.....
Name .....
Address .....

Fulton Talking Mach. Co.
253 Third Ave. New York City

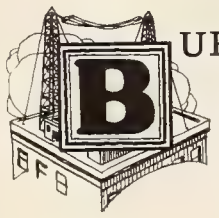
What's your challenge?



LOUISVILLE, KY.—"In last night's tests the Monotrol outperformed competing sets but the real test comes tonight—with WHAZ back on the air. Most sets can't tune this station *out*. It's up to us."

Sleeper Monotrol met the challenge of Louisville as no set had ever met it before. Result—1,000 Monotrols immediately ordered by one of the largest hardware companies in the world.

Sleeper
MONOTROL
REG. U.S. PAT. OFF.



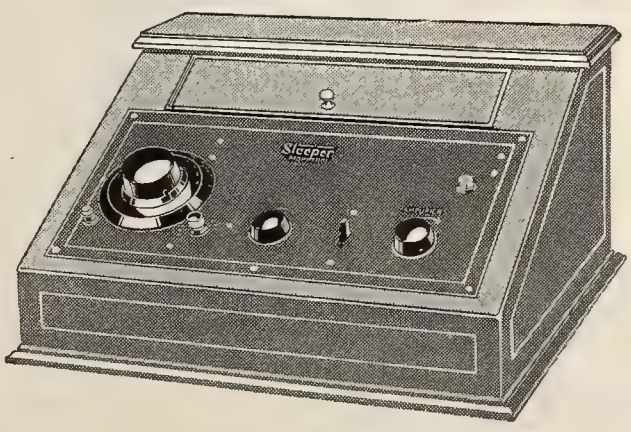
BUFFALO, N. Y.—One of the oldest and most conservative Victor distributors in the Niagara territory said—"I've never handled radio. But I hear you have a remarkable set. Two questions—Can you give *real* quality of tone? Can you tune out WGR on the Statler Hotel?"

Both challenges were met in Buffalo. This famous old-established Music House was rapidly converted and their first order for a set of *any* kind was for 100 Monotrols—"the most perfect radio set in America."

CINCINNATI, O.—With twenty of their own establishments equipped to sell radio, an exceptionally large and well-known manufacturer and distributor of musical Instruments asked this question out in Cincinnati—"Can you pick up distant stations with WLW and WSAT on the air?"

On three consecutive nights—in three widely separated Cincinnati homes — the Monotrol brought in KFI, Los Angeles, and always at 14½ or exactly the same point on the dial. A score or more of others, from as many different cities, were received as clearly *through* the local stations. Monotrol's answer to Cincinnati's challenge brought still another order for 1,000 sets.

Sleeper MONOTROL
·THE MOST· PERFECT RADIO SET in AMERICA



The new Sleeper Monotrol, Type 54, meets every challenge from all sections of the country. It answers every question that an old-line Music House can ask—selectivity, power, distance, tone, appearance. Write for complete story and the name of our nearest distributor.

John C. Sleeper

SLEEPER RADIO CORPORATION
Established 1919
436 Washington Ave. Long Island City, N. Y.

CHICAGO
10 South La Salle St.

SAN FRANCISCO
111 New Montgomery St.

Okeh Record Dealers in Clever Record Tie-Ups

Mule and Buggy and Other Unusual Dealer Stunts Follow Release of Okeh Record "Go 'Long Mule"—Special Okeh Broadside

That record business can be closed with a little effort and initiative was recently demonstrated by several Okeh dealers. Recently Okeh released its recording of "Go 'Long Mule," by the new Okeh artists, Sargent and Marvin, who have been making a phenomenal hit in vaudeville on the Orpheum circuit. The unique recording met with immediate popularity, and a number of progressive Okeh dealers sponsored clever stunts that sold records.

C. W. Copp, of South Bend, Ind., started the ball rolling by hiring a mule and buggy and accompanied by Lou Emmel, representing the publishing firm of Shapiro, Bernstein & Co., toured the surrounding country with excellent results. Hundreds of bystanders joined in singing the "Go 'Long" chorus, especially when the mule decided to stop in the midst of traffic.

Broadside Prepared by General Phonograph Co. Showing Dealer Tie-up

Stanley Thompson, of the Consolidated Talking Machine Co., Minneapolis, Minn., used a Ford as his method of introducing this new record, and, with Lou Emmel's assistance, sold large quantities of this Okeh record to Minneapolis record buyers. Undaunted by these efforts, Mr. Smith, manager of the Shackleford Co. Pharmacy in Minneapolis, started an intensive campaign that included the posting of signs on every available spot in his city—screened doors, soda fountains, walls and even telephone booths were utilized to spread the message about "Go 'Long Mule."

The General Phonograph Corp., manufacturer of Okeh records, was so impressed with the efforts of its dealers that J. A. Sieber, advertising manager of the company, immediately grasped the opportunity to prepare a handsome broadside which is shown herewith. In this broadside there are portrayed the various ideas that were used by the Okeh dealers to stimulate the sale of the "Go 'Long Mule" record, and it is quite probable that other dealers will utilize one or more of these plans. Sargent and Marvin are at present making an extensive vaudeville tour that will give Okeh retailers an opportunity to tie up.

Wm. Phillips Reports Progress

A decided increase in the production of talking machines has been noticeable during the past month according to William Phillips, president of the William Phillips Phono Parts Corp., New York City, who reports that the demand for Phillips tone arms and sound boxes is steadily increasing and hints that before the season has progressed much further he will add a new tone arm to the line.

Take on New Radio Sets

The Wholesale Radio Equipment Co., New York City, distributor of the Magnavox and other radio products, has added the Work-Rite and Gilfillan radio receiving sets to its line. This house has a well established and efficient staff covering the Metropolitan territory, which is already at work on two new sets.

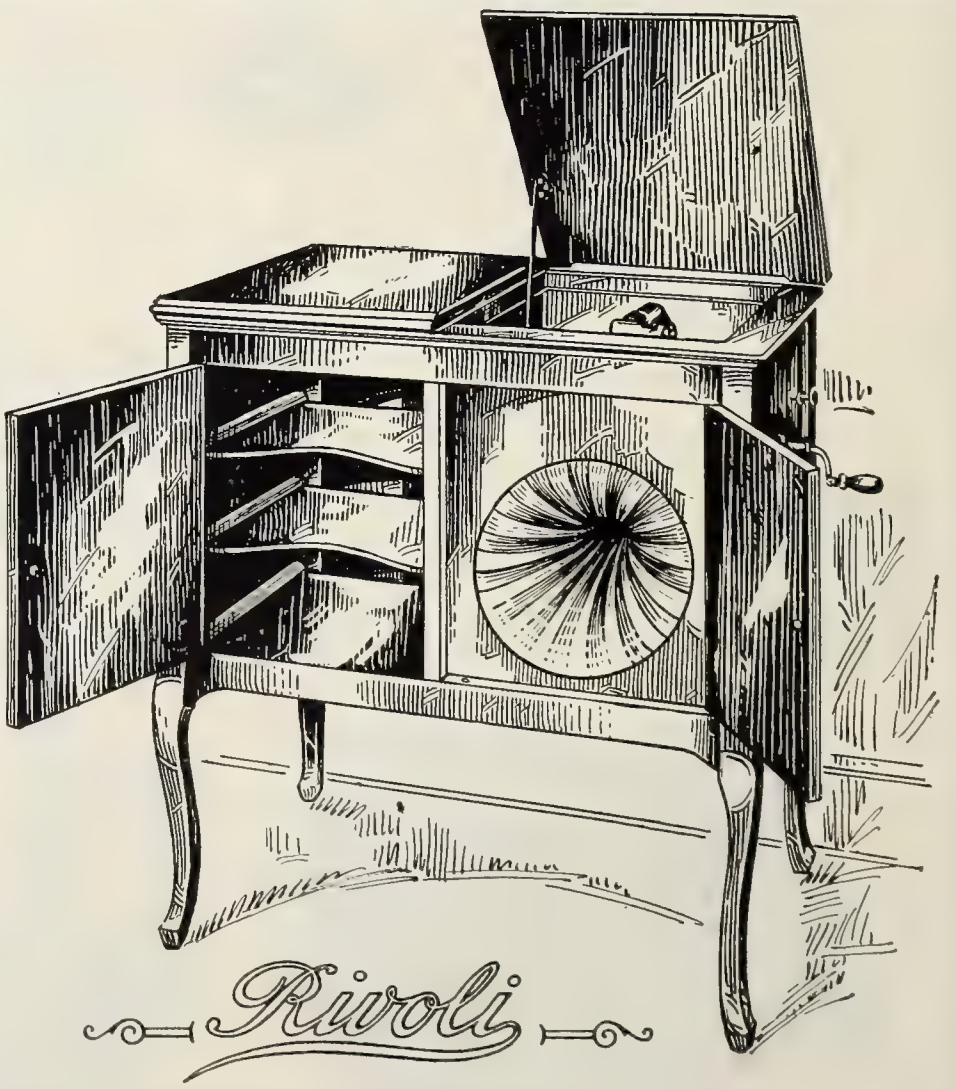
There are different classes of buyers just as there are different classes of merchandise.

The demand today is for buyers who know the difference between the different classes of merchandise.

The intelligent buyer or merchandiser can take one look at RIVOLI and know he need go no further—that he has found the ultimate in values and has encountered an article which can stand the minutest scrutiny without fear of the result.

RIVOLI seeks no short cuts to effect low prices—no counterfeit materials or elimination of not too noticeable parts. It finishes out so as to show exactly what it is made of, and stands strictly on its own merits.

Outstanding among these coveted merits is its wonderful TONE. Repeatedly its tone has been pronounced superior to that of any phonograph in existence.



VINCENNES PHONOGRAPH COMPANY
VINCENNES, INDIANA
Exclusive Distribution by LEON C. SAMUELS, 930 Republic Bldg., Chicago, Ill.

These Distributors Will Help You Secure the Sensational New

N&K TRADE MARK

Imported

LOUDSPEAKER

THE distributors listed below are now prepared to serve the music and talking machine trade with the new N & K Type W Imported Loudspeaker, N & K Imported Phono Unit, and N & K Imported Phones.

We are frank in saying that the demand for the new speaker has exceeded even our own expectations. And it is increasing daily. Take advantage of it and of the growing interest created by the

N & K NATIONAL ADVERTISING CAMPAIGN

reaching approximately 75 million radio-interested readers of America's most popular publications.

Secure a sample N & K Imported Loudspeaker at once from the nearest distributor on this list. It will bring you orders from customers to whom you have never before been able to sell a speaker.

AUTHORIZED N & K DISTRIBUTORS

ALABAMA
H. M. Price Hardware Co., Mobile.
ARKANSAS
O. D. Tucker IV Co., Little Rock.
CALIFORNIA
H. Earl Wright Co., 133 Eighth St., San Francisco.
Alexander & Lavenson Electrical Supply Co., 926 Howard St., San Francisco.
Rudolph Wurlitzer Co., San Francisco.
CONNECTICUT
Plymouth Electric Co., 155 Court St., New Haven.
COLORADO
Reynolds Radio Co., Inc., Denver
DELAWARE
Garrett-Miller Co., Fourth & Orange Sts., Wilmington.
Wilmington Electrical Specialty Co., 405 Delaware Ave., Wilmington.
DISTRICT OF COLUMBIA
Carroll Electric Co., Washington, D. C.
Cohen & Hughes, 1221 E St., N.W., Washington.
William Boyer Co., 812 Thirteenth St., N.W., Washington.
FLORIDA
Florida Radio Supply Co., 205 Hogan St., Jacksonville.
Electrical Equipment Co., 42-58 W. Fourth St., Miami.
GEORGIA
Butler Bros., Atlanta, Ga.
Carter Electric Co., 21 Haynes St., Atlanta, Ga.
ILLINOIS
Butler Bros., Chicago.
Beckley-Ralston Co., 1801 So. Michigan Ave., Chicago.
Chicago Radio Apparatus Co., 415 So. Dearborn St., Chicago.
Commonwealth Edison Co., 72 W. Adams St., Chicago.
Lynn Radio Co., 220 S. State St., Chicago.
Newark Electric Co., 226 W. Madison St., Chicago.
Motor Car Supply Co., of Chicago, 415 So. Dearborn St., Chicago.
Marshall-Field & Co., Section 42, Chicago.
Wakem-McLaughlin, Inc., 225-235 E. Illinois St., Chicago.
Tay Sales Co., 6 No. Franklin St., Chicago.
Rudolph Wurlitzer, Chicago.
INDIANA
Alamo Sales Corp., 131 E. Ohio St., Indianapolis.
Capital Radio Supply Co., 54 W. New York St., Indianapolis.
South Bend Electric Co., cor. South & Michigan St., South Bend.
IOWA
Blanchard Supply Co., 911 Bradan Ave., Chariton.
Radio Exchange, 511 Seventh St., Sioux City.
Republic Electric Co., 120 E. First St., Davenport.
KANSAS
Southwestern Radio Corp., Wichita.
KENTUCKY
Belnap Hdwe. & Mfg. Co., Louisville.
The Sutcliffe Co., Louisville.
MAINE
James Bailey & Co., Portland.
MARYLAND
Cohen & Hughes, 225 W. Saratoga St., Baltimore.
Southern Electric Co., 5 So. Gay St., Baltimore.
Joseph M. Zamoiski Co., 19 No. Liberty St., Baltimore.
MASSACHUSETTS
Chandler & Farquhar, 250-260 Devonshire St., Boston.
E. W. Ham Electric Co., Worcester, Mass.
Hub Cycle Co., 19-37 Portland St., Boston.
McKenney & Waterbury Co., 181 Franklin St., Boston.
Milhender Electrical Supply Co., 617 Atlantic Ave., Boston.
Northeastern Radio, Inc., 99 Bedford St., Boston.
M. Steinert & Sons, 35 Arch St., Boston.
Wetmore-Savage Co., 76 Pearl St., Boston.
MINNESOTA
Butler Bros., Minneapolis.
Findley Electric Co., Minneapolis.
W. S. Nott Co., 201 N. Third St., Minneapolis.
Farwell, Ozmun, Kirk & Co., St. Paul.
Noyes Bros. & Cutler, St. Paul.
MICHIGAN
Harry F. Anderson Co., 5950 Second Boulevard, Detroit.
Detroit Electric Co., 113 E. Jefferson Ave., Detroit.
Commercial Electric Supply Co., 132 E. Congress St., Detroit.
Tisch Auto Supply Co., Grand Rapids.
MISSOURI
Hafer's Supply Co., Joplin.
The Schmelzer Co., Kansas City.
Western Radio Co., Inc., Baltimore at 14th St., Kansas City.
Butler Bros., St. Louis.
Commercial Electrical Supply Co., N.E. cor. Broadway & Spruce St., St. Louis.
Van-Ashe Radio Co., 210 N. Tenth St., St. Louis.
NEW YORK
Albany Hardware & Iron Co., State St., Albany.
Electric Supply & Equipment Co., Church St., Albany.
W. R. Ostrander & Co., Brooklyn.
McCarthy Bros. & Ford, 75 W. Mohawk St., Buffalo.
H. I. Sackett Electric Co., 251 Pearl St., Buffalo.
Seeber & Hoffheims, Inc., 861 Main St., Buffalo.
Beaudet & Bradway, 2 Maple St., Glens Falls.
Bangert Electric Co., 297 Fulton St., Jamaica.
Alpha Electric Co., 151 W. 30th St., N. Y.
Butler Bros., 495 Broadway, N. Y.
Capitol Distributing Co., Inc., 25-33 W. 18th St., N. Y.
Dalrymple-Whitney Radio Corp., 437 Fifth Ave., N. Y.
Independent Electrical Supply Co., 59 Warren St., N. Y.
W. R. Ostrander & Co., 371 Broadway, N. Y.
Steelman, Inc., 24-26 Murray St., N. Y.
Hickson Electric Co., 36 So. Avenue, Rochester.
Frank E. Bolway & Son, Inc., 319 So. Clinton St., Syracuse.
Clark Music Co., 416 Salina St., Syracuse.
NEBRASKA
W. M. Dutton & Sons Co., Hastings.
American Electric Co., 1521 O St., Lincoln.
Auto Electric & Radio Corp., 2813 Harney St., Omaha.
The McGraw Co., 1208 Harney St., Omaha.
NEW JERSEY
Radio Distributing Corp., 8 W. Park St., Newark.
Tri-City Electric Co., 52-56 Lafayette St., Newark.
Tri-City Electric Co., 159 Ward St., Paterson.
Paterson Radio Co., 213 Market St., Paterson.
NORTH CAROLINA
Southern Radio Corp., 905 Realty Bldg., Charlotte.
OHIO
Ainsworth-Gates Co., 605 Main St., Cincinnati.

Made of a new lightweight material, *burtex* which eliminates false vibrations. A new type of construction causes the sound to penetrate clearly to all parts of the room. Operates on all ordinary plate voltages. Requires no batteries. 14 inches high. Finished in a choice of handsome color schemes. List $27.50. Write for folder, *"The Loud Speaker You Have Been Waiting For."*

Atlas Rubber & Belting Co., 416 Main St., Cincinnati.
Cincinnati Gas & Electric Co., 114 W. 6th St., Cincinnati.
Ohio Rubber & Textile Co., Cincinnati.
The United States Distributing Co., 1106 Second Nat'l Bank Bldg., Cincinnati.
Rudolph Wurlitzer Co., Cincinnati.
Haas Electric Sales Co., 639 Huron Rd., Cleveland.
The Cleveland Products Co., 713 Huron Rd., Cleveland.
A. Goldenberg Elect. Co., 3949 Woodland Ave., Cleveland.
Budd & Co., Columbus.
Hughes Peters Electric Corp., Columbus.
S.M.K. Radio Corp., 23 E. Third St., Dayton.
OKLAHOMA
Dodge Electric Co., Tulsa.
OREGON
Hallock & Watson, 192 Park St., Portland.
PENNSYLVANIA
Altoona Electrical Supply Co., 1120 Twelfth Ave., Altoona.
Thompson's, Chester.
Erie Radio Co., Inc., Erie.
R. M. Peffer, 2 So. Fourth St., Harrisburg.
Johnstown Automobile Co., 101 Main St., Johnstown.
Kirk, Johnson & Co., 16-18 W. King St., Lancaster.
Allied Electric Supply Co., 617 Liberty Ave., Pittsburgh.
U. S. Radio Co. of Pennsylvania, Inc., Pittsburgh.
Bramson Radio Specialty Co., 1101 Fifth Ave., Pittsburgh.
Music Master Corp., Pittsburgh.
Ludwig-Hommel & Co., 530 Fernando St., Pittsburgh.
Shipley & Co., 1015 Chestnut St., Philadelphia.
Music Master Corp., Philadelphia.
Bright & Co., Reading.
Lucas Supply & Equipment Co., 109 W. George St., York.
RHODE ISLAND
B. & H. Supply Co., 16 Mathewson St., Providence.
Narragansett Radio Corp., 133 Dyer St., Providence.
SOUTH DAKOTA
Dakota Radio Apparatus Co., Inc., Yankton.
TENNESSEE
Orgill Bros. & Co., 36 W. Calhoun St., Memphis.
C. M. McClung & Co., Knoxville.
Chattanooga Radio Corp., 12 E. Sixth St., Chattanooga.
W. C. Teas Co., Chattanooga.
Herbrick & Lawrence, Nashville.
Braid Electric Co., Nashville.
TEXAS
Butler Bros., Dallas.
Huey & Philip Hdwe. Co., Dallas
Tel Electric Co., 602 Preston Ave., Houston.
Southern Radio Corp. of Texas, 608 W. Evergreen St., San Antonio.
Veihl Crawford Hdwe. Co., Fort Worth.
VIRGINIA
Woodhouse Electric Co., Norfolk.
Southern Electric Co., Norfolk.
Southern Electric Co., Richmond.
Tower Binford Electric & Mfg. Co., Richmond.
WASHINGTON
L. C. Warner Co., 305 Occidental Ave., Seattle.
Washington Electrical Supply Co., Spokane.
WISCONSIN
Badger Radio Co., 495 E. Water St., Milwaukee.
Hansen Storage Co., 120-134 Jefferson St., Milwaukee.
Fox River Valley Radio Supply Co., 143 W. Wisconsin Ave., Neenah.
WEST VIRGINIA
Gee Electric Co., Wheeling.
Sands Electric Co., Wheeling.
CANADA
John Millen & Son, Ltd., Montreal, P.Q.
Bennet & Elliott, Ltd., Toronto, Ont.
R. S. Williams & Sons, Ltd., Toronto, Ont.
R. S. Williams & Sons, Ltd., Montreal, P.Q.
R. S. Williams & Sons, Ltd., Winnipeg, Man.
Consolidated Distributors Radio, Inc., 130 Princess St., Winnipeg, Man.
Bowman Bros., Ltd., 1827 Cornwall St., Regina, Sask.
Motor Car Supply Co. of Canada, Ltd., 514 Eleventh Ave., W., Calgary, Alberta, Can.
Motor Car Supply Co. of Canada, Ltd., Edmonton, Alberta.
Maritime Radio Corp., Ltd., St. John, N.B.
Mechanics Supply Co., 80-90 St. Paul St., Quebec, P.Q.
Bowman Bros., Ltd., 234 20th St., E., Saskatoon, Sask.
Phinney's, Ltd., 454 Barrington St., Halifax, N.S.
MEXICO
La Casa del Radio, Av Jaurez 62, Mexico City, D.F.

TH. GOLDSCHMIDT CORPORATION Dept. T10 15 WILLIAM STREET, NEW YORK

Important Discussions Mark Third Annual Convention of Illinois Music Merchants

James P. Lacey, of Peoria, Elected President—Association Plans to Promote State-Wide Music Memory Contests—Discuss Radio Merchandising—Exhibits a Feature of Event

Springfield, Ill., October 8.—The third annual convention of the Illinois Music Merchants' Association, and by far the most successful of the series, was held at the Leland Hotel, this city, on Monday and Tuesday of this week, and brought forth a representative gathering of the music merchants of the State, who, in addition to attending the business sessions, which were of a distinctly practical nature, found time to enjoy an excellent round of entertainment.

The first business session was held on Monday morning, when President Fred Watson, of the Association, presented his report, and pointed out the growth of the organization during the year. Next in order came the reports of the secretary and treasurer, and those of the various committee chairmen.

One of the outstanding features at the opening session was the decision of the Association to co-operate with the Music Teachers' Association of Illinois for the promotion of State-wide music and music memory contests. The idea was presented by the teachers themselves and met with immediate approval, a definite campaign being suggested for next year.

Following a luncheon at the Elks Club the conventioners were taken on an automobile tour of the city as guests of the Springfield Chamber of Commerce and then returned for the Monday afternoon session at which Matt J. Kennedy, secretary of the National Association of Music Merchants, was the principal speaker.

Sessions were held both Tuesday afternoon and evening, with the usual luncheon at the Elks Club, and the convention ended with an elaborate banquet on Tuesday night at which the principal address was made by Rexford C. Hyre, secretary of the Music Merchants' Association of Ohio.

New Officers Elected

The officers elected for the new year were: President, James P. Lacey, of Peoria; vice-president, J. E. Rice, Mt. Olive; secretary, R. J. Van Fossen, Beardstown, and treasurer, Lloyd L. Parker, of Harrisburg.

Throughout the convention various members of the Association made addresses of practical value to the music merchants, or led discussions on existing trade problems. These speakers included James P. Lacey, of Peoria, who talked on advertising and pointed out that the methods adopted by the dealer had a distinct publicity value; Charles Adams, of Peoria, who talked on "Commissions"; Guy Hawkins, of Decatur, on the trade-in question; Fred Firestone, of Rockford, Ill., who told how by taking a proper interest in the general music and civic affairs of the city a dealer could get much valuable free publicity; J. W. Waddell, of Pana, who discussed the subject of collections; Charles A. Deutschmann, president of the National Association of Piano Tuners, who urged closer co-operation between dealers and tuners; C. C. Oldendorf, of Mt. Carmel, who discussed the question of salesmanship at considerable length; E. J. Joosten, of Minonk, who talked on the value of nationally priced goods, and E. E. Hanger, of Lincoln, on "Trade Ethics."

Discusses Radio Merchandising

R. L. Berry, of Springfield, spoke on "The Real Experience of a Music Merchant Handling Radio," and in the course of his address urged the handling of complete factory-made radio sets backed by a guarantee instead of parts and locally assembled outfits, and Miss Grayce Van Coutren, of Kewanee, delivered an interesting address on the subject of merchandising rolls and records.

Miss Van Coutren gave some particularly timely advice on the handling of customers in a manner to stimulate both record and roll sales, making a special appeal to those who from habit ask for the popular releases of the day, but who by proper effort might be induced to buy numerous standard numbers.

There were a number of other speakers, all of whom talked on subjects of direct value to the trade. Among the resolutions adopted was one urging the establishment of a mutual insurance department for the service of members of the Association.

The next annual meeting of the Association will be held in Rockford, Ill.

Some of the Exhibits

Quite a representative number of exhibits appeared on the first five floors of the Leland Hotel during the convention.

The Starr Piano Co. had a suite of rooms upon the second floor, with an impressive display of the various Starr products. A. A. Lamar and O. S. Boyd were in charge of the piano displays. The Pullman player and the new Starr "Minum" upright school piano were featured especially. Earl E. Fay was in charge of the phonograph, Gennett record and music roll displays. The new additions to the Starr line of phonographs were the principal features of attraction in this display.

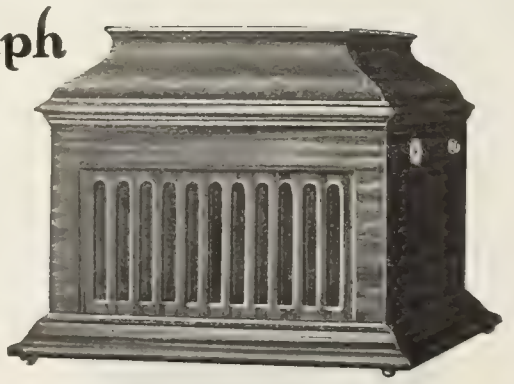
The United States Music Co. maintained an exhibit in rooms 200 and 201. George L. Ames, vice-president and sales manager, was in charge, assisted by M. Lindemann.

The Royal line of radio and phonographs was shown by the Edray Sales Co., of Chicago, in room 202. Ray Reilly was in charge, assisted by Irving S. Leon. The line was displayed in part, and the new Neutrodyne receiver operated for the assembled dealers.

In room 204 L. V. Fisher exhibited the Pfan-

REGINA Phonograph

Model 403—Mahogany
Dimensions: 8¼" high, 14¾" wide, 17½" deep.
Wholesale $15.00.



Model 501—Mahogany
Dimensions: 15" high, 18" wide, 21½" deep
Wholesale $26.00

Two new table models—Real phonographs—No better value

Equipped with standard Regina Tone Arm and Patented Regina Reproducer and enclosed type double spring motor.

Plays All Records. Order Samples Now.

Also have FOUR UPRIGHTS and TWO CONSOLE TYPES RADIO-PHONOGRAPH COMBINATIONS AND RADIOS

Send for full particulars.

REGINA PHONOGRAPH CO., Rahway, N. J.

stiehl line of radio receivers, which are being distributed by the Detroit Electric Car Co., of Chicago.

The Pathé line of phonographs and radio was shown in room 305, with H. W. Roberts in charge.

The Consolidated Talking Machine Co. had an exhibit in room 304, with Frank B. Dunford in charge. A complete line of radio, radio accessories and small goods was shown.

The Period Sales Co., of New Albany, Ind., showed a line of small goods in room 302. R. K. Oates was in charge.

The Mohawk Electric Co. exhibited in room 502, with LeRoy Firestone in charge. The new Mohawk radio receiver with one dial control was the feature of this exhibit.

The Fred Gretsch Mfg. Co. exhibited in room 604, with Fred J. Base in charge. A complete line of various Gretsch small goods was shown, with the Lacroix and Robert clarinets as features of special attraction.

Platt Music Co. Employes Entertained at Dinner

Two Hundred Members of Staff of Los Angeles Music House Meet to Plan Nineteenth Anniversary Sale—Talks by Platt Officials

Los Angeles, Cal., October 4.—About 200 employes of the various branches of the Platt Music Co., of this city, were entertained at dinner at Paulais, 741 South Broadway, recently, for the purpose of planning the nineteenth anniversary sale of the company. Each employe's place card contained the name of some special make of musical instrument or piece of musical merchandise sold by the Platt concern. This name was read out when the employe was called upon to introduce himself and state in which department he worked.

Benjamin Platt, head of the company, addressed the gathering, telling of the rapid growth of the Platt establishment and explained the purpose of the anniversary sale. A number of other interesting talks were given by department heads and executives, after which a musical program and dancing were enjoyed.

Excellent Needle Demand

Some time ago the Brilliantone Steel Needle Co., New York City, introduced a policy of imprinting dealers' names upon envelopes. These envelopes were packed with extra-loud, half-tone, medium and soft needles. The demand for the dance tone needle, however, has been so great that it is announced that the Brilliantone Co. will hereafter pack the dance tone needle in the imprint envelope. This tone needle has always been a big seller in the Brilliantone line and it is expected that packing in the imprint envelope will prove a still further impetus to their sales.

New Anderson Showroom

Springfield, Ill., October 8.—An additional showroom has been added to the music store of O. F. Anderson, at 320 South Sixth street, this city. The Anderson establishment has been growing steadily since its inception in 1912 at 209 North Sixth street.

Dictograand
The Articulating
True Tone
LOUD SPEAKER

COTTON FLOCKS
..FOR..
Record Manufacturing
THE PECKHAM MFG. CO., 238 South Street NEWARK, N. J.

G. C. Sleeper Addresses Metropolitan Merchants

Radio Holds Prominent Place in September Session of Local Association—General Regret Over Death of Secretary Brown

The monthly meeting of the Talking Machine & Radio Men, Inc., for September was held at the Café Boulevard and this meeting, the first after the Summer recess, attracted a capacity crowd who listened to an interesting program.

The radio feature of the meeting was the Sleeper Monotrol, the demonstration of which was followed by an address by Gordon C. Sleeper, president of the Sleeper Radio Corp., who explained the details of the apparatus manufactured by his company and told something of the patent situation. He also discussed at some length the merchandising of radio.

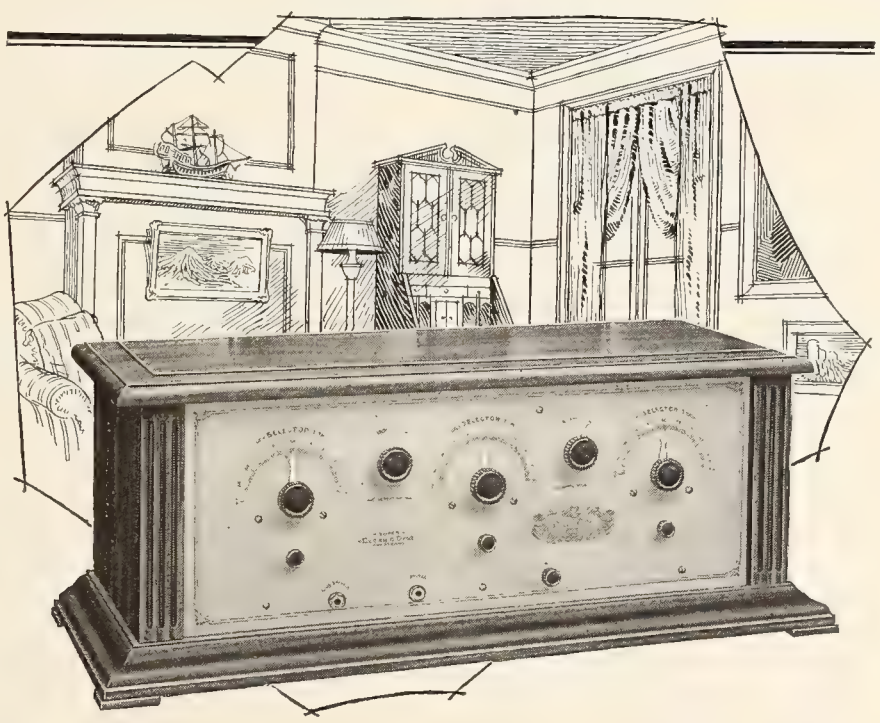
Another speaker was W. M. Rosenfeld, of the Diamond Electric Specialty Co., who gave an interesting talk on B-batteries and told how they may be tested. The Royal Electrical Laboratories, of Newark, N. J., also had a display of their products.

The musical feature of the meeting was supplied by members of the staff of Irving Berlin, Inc., who sang a number of the songs that are being featured by that company during the present season.

Universal regret was expressed at the meeting over the death of Edward G. Brown, for several years secretary of the organization and one of its most active and popular members, and proper resolutions will be adopted in the name of the organization.

The next meeting of the association will be held at the Café Boulevard, on Wednesday, October 15.

Attractive new music warerooms have been opened in Spartanburg, S. C., by W. S. Rice, and the business will be known as the W. S. Rice Music House. Leading lines are handled, including the Victor and Columbia machines, musical merchandise, etc.



Performance Proves This Five Tube
SUPER
CLEAR-O-DYNE
to equal any set made anywhere
Price $120

The Super-Clear-O-Dyne in a console cabinet, $190.00

In the hands of actual users—many of them inexperienced—this set has won its place of equality with the finest five tube sets ever made. It is equal in selectivity, in clarity and in sweetness of tone.

Your eyes will tell that in appearance it is distinctive and beautiful, and that it is well and carefully made by real craftsmen. It is an ornament—in any surroundings.

You may pay more for a radio set—but you can't get more genuine satisfaction.

Write for literature and the name of your dealer.

Jobbers and Dealers: A test sample will tell our story to you. Give your customers the biggest value.

Clear-O-Dyne Model 70	$ 75.00
Clear-O-Dyne Model 71	90.00
Clear-O-Dyne Model 72 Console	135.00
Clear-O-Dyne Model 80	120.00
Clear-O-Dyne Model 82 Console	190.00

Other sets from $60.00 up.

"Cleartone"
THE CLEARTONE RADIO CO.
CINCINNATI, O. U. S. A.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

WANTED—Manufacturer's representative wanted to sell headset and loud speaker unit to jobbers and manufacturers on exclusive commission basis. Address Royal Electrical Laboratories, Newark, N. J.

WANTED—PHONOGRAPH SALESMAN to call on jobbers and dealers with the CESCO Repeater as a side line. The newest and most approved type of Repeater on the market. Retails at $1. Fastest selling accessory and holiday novelty in the industry. Liberal commission. The Rapid Repeater Co., 260 Van Alst Ave., Long Island City, N. Y.

WANTED—Resident salesmen with following among music trade to sell highly efficient radio set and complete line of parts. Representation desired in following cities: Buffalo, Cleveland, Pittsburgh, Philadelphia, Boston, Washington, Baltimore, Atlanta, New Orleans and other populous centers. A real future for men of the right calibre. Write Box B. D., Room 416, 38 Park Row, New York City.

WANTED—Wide-awake salesman with an acquaintance of the phonograph trade to sell high-grade radio merchandise. Give qualifications and references in first letter. Address Capitol Distributing Co., 25 West 18th St., New York City.

WANTED—Radio salesmen to cover metropolitan territory. Attractive proposition to men with following among radio merchants. Address "Box 1452," care of The Talking Machine World, 383 Madison Ave., New York City.

REPAIR PARTS and PROMPT REPAIR SERVICE

—for—

Madison, Carnival, Parlonette, Ambassador and other IMPORTED PHONOGRAPHS at lowest prices.

F. WATERS

31 Arden Street New York City

FOR SALE

Music business for sale in Florida's best city. Reason for selling, have other interests. For particulars write "Box 1648," Miami, Florida.

FOR SALE

High grade shop handling Edison phonographs and records, Brunswick phonographs and records, pianos, radio, in city of 12,000. Pressure of other business prevents personal attention. Excellent location. Exclusive territory; in Central Ohio. Address "Box 1450," care of The Talking Machine World, 383 Madison Ave., New York City.

FOR SALE

Twelve Johnson electric talking machine motors, complete with turntables, at $10.00 apiece. Address Feraud Bros., Granite City, Ill.

WANTED

Wide-awake salesmen calling on the music, piano and phonograph trade in any part of the United States. Can easily make five hundred dollars a month. Must have established trade. This is a side-line commission proposition. Will allot exclusive territory. Sales will increase rapidly. Commission paid on all repeat orders. This is no experiment. Several salesmen are now making big money. This proposition will not interfere with your present work. Write today before the best territory is taken. Address "Box 1423," care The Talking Machine World, 383 Madison Ave., New York City.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

FOR SALE

Victrola and radio store in flourishing town of 45,000 about 40 miles from New York. Doing a good and increasing business with excellent prospects. Other interests demand owner's entire time. Address "Box 1453," care The Talking Machine World, 383 Madison Ave., New York City.

WANTED—TRAVELING SALESMEN— Old established house, in the business 19 years, has an attractive opening for a high-grade salesman. Only capable man, accustomed to producing substantial income desired. Commission basis with drawing account. Exclusive territory. Must be experienced and acquainted in the music trade and able to promote the sale of portable phonographs among retail dealers only. Indicate your qualifications fully. Address "Box 1406," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED: In paint department finishing foreman for phonographs and piano benches. Give full particulars in first letter as to experience, references and salary expected. Address Burnham Phonograph Corp., 1929 So. Los Angeles St., Los Angeles Cal.

WANTED: Man of wide experience desires position with high-class organization as sales manager, advertising manager or correspondent. Can produce results. Address "Box 1454" care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—At liberty—Young man, 25, desires position with music concern. Eight years' experience with two leading publishers. Good salesman, bookkeeper, stenographer and correspondent. Good references. Address "Box 1451," care of The Talking Machine World, 383 Madison Ave., New York City.

Voluma Loud Speaker Demonstrated to Press Men

Newspaper and Magazine Representatives Gather at Hotel Shelton, New York, to Attend Demonstration of Voluma Speaker

Voluma Products, Inc., Hempstead, N. Y., manufacturer of the "Professional" radio reproducer, recently arranged a private demonstration of its loud speaker before a gathering of newspaper and magazine representatives at the Hotel Shelton, New York City. The purpose of the demonstration was to give technical editors and others a first-hand opportunity of viewing and hearing it at work.

The "Professional" radio reproducer is not a phone unit; it carries a powerful electrical mechanism and is made to meet the requirements of radio reception. The manufacturer particularly points out the volume attained by this instrument and its sensitiveness on low signals and the absence of blasts or rattle. He also points out that it requires no extra batteries. It is made of a mahoganized horn, with a fourteen-inch bell. It has a die-cast, triple-bearing, adjustable ferrule and an especially patented split magnet. It also has a permanently seated extra large mica diaphragm and a special insulated sound chamber; a patented non-vibrating baffle plate for which the Voluma Products, Inc., holds basic patents.

Herewith is shown a reproduction of the

Voluma Loud Speaker

"Professional" reproducer which, although only recently introduced to the trade, has attracted wide attention. The plans of the manufacturer call for distribution through specially franchised dealers. The company backs the product with widespread publicity and to dealers in unfranchised territory sends one of its products with return privileges.

MOTORS

Ready for Delivery

Double Springs; play two 10-inch Records; suitable for Portable Phonographs. Sample, $3.75. Larger motor playing two to three 12-inch Records; suitable for Phonograph selling for $100. Sample, $5.75.

MERMOD & CO., 16 East 23d St. N. Y.

Telephone Ashland 7395

M. I. S. Co. Offers Plan to Stimulate Xmas Sales

The Musical Instrument Sales Co., Victor wholesaler, New York, has written to its dealers endeavoring to rouse them to the benefits of starting immediately to secure business which ordinarily would be classed as Christmas business. This is the Christmas Victrola Club plan by which prospective purchasers of Victrolas can secure delivery of any machine selected by them upon payment of $1, for which a certificate is given by the dealer. No matter at what time the dollar is paid and the contract signed, payments on the machine do not start until December 1.

The Musical Instrument Sales Co. has prepared certificates outlining the plan and giving illustrations of a dozen styles of Victrolas, which the dealers can secure at the rate of $6 per 1,000. Other dealer helps include ad mats.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY MANAGER

Every Section of the Trade Optimistic Over Outlook for the Fall and Winter

Fears Over Effect of Abolition of McKenna Duties Have Died Down—Shortage of Foreign-made Motors—Prince of Wales Makes a Record—Manufacturers Anticipate Heavy Ordering

London, E. C., October 3.—Never has the advent of the Autumn and Winter seasons here been hailed, in talking machine circles, more optimistically. Visits to both manufacturing and retail sections of the trade have elicited accumulative evidence that the next few months should witness the largest influx of orders that has been known for many years. Any fears at one time felt anent the effect of the abolition of the McKenna duties are now as dead as the dodo and not only are English manufacturers ceasing to worry about foreign competition in the home markets, but are entering the foreign and colonial markets with increasing confidence and vigor. It is significant of the inability of Continental manufacturers to supply the British market that orders for tone arms, sound boxes and other gramophone components have recently been placed in London by Canadian and other Colonial firms. Since August bank holiday nothing but progress has been noted and the whole talking machine industry has made a wonderful leap forward. To-day there is scarcely a single manufacturing firm idle.

A month or two ago I wrote of the prospect of a shortage of foreign motors this season and inquiry reveals confirmation of this, the deliveries here being considerably short of the demand. One extraneous reason is perhaps that the Swiss motor and tone arm factories have had to hold up deliveries for a time owing to their labor being largely called up for its annual training in the citizen army.

Another factor in the elimination of serious Continental competition is the re-imposition of the Reparation Duty from 5 to 26 per cent. The statement to which I referred last month, viz., that the German Government will reimburse the German exporter in cash, has received official ratification.

Meteoric Rise of Columbia Shares

Within a period of twelve months the ordinary shares (par value 10/) of the Columbia Graphophone Co., Ltd., have touched 34/6. A report now gives currency to the belief that the interim dividend shortly expected will be at least double the 5 per cent declared in November, 1923. When the new factories are in full working order the present output will, it is expected, be increased by at least 50 per cent. The demand for Columbia goods is said to exceed the supply, big as that is!

New H. M. V. Model

Contemporaneously with the appearance of this number of The Talking Machine World, the Gramophone Co. (His Master's Voice) is introducing to the English market an entirely new model incorporating the special feature of the Lumiere patent, the pleated diaphragm, which obviates the use of sound box, tone arm or horn. The adoption of the pleated diaphragm in this country follows its successful adoption in slightly different form in France some few months ago. Undoubtedly the new model will soon possess its own coterie of admirers though it would be impossible to predict at the moment a secession from the ranks of the numerous admirers of the usual H. M. V. models. Every new gadget has its enthusiastic following, though it would be incorrect to merely style the pleated diaphragm a gadget. The larger diffusion of sound waves possible with a fourteen-inch diaphragm designed to catch tone at the point of emission and to radiate concentrically will assuredly claim the attention of the music critic and music lovers generally.

I was particularly impressed when listening to a demonstration of the new model, with the mezzo-voice-like reproduction of vocal tone and with the ease with which individual instruments could be detected in orchestral items.

The new principle is being incorporated in two styles of model, the table grand (460) and the cabinet grand (510), both being made in either mahogany or oak. The table grand measures eleven inches in height, fourteen and three-eighths inches width and twenty-two and five-eighths inches in depth. Its fittings are of gold plate and enameled. External fittings are oxidized. It is equipped with a double one and one-quarter inch spring motor, a twelve-inch turntable, with special semi-automatic brake and regulator with automatic speed indicator. The cabinet model, necessarily of larger dimensions, has, in addition, a quadruple one and one-quarter inch spring motor, and is provided with a record index book and storage chamber of seventy-two record capacity.

Leipzig Fair Trade Disappointment

From reports to hand of the Autumn Leipzig Messe I gather that German musical instrument makers still show a remarkable fidelity in attendance, and, with a more reliable approach to economic stability in Germany, the bi-annual fairs are likely to regain their former success. Seventeen talking machine firms took space in addition to about 140 other musical instrument houses, a fact which certainly evidences Germany's fixed intention of claiming a big proportion of the European musical instrument business. When the fair opened the musical section entertained high hopes of trade in view of the adoption of the Dawes report, but the effects of the agreement were not sufficiently determined to influence business to the hoped-for amount.

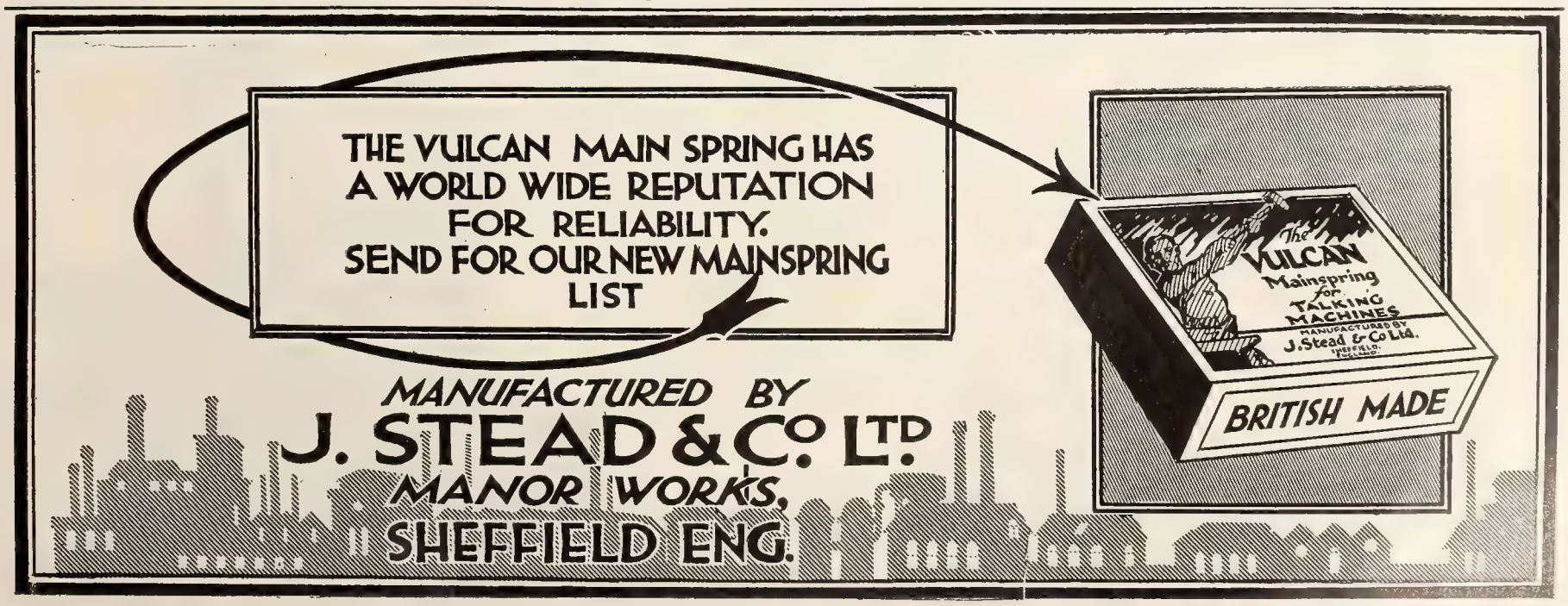
English visitors to the fair were conspicuous by their absence, not more than half a dozen buyers attending; in fact, generally, there was a decided dearth of buyers. In conversation with one English visitor I elicited the information that, in his opinion, business was very bad and prices extremely high. The increase in prices is accounted for partly by the establishment of wages under a gold basis and also by reason of the fact that manufacturing firms have to pay an enormous rate of interest to the banks for loans, this ranging from 20 per cent to 50 per cent per annum. In fact, in one case coming under this buyer's notice, a German manufacturer was paying as much as 8 per cent per month. Several well-known makes of pianos had, in the period between March and August, increased in prices ranging to 25 per cent. As far as small goods are concerned, prices, if anything, are higher to-day, ex-factory, than prices duty paid, f. o. b. London, a very few months ago.

There were several interesting gramophone exhibits, but the German manufacturers freely admitted that in spite of the abolition of the McKenna Duties, they could not compete, excepting in the very cheap lines, with the English manufacturers. English domestic competition to-day is so very keen and the English demand for distinctive designs and cabinet work so standardized that Continental makers are unable to make any very great progress in the British markets.

Victor President Returns to U. S.

I learn that Eldridge R. Johnson, president of the Victor Talking Machine Co., returned a few days ago to New York after spending some weeks in Europe. Mr. Johnson was mainly over on holiday, the bulk of his vacation being spent on the mainland. London, however, was

(*Continued on page* 214)



FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 213)

Hornless, Table Grand, Upright and Horizontal Cabinet Grands

Actual Manufacturers Export a specialty

REX GRAMOPHONE COMPANY
59 Chiswell Street, LONDON, E. C., England
Cable Address "Lyrecodisc, London"

included in the itinerary and, of course, some time was spent at the headquarters here of the Gramophone Co., Ltd.

Alfred Clarke, managing director of the Gramophone Co., accompanied Mr. Johnson on his return to the States, where, I understand, he will confer with officials of the Victor Talking Machine Co., of which he is a director.

The Prince of Wales Makes a Record

Royal sentiments have been recorded on the ubiquitous gramophone record on more than one occasion recently. The latest disc to carry a popular message to the masses and undoubtedly to be safeguarded for posterity in the archives of the nation is "His Master's Voice" RD887, twelve-inch d/s., made by the Prince of Wales immediately prior to his departure for the United States. This is being sold here in large numbers at the nominal price of 5/6, and the Gramophone Co. is generously placing the profits at the disposal of the Prince, who has announced his intention of giving them to Earl Haig's fund for ex-service men. "Sportsmanship" is the subject of the Prince's speech and the reverse side of the record holds a musical selection rendered by a special male voice choir and the band of the Coldstream Guards. "God Bless the Prince of Wales" and regimental marches of the Household Brigade are introduced.

The History of Edison Bell

No more interesting example of the association of romance with commercial enterprise is to be found than in the history of the House of Edison Bell. J. E. Hough, Ltd., has just issued a handsome little brochure entitled "The Story of Edison Bell," and which contains, actually, the story of gramophone enterprise in this country. That enterprise will forever be associated with the name of James E. Hough, the founder and present managing director of the House of Edison Bell and familiarly known in this country as the "Father of the Trade." The description of his indomitable enterprise and energy, combined with fine business acumen, reads like a romance and undoubtedly will be read with tremendous interest throughout the talking machine world.

Enters Gramophone Trade

Keen interest centers in the news that the fire-extinguishing apparatus firm, Messrs. Minimax, Ltd., have taken over the Bestone gramophones which, for some months, have not figured in the gramophone industry. The British Gramophone & Wireless Co., Ltd., has disposed of the rights to manufacture and sell the Bestone models to the above-mentioned firm, which has made arrangements with the Hampden Hill Mfg. Co., Ltd., for use of plant in the construction of models. It will be remembered that the Bestone "Stereophone," the last invention of the original company, embodied a combination of multiple sound conduits and a patent tone arm, using two amplifiers. Other Bestone models were the Corner cabinet, "Dux" portable and a patent "unit," which comprised the complete sound-producing element of the talking machine.

Anniversary of Columbia New Process Records

September 14 last marked the first anniversary of the introduction by the Columbia Graphophone Co. of the new Columbia Grafonola and the New Process records. Since the inauguration these inventions have been given the widest publicity, the success of which was amply demonstrated in the last balance sheet issued by the company. In a statement issued to the press on the anniversary date, the chairman, Sir George Croydon Marks, M.P., says that "in the year since its introduction hundreds of thousands of the Columbia models have been sold. It is as popular on the Continent, in Australia, New Zealand, South Africa and the Far East as in the country of its invention. It has been one of the strongest musical attractions of the British Empire Exhibition, inquiries and orders from all parts of the world having been received as the result of demonstrations to visitors in the music section of the Palace of Industry, and millions of the New Process records have been sold, this success making possible the production of a number of complete orchestra symphonies, string quartets and other ambitious works."

Cheaper Cables to Australasia

In conjunction with various cable companies, the G. P. O. announce new rates in force from December 1 between Great Britain and Australia, from 3/ to 2/6 per word. To New Zealand the reduction is from 2/8 to 2/3 per word. There is a corresponding reduction also in the deferred cable rates.

Audak Popular in England

London, England, October 3.—The Columbia Gramophone, Ltd., holds the English rights for the Audak record demonstrators. These are being introduced in hundreds of retail establishments throughout the British Isles. The British dealer welcomes this new sales product inasmuch as it assists the sales department in saving time and in making sales of records. It also is a welcome addition because it makes for conservation of floor space.

The Vega Co., maker of Vega banjos, held a special display in the windows of the Jordan Marsh Co., Boston, during the celebration of New England week.

"Hear Caruso on the Pixie Grippa, it will astonish you"

The Pixie Grippa

A Miniature Gramophone at a miniature price but with a giant voice

The Pixie Grippa is a tiny gramophone; it only measures 7½ in. x 4¼ in. x 10½ in., and only weighs 6½ lbs., and yet it plays 12 inch records with all the tone, depth, and detail of a big machine. The Pixie Grippa is a triumph of manufacture. Every part is constructed on scientific lines, and is strong and durable and capable of really hard wear in the home or on the journey anywhere. It has no loose parts and all the working parts are hidden and the delicate mechanism of the sound box is securely encased. The Pixie Grippa has a Secondary Amplifying Horn which effects a 20 per cent. increase in tone, so that it will fill the largest room with great ease.

This Machine has been truly named "The Wonder of Wembley." Customers from every part of the world have insisted on purchasing this machine in preference to all other portables at the British Empire Exhibition.

The World's patents on this machine are now in process of completion and the Patentee is prepared to consider proposals for manufacture in U. S. A. and Canada under license terms.

PRICE	In Leatherette case	£2	9	6	$12.50
	In Oak Case	2	15	0	13.50
	In Solid Oak case	3	5	0	15.00

Sample Machine Prepaid Post free by parcel post all countries except Australia and New Zealand.

Trade Discounts available in cases containing 48 machines
Size 42 x 33 x 25=23 cubic feet

Sole Patentee

H. J. CULLUM

Perophone, Ltd.

76-8 City Road, E. C. LONDON, ENGLAND

Cables, PEROWOOD, LONDON

Special Announcement to U. K. and Colonial Buyers

HOMOCHORD RECORDS

REFLECT TRUE TONE VALUES

True tone is the outcome of perfect recording—Perfect recording is reflected in the sure test of the piano—Homochord piano recordings represent an amazing degree of fidelity hitherto thought impossible of achievement. All preconceived notions have been knocked on the head and we can truthfully aver that the difficult tones of the piano have at last been musically photographed on Homochord Records. This standard of tone perfection is the result of a new system of recording adopted in our laboratories which goes to insure a definite 100 per cent degree of fidelity in all HOMOCHORD RECORDS.

Chosen Solely for Reproduction

Perfect Pianoforte Renderings

Real Concert Hall Effects

Perfect Syncopation

BRING TRUE MUSIC *to the* HOME

Colonial and Foreign Traders Should Write for a Special Sales Proposition

Regular monthly issues go to swell our big and up-to-date catalogue

10-in.
12-in.
Double-sided

THE BRITISH HOMOPHONE CO. Limited

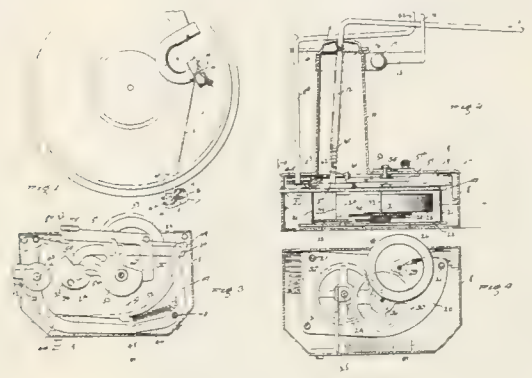
19 City Road **London, E. C., England**

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

Washington, D. C., October 9.—**Talking Machine Repeater and Stop.**—Eskil H. Josephson, Long Island City, New York. Patent No. 1,505,267.

This invention relates to repeating devices for phonographs and the like and the primary object of the invention is the construction of a novel and an improved device capable of being used in connection with various types of phonographs wherein the selection may be played and repeated without stopping the turntable.

Another object of the invention is the provision of a repeating device for phonographs



and the like co-operatively arranged with the tone arm, including means adapted to be engaged by the outer periphery of the turntable, whereby the said tone arm is moved to its initial playing position.

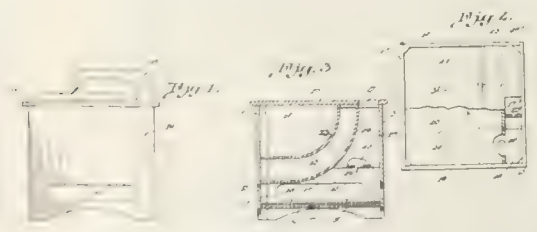
Another important object of the invention is the provision of a repeating attachment for phonographs which may be set to play continuously or a predetermined number of times, including an adjusting mechanism so that the device is capable of use with various size records as well as permitting repetition of certain portions of a record as desired.

A further object of the invention resides in the construction of a repeating attachment for phonographs, including a novel and improved gear mechanism operable by a friction wheel from the turntable permitting the tone arm to be moved to its initial playing position automatically.

Figure 1 is a plan view showing the device in its relation with a tone arm of a phonograph; Fig. 2 is a view taken on the line 2—2 of Fig. 1; Fig. 3 is a view taken on the line 3—3 of Fig. 2, showing the friction wheel and trip mechanism; Fig. 4 is a further view taken on the line 4—4 of Fig. 2.

Sound Amplifying and Distributing Device. Nathaniel A. Clark, Davenport, Ia. Patent No. 1,505,864.

This invention relates to new and useful improvements in sound amplifying and distributing



devices, the object of which is to eliminate the objectionable vibrations arising from the reproduction of phonographic records, to amplify the sound, and to distribute it in the most effective manner possible, the natural tone being preserved.

LESLEY'S PATCHING VARNISH

Dries in 10 seconds; flows without showing a lap; making an invisible and permanent repair

SEND $2.50 U. S. A.

for our No. 24 Touch Up Outfit, consisting of 1 pint varnish, set of stains, polish and instructions

Parcel Post Prepaid to Any Country

Lesley's Chemical Co. Indianapolis, Ind.

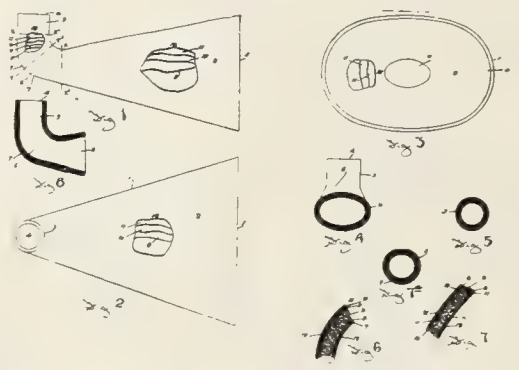
A further object is to provide a particular form of amplifying chamber associated with a particular form of distributing device, whereby exceptionally good results are secured.

What is claimed, and described in the illustrations, is the following: "In a device of the class described, a box including a top, and side wall having openings near the bottom thereof, a sound board extending in the form of a curve from one side wall at a point above the opening therein, and having one edge spaced from the opposite wall, means forming a throat portion in the space thus provided, and a sound board below the curved sound board and below the openings in the side walls, and constituting the lower walls of an amplifying and distributing chamber having communication with the throat portion."

Horn for Talking Machines. Bagster Roads Seabrook, Mishawaka, Ind. Patent No. 1,505,972.

This invention relates to improvements in horns for talking machines, particularly amplifying horns, and the general object is to provide an improved type of horn which will receive sound waves and deliver them in a full, clear, pure and natural manner and without extraneous modifications. A further object is to construct a horn with a specially treated porous body.

A still further object of the invention is to construct a horn having a specially thickened



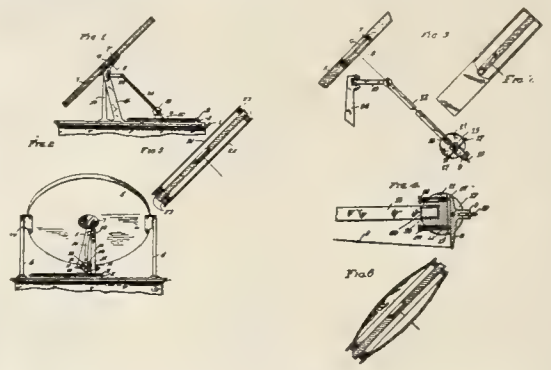
neck arranged to effectively deliver unmodified sound waves to the body of the horn and further to construct the body of the horn so that it presents an elliptical cross section at all points which gradually increases in cross sectional area in passing from the neck to the delivery end of the horn.

Figure 1 represents a side view of the horn; Fig. 2 represents a plan view of the same; Fig. 3 represents an end view; Fig. 4 represents a vertical sectional view through the horn, the section being taken in the plane denoted by the line X—X'; Fig. 5 represents a sectional view transversely through the horn, the section being taken in the plane denoted by the line Z—Z';Fig. 6 represents an enlarged detailed sectional view through a portion of the neck of the horn; Fig 7a represents a cross sectional view through the horn at Y—Y'; Fig. 7 represents an enlarged detailed sectional view through a portion of the body of the horn; Fig. 8 represents a vertical sectional view centrally through the neck.

Sound Reproducing Device. Leroy R. Button, Kittanning, Pa. Patent No. 1,506,562.

This invention relates to improvements in so-called phonographs or sound reproducing devices. The objects are, first, to produce a device of this kind, in which a tone arm, horn or megaphone construction is dispensed with and in which simplicity of construction with a maximum degree of efficiency is attained; secondly, the production of a device which can be readily adapted to either a vertically or laterally cut record and which reproduces sound with a maximum of exactness, clearness and volume.

Figure 1 is a central transverse section of the improved device and a side elevation of a fragmentary portion of the phonograph case; Fig. 2 is a front elevation of a part of the same; Fig. 3 is an enlarged view, partly in section, of the sound reproducer and support for needle holder arm; Fig. 4 is a plan view of a fragmentary portion of the needle holder, arm, sound transmitting vibrator and needle; Fig. 5



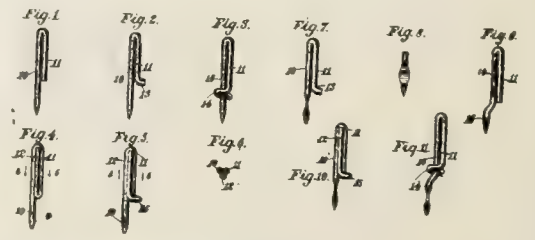
is a central transverse section of the diaphragm and its holder and sounding boards attached on either side thereof; Fig. 6 is a central, transverse section of the diaphragm and its holder, showing a modified form of sounding boards; Fig. 7 is a view, partly in section, of a modified form of sound reproducer.

Needle for Talking Machines and Like Apparatus. William Ernest Clifton, Nottingham, England; assignor to Cliftophone, Ltd, London, England. Patent No. 1,508,163.

This invention consists in improvements in or relating to needles for talking machines and like apparatus and has for its object the improvement of the tone produced by the needle, the lessening of surface noise and the cheapening of the cost of production. A further object is to provide a needle, by the use of which wearing of the record-surface will be reduced.

According to the present invention a gramophone or like needle is formed from a length of wire doubled back on itself one or more times with a pointed end extending clear of and beyond the extremity of the doubled back portion.

The invention also includes a gramophone-needle whereof that end which is to be retained



in a needle-socket is formed with a looped portion.

Figures 1, 2, 3, 4, 5, 7, 9, 10 and 11 show respectively different forms in which the needle may be manufactured. Fig. 6 in a section on the line 6—6 either of Fig. 4 or Fig. 5, and Fig. 8 is a side view of the pointed end of the needle shown in Fig. 7.

REPAIRS

All Makes of Talking Machines Repaired Promptly and Efficiently

REPAIR PARTS FOR ALL MACHINES

ANDREW H. DODIN

28 Sixth Avenue New York

TELEPHONE, SPRING 1194

Advance RECORD BULLETINS for November, 1924

Victor Talking Machine Co.

LIST FOR SEPTEMBER 26

19408 God Will Take Care of You...J. Foster Barnes 10
I Would Be Like Jesus.....J. Foster Barnes 10
19423 June Night.....Helen Clark-Elliott Shaw 10
Driftwood.....Marcia Freer-Lewis James 10
19418 Mandalay .....Peerless Quartet 10
There's Yes! Yes! in Your Eyes, Peerless Quartet 10

INSTRUMENTAL RECORD

19407 Nibelungen March.....The Goldman Band 10
Ronde d'amour (Dance of Love), The Goldman Band 10

DANCE RECORDS

19424 Who Wants a Bad Little Boy?—Fox-trot, Ted Weems and His Orch. 10
Susquehanna Home—Fox-trot, Jack Shilkret's Orch. 10
19422 Dreary Weather—Fox-trot, Waring's Pennsylvanians 10
Any Way the Wind Blows—Fox-trot, Waring's Pennsylvanians 10
19426 Sing a Little Song—Fox-trot, The Benson Orch. of Chicago 10
After All, I Adore You—Fox-trot, The Benson Orch. of Chicago 10

RED SEAL RECORDS

6468 Kamennoi-Ostrow (Rubinstein, Op. 10, No. 22) —Piano Solo .....Harold Bauer 12
Impromptu in A Flat (Schubert, Op. 90, No. 4) Piano Solo .....Harold Bauer 12
1036 Canta il Mare (Song of the Sea) (Mazzola-De Leva)—In Italian.....Giuseppe de Luca 10
Occhi di Fata (Eyes of Fate) (Tremacoldo-Denza)—In Italian.....Giuseppe de Luca 10
6469 Dinorah—Slumber Song (Si, Carina) (Preceded by "Bellah! Capretta adorata!") (Meyerbeer) —In Italian.....Amelita Galli-Curci 12
Pretty Mocking Bird (T. Morton-Sir H. R. Bishop) .....Amelita Galli-Curci 12

"FEATURE" RECORDS

6058 Song of the Volga Boatmen—Russian Folk Song .....Feodor Chaliapin 12
The Prophet (Poushkin-Rimsky-Korsakow), Feodor Chaliapin 12
55194 Moonlight Sonata (Beethoven), Olive Kline and Male Quartet 12
Hymn to the Madonna (Kramer-Baker-Kremser)...Lucy Isabelle Marsh and Male Quartet 12

LIST FOR OCTOBER 3

45427 Non me lo dite! (Tell Me Not That!)) (Panzacchi-Tosti)—In Italian...Dusolina Giannini 10
Penso! (Pensive) (Pagliara-Tosti)—In Italian, Dusolina Giannini 10
19427 Wreck of the Old 97.....Vernon Dalhart 10
The Prisoner's Song.....Vernon Dalhart 10
19432 Main Street Wasn't Big Enough for Mary, Henry Burr 10
Why Live a Lie?.....Lewis James 10
19431 You'll Never Get to Heaven With Those Eyes, Aileen Stanley-Billy Murray 10
Dumb Dora .....Billy Murray 10

INSTRUMENTAL RECORD

19401 Vienna, Vanishing Fairy City—Waltz, Victor Schrammel Orch. 10
Vienna, City of My Dreams—Waltz, Victor Schrammel Orch. 10

DANCE RECORDS

19428 Where the Dreamy Wabash Flows—Fox-trot, Paul Whiteman and His Orch. 10
Follow the Swallow—Fox-trot, George Olsen and His Music 10
19429 Adoring You—Fox-trot, Paul Whiteman and His Orch. 10
Biminy—Fox-trot..George Olsen and His Music 10
19430 Mississippi Shiver—Fox-trot, Zez Confrey and His Orch. 10
Nickel in the Slot—Fox-trot, Zez Confrey and His Orch. 10

RED SEAL RECORDS

1034 Valse Sentimentale (Schubert-Franko), Mischa Elman 10
Valse Staccato (Ravina-Piastro-Borissoff), Mischa Elman 10
1030 Rosalinda (Eduardo S. de Fuentes)—In Spanish, Tito Schipa 10
Mi viejo Amor (My Old Love) (Mexican Song) (A. E. Oteo)—In Spanish.....Tito Schipa 10

"FEATURE" RECORDS

3000 Whispering Hope (Alice Hawthorne), Alma Gluck-Louise Homer 10
One Sweetly Solemn Thought (Carey-Ambrose), Alma Gluck-Louise Homer 10
18689 Beautiful Hawaii (Mary Earl)—Waltz, Guitars, Ferera-Franchini 10
Hawaiian Twilight (Sherwood)—Fox-trot, Hawaiian Trio 10

LIST FOR OCTOBER 10

19436 Hard Hearted Hannah.....Belle Baker 10
Sweet Little You.....Belle Baker 10
19437 How Come You Do Me, Like You Do?, Frank Crumit 10
Knock at the Door.....Frank Crumit 10

INSTRUMENTAL RECORD

19433 What'll I Do?.....Victor Salon Orch. 10
Marchéta .....Victor Salon Orch. 10

DANCE RECORDS

19438 Tea for Two—Fox-trot, The Benson Orch. of Chicago 10
I've a Garden in Sweden—Fox-trot, Waring's Pennsylvanians 10
19439 She Loves Me—Fox-trot, International Novelty Orch. 10
Sioux City Sue—Fox-trot.....The Virginians 10

RED SEAL RECORDS

6462 Quintette in E Flat Major—1st Movement and 2nd Movement (Schumann), Ossip Gabrilowitsch with Flonzaley Quartet 12
6463 Quintette in E Flat Major—3rd Movement and Finale (Schumann), Ossip Gabrilowitsch with Flonzaley Quartet 12
6459 Symphony in B Minor ("Unfinished")—1st Movement, Part 1 and Part 2 (Schubert), Stokowski and Philadelphia Orch. 12
6460 Symphony in B Minor ("Unfinished")—1st Movement, Part 3, and 2nd Movement, Part 1, Stokowski and Philadelphia Orch. 12
6461 Symphony in B Minor ("Unfinished")—2nd Movement, Part 2 and Part 3, Stokowski and Philadelphia Orch. 12

"FEATURE" RECORDS

742 At Dawning (Eberhart-Cadman), John McCormack 10
I Hear a Trush at Eve—Serenade (Eberhart-Cadman) .....John McCormack 10
45109 Gypsy Trail (Kipling-Galloway), Reinald Werrenrath 10
Fuzzy-Wuzzy (Kipling-Whiting), Reinald Werrenrath 10

LIST FOR OCTOBER 17

19413 Oft in the Stilly Night.....Shannon Quartet 10
All Through the Night.....Shannon Quartet 10
19442 Go 'Long Mule.....Vernon Dalhart 10
Way Out West in Kansas, Billy Murray-Ed. Smalle 10
19443 When I Was the Dandy and You Were the Belle .....Aileen Stanley-Billy Murray 10
Put Away a Little Ray of Golden Sunshine for a Rainy Day .....Aileen Stanley 10
19444 A Voice With a Smile.....Henry Burr 10
Smile Again, Kathleen Mavourneen, Sterling Trio 10

INSTRUMENTAL RECORD

55226 A Suite of Serenades—Part 1 (Victor Herbert) —No. 1, Spanish; No. 2, Chinese, Paul Whiteman and His Concert Orch. 12
A Suite of Serenades—Part 2 (Victor Herbert) —No. 3, Cuban; No. 4, Oriental, Paul Whiteman and His Concert Orch. 12

DANCE RECORDS

19447 Hard Hearted Hannah—Fox-trot, Paul Whiteman and His Orch. 10
Bagdad—Fox-trot.Paul Whiteman and His Orch. 10
19445 That's Georgia—Fox-trot, The Benson Orch. of Chicago 10
Morning—Fox-trot.The Benson Orch. of Chicago 10

RED SEAL RECORDS

1035 Berceuse (Lullaby) (Jarnefelt)..Cecilia Hansen 10
Berceuse (Lullaby) (Cui).....Cecilia Hansen 10
1038 La Chasse (The Hunt) (Scarlatti), Wanda Landowska 10
Bourrée d'Auvergne (Country Dance) (Landowska) .....Wanda Landowska 10
6471 Gioconda—Voce di donna (Angelic Voice) (Ponchielli)—In Italian.....Margarete Matzenauer 12
Huguenots—Nobil signori, salute! (Noble Sirs, I Salute You!) (Meyerbeer)—In Italian, Margarete Matzenauer 12

"FEATURE" RECORDS

8000 Forza del Destino—Solenne in quest' ora (Swear in This Hour!) (Verdi).....Caruso-Scotti 12
Bohême—Ah, Mimi, tu piu (Mimi, False One) (Puccini) .....Caruso-Scotti 12
45180 Southern Court Scene—First Session—Part 1, W. C. Kelly 10
Southern Court Scene—First Session—Part 2, W. C. Kelly 10

Columbia Phonograph Co.

COLUMBIA NEW PROCESS RECORDS

DANCE RECORDS

195-D Eccentric—Shimmy One-step, Ted Lewis and His Band 10
Sweet Little You—Fox-trot; Incidental Singing by Ted Lewis..Ted Lewis and His Band 10
188-D Bagdad—Fox-trot, Paul Specht and His Hotel Alamac Orch. 10
Oriental Love Dreams—Fox-trot, Paul Specht and His Hotel Alamac Orch. 10
199-D Susquehanna Home—Fox-trot, California Ramblers 10
I Want to Be Happy (From "No, No, Nanette")—Fox-trot .....California Ramblers 10
203-D Hard-Hearted Hannah—Fox-trot, The Little Ramblers 10
Tessie! Stop Teasin' Me—Shimmy One-step, The Little Ramblers 10
202-D That's Georgia—Fox-trot, Fletcher Henderson and His Orch. 10
You'll Never Get to Heaven With Those Eyes —Fox-trot....Fl. Henderson and His Orch. 10
187-D Dreamer of Dreams—Waltz...The Romancers 10
Come Back to Me—Waltz.....The Romancers 10
186-D Sioux City Sue—Fox-trot, Vocal Chorus by Joe Griffith....The Original Memphis Five 10
The Grass Is Always Greener (in the Other Fellow's Yard)—Fox-trot, Vocal Chorus by Joe Griffith.....The Original Memphis Five 10

POPULAR SONGS

196-D No One Knows What It's All About, Eddie Cantor 10
Oh—My—Yes!—Duet..Billy Jones-Ernest Hare 10
197-D Too Tired—Comedians .....Van-Schenck 10
Choo Choo—Comedians .....Van-Schenck 10
193-D Follow the Swallow—Male Quartet, Shannon Four 10
Sing a Little Song—Male Quartet, Shannon Four 10
192-D Mandalay—Tenor Solo .....Lewis James 10
Driftwood—Tenor Solo .....Lewis James 10
194-D—Go' Long, Mule—Duet, Billy Jones-Ernest Hare 10
She Loves Me—Duet..Billy Jones-Ernest Hare 10
200-D Look-a What I Got Now!—Comedian, Bob Nelson 10
She Says "No!"—Comedian.....Bob Nelson 10
184-D Sadie O'Brady—Tenor Solo, William A. Kennedy 10
Won't You Come Back to Mother Machree?—Tenor Solo.....William A. Kennedy 10

NOVELTIES

198-D Darktown Broadcasting, Part 1—Comedian, Orch. Accomp.....Jay C. Flippen 10
Darktown Broadcasting, Part 2—Comedian, Orch. Accomp.....Jay C. Flippen 10
183-D I Belong to Glasgow—Scottish Comedian, Orch. Accomp.....Will Fyffe 10
I'm 94 To-day—Scottish Comedian, Orch. Accomp. .....Will Fyffe 10
189-D Mississippi Sawyer—Harmonica-Guitar, Ernest Thompson 10
Climbing Up the Golden Stairs—Banjo-Harmonica .....Ernest Thompson 10
191-D I Am My Mamma's Darling Child—Country Dance, Banjo-Fiddle, Samantha Bumgarner-Eva Davis 10
The Gamblin' Man—Two-step, Banjo Solo, Samantha Bumgarner 10
190-D Red Wing—Harmonica-Guitar, Vocal Chorus, Ernest Thompson 10
Snow Deer—Harmonica-Guitar, Vocal Chorus, Ernest Thompson 10
201-D Turkey in the Straw—Stove Pipe No. 1, Sam Jones 10
Cripple Creek and Sourwood Mountain, Sam Jones 10

OLD-TIME MELODIES

185-D Carry Me Back to Old Virginny—Soprano Solo .....Edna Thomas 10
Old Folks at Home (Way Down Upon the Swanee River)—Soprano Solo, Edna Thomas 10

SYMPHONY-CONCERT SELECTIONS

50011-D Il Bacio (The Kiss) (Arditi)—Soprano Solo, Orch. Accomp. .....Elsa Stralia 12
Se Saran Rose (Love in Springtime) (Arditi) —Soprano Solo, Orch. Accomp..Elsa Stralia 12
65022-D The Better Land (Cowen)—Baritone Solo, Orch. Accomp. .....Louis Graveure 12
The Promise of Life (Cowen)—Baritone Solo, Orch. Accomp. .....Louis Graveure 12
60007-D Cavatina (Raff, Op. 85, No. 3)—Violin Solo, Raymond Bauman at the Piano, Sascha Jacobsen 12
Introduction et Rondo Capriccioso (Saint-Saëns, Op. 28)—Violin Solo, Raymond Bauman at the Piano.....Sascha Jacobsen 12
68083-D Asthore (Trotère)—Tenor Solo, Orch. Accomp. .....Charles Hackett 12
The Snowy-Breasted Pearl (Robinson)—Tenor Solo, Orch. Accomp.....Charles Hackett 12
20024-D The Bird and the Babe (Lieurance)—Mezzo-

(*Continued on page* 218)

ADVANCE RECORD BULLETINS FOR NOVEMBER—(Continued from page 217)

Soprano Solo, Orch. Accomp., Barbara Maurel 10
The Angelus (Lieurance)—Mezzo-Soprano Solo, Orch. Accomp.....Barbara Maurel 10
33028-D Souvenir Poétique (Fibich)—Violin Solo, Arthur Loesser at the Piano....Toscha Seidel 10
Rondino (On a Theme by Beethoven) (Kreisler)—Violin Solo, Arthur Loesser at the Piano .....Toscha Seidel 10

ORCHESTRAL RECORDINGS

A-5860 Sleeping Beauty Waltz (Tschaikovsky), Chicago Symphony Orch. 12
Carmen: Two Spanish Dances (Bizet), Chicago Symphony Orch. 12
A-6118 Aida: March (Verdi), Metropolitan Opera House Orch. 12
La Gioconda: Dance of the Hours (Ponchielli), Metropolitan Opera House Orch. 12
A-5781 Boris Godunov: Polonaise (Moussorgsky), Prince's Orch. 12
Prelude in C Sharp Minor (Rachmaninoff), Prince's Orch. 12
A-6190 Naila: Intermezzo (Delibes), Cincinnati Symphony Orch. 12
Midsummer Night's Dream: Scherzo (Mendelssohn) .....Cincinnati Symphony Orch. 12
A-6135 Cortege Du Sardar (From "Caucasian Sketches) (Ippolitov-Ivanov), Philharmonic Orch. of New York 12
Turkish March (From "Sonata in A Major") (Mozart)..Philharmonic Orch. of New York 12
A-6230 Symphony in G Minor: First and Third Movements (Mozart), New York Symphony Orch. 12

Brunswick Records

15085 Pagliacci-Vesti la giubba (On With the Play) (Act I) (Leoncavallo)—Tenor with Orch.; in Italian .....Giacomo Lauri-Volpi
Cavalleria Rusticana—Brindisi (Drinking Song) (Mascagni)—Tenor with Orch.; in Italian. Giacomo Lauri-Volpi
10100 Mighty Lak' A Rose (Stanton-Nevin)—Soprano with Orch.; Violin Obbligato by Fredric Fradkin .....Florence Easton
Sing Me to Sleep (Bingham-Greene)—Soprano with Orch.; Violin Obbligato by Fredric Fradkin .....Florence Easton
10101 Marcheta (Schertzinger)—Tenor with Orch., Mario Chamlee
Memory Lane (De Sylva-Conrad-Spier)—Tenor with Orch. .....Mario Chamlee
10102 Just A-Wearyin' for You (Stanton-Jacobs-Bond) Contralto, with String Quartet and Piano, Marie Morrisey
Coming Home (Wilmot-Willeby)—Contralto with String Quartet and Piano.....Marie Morrisey
15088 Don Giovanni—Serenata (Ständchen) (Act II) (Mozart)—Baritone with Orch.; in German, Friedrich Schorr
Czar und Zimmerman—Sonst spielt' ich mit Scepter (In Childhood I Dallied) (Lortzing)—Baritone with Orch.; in German. Friedrich Schorr
15089 Waiata Poi (Hill)—Symphony Orch.—Henri Verbrugghen, Conductor, Minneapolis Symphony Orch.
Melodrama (From "Piccolino") (Guiraud)—Symphony Orch.—Henri Verbrugghen, Conductor .....Minneapolis Symphony Orch.
2676 Where the Silvery Colorado Wends Its Way (Scoggins-Avril)—Male Quartet with Orch., Fireside Quartet
Where the Sunset Turns the Ocean's Blue to Gold (Buckner-Petrie)—Male Quartet with Orch. .....Fireside Quartet
2677 Medley of Foster's Songs (Old Folks at Home, Old Black Joe, My Old Kentucky Home)—Vibraphone Solo with Orch.....Joseph Green
Old Melodies (Silver Threads Among the Gold, Alice Where Art Thou, When You and I Were Young Maggie)—Vibraphone Solo with String Quartet.....Joseph Green
2679 Romany Days (Lyman-Arnheim-Kahn)—Fox-trot—For Dancing..Abe Lyman's California Orch.
A New Kind of Man (Clare-Flatow)—Fox-trot For Dancing .....Abe Lyman's California Orch.
2680 Tia Juana (Rodemich-Conley)—Fox-trot—For Dancing .....Gene Rodemich's Orch.
Just a Funny Little Tune (Rodemich-Conley) Fox-trot—For Dancing....Gene Rodemich's Orch.
2681 Bagdad (Ager-Yellen)—Fox-trot For Dancing, Ray Miller and His Orch.
Red Hot Mamma (Wells-Cooper-Rose) Fox-trot—For Dancing.....Ray Miller and His Orch.
2682 I Wonder What's Become of Sally (Ager-Yellen) Fox-trot For Dancing..Bennie Krueger's Orch.
Susquehanna Home (Ringle)—Fox-trot—For Dancing .....Bennie Krueger's Orch.
2660 Go Your Way and I'll Go Mine (Schonberg-Kerr) Fox-trot—For Dancing, Herb Wiedoeft's Cinderella Roof Orch.
Stack O' Lee Blues (Lopez-Colwell) Fox-trot For Dancing, Herb Wiedoeft's Cinderella Roof Orch.
2683 Go 'Long, Mule (Creamer-King)—Fox-trot—For Dancing, with Vocal Chorus..Carl Fenton's Orch.
Animal Fair (Johnson-La Forrest-Rosso)—Fox-trot—For Dancing, with Vocal Chorus, Carl Fenton's Orch.
2684 Pale Moon (Glick-Logan)—Popular Concert, Paul Ash and His Granada Orch.
Can't Yo' Heah Me Calling', Caroline (Gardner-Roma)—Popular Concert, Paul Ash and His Granada Orch.
2685 Heartbroken (Owens-Johnson-Meyers)—Fox-trot—For Dancing.....Vic Meyers and His Orch.
Burmalone (Burns-Jessup-Clay)—Fox-trot—For Dancing).....Vic Meyers and His Orch.
2686 When It's Love-time in Hawaii (Heagney)—Waltz—For Dancing...Castlewood Marimba Band
Honolulu Rose (Heagney-Hampton)—Waltz—For Dancing.....Castlewood Marimba Band
2687 Africa (Creamer-Hanley)—Comedienne with Orch. .....Margaret Young
Under the Water (Henderson-Brown-Von Tilzer)—Comedienne with Orch...Margaret Young
2688 If I Stay Away too Long From Carolina (Raskin-Young-Squires)—Vocal Duet with Orch. .....The Radio Franks (Wright-Bessinger)
Don't Blame It All on Me (Terriss-Wood-Morse) —Tenor with Orch.....Frank Bessinger
2689 Blue-eyed Sally (Bernard Robinson)—Vocal Duet with Orch. .....The Dixie Stars
Never Gettin' No Place Blues (Bernard-Frey-Robinson) .....Al Bernard and Russel Robinson

Edison Disc Records

ALREADY RELEASED

SPECIALS

80798 The Church in the Wildwood....Aida Brass Quartet
Recessional .....Aida Brass Quartet
80799 The World Is Waiting for the Sunrise, Played by Frederick Kinsley on Midmer-Losh Pipe Organ
Poor Butterfly, Played by Frederick Kinsley on Midmer-Losh Pipe Organ
80797 Robin Hood Airs, No. 1..New York Light Opera Co.
Robin Hood Airs, No. 2..New York Light Opera Co.
82328 Na Lei O Hawaii (Song of the Islands)..Anna Case
Sweet Lei Lehua.....Anna Case
80802 The Dixie Kid.....Criterion Quartet
Ole Aunt Mandy's Chile.....Criterion Quartet
80803 A Suite of Serenades, No. 1 ("Spanish"), American Concert Orch.
A Suite of Serenades, No. 2 ("Cuban"), American Concert Orch.
51396 Love Gives a Thorn With Its Roses..Walter Scanlan
All Because of You.....Walter Scanlan

FLASHES

51387 Virginia's Calling Me—Fox-trot, Atlantic Dance Orch.
Sing a Little Song—Fox-trot, Golden Gate Dance Orch.
51388 Lucille—Fox-trot .....Golden Gate Dance Orch.
Kiss Me Goodnight—Waltz, Harry Raderman's Dance Orch.
51389 Put Away a Little Ray of Golden Sunshine for a Rainy Day—Fox-trot by the Top Notchers—Song by George Wilton Ballard
Morning (Won't You Ever Come 'Round)—Fox-trot by Kaplan's Melodists—Song by George Wilton Ballard
51386 Follow the Swallow—Fox-trot..Atlantic Dance Orch.
There's a Bend at the End of the Swanee—Fox-trot .....Kaplan's Melodists
51393 Words—Fox-trot .....Congo Four
I'd Give Ev'ry Rose on Broadway (For That Little Rose Back Home—Fox-trot....Congo Four
51394 Red Hot Mamma—Fox-trot.....Georgia Melodians
Charley, My Boy—Fox-trot.....Georgia Melodians
51398 June Night—Fox-trot, Nathan Glantz and His Orch.
Tropical Palms—Fox-trot, Nathan Glantz and His Orch.

GENERAL GROUP

51392 Sister Hasn't Got a Chance Since Mother Bobbed Her Hair.....Collins-Harlan
Go 'Long Mule.....Arthur Collins
51397 Duo Concertant—Two Clarinets, Anthony Giammatteo-Fred J. Brissett
Sonata in C Major—Accordion Solo.....Frosini
51395 The Dance of the Elves—Piano Solo, Ferdinand Himmelreich
Elegie Concert Transcription—Piano Solo, Huston Ray
80804 The Larboard Watch, Harvey Hindermyer-Donald Chalmers
King of the Sea.....Donald Chalmers

FRENCH CANADIAN

58015 Mon Mari con bien malade.....Jeanne Maubourg
Le Rideau du Lit.....Jeanne Maubourg

HEBREW

59515 Hashkiveinu....Cantor Josef Shlisky and His Choir
Dinah at the Mill—Bar Kochba. Mme. Regina Prager
59516 Kol nidrei .....Cantor Josef Shlisky
God, Show Your Wonders—Bar Kochba, Mme. Regina Prager

YIDDISH

59517 Der Chasen auf Der Elter (The Old Cantor), Sam Silberbusch & Co.
Der Dibek .....Sam Silberbusch & Co.
59518 Kol mekadesh .....Morris Goldstein
Es Geiht Vie Geshmirt (From "Papa's Boy"), Morris Goldstein

Edison Blue Amberol Records

4903 Why Did You Do It?—Fox-trot..Georgia Melodians
4904 Boll Weevil Blues.....The Arkansas Trio
4905 When It's Love-Time in Hawaii, Waikiki Hawaiian Orch.
4906 Ev'rything You Do—Fox-trot, Song by Joseph Phillips .....Harry Raderman's Dance Orch.
4907 Save a Kiss for Rainy Weather—Fox-trot, Green Bros.' Novelty Band
4908 Radio—Fox-trot, Song by Arthur Hall, Atlantic Dance Orch.
4909 A New Kind of Man (With a New Kind of Love for Me).....The Arkansas Trio
4910 There's No One Just Like You—Fox-trot, Song by George Wilton Ballard.....Kaplan's Melodists

Aeolian Records

VOCALION RECORDS

OPERATIC

70041 Romanza del fiore (Flower Song) (From "Carmen") (Bizet)—Tenor, In Italian, Aeolian Orch. Accomp., Conducted by Gennaro Papi, Metropolitan Opera House Conductor, Armand Tokatyan 12
O Paradiso! (Oh Paradise!) (From "L'Africana") (Meyerbeer)—Tenor, in Italian, Aeolian Orch. Accomp., Conducted by Gennaro Papi, Metropolitan Opera House Conductor .....Armand Tokatyan 12

OPERATIC—INSTRUMENTAL

35046 Aida Selection (Puccini)—Conducted by Gennaro Papi.....Metropolitan Opera House Orch. 12
La Boheme Selection (Puccini)—Conducted by Gennaro Papi.Metropolitan Opera House Orch. 12

STANDARD

24064 The Shadows Fall (Burns-MacDermid)—Tenor, Aeolian Orch. Accomp.....Colin O'More 10
If God Left Only You (Mitchell-Densmore)—Tenor, Aeolian Orch. Accomp...Colin O'More 10

INSTRUMENTAL

35047 Flatterer's Waltz (Flattergeister) (Josef Strauss)—In Concert Time (Recorded in Europe), Stern's Orch. (Hotel Adlon, Berlin) 12
Dream Waltz (Traum Walzer) (C. Millocker)—In Concert Time (Recorded in Europe), Stern's Orch. (Hotel Adlon, Berlin) 12
14867 President's March (Victor Herbert), Lieut. F. W. Sutherland and His 7th Reg. Band 10
The Invincible Eagle March (John Philip Sousa), Lieut. F. W. Sutherland and His 7th Reg. Band 10

IRISH-DANCE

14875 Highland Schottische—Schottisch, The Four Provinces 10
The Rattling Boys of Paddy's Land—Irish Polka (Intro.: "Leather Away"), The Four Provinces 10

HAWAIIAN

14883 Under the South Sea Palms (George Johnsen)—Waltz, Hawaiian Guitars and Violins, Ferrera-Franchini Quartet 10
Hawaiian Daisies (Weber-Marks)—Waltz, Hawaiian Guitars and Violins, Ferrera-Franchini Quartet 10

NOVELTY

14865 Harmonica Blues (in "Spooning and Baloon-ing")—Harmonica and Handsaw, Piano Accomp. .....Moore-Freed 10
Dixie Medley (Intro.: "Swanee River," "My Old Kentucky Home" and "Turkey in the Straw") (in "Spooning and Balooning")—Banjo and Harmonica, Piano Accomp., Moore-Freed 10

VOCAL

14866 Doodle Doo Doo (Kassel-Stitzel)—Novelty, Accomp. by The Ambassadors, Isabelle Patricola 10
Somebody Loves Me (From "George White's Scandals of 1924") (Gershwin-McDonald-De-Sylva)—Assisted by Tom Patricola (Special Chorus), Acomp. by Piano Duet-Saxophone-Banjo .....Isabelle Patricola 10
14868 Follow the Swallow (Rose-Dixon-Henderson)—Accomp. by Selvin's Orch....Irving Kaufman 10
When I Was the Dandy and You Were the Belle (Ruby-Handman-Dreyer)—Accomp. by Selvin's Orch. .....Irving Kaufman 10
14882 Go 'Long, Mule (Creamer-King)—Comedy Song Accomp. by The Ambassadors...Ernest Hare 10
The Grass Is Always Greener (In the Other Fellow's Yard) (Egan-Whiting)—Comedy Song

—Accomp. by The Ambassadors...Billy Jones 10
14869 Beautiful Heaven (Heavenly Lover) (Cliff Hess)—Ballad)—Orch. Accomp.....Franklyn Bauer 10
I'm Forever Falling in Love With Someone (James Monaco)—Ballad, Orch. Accomp., Franklyn Bauer 10
14863 Sweet Rose O'Sharon (Campbell-Karhan)—Irish Ballad, Orch. Accomp.....Criterion Quartet 10
Ireland Is Heaven to Me (Griffin-Harrison-Rose)—Ballad, Orch. Accomp., Criterion Quartet 10

DANCE

14878 June Night (Baer-Friend)—Fox-trot, Ben Bernie and His Hotel Roosevelt Orch. 10
Doodle Doo Doo (Kassel-Stitzel)—Fox-trot, Ben Bernie and His Hotel Roosevelt Orch. 10
14879 In a Little Rendezvous (All Alone With You) (Ted Snyder)—Fox-trot, Emil Coleman and His Club Trocadero Orch. 10
Tia Juana (Tee Wanna) (Connelly-Rodemich)—Fox-trot, Emil Coleman and His Club Trocadero Orch. 10
14872 Any Way the Wind Blows (J. Hanley)—Fox-trot.....The Bar Harbor Society Orch. 10
Adoring You (From "Ziegfeld Follies of 1924") (McCarthy-Tierney)—Fox-trot, The Bar Harbor Society Orch. 10
14871 Follow the Swallow (Ray Henderson)—Fox-trot, The Ambassadors 10
Susquehanna Home (Dave Ringle)—Fox-trot, Ben Selvin and His Orch. 10
14870 Dreamer of Dreams (Ted Fiorito)—Waltz, Ben Selvin and His Orch. 10
Come Back to Me (When They Throw You Down) (Will Donaldson)—Waltz (Blues), The Ambassadors 10
14881 When Shadows Fall (Max Dolin)—Waltz, The Ambassador String Orch. 10
A Thousand Kisses (Joyce)—Waltz, The Ambassador String Orch. 10
14880 A New Kind of Man (With a New Kind of Love for Me) (Clare-Flatow)—Blues-Fox-trot, Fletcher Henderson and His Orch. 10
The Meanest Kind O' Blues (B. Lou Jackson) Fox-trot..Fletcher Henderson and His Orch. 10

DANCE—MEXICAN

14876 Bayadera (A. Dominguez B.)—Fox-trot, The Castillians 10
Benamor (Pablo-Luna)—Fox-trot, The Castillians 10

VOCAL—MEXICAN

14877 Cancion de Amor (Song of Love) (Alfonso Esparza Oteo)—Cancion—Fox-trot—con orquesta—Tenor.....Gaston Flores 10
El Rosal Enfermo (The Feeble Rosebush) (Pinto-Palmerin)—Ballad—con orquesta—Tenor .....Gaston Flores 10

VOCAL—RACE

14874 Old North State Blues (Perkins)—Blues, Accomp. by Piano and Cornet....Lethia Hill 10
Never Again (Jones-Kahn) — Blues, Piano Accomp. .....Alta Gates 10
14873 Low Down Despondent Blues (Delaney)—Blues, Accomp. by Piano and Clarinet..Lena Henry 10
Consolation Blues (J. Lawrence Cook)—Blues, Accomp. by Piano and Clarinet..Lena Henry 10

SOUTHERN RECORD

14864 Jonah and the Whale—Hymn-Duet, Banjo Accomp....Uncle Dave Macon-Sid Harkreader 10
The Little Old Log Cabin in the Lane—Ballad-Duet, Accomp. by Banjo and Guitar. Uncle Dave Macon-Sid Harkreader 10

GERMAN

9062 Unter den Brücken von Paris (Under the Bridges of Paris) (Scotto)—Orchester Begleitung, Whistling with Orch. (Recorded in Europe, Guido Gialdini, Kunstpfeifer 10
Muss ja nicht grad' Flanell sein (It need not be "Flannel") (E. Siegwart)—Orchester Begleitung, Whistling with Orch. (Recorded in Europe)....Guido Gialdini, Kunstpfeifer 10
9063 Still ruht der See—German Folk Song (Recorded in Europe).....Nebe Quartet 10
Sah ein Knab' ein Röslein stehn—German Folk Song (Recorded in Europe)....Nebe Quartet 10
9064 In der Wurzhütte (Ländler)—European Dance (Recorded in Europe), Dachauer Bauern Kapelle 10
Hüatamadln (Ländler)—European Dance (Recorded in Europe...Dachauer Bauern Kapelle 10
9065 Holde Blum' der Männertreu (G. H. Waldmann)—German Song with Vocal Chorus (Recorded in Europe), Polyphon Orchester mit Gesang 10
Beim Holderstrauch (Fr. Helm—Walzer, German Song with Vocal Chorus (Recorded in Europe).....Polyphon Orchester mit Gesang 10

JEWISH

13019 When der shoifer blost (Gilrod-Lebedeff)—Jewish Folk Song, Accomp. by Perez Sandler's Orch. .....Aaron Lebedeff 10
Oif dem neiem yor (Gilrod-Lebedeff)—Jewish Folk Song, Accomp. by Perez Sandler's Orch. .....Aaron Lebedeff 10

HEBREW

013018 Imipnei Chatuenu (1st Part)—Hebrew Chant, Accomp. by I. J. Hochman's Orch., Cantor B. Levite 12
Imipnei Chatuenu (2nd Part)—Hebrew Chant, Accomp. by I. J. Hochman's Orch., Cantor B. Levite 12
13017 Leidos Vudor—Hebrew Chant, Accomp. by I. J. Hochman's Orch.....Cantor B. Levite 10
Ky liekach tov—Hebrew Chant, Accomp. by I. J. Hochman's Orch.....Cantor B. Levite 10

GERMAN

9059 Max, nimm die Hand von der Schossbluse weg (Max Vogel)—German Comic, Orchester Begleitung (Recorded in Europe), Grete Wiedeke 10
Lenchen Ramme, die Stramme Amme (Max Oscheid)—German Comic, Orchester Begleitung) (Recorded in Europe)....Grete Wiedeke 10
9060 Wenn ich einmal der Herrgott wär (C. Binder) German Folk Song, Orchester Begleitung (Stadttheater Köln am Rhein) (Recorded in Europe)—Bass .....Ernest Osterkamp 10
Rheinlied (Mein Heimatland) (Carl Coermayer) German Folk Song, Orchester Begleitung (Stadttheater Köln am Rhein) (Recorded in Europe)—Bass .....Ernest Osterkamp 10
9061 Einzug der Gladiatoren, Marsch (Fucik)—March (Recorded in Europe)....Polyphon Orchester 10
In Treue Fest, Marsch (Teike)—March (Recorded in Europe).....Polyphon Orchester 10

Odeon Records

(RECORDED IN EUROPE)

3109 Chanson D'Amour (Song of Love) (Kaskel), Edith Lorand and Her Orch. 12
Lago Di Como—Serenade (Serenade—Lake Como) (Fauchey), Edith Lorand and Her Orch. 12

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3110 Fra Diavolo—Overture, Part 1 (Auber), Odeon Symphony Orch. 12
Fra Diavolo—Overture, Part 2 (Auber), Odeon Symphony Orch. 12
3111 Manon (Engel-Berger), Dajos Bela and His Orch. 12
Viennese Song (Wien Sterbende Marchenstadt) (Leopoldi).....Dajos Bela and His Orch. 12
5043 I Pagliacci—Prologo (Prologue) (Leoncavallo)—Baritone with Orch.; Sung in Italian, Riccardo Stracciari 12
Barber of Seville—Largo al Factotum (Room for the Factotum) (Rossini)—Baritone with Orch.; Sung in Italian....Riccardo Stracciari 12
6014 Tosca-E Lucevan Le Stelle (The Stars Were Shining) (Puccini)—Tenor with Orch.; Sung in Italian.....Nino Piccaluga 10
Otello-Addio Sante Memorie (Farewell Sacred Memories) (Verdi)—Tenor with Orch.; Sung in Italian.....Nino Piccaluga 10

Okeh Records

DANCE AND INSTRUMENTAL RECORDS

40175 I Want to Be Happy (From the Musical Comedy "No, No, Nanette") (Youmans)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
Negro Spirituals (Intro.: "Go Down Moses," "Nobody Knows De Trouble I Had," 'Oh Peter, Go Ring Dem Bells," "I Want to Go to Heaven When I Die," "It's a Me, O Lord," "Deep River")—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
40176 Put Away A Little Ray of Golden Sunshine (For a Rainy Day) (Ahlert)—Fox-trot, Eddie Elkins and His Orch. 10
Charleston Cabin (Reber)—Fox-trot, Eddie Elkins and His Orch. 10
40179 Them Ramblin' Blues (Kirkeby-Moore-Brodsky)—Fox-trot .....The Goofus Five 10
Tessie! Stop Teasin' Me (Johns-Perkins)—Fox-trot .....The Goofus Five 10
40180 Follow the Swallow (Henderson)—Fox-trot, Ace Brigode and His Fourteen Virginians 10
I Don't Know Why (Coakley)—Fox-trot, Harold Oxley and His Post Lodge Orch. 10
40182 Come Back to Me (When They Throw You Down) (Donaldson)—Waltz, Vincent Lopez and His Hotel Pennsylvania Orch. 10
Bing Bing (Kaufman)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
40183 She Loves Me (Brown-Egen)—Fox-trot, Singing Chorus by Vernon Dalhart, The Arkansaw Travelers 10
Any Way the Wind Blows (My Sweetie Goes) (Creamer-Handley)—Fox-trot, Singing Chorus by Vernon Dalhart.....The Arkansaw Travelers 10
40172 My Own Blues (Williams)—Piano Solo, Clarence Williams 10
Gravier Street Blues (Williams)—Piano Solo, Clarence Williams 10
40187 Rain Crow Bill Blues—Harmonica Solo, Henry Whitter 10
The Weeping Willow Tree—Harmonica-Guitar Duet .....Henry Whitter 10
21023 Jim Haley's Favorite (Reel)—Violin Solo, Piano accomp. by Susan Peters...Patrick J. Gaffney 10
Sweep's Horn Pipe—Violin Solo, Piano Accomp. by Susan Peters.....Patrick J. Gaffney 10

VOCALS AND COMIC DIALOGUE

40171 Ireland Is Heaven to Me (Griffin-Harrison-Rose)—Tenor Solo, Accomp. by Justin Ring Trio, Gerald Griffin 10
The Fairy Tales of Ireland (Lockton-Coates)—Tenor Solo, Accomp. by Justin Ring Trio, Gerald Griffin 10
40173 Ray and His Little Chevrolet (Grossman-Stanley-Baskette)—Tenor-Baritone Duet with Orch., The Happiness Boys (Billy Jones-Ernest Hare) 10
Tune in on L-O-V-E (Rutchik-Whitcup)—Tenor with Orch. .....Billy Jones 10
40174 Dumb-Dora (Silver-Coslow)—Baritone Solo with Guitar Accomp. by Harry Reser..Earl Rickard 10
Oh—MY—YES! (Us Girls Must Have Our Fun) (Austead)—Tenor-Baritone Duet with Ukulele Accomp. by Harry Reser, The Happiness Boys (Billy Jones-Ernest Hare) 10
40177 The Pal That I Loved Stole the Gal That I Loved (Pease-Nelson)—Tenor with Orch., Vernon Dalhart 10
Sweetest Little Rose in Tennessee (De Voll)—Tenor-Baritone Duet with Orch., Bruce Wallace-Elliott Shaw 10
40178 St. Louis Blues (Handy)—Novelty Duet, Charles Sargent-John Marvin 10
You Know Me, Alabam' (Yellen-Ager)—Novelty Duet .....Charles Sargent-John Marvin 10
40181 Old and in the Way—Fiddling Solo, Vocal Chorus .....Fiddlin' John Carson 10
When Abraham and Isaac Rushed the Can—Fiddling Solo, Vocal Chorus, Fiddlin' John Carson 10
40184 Mandalay (Burtnett-Lyman-Arnheim) — Tenor with Orch. .....Bruce Wallace 10
Main Street Wasn't Big Enough for Mary (Davis-Silver)—Baritone with Orch., Arthur Fields 10
40185 Sing a Little Song (Erdman-Chon-Westphal)—

(Continued on page 220)

ADVANCE RECORD BULLETINS FOR NOVEMBER—(Continued from page 219)

Tenor with Orch.....Vernon Dalhart 10
Where the Dreamy Wabash Flows (Friend-Baer)—Male Quartet with Orch., Shannon Four 10
40186 Sam and Steve—Comic Dialogue..Miller & Lyles 10
The Fight—Comic Dialogue.....Miller & Lyles 10

WEST INDIAN RECORDS

65001 Goofer Dust John (Monrose-Hogeben)—West Indian Vocal,
Slim Henderson, Accomp. by Fred Hall's Orch. 10
My Jamaica (Monrose-Grainger)—West Indian Vocal,
Slim Henderson, Accomp. by Fred Hall's Orch. 10
65002 My Little West Indian Girl (Manning)—West Indian Vocal,
Sam Manning, Accomp. by Palmer's Orch. 10
Baby (Carnival Song)—West Indian Vocal,
Sam Manning, Accomp. by Palmer's Orch. 10
65003 Susan Monkey Walk (Manning)—West Indian Vocal,
Sam Manning, Accomp. by Palmer's Orch. 10
Amba Cay La' (Under the House) (Carnival Song)—West Indian Vocal,
Sam Manning, Accomp. by Palmer's Orch. 10

RACE RECORDS

8157 Has Anybody Seen My Man? (Grice-Coleman)—Contralto Solo, Accomp. by Clarence Williams' Harmonizers .....Laura Smith 10
Texas Moaner Blues (Barnes-Williams)—Contralto Solo, Accomp. by Clarence Williams' Harmonizers .....Laura Smith 10
8158 The Funny Blues (McClennon)—Fox-trot, Harlem Trio 10
The Poor Man's Blues (McClennon)—Fox-trot, Harlem Trio 10
8159 Can Anybody Take Sweet Mamma's Place? (Wallace-Williams)—Contralto Solo, Piano Accomp. by Clarence Williams..Sippie Wallace 10
Stranger's Blues (Wallace-Williams)—Contralto Solo, Piano Accomp. by Clarence Williams, Sippie Wallace 10
8160 Mississippi Blues (Hegamin-Williams)—Contralto Solo, Piano Accomp. by Clarence Williams, Virginia Liston 10
San Francisco Blues (Grice)—Contralto Solo, Piano Accomp. by Clarence Williams, Virginia Liston 10

Gennett Lateral Records

GREEN LABEL

10095 Dreaming Alone in the Twilight—Baritone, Violin Obbligato and Piano Accomp..Frederic Baer
Duna—Baritone, Violin Obbligato and Piano Accomp. .....Frederic Baer

STANDARD NUMBERS

5525 A Hunting Scene (With Descriptive Effects), Lieut. Matt's 106th Infantry Band
The Whistler and His Dog (With Descriptive Effects) .....Lieut. Matt's 106th Infantry Band
5526 The Girl I Left Behind Me (Irish Reel)—Flute Solo, Piano Accomp., John Griffin (Fifth Ave. Bus Man)
The Gap of Dunlow—The Three Lakes (Irish Jigs)—Flute Solo, Piano Accomp., John Griffin (Fifth Ave. Bus Man)
5533 Will the Circle Be Broken—Baritone, Homer Rodeheaver
Beautiful Isle of Somewhere—Baritone, Homer Rodeheaver
5534 Love Found a Way—Baritone...Homer Rodeheaver
I Love to Tell the Story—Baritone, Homer Rodeheaver
5536 Johnny, I Hardly Knew You (Irish Jig)—Fiddler, Piano Accomp.....George Halpin
The Heart of the Loaf (Irish Jig)—Fiddler, Piano Accomp. .....George Halpin

POPULAR SONGS

5523 Any Way the Wind Blows—Duet, Banjo, Ukulele and Piano Accomp.....Kaufman-Ryan
Look-a What I Got Now—Duet, Banjo, Ukulele and Piano Accomp.....Kaufman-Ryan
5543 The Pal That I Loved Stole the Gal I Loved Tenor, Orch. Accomp.....Franklyn Baur
When I Was the Dandy and You Were the Belle—Duet, Orch. Accomp.....Baur-Freer
5544 Dreamer of Dreams—Piano Accomp., Carpenter-Ingram
Sweetest Little Rose in Tennessee—Piano Accomp. .....Carpenter-Ingram
5541 Memory Lane—Waltz.Ferara's Hawaiian Serenaders
Waikiki Is Calling Me—Waltz, Ferera's Hawaiian Serenaders

DANCE RECORDS

5530 How Come You Do Me Like You Do—Fox-trot .....Saxi Holtsworth and His Band
Tropical Palms—Fox-trot, Saxi Holtsworth and His Band
5532 Go, Emmaline—Fox-trot .....Bailey's Lucky Seven
Lucille—Fox-trot .....Bailey's Lucky Seven
5539 I Want to Be Happy—Fox-trot.....The Vagabonds
Dreary Weather—Fox-trot .....The Vagabonds
5540 Rose Marie—Fox-trot .....The Vagabonds
Cold Mammas (Burn Me Up)—Fox-trot, Bailey's Lucky Seven
5542 Sensation—One-step .....Wolverine Orch.
Lazy Daddy—Fox-trot .....Wolverine Orch.

FOREIGN—SPANISH

S-5511 El Rosal Enfermo (Danzon)..La Orquesta de Nava
La Chaparrita Vaciladora (Danzon), La Orquesta de Nava
S-5531 La Bombonera—Shimmy Fox ....Orquesta Texana
Hortensia—Shimmy .....Orquesta Texana
S-5535 !PERDON!—Tango .....Orquesta Texana
La Princesita—Tango .....Orquesta Texana

Pathe Phono & Radio Corp.

(NEEDLE-CUT RECORDS)

DANCE RECORDS

036137 Sing a Little Song—Fox-trot....Golden Gate Orch.
Too Tired—Fox-trot.....Golden Gate Orch.
036138 Any Way the Wind Blows (My Sweetie Goes)—Fox-trot.....Nathan Glantz and His Orch.
My Best Girl—Fox-trot..Bar Harbor Society Orch.
036139 When I Was the Dandy and You Were the Belle—Fox-trot—Vocal Chorus Billy Jones, Nathan Glantz and His Orch.
I'm Satisfied (Besides That Sweetie O'Mine)—Fox-trot.....Nathan Glantz and His Orch.
036136 Kiss Me Goodnight—Waltz.Newport Society Orch.
Melody Rose—Waltz.....Meadowbrook Five
036140 Memory Lane—Waltz.....Meadowbrook Five
Come Back to Me (When They Throw You Down)—Waltz.....Meadowbrook Five
036141 How Come You Do Me Like You Do?—Fox-trot .....Original Memphis Five
Somebody Stole My Gal—Fox-trot, Original Memphis Five
036142 The Meanest Blues—Fox-trot, Original Memphis Five
Arkansas—Fox-trot.....Five Birmingham Babies
036143 My Twilight Rose (From "Marjorie")—Fox-trot.....Fry's Million Dollar Pier Orch.
"Jus 'Cause"—Fox-trot, Fry's Million Dollar Pier Orch.
036144 Manda (From "Chocolate Dandies")—Fox-trot, Max Terr and His Orch.
Look-A What I Got Now?—Fox-trot—Vocal Chorus Billy Jones....Max Terr and His Orch.
036145 Where the Rainbow Ends—Fox-trot (Harzay Natzy, Director), Westchester Biltmore Country Club Orch.
I Don't Know Why—Fox-trot, Fry's Million Dollar Pier Orch.
036146 Lucille—Fox-trot.....Southampton Society Orch.
Spain—Fox-trot.....Southampton Society Orch.
036147 Adoring You—Fox-trot, Harry Barth's Novelty Orch.
There's a Bend at the End of the Swanee—Fox-trot .....Harry Barth's Novelty Orch.
036148 The Little Old Clock on the Mantel—Fox-trot, Golden Gate Orch.
That's Georgia—Fox-trot, Harry Barth's Novelty Orch.

POPULAR VOCAL

032075 Dreamer of Dreams.....Charles Warren
Suppose I Had Never Met You (From "Little Jessie James" .....Charles Warren
032076 I Don't Care What You Used to Be (I Know What You Are To-day).....Frank Sterling
The Heart of a Girl.....Frank Sterling
032077 Sing a Little Song.....Apollo Male Trio
Let My Home Be Your Home..Apollo Male Trio
032078 Oh You Can't Fool an Old Hoss Fly, Billy Jones-Ernest Hare
No One Knows What It's All About, Billy Jones-Ernest Hare
032073 Somebody Loves Me (From "Geo. White's Scandals"—Ukulele and Voice, Cliff Edwards (Ukulele Ike)
Little Somebody of Mine (Ukulele and Voice), Cliff Edwards (Ukulele Ike)
032074 June Night (Ukulele and Voice), Cliff Edwards (Ukulele Ike)
Insufficient Sweetie (Ukulele and Voice), Cliff Edwards (Ukulele Ike)

HAWAIIAN

021129 Under the South Sea Palms—Guitars and Violins....Ferara's Hawaiian Instrumental Quartet
Moana Chimes—Guitars and Violins. Ferara's Hawaiian Instrumental Quartet

Emerson Records

LATEST DANCE HITS

10796 When I Was the Dandy and You Were the Belle—Fox-trot .....Glantz and His Orch.
Dimples—Fox-trot .....Emerson Dance Orch.
10793 In a Little Rendezvous (All Alone With You)—Fox-trot .....South Hampton Serenaders
Forgive Me—Fox-trot, California Melodie Syncopators
10797 My Dream Girl (From "The Dream Girl")—Waltz .....South Hampton Serenaders
Come Back to Me (When They Throw You Down)—Novelty Waltz.....Glantz and His Orch.
10799 Lonely Little Melody (From "Ziegfeld Follies")—Fox-trot .....Bar Harbor Society Orch.
Rose Marie (From "Rose Marie")—Tango Fox-trot .....Bar Harbor Society Orch.
10798 I Want to Be Happy (From "No, No, Nanette")—Fox-trot .....Pennsylvania Syncopators
A New Kind of Man With a New Kind of Love for Me—Fox-trot, South Hampton Serenaders
10792 Rosita—Spanish Fox-trot, Bolognese's Symphonic Orch.
The Sun Chariot—Spanish Waltz, Bolognese's Symphonic Orch.

LATEST SONG HITS

10794 The Pal That I Loved Stole the Gal That I Loved—Tenor Solo, Orch. Accomp., Sydney Mitchell
Days—Tenor Solo, Orch. Accomp...Sydney Mitchell
10795 When I was the Dandy and You Were the Belle Tenor Solo, Orch. Accomp.....Sydney Mitchell
I'd Go a Long Way for You—Tenor Solo, Orch. Accomp. .....Arthur Fields

STANDARD AND NOVELTY SELECTIONS

10460 Lead, Kindly Light—Male Quartet..Trinity Quartet
Almost Persuaded—Male Quartet....Trinity Quartet
10289 The Rosary—Contralto Solo..Nevada Van der Veer
Carry Me Back to Old Virginny—Contralto Solo, Nevada Van der Veer
1035 Mother Machree—Tenor Solo.....Walter Scanlan
Little Grey Home in the West—Tenor Solo, Walter Scanlan
10619 Second Regiment Connecticut March, Bergh's Concert Band
Under the Double Eagle—March, International Military Band
10634 Aloha Oe, Medley—Hawaiian, Toots Paka Hawaiian Co.
Puu O Hulu—Hawaiian..Toots Paka Hawaiian Co.
10615 In and Out—Novelty Dance, Jos. Samuels-Larry Briers
Fiddlers' Contest—Medley of Country Reels, Jos. Samuels-Larry Briers
10176 Cohen's Wedding—Monolog.....Monroe Silver
Cohen on His Honeymoon—Monolog..Monroe Silver

NEW EMERSON JEWISH RELEASES

13260 Die Hoffnung far Frieden—Tenor Solo, Leonard Braun
Al Cheyt (Thou Shalt Not Sin)—Tenor Solo, Leonard Braun
13259 A Liebe's Erklerung—Tenor Solo..William Schwartz
Der Hantiger Chosid—Jewish Folk Song, William Schwartz
13254 A Europaische Kolomyka—Folk Dance, Harry Raderman's & Beckerman's Orch.
A Europaische Kamaryska—Folk Dance, Harry Raderman's & Beckerman's Orch.

NEW EMERSON ITALIAN RELEASES

12136 Amor Materno—Valser—Violin and Guitar, Romani-Paolotti
Vita Romantica—Mazurka—Violin and Guitar, Romani-Paolotti
12135 Il Vesuvio di Napoli—Polka Brillante, Romani-Paolotti
Il Sogno Di Salvatore—Valser.....Romani-Paolotti
12134 Il Tramonto D'Oro—Mazurka Sentimentale, Violin Solo, Orch. Accomp.....L. Heidelberg
Lontane Memorie—Mazurka Elegante, Romani-Paolotti

EMERSON GERMAN RECORDINGS

19049 Puppchen Liese—Soprano Solo.....Lucie Weston
Mein Liebchen Weine Nicht—Soprano Solo, Lucie Weston
19007 Zwei Dunkle Augen—Tenor.....Max Bloch
So Leb' denn wohl—Abscheid. Tenor....Max Bloch
19032 Germania Polka.....Harmonika und Klarinet Duett
Stella Walzer.....Harmonika und Klarinet Duett

Regal Records

9704 My Best Girl—Fox-trot....Sam Lanin's Dance Orch.
Tessie Stop Teasing Me—Fox-trot (Vocal Chorus Arthur Hall) .....Sam Lanin's Dance Orch.
9705 Me and the Boy Friend—Fox-trot, Bar Harbor Society Orch.
I'm Satisfied Beside That Sweetie of Mine—Fox-trot .....California Ramblers
9706 Anyway the Wind Blows—Fox-trot, Six Black Diamonds
I Never Care About To-morrow—Fox-trot (Vocal Chorus A. Hall).....Six Black Diamonds
9707 In a Little Rendezvous—Fox-trot, Sam Lanin's Dance Orch.
Spain—Fox-trot.....Hollywood Dance Orch.
9708 Kiss Me Goodnight—Waltz.Continental Dance Orch.
If Love Were All—Waltz..Continental Dance Orch.
9709 Rose Marie (From "Rose Marie")—Fox-trot, California Ramblers
Sweet Little You—Fox-trot (Vocal Chorus Arthur Fields) .....The Chicket Orch.
9710 Too Tired—Fox-trot.....Missouri Jazz Band
Look-A What I Got Now—Fox-trot (Vocal Chorus A. Hall).....California Ramblers
9713 My Dream Girl (From "My Dream Girl")—Waltz .....Bar Harbor Society Orch.
Dreamer of Dreams—Waltz, Bar Harbor Society Orch.

VOCAL RECORDS

9711 Go 'Long Mule—Comedy Solo, Novel Accomp., Bob White
Under the Water—Comedy Solo, Orch. Accomp., Billy Jones
9712 Charley, My Boy—Baritone Solo, Novel Accomp. .....Arthur Fields
No One Knows What It's All About—Comedy Solo, Orch. Accomp. .....Billy Jones
9714 It Ain't Gonna Rain No More (New Verses)—Comedy Solo, Novel Accomp.....Bob White
Oh You Can't Fool an Old Hoss Fly—Comedy Solo, Novel Accomp.....Bob White
9715 Somebody Loves Me ("Scandals 1924")—Baritone Solo, Orch. Accomp.....Arthur Fields
One Million Times a Day—Tenor Solo, Orch. Accomp. .....Vernon Dalhart
9716 When I Was the Dandy and You Were the Belle—Baritone Solo, Orch. Accomp., Arthur Fields
West of the Great Divide—Tenor Solo, Orch. Accomp. .....Vernon Dalhart

HAWAIIAN RECORD

9717 Marcheta—Duet, Hawaiian Guitars, Ferera-Franchini
Forget-Me-Not—Duet, Hawaiian Guitars, Ferera-Franchini

Domino Records

DANCE RECORDS

387 Me and the Boy Friend—Fox-trot, Clarence Sherman's Dance Orch.
How Could You Leave Me Now—Fox-trot, New Orleans Jazz Band
388 My Best Girl—Fox-trot.....Rialto Dance Orch.
I Never Care About To-morrow—Vocal Chorus, Allen Craig .....Gotham Dance Orch.
389 In a Little Rendezvous—Fox-trot, Rialto Dance Orch.
I'm Gonna Get Acquainted in a Quaint Old-fashioned Town—Fox-trot.New Orleans Jazz Band
390 Too Tired—Fox-trot.....Hal White's Syncopators
Look-A What I Got Now—Fox-trot (Vocal Chorus A. Graig).....Six Black Dominos
391 My Dream Girl (From "My Dream Girl")—Waltz .....Lucky Strike Orch.
Drifting Down on Honolulu Bay—Waltz, Lucky Strike Orch.
392 Any Way the Wind Blows—Fox-trot, Six Black Dominos
Sweet Little You—Fox-trot (Vocal Chorus Lee Knight) .....Gotham Dance Orch.
393 Rose Marie (From "Rose Marie")—Fox-trot, Clarence Sherman's Dance Orch.
Please Tell Me Why—Fox-trot, Lucky Strike Dance Orch.

VOCAL RECORDS

394 Charley, My Boy—Baritone Solo, Novel, Accomp., Lee Knight
Oh You Can't Fool an Old Hoss Fly—Comedy Solo, Novel, Accomp.....Fred King
395 When I Was the Dandy and You Were the Belle—Baritone Solo, Orch. Accomp., Lee Knight
My Little Love Mate—Baritone Solo, Orch. Accomp. .....Lee Knight
396 Go 'Long Mule—Comedy Solo, Novel Accomp., Fred King
No One Knows What It's All About—Comedy Solo, Orch. Accomp.....Billy West
397 West of the Great Divide—Tenor Solo, Orch. Accomp. .....Harry Blake
Just Some Roses—Tenor Solo, Orch. Accomp., George Bronson
398 It Ain't Gonna Rain No More—Comedy Solo, Ukulele Accomp. .....Fred King
He's Just a False Alarm—Comedy Solo, Orch. Acomp. .....Lee Knight

Banner Records

1407 Rose Marie (From "Rose Marie")—Fox-trot, Golden Gate Orch.
Spain—Fox-trot .....Continental Dance Orch.
1408 Me and the Boy Friend—Fox-trot, Newport Society Orch.
I Never Care About To-morrow—Fox-trot (Vocal Chorus Arthur Hall)..The Chiclet Orch.
1409 Anyway the Wind Blows—Fox-trot, Missouri Jazz Band
I'm Satisfied Beside That Sweetie of Mine—Fox-trot .....Golden Gate Orch.
1410 Dreamer of Dreams—Waltz..Newport Society Orch.
Kiss Me Goodnight—Waltz, Continental Dance Orch.
1411 My Best Girl—Fox-trot.....Roseland Dance Orch.
Sweet Little You—Fox-trot (Vocal Chorus Arthur Fields .....Hollywood Dance Orch.
1412 Too Tired—Fox-trot.....Missouri Jazz Band
Tessie, Stop Teasing Me—Fox-trot (Vocal Chorus Arthur Hall).....Roseland Dance Orch.
1413 In a Little Rendezvous—Fox-trot, Roseland Dance Orch.
Look-A What I Got Now (Vocal Chorus Arthur Hall)—Fox-trot.....Golden Gate Orch.
1414 My Dream Girl (From "My Dream Girl")—Waltz .....Newport Society Orch.
If Love Were All—Waltz..Continental Dance Orch.

VOCAL RECORDS

1415 Charley My Boy—Baritone Solo, Nov. Accomp.,

Arthur Fields
Oh You Can't Fool an Old Hoss Fly—Comedy Solo, Nov. Accomp.....Bob White
1416 Go Long Mule—Comedy Solo, Nov. Accomp., Bob White
Under the Water—Comedy Solo, Orch. Accomp., Billy Jones
1417 It Ain't Gonna Rain No Mo' (New Verses)—Comedy Solo, Nov. Accomp.....Bob White
No One Knows What It's All About—Comedy Solo, Orch. Accomp.....Billy Jones
1418 When I Was the Dandy and You Were the Belle—Baritone Solo, Orch. Accomp., Arthur Fields
Somebody Loves Me ("Scandals 1924")—Baritone Solo, Orch. Accomp.....Arthur Fields
1419 West of the Great Divide—Tenor Solo, Orch. Accomp. .....Vernon Dalhart
One Million Times a Day—Tenor Solo, Orch. Accomp. .....Vernon Dalhart

HAWAIIAN RECORD

2114 Marcheta—Duet, Hawaiian Guitars, Ferera-Franchini
Forget-Me-Not—Duet, Hawaiian Guitars, Ferera-Franchini

U. S. Music Co.

WORD ROLLS

Title
Hawaiian Moon of Mine
In a Wonderful World of Our Own
Louise
My Dream Girl
Put Away a Little Ray of Golden Sunshine
The Pal That I Loved Stole the Gal That I Loved
Sally Lou
Where the Rainbow Ends
If I Had a Sweetheart, Too
Caroline
Love Legend of Haddon Hall
Tears of Happiness
Dreamer of Dreams
Follow the Swallow
I'm Someone Who's No One to You
Hush-a-bye-BAY
Little Old Clock on the Mantel
That's Georgia
In a Little Rendezvous
Knock at the Door
Dear One
Eliza
Officer of the Day
Oh, My, Yes

REGULAR ROLLS
(Music Only)

Charley, My Boy
Don't Mind the Rain
Doodle Doo Doo
Gypsy Love Song
June Night
Mandalay
Song of Love

FOREIGN WORD ROLLS

Tyrolczyk i jego dziecie—Polish
Bernazeli nes volcik—Bohemian

FOREIGN REGULAR ROLLS
(Music Only)

Tu Mano Mieliause—Lithuanian
Jacek Figlaraz—Polish
Marcele—Lithuanian
Na Wsi Za Kominem—Polish
Helenas Polka—Lithuanian
Helen Polka—German

(This is only a partial advance list of the very complete release of the U. S. Music Rolls.)

Radio Shows to Be Held in Leading Cities

Considerable interest is being manifested in the radio and talking machine industries regard the radio shows and expositions to be held in the leading trade centers during the next few months. The first Radio World's Fair recently held in New York was a signal success, and the manufacturers, jobbers and dealers are watching interestedly the results attained by exhibitors in other shows held in large cities.

Among the shows scheduled during the next few months are the following:

Omaha, Neb.—October 13 to October 18.
Dallas, Tex.—October 14 to October 19.
Philadelphia, Pa.—October 18 to October 25.
Baltimore, Md.—October 18 to October 25.
New York, N. Y.—November 3 to November 8.
Buffalo, N. Y.—November 7 to November 22.
Chicago, Ill.—November 8 to November 23.
Milwaukee, Wis.—November 11 to November 16.
Detroit, Mich.—November 12 to November 16.
Boston, Mass.—December 1 to December 6.
Los Angeles, Cal.—December 2 to December 7.
Newark, N. J.—December 1 to December 6.
Washington, D. C.—January 10 to January 15.

There are several other shows scheduled, and full details regarding these shows will be announced in the near future.

SOUTHERN VICTOR WHOLESALERS
The Corley Company
RICHMOND VIRGINIA

CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

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Toledo Talking Machine Co.
Toledo, Ohio
Wholesale Victor Exclusively

TEST IT.
OUR VICTOR
Record Service
has a reputation for efficiency.
Suppose you try it.
E. F. DROOP & SONS CO.
1300 G. STREET, WASHINGTON, D. C.
231 N. HOWARD STREET, BALTIMORE, MD.

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NEW!! NEW!! NEW!!

Showing how easy it is to record with the new Oro-Tone No. 50 recording, reproducing and radio attachment.

Here is a new big scoop for Edison dealers that is sure to add new punch to the appeal of the Edison phonograph and to immediately boost sales. Read carefully the description below of the new

ORO-TONE No. 50 COMBINED

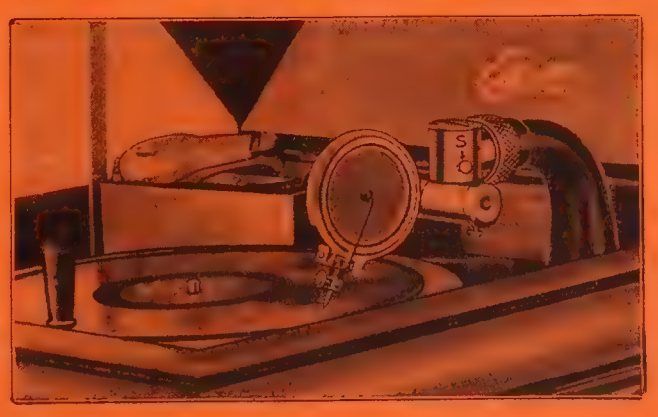
Recording, Reproducing and Radio

ATTACHMENT

IT has been coming—for years the demand for a simple, foolproof and surefire recording device has been growing more and more marked. Today the Oro-Tone demonstrates again its leadership and offers to Edison dealers a complete, guaranteed recording and reproducing attachment that is as remarkable in its simplicity and ease of operation as it is astonishing in its true tone reproduction.

AS A RECORDER this new attachment gives excellent definition of tone and unusual volume. Pathé aluminum recording records are used and both sides may be covered. There is no trouble, no bother, no careful adjustments. A child can operate this attachment and results are sure.

IN ADDITION TO RECORDING this new No. 50 attachment plays all records on the Edison phonograph and a radio phone may be attached which converts the Edison into a radio loud speaker.



Showing how Victor, Brunswick, Columbia and other makes of needle records may be played with this new Oro-Tone No. 50 recording, reproducing and radio attachment. Easy to change needles. The complete outfit consists of attachment, recording horn, sapphire recording needle and one Pathé recording record.

PRICES AND TERMS:

Nickel Finish - - - -	**$8.50**
Gold or Antique Bronze (Oxidized)	**10.50**
Pathé Aluminum Recording Records,	**.25**

(40 per cent Discount to Dealers)

Sample on 30 Days' Approval

The Oro-Tone Co.
QUALITY FIRST

1000-1010 George Street - CHICAGO, ILLINOIS

The NEW EDISON
PHONOGRAPH

You don't need a fortune to become an Edison Dealer— ask nearest Edison Jobber

See pages 36 and 37

Jobbers of the New Edison, Edison Records, the Edison Diamond Amberola and Blue Amberol Records

CALIFORNIA
Los Angeles — Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Edison Phonograph Distributing Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—Edison Phonograph Distributing Co.

INDIANA
Indianapolis—Edison Phonograph Distributing Co.

IOWA
Des Moines—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Iver Johnson Sporting Goods Co. (Amberola only).

MICHIGAN
Detroit—Phonograph Co. of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW JERSEY
Orange—The Phonograph Corp. of Manhattan.

NEW YORK
Albany—American Phonograph Co.
New York City—J. F. Blackman & Son. (Amberola only).
Syracuse—Frank E. Bolway & Son, Inc.
W. D. Andrews Co. (Amberola only).

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only).

TEXAS
Dallas — Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

CANADA
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Babson Bros. (Amberola only).

VOL. XX. NO. 11

SINGLE COPIES, 25 CENTS
PER YEAR, TWO DOLLARS

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

Published Each Month by Edward Lyman Bill, Inc., at 383 Madison Ave., New York, November 15, 1924

Victrola

REG. U. S. PAT. OFF.

The word "Victrola" as well as the picture "His Master's Voice" is an exclusive trademark of the Victor Talking Machine Company. Being registered trademarks they cannot lawfully be applied to other than Victor products.

"HIS MASTER'S VOICE"

REG. U.S. PAT. OFF

Victor Talking Machine Company, Camden, N.J.

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

Sonoradio

CLEAR AS A BELL

Model 242
$235

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Phonograph
and Radio
All in One

The Value Contained in Sonoradio 242 Assures Large, Profitable Sales

A SONORA Phonograph and 3-tube Neutrodyne radio set in one cabinet; the whole selling at the low price of $235! Here, indeed, is value brought to the *nth* degree, enabling you to dominate the phonograph-radio unit market.

The Neutrodyne radio set embodied in the Sonoradio 242 is the first three tube neutrodyne and the first neutrodyne to operate on dry cells. It is one of the finest, most selective and easily operated sets on the market.

The phonograph is in every way up to the standard of Sonora quality, with the famous Sonora tone passage through which sounds from both radio and phonograph are reproduced and amplified.

The Sonoradio 242 is *salable!* Hundreds of Sonora dealers are finding it their best seller this fall. You, too, should have it in your line. Write today for full details.

Sonora Phonograph Co., Inc., 279 Broadway, New York

Makers of Sonora Phonographs, Sonoradios, Sonora Radio Speakers and Reproducers

Canadian and Export Distributor: C. A. Richards, Inc., 279 Broadway, New York

Manufactured by an authorized sub-licensee of Independent Radio Manufacturers, Incorporated under Hazeltine Neutrodyne Patents No. 1,450,080 dated March 27, 1923, and No. 1,489,228, dated April 1, 1924, and other patents pending

The Talking Machine World

Vol. 20. No. 11 | New York, November 15, 1924 | Price Twenty-five Cents

Columbia Branch Management Changes Announced

W. E. Henry's Duties Enlarged to Include Los Angeles Branch—P. S. Kantner Transferred to Columbia Branch in Kansas City, Mo.

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., announced recently that W. E. Henry, manager of the company's San Francisco branch, had also been appointed manager of the Los Angeles branch, this appointment taking effect November first. P. S. Kantner, formerly manager of the Columbia branch in San Francisco, has been transferred to the management of the Kansas City branch, succeeding R. R. Sparrow, who is no longer connected with the Columbia Co.

W. E. Henry is one of the veterans of the Columbia organization, having been identified with Columbia activities for many years, with the exception of a brief period. He has a host of friends on the Pacific Coast, and his thorough familiarity with trade conditions in this important territory qualifies him to take charge of both San Francisco and Los Angeles branches. Mr. Kantner "made good" as San Francisco manager, and his plans call for a close and intensive co-operation with the Columbia dealers in Kansas City territory.

Mr. Fuhri is now away on a Southwestern trip, which will include a visit to Columbia branches in this section of the country as far West as Dallas. He expects to return about the middle of the month, and judging from the reports received at the executive offices, he is finding business conditions very satisfactory with Columbia branches reaching sales figures well ahead of the same period last year and the preceding months of 1924.

H. J. Bligh in Important Wasmuth-Goodrich Post

Appointed Eastern Representative of Prominent Peru, Ind., Manufacturing Organization and the Howard Radio Co., of Chicago

H. J. Bligh, well known in Chicago merchandising and publicity circles, has been appointed Eastern representative of the Wasmuth-Goodrich Co., Peru, Ind., manufacturer of the Phonoradio and the Emerson phonograph, and the Howard Radio Co., Inc., of Chicago, manufacturer of the Howard neutrodyne radio sets. Mr. Bligh has opened offices at 114 Chambers street, and during the past two months has been visiting the trade throughout the East in the interests of these well-known organizations.

According to his present plans, Mr. Bligh will cover all territory East of Pittsburgh for the Wasmuth-Goodrich and Howard organizations, and the results of his work to date indicate that his success in this territory will be very gratifying. During recent years Mr. Bligh has cooperated with several prominent merchandising organizations in Chicago in the preparation of their publicity and sales campaigns, and he is, therefore, ideally qualified for his new work. Wasmuth-Goodrich products have already attained wide success in the East, and are being merchandised by radio dealers in the leading cities. The Howard neutrodyne set is winning popularity throughout the country as one of the leading neutrodyne products on the market, and Mr. Bligh is planning an aggressive sales campaign for the two companies he is representing in Eastern territory.

The Morgan Music Co., Murphysboro, Ill., has opened a new store in Herrin, Ill.

Emerson Record Manufacturing Rights Taken Over by the Scranton Button Co.

The Emerson Radio & Phonograph Corp., Will Act as World-Wide Distributor for the Emerson Records and Will Appoint Wholesalers Throughout the United States and Canada

The Scranton Button Co., of Scranton, Pa., which for the past ten years has pressed Emerson and other well-known makes of talking machine records, has purchased the manufacturing rights for Emerson records. The sale, which was announced early this week, involves one of the largest deals closed in the record field in recent years. The Emerson Phonograph Corp., recently reorganized and now known as The Emerson Radio & Phonograph Corp., will act as sole distributor for Emerson records all over the world. In addition the plans of the associated interests call for the immediate appointment of jobbers in every part of the United States and Canada.

The Emerson record is one of the oldest and best known record lines on the market, first making its appearance in 1915. Through national advertising and intensive sales exploitation, these records became an important factor in the phonograph industry.

The Scranton Button Co. is perhaps the largest individual presser of plastic materials in the country. Besides talking machine records, its output includes buttons, electrical and radio parts and similar products. The company has been established for 41 years. It employs over 3,000 people and also operates a large pressing plant in Auburn, N. Y., and its facilities for turning out Emerson records are excellent.

The Emerson record will continue to be marketed at a 50c retail price. Details of the sales plans, distributors' policy and dealer cooperation will shortly be announced by B. Abrams, president of the Emerson Radio & Phonograph Corp., and L. G. Sylvester, vice-president and general manager of the Scranton Button Co.

J. B. Price With the Th. Goldschmidt Corp.

Assumes New Duties as Sales and Advertising Manager of Company's Radio Division

The Th. Goldschmidt Corp., New York, manufacturer of N & K products, including loud speakers, phonograph units and head phones, announced recently the appointment of J. B. Price as sales and advertising manager of the company's radio division. Mr. Price, who has been connected with the company for more than a year, has already assumed his new duties and an efficient sales staff is now calling upon the trade throughout the country.

J. B. Price

The appointment of Mr. Price to this important post will be welcome news to talking machine jobbers and dealers handling N & K products, for Mr. Price is well known to the phonograph industry. For quite some time he was associated with the Bubble Book division of Harper & Bros. as Eastern sales manager, and in this capacity visited talking machine dealers and jobbers throughout the country, establishing valuable representation for Bubble Books and winning the friendship of the trade everywhere. He is thoroughly familiar with the merchandising problems of the talking machine retailer, and is in a splendid position to co-operate with the trade to excellent advantage. N & K products have achieved phenomenal success since their introduction a short time ago, and under Mr. Price's direction it is expected that sales totals will increase rapidly.

Prior to his phonograph and radio activities Mr. Price was general field manager of one of the Ingersoll companies, manufacturing the famous Ingersoll watch. He is a competent and experienced sales executive whose merchandising training qualifies him for his new work in behalf of N & K products.

E. Winter's Sons Acquire Agency for Okeh and Odeon

KINGSTON, N. Y., November 7.—E. Winter's Sons, Inc., local music merchants, recently secured the agency for Okeh and Odeon records. This store is one of the oldest in the State, having been established in 1860, Edward Winter starting business at that date when this town was known as Roundabout. The organization has grown up with the town and there are now two complete music stores at 326 Wall street and 315 Fair street, each carrying a full line of Victrolas and Steinway pianos, in addition to other musical instruments. The taking on of the Okeh and Odeon line is a tribute to the merits of these records, inasmuch as up to the present time the store has carried nothing in the talking machine line but Victor products. Mr. Winter is enthusiastic over the possibilities of Odeon records and anticipates a big business with them. An interesting feature of the store is a large scrapbook showing the advertising done by the concern from 1860, when melodeons were the featured instruments, up to the present time.

Mellor Co. of Pittsburgh Takes on Brunswick Line

PITTSBURGH, PA., November 7.—Formal announcement was made recently by the C. C. Mellor Co. that the company had taken on the full line of Brunswick-Radiolas, as well as the regular line of Brunswick phonographs and records. In this connection a strong advertising campaign was inaugurated in the local newspapers which has been effective in creating considerable interest among the public.

The Hygrade Phonograph Corp., New York, was recently incorporated at Albany with a capital stock of $10,000. The incorporators are D. Jacobs, C. Baar and B. Skalka.

See second last page for Index of Articles of Interest in this issue of The World

Juvenile Merchandise as Business Builder

Miniature Instruments, Records and Other Musical Products for Children Open a Vast Merchandising Field for Live Retailers

Talking machine dealers who are planning to push their lines as gifts prior to the holidays will do well not to neglect consideration of that portion of their merchandise made especially for the children. As a rule the talking machine dealer pays too little attention to this potential source of sales, although a few of the larger music houses and the department stores which have music departments are taking advantage of children's love for music with excellent results in substantial sales.

The Children's Department

Several of the department stores have even gone to the extent of installing special departments, usually a small room, in which are displayed kiddie records of the "Bubble Book" and "Little Tots" type, small talking machines, etc. These rooms are fitted with miniature furniture for the children, and the fact that the departments are kept up as an important section of the talking machine end of the business indicates their success. Parents bring their children with them and they spend a happy time listening to music which appeals to childish ears while mother makes her purchases, and very often childish insistence results in the sale of records and small instruments. Of course, these rooms are in charge of a special sales woman, who watches over the children and plays the records for them.

The average small talking machine store cannot go to this extent in catering to the children, but there is nothing to prevent turning over a single booth to the display of this merchandise or even a small corner of the store. The space need not be large, but it should be so arranged in the way of decoration and display as to attract the attention of the children as well as visiting fathers and mothers.

The Children's Hour

A large West Coast music house has for a year or more been setting aside an hour on Saturday morning, which is widely known as the "Children's Hour." During this period special concerts are held for the children and through advertising and direct-mail invitations to mothers and their children these concerts have become well attended. The sales of small machines, records and other merchandise especially for the kiddies which have been made since the inauguration of the concerts warrant their continuance and show the value of business promotion along these lines.

Window Displays

It is surprising that although many dealers handle merchandise for the children they seldom make an effort to move this stock by means of publicity and other recognized sales promotion methods. Window displays especially are conspicuous by their absence. An occasional window devoted purely to this class of merchandise will be found a paying investment, and the same applies to newspaper and direct-mail advertising. This holds true especially at this season when the public is thinking of gifts for their loved ones.

Reaching the Parents

Of course, the dealer must see to it that the parents are made aware of the cultural, educational and entertainment possibilities of this children's music. The "Voice of the Victor," the house organ of the Victor Co., suggests a clever plan for doing this as follows:

"Possibly the sales person approaching the customer has not sufficient understanding of the matter to be able instantly to recommend the right records. Why not have a row of pockets or large stock envelopes in one booth containing some balanced groups of records for children all ready to present?" The plan can be carried out in all booths and thus when a customer is led to one of these demonstration rooms to hear records in which he or she is interested the children's records will be brought to her attention.

A Profitable Field

The retailer who fails to take advantage of this large and practically virgin field for sales is overlooking a big source of profits. The small talking machines and children's records are not only suitable for holiday gifts, but are appropriate as birthday gifts and can be sold the year 'round as an important aid to education and pleasure. The low prices of these products enable the dealer to turn over his stock quickly and profitably, but, as in pushing other lines, intelligent exploitation methods are necessary. Even where dealers are putting no special effort behind these records beyond displaying them on a table or rack in the store sales are very satisfactory.

New Store in Corry, Pa.

Corry, Pa., October 18.—Mrs. L. R. Tiffany has opened a new music store on East Main street here, which will be known as the Corry Music Store. A complete stock of pianos, phonographs and sheet music will be handled and the store will be managed by A. R. Graham, who is experienced in this field.

NYACCO RADIO (REFLEX) RECEIVER

NYACCOFLEX

LIST $32.50 WITHOUT ACCESSORIES

Combines the best features of the most powerful present-day circuits; two tubes do the work of five. Cuts battery cost 60 per cent. OPERATES A LOUD SPEAKER. Gets distance, volume, is selective and can be logged.

We are also the manufacturers of the Nyaccoflex Radio-Phonographs, combining a phonograph of the finest quality in both tone and equipment and the Nyaccoflex receiving set described above. Its price, $55.00, enables it to sell on sight.

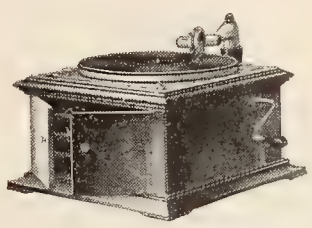
JOBBERS! Territory is being allotted now. Be in time. Write for particulars.

New York Album & Card Co., Inc.

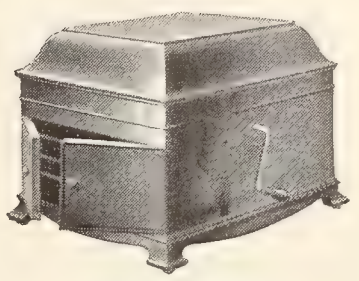
New York: 23-25 Lispenard Street

Chicago: 415-417 S. Jefferson Street

Victor supremacy is the supremacy of performance



Victrola VI, $35
Mahogany or oak



Victrola IX, $75
Mahogany or oak

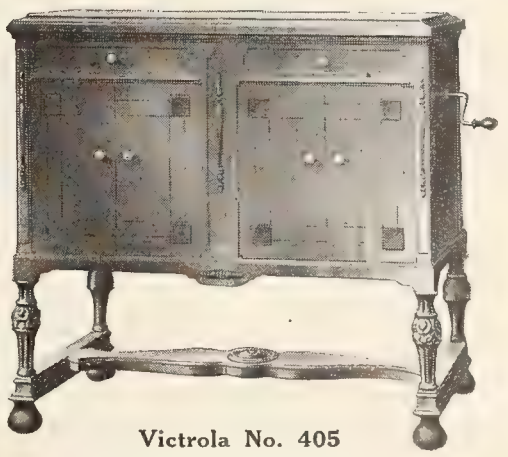
That is why the truly great artists of the present generation in ever-increasing numbers are found among the ranks of famous Victor artists.

Victrola No. 105
$180
Mahogany, oak or walnut

Victrola No. 350
Mahogany, **$235**; electric, **$275**

Victrola No. 230
Mahogany, **$375**; electric, **$415**
Walnut, **$440**; electric, **$480**

Victrola No. 240
$125
Mahogany, oak or walnut



Victrola No. 405
Walnut, **$250**; electric, **$290**

Victrola No. S 405 (Special)
Walnut, **$265**; electric, **$305**
Specially designed to accommodate any radio receiving set

"HIS MASTER'S VOICE"
REG U S PAT OFF

There is but one Victrola and that is made by the Victor Company—look for these Victor trade marks

TRADE MARK
Victrola
REG U S PAT OFF

Victor Talking Machine Company, Camden, N. J.
Victor Talking Machine Co. of Canada, Ltd., Montreal

Remarkable Progress of the Columbia Phonograph Co., Inc., Since Reorganization

Satisfactory Development of the Business Under Able Direction of H. L. Willson, President and General Manager, and W. C. Fuhri, Vice-President and General Sales Manager

The phonograph industry as a whole and Columbia representatives particularly have evinced keen interest in the progress and activities of the Columbia Phonograph Co., Inc. The new company was formally established the early part of the year, and although it has been facing great problems the results to date have been gratifying. The executive and sales divisions under the direction of H. L. Willson, president and general manager of the company, and W. C. Fuhri, vice-president and general sales manager, have been co-operating with Columbia dealers in every possible way, and these efforts have produced a strong feeling of good will among Columbia representatives.

Discussing the company's general activities, Mr. Willson, in a chat with The World, said: "Although the new company has been in operation only seven months, the net figures exceed the budget set up prior to the organization of the company. This means that we are progressing as well as anticipated, and these results, which were accomplished in the face of the exceptional conditions prevailing in the industry, are very satisfactory to us. One phase of the situation which is pleasing to the present executives of the company is the fact that the new company's policies, which are of the highest order, are not being confounded with the policies of the old organization. In setting up the new company this was a matter of some concern, but Columbia dealers have shown a whole-hearted appreciation of the standard policies in vogue with the present organization.

"The changes in the personnel and makeup of our company in recent months have cemented a feeling of good will and co-operation, not only in the inside, but from the outside as well. A feeling of confidence prevails throughout the Columbia representation which is an absolute essential and a forerunner to success in any industrial undertaking.

"The Columbia Phonograph Co., Inc., believes in common with other phonograph manufacturers that the present lull in business is due to temporary conditions. This might mean radio competition, the very fine outdoor weather and, of course, we must not overlook the election, which is always advanced as a stock excuse for depression in business in a presidential year.

"Our company has enriched its repertoire of music by securing the very finest English recordings which have been recently announced to our trade and which will be sold in sets, each contained in a separate album. The high

H. L. Willson

quality of the Columbia New Process records is being maintained and is being favorably commented upon by our dealers and the public. We recently made arrangements whereby our factory manager, Robert F. Crudgington, and his assistant, F. C. Hinckley, are spending several months in Europe, studying the manufacturing methods used by the London Columbia Co., whose products have won outstanding success on the Continent and elsewhere. The new Columbia Co. is exerting every effort to give the trade a product of the highest standard, and we believe that the study of European methods will be helpful to our Bridgeport factory organization in maintaining that standard."

"Brass-tacks"

TALKING business straight from the shoulder you have to admit that the word Service is like the proverbial "step-child," badly mistreated.

Everybody talks the "stuff" but few deliver. The proof of good service is not in saying a whole lot about it, but giving it and that's what we are doing.

Our advertising man can write pages of copy on what we do for the dealer but that won't prove anything to you until you try us out.

Talk over your merchandising problems with our representative, let him give you the benefit of his wide contact. On this matter of service, our policy is to get down to "brass-tacks" and deliver.

THE CLEVELAND TALKING MACHINE CO.

Wholesalers of Victor Products

CLEVELAND, OHIO

Toledo T. M. Co., Victor Distributor, Absorbed

Grinnell Bros., of Detroit, and Cleveland Talking Machine Co., Cleveland, Victor Distributors, Purchase Toledo Business

Toledo, O., November 3.—Directors of the Toledo Talking Machine Co., Victor wholesaler, at a meeting at the company's offices late last week formally ratified the sale of the stock of the Victor merchandise, good will, accounts, fixtures and the like to Grinnell Bros., Detroit, Mich., and the Cleveland Talking Machine Co., Cleveland, Ohio, both Victor wholesalers. It will be recalled that the latter concern recently took over the interests of the Eclipse Musical Co., Cleveland.

The Toledo headquarters for the distribution of Victor merchandise will be maintained until January 1, 1925, after which date the local house will be discontinued and its business will be carried on from Detroit and Cleveland. The friends of Charles H. Womeldorff, Warren L. Kellogg, Walter L. Schroeder and Arthur S. Leybourn, whose years of experience in the Victor field are favorably known in this market, will be glad to know that they will remain with the new company. Warren L. Kellogg and Walter L. Schroeder, sales representatives, known to dealers throughout the territory covered by the Toledo Talking Machine Co., will continue to call on their trade. It is believed that this change of ownership will facilitate still more Victor service to the trade and will eventually result in economies which will benefit all.

The deal was announced to the trade by letters from the Toledo Talking Machine Co., also a joint letter signed by the Cleveland Talking Machine Co. and Grinnell Bros. The Toledo Co. was controlled by Ludwig Piano Co. (New York) men. C. A. Ericsson was president, J. J. Ryan, vice-president, and L. D. Perry, treasurer, all of New York; Charles H. Womeldorff, secretary and general manager, and Warren L. Kellogg, assistant secretary, Toledo.

The Toledo Co. was organized ten years ago and has grown from a small one-story beginning to its present modern three floors and basement. It was known for its principles and stood high with the trade. As evidenced by the letters expressing the good feeling which existed between the house and its customers which are being received in every mail, C. A., A. A. and C. H. Grinnell handled the final negotiations for their interests. Harold J. Shartle, of the Cleveland Co., also was present.

G. A. Lyons' Important Post With Brunswick Co.

Becomes Assistant District Manager of Company's Eastern Phonograph Division With Headquarters in New York

Harry A. Beach, Eastern sales manager of the phonograph division of the Brunswick-Balke-Collender Co., announced this week the appointment of Geo. A. Lyons as assistant district manager of the company's Eastern phonograph division with headquarters at 799 Seventh avenue, New York. Mr. Lyons succeeds Wm. A. Hanft, who resigned to enter other fields of activities which will be announced very shortly.

Geo. A. Lyons is well known throughout the talking machine trade as he has enjoyed an extensive experience in various important phases of the industry. For several years he was connected with the Victor Talking Machine Co. as a member of the traveling staff in the sales department, and subsequently served as assistant general sales manager of the Unit Construction Co. in Philadelphia. He is popular throughout the trade, and in joining the Brunswick organization he will have an opportunity to utilize his wide experience to splendid advantage.

Victor supremacy is the supremacy of performance

Victrola No. 50 (Portable)
$50
Mahogany or oak

Victrola IX, $75
Mahogany or oak

Wherever music is known, the Victrola is known—and its superiority recognized. That is a consideration of vital importance to every dealer in Victor products.

Victrola No. 125
Mahogany, **$275**; electric, **$315**
Walnut, **$325**; electric, **$365**

Victrola No. 360
Walnut, **$235**; electric, **$275**

Victrola No. 220
$200
Electric, **$240**
Mahogany, oak or walnut

Victrola No. 260
$150
Mahogany, oak or walnut

Victrola No. 400
Mahogany, **$250**; electric, **$290**

Victrola No. S 400 (Special)
Mahogany, **$265**; electric, **$305**
Specially designed to accommodate any radio receiving set

There is but one Victrola and that is made by the Victor Company—look for these Victor trade marks

TRADE MARK
Victrola
REG U S PAT OFF

Victor Talking Machine Company, Camden, N.J.
Victor Talking Machine Co. of Canada, Ltd., Montreal.

Sell Your Public Holiday Gift-Music Idea

Dealers Can Keep Their Cash Registers Busy During Holidays by Launching Consistent and Well-Planned Sales Promotion Drives

Once again the holidays are at hand and the talking machine trade, in common with retail merchants in all other lines, is facing busy days—busy, that is, in proportion to the appeal of the products handled to the public, who are scouring the stores for gift suggestions. The talking machine dealer is in a fortunate position in this respect. Talking machines and musical instruments of all kinds are ideal gifts, and the reasonable terms on which they are sold make it easy for those of limited means to purchase them. Then, too, there is radio to be considered—most dealers are handling one or more lines of radio and there is no doubt that this year radio will play an important part in the dealers' gift sales.

Selling the Music-Gift Idea

During the past few years manufacturers and dealers, through campaigns "selling" the public on the idea of a musical instrument of some kind as the ideal gift, have developed this angle of the business tremendously, but a relaxation of this educational effort at this time will mean a corresponding drop in public interest. The ground gained must be held by a continuation of the publicity and other methods which have made the public realize that a talking machine and records make an appropriate gift for every member of the family—father, mother and the children. The same rule holds good in the merchandising of radio on a gift-basis. Talking machine dealers have more varied and better merchandise than ever before to bring to the attention of the public. And what is of supreme importance is the fact that all of the products normally handled by the dealer make suitable gifts. The only thing required is that the public be made to realize this fact.

Reason for Continued Effort

There are many reasons why continued effort on the part of the trade in exploiting its lines is most essential, especially during the holiday season. Probably the most important was emphasized in the preceding paragraph. There is another, however, and this bears directly on the sales volume of the individual retailer during the holiday season. That is, the talking machine dealer is facing the stiffest competition of the year during the few months immediately preceding the holidays. Not only must he contend with competition from other talking machine dealers, but every dealer in his community who merchandises articles suitable for gifts is his competitor and one may be quite certain that these dealers are not permitting any grass to grow under their feet in the race for sales. It is logical to assume that every dollar spent for other gifts than talking machines, radio, records, musical merchandise, etc., means so much less business for the music dealers of the community. Of course, no talking machine dealer or dealers can expect an entirely musical Christmas from the gift standpoint, but that is the objective for which he must strive in mapping out his campaign for business. One can never approach the ideal in this respect, but continued trying will at least prevent retrogression, and that is what the trade must strive for.

The Campaign as a Unit

The pre-holiday campaign must be considered as a unit, of which advertising, other publicity, window displays, sales effort, etc., are all integral parts. To plan the holiday drive in any other manner means an unbalanced effort and the practical certainty of weak spots in the drive which may prove costly. The entire business should be arranged with the idea of securing the maximum sales during this period. The advertising should be based on the spirit of the holidays, the window displays should be of the distinctive type which will make them stand out, the direct-mail pieces should be in harmony with the purpose of the campaign, as should also be the interior of the establishment. The sales messages of the salesmen, clerks and canvassers should emphasize the products handled as appropriate for gifts.

Fostering Musical Holidays

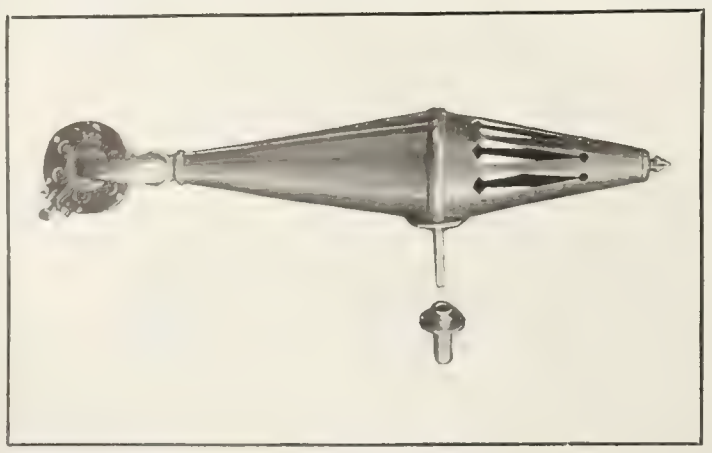
There is another angle to holiday business, as far as the talking machine dealer is concerned, at least, and that is the sale of the "musical holiday" idea. The holidays, as they are celebrated in this country, are times for merrymaking and the dealer should recognize this by featuring one of the most important means of producing pleasure—music. Whether it be talking machines and records or other music-producing or reproducing instruments, the talking machine dealer is in a position to cash in on this large potential demand. But before he can do this a certain amount of missionary work is necessary and dollars must be spent to make more dollars. Spend money for advertising and invest in making the window the best you have ever had. It always pays. The pre-holiday season is the big business time of the year, and in view of this it behooves the trade to get busy in an effort to secure a fair share of the business. A special effort to secure business this time will find a ready response on the part of the public. It is certain, however, that the dealers who hang back now are the ones who will receive the stray crumbs in the way of sales, while those retailers who launch their campaigns in time will be paving the way to a windup to the year's business which will go far toward making the season of 1924 eminently satisfactory from the profit standpoint.

Effective Holiday Window Display of M. H. Housel & Co.

Clever Prospect-Getting Plan

Huntington, W. Va., November 6.—During the Music Week held here recently, the Kenney Music Co. managed to secure many new prospects in an inexpensive way. The gift of a Victor record puzzle was made to youngsters who secured the names, addresses and telephone numbers of a number of people who did not own a Victrola.

The stock of the Merz Music Co., Columbus, O., has been purchased by the Holycross Music Co., and the goods have been transferred to the establishment of the purchasing concern. Harry Merz, who owned the Merz store, still operates a retail music establishment in Columbus.



HERE IT IS!

The last word in Phonographs. The Minnelli Tone Arm, a new invention that revolutionizes the entire industry.

The Minnelli Tone Arm can be placed on any kind of machine, either small or large. The Minnelli Tone Arm can also be placed on a table, writing desk, or any place that you wish, for it has a motor to turn the records. After placing the Minnelli Tone Arm you can obtain the best and the softest tone you have ever heard. Better information can be obtained by writing. We are interested in both dealers and manufacturers.

Complete samples will be sent to any part of the United States for $10.00.

MINNELLI PHONOGRAPH CO., Inc. Pittston, Pa.

PEERLESS CHRISTMAS SERVICE

Every department, every machine, added equipment and personnel, assures immediate attention and prompt service for Peerless Album dealers on holiday requirements.

Here is the New Loose-Leaf Album

Read the description—look at the construction of this high quality product

Containing 12 pockets, this new Peerless album is fitted with heavy brass posts and screws. The envelopes are eyeletted—making them doubly strong—and just a turn of the screw cap enables the user to replace a soiled or torn pocket. Combines strength, utility and appearance.

Despite the heavy demand for the new PEERLESS LOOSE-LEAF ALBUM, and many of our other products we are "Keyed-Up" and can take care of the heavy increase. Last minute dealer orders will be first minute shipments with us.

Added Profits From New Source

Radiologs mean more profits and increased clientele. This will be a tremendously big season for Radio. Make Radiologs a feature. Whether you sell Radio or not, you can supply Radiologs—thus bringing radio fans into your store.

Again Peerless Pioneers

Peerless Albums were the originators of the "Group Record Album Sales" now accepted everywhere as the most constructive contribution made to record sales in years. It pays to carry—and watch PEERLESS ALBUM Products.

We are exclusive metropolitan distributors for the new beautiful and educational "Pictorial Records" for children. Ask us to demonstrate and show you this wonderful record for the kiddies.

Samples Sent on Request

PEERLESS ALBUM COMPANY

PHIL. RAVIS. President

636-638 BROADWAY

NEW YORK

WALTER S. GRAY CO.
Pacific Coast Representative
San Francisco and Los Angeles

L. W. HOUGH
146 Mass. Avenue
Boston, Mass.

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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Long Distance Telephones—Numbers 2642-3-4-5-6-7-8 Vanderbilt
Cable Address: "Elbill," New York

NEW YORK, NOVEMBER 15, 1924

Now That Election Is Over, Let's Get to Work

THE election is over and, with the overwhelming vote in favor of President Coolidge, there comes the assurance that there will be no change in the national administration for four years at least, thus removing the uncertainty and the danger of industrial upset that arise when a new party goes into office. Regardless of the political sentiments of the individual, though the election proves that they are mostly Republican, there can be felt nothing but satisfaction that Governmental policies, such as they are, will remain unchanged for a considerable period in the future.

In many lines of business, the talking machine trade included, there are those who have been strongly inclined to curtail their activities and to hesitate about placing orders for stock on the plea that it was Presidential election year and that they were afraid to place themselves in a position to suffer from any change in business conditions resulting therefrom. It is an excuse as old as the hills, and without any real basis in fact, for there have been close to two score Presidential election years, some of them meaning a changed administration and yet the affairs of the country have gone along and the Nation has grown just the same.

With the election out of the way, the talking machine trade should share with other lines of business in a substantial trade revival. Not perhaps a period of inflation, but a condition that may be said to approximate the normal for this season, with perhaps enough surplus to offset a few rather dull months that have preceded. With the election finally out of the way there is not a cloud in the business sky, although there always will be with us some who will be able to distinguish a sufficient haze to worry them.

From practically every section of the country there come reports of satisfactory business conditions. Farm crops in most cases are of substantial proportions and are bringing good prices. The percentage of unemployment is low for the season. The financial market is sound, the buying public is beginning to show an inclination to spend more freely, and there will be a vast amount of money in circulation which someone will get. Whether the talking machine dealer gets his share of this money depends largely upon himself and the effort he puts forth.

With fundamental conditions sound and the continuance of the present administration assured for another four years there should, and undoubtedly will, be a satisfying volume of business for some time in the future at least.

Great Benefits Derived From Dealers' Meetings

IT is unfortunate that there are not more active associations in the talking machine field to bring the dealers in the various sections together for the purpose of discussing general problems and learning of the experiences of others and meeting the changes in the trade situation as they arise.

That such gatherings of dealers are appreciated by individual merchants, and are likewise helpful to them, has been proved on numerous occasions, and quite recently in the South and in the East and Middle West, where sales conferences of dealers have been held under the auspices of both manufacturers and distributors. It happens, of course, that certain manufacturers, with some thousands of dealers spread throughout the country, find it impractical to hold general or even sectional conferences of those dealers. But it has been found it is quite feasible for the local distributor in co-operation with the manufacturer to bring together the dealers in his own territory to the number of 100 or more and develop a manufacturer-jobber-dealer contact of inestimable value in building up the organization spirit.

As a matter of fact, there are those sales managers who are strongly in favor of dealers' meetings held under the auspices of individual wholesalers, or under the auspices of the manufacturer's own distributing branches as compared to general conventions under the direction of the manufacturer himself, for the reason that as in the case of the wholesaler he is in a position to, and does, maintain a direct and friendly contact with the dealers and is able to meet them on a more intimate footing than does the manufacturer in the larger meetings where the dealer is likely to feel lost in the crowd.

These dealers' meetings held under the direction of wholesalers or factory distributing branches are becoming quite general and it is to be hoped that an increasing number of wholesalers, properly supported by manufacturers, will see the value of them in standardizing and improving sales practice and in building up the trade morale. Such meetings cost money, but the result makes the investment a profitable one.

Emphasizing Name Value in Merchandising

THE merchandising of radio receivers, loud speakers and the more important accessories has become a definite and apparently permanent part of the talking machine dealer's business, for the great majority of retailers in practically all sections of the country have turned to radio in one way or another. Now comes the question of merchandising radio on a basis that will build for the future instead of simply taking advantage of present opportunities.

At the present time the sellers' market, so far as radio is concerned, appears to persist and in the case of the better known and well advertised receivers and loud speakers the question is one of supplying the demand promptly. This condition will, undoubtedly, continue for some time to come and until after the holidays at least, but the dealer who has gone into the radio business seriously is, or should be, looking further into the future than January 1.

Just what lines the dealer should handle depends largely upon his location, the class of people to whom he caters and the extent to which he plans to go into radio. In other words, the problem has the same angles as any other merchandising venture. When it comes to the selling of receiving sets, however, there appears to be an inclination on the part of some retailers to take things as they come, in the belief that the public will continue indefinitely to come into their stores and ask for some particular receiver, or be in a mood to be sold one of the sets they have in stock. For the moment that is sufficient, but it is a condition that makes possible and necessary the building of business fences for the months and years to come.

Radio advertising among the leading manufacturers has developed to a point where it compares very favorably with the finest newspaper and magazine advertising used by manufacturers in other industries. The manufacturers' advertising is primarily constructive and reflects a permanence that should make possible the build-

ing of a firm foundation for future business, provided the local retailer is willing to accept his radio department as something definite and valuable, and spend some of his own money in tying up with the manufacturers' publicity.

The point has been reached when the name of a radio receiving set is quite as important as the name of any other advertised product, whether it be talking machine, piano or automobile, and this situation makes it possible for the dealer to develop in his own territory that name value, and through local publicity get full returns in direct sales from the general publicity of the manufacturer. To make this course successful the dealer should select a limited number of good radio receivers designed to meet the demands of various classes of trade and then stick to those lines. The constant changing of lines means the loss of the cumulative effects of sales and exploitation work that have been placed behind the discarded lines.

Radio deserves to be merchandised properly and intelligently and this type of marketing will mean the success of the radio department and incidentally the success of all other departments of the retailer's business, for it will make for financial stability.

Complete Decade of Service and Achievement

WITH the celebration of its tenth anniversary, which takes place within a few weeks, the General Phonograph Corp., of New York City, will have completed a decade of progress and achievement in the phonograph industry that is a tribute to the initiative and foresight of the organization's executive personnel. When Otto Heineman, president and founder of this company, conceived the idea ten years ago of introducing phonograph motors to the trade in this country, he faced conditions and handicaps that were almost insurmountable. He realized, however, that there were unlimited opportunities for the development and broadening of the phonograph industry if the proper incentives were offered to manufacturers with vision and foresight. With a limited capital, backed by very meager manufacturing facilities, Mr. Heineman opened offices in one room in downtown New York for the purpose of introducing phonograph motors. The first results of the campaign were astonishing, for, although Mr. Heineman was certain that the venture would prove a success, he was not prepared to receive the volume of business that resulted from his first announcement. Since that year the growth of the company's business has been steadily mounting and its motors are now being used as standard equipment by many phonograph manufacturers throughout the world. The General Phonograph Corp. has been a vital factor in the growth of the phonograph industry, and The Talking Machine World joins the company's many friends in extending congratulations upon completion of ten years' service and accomplishment.

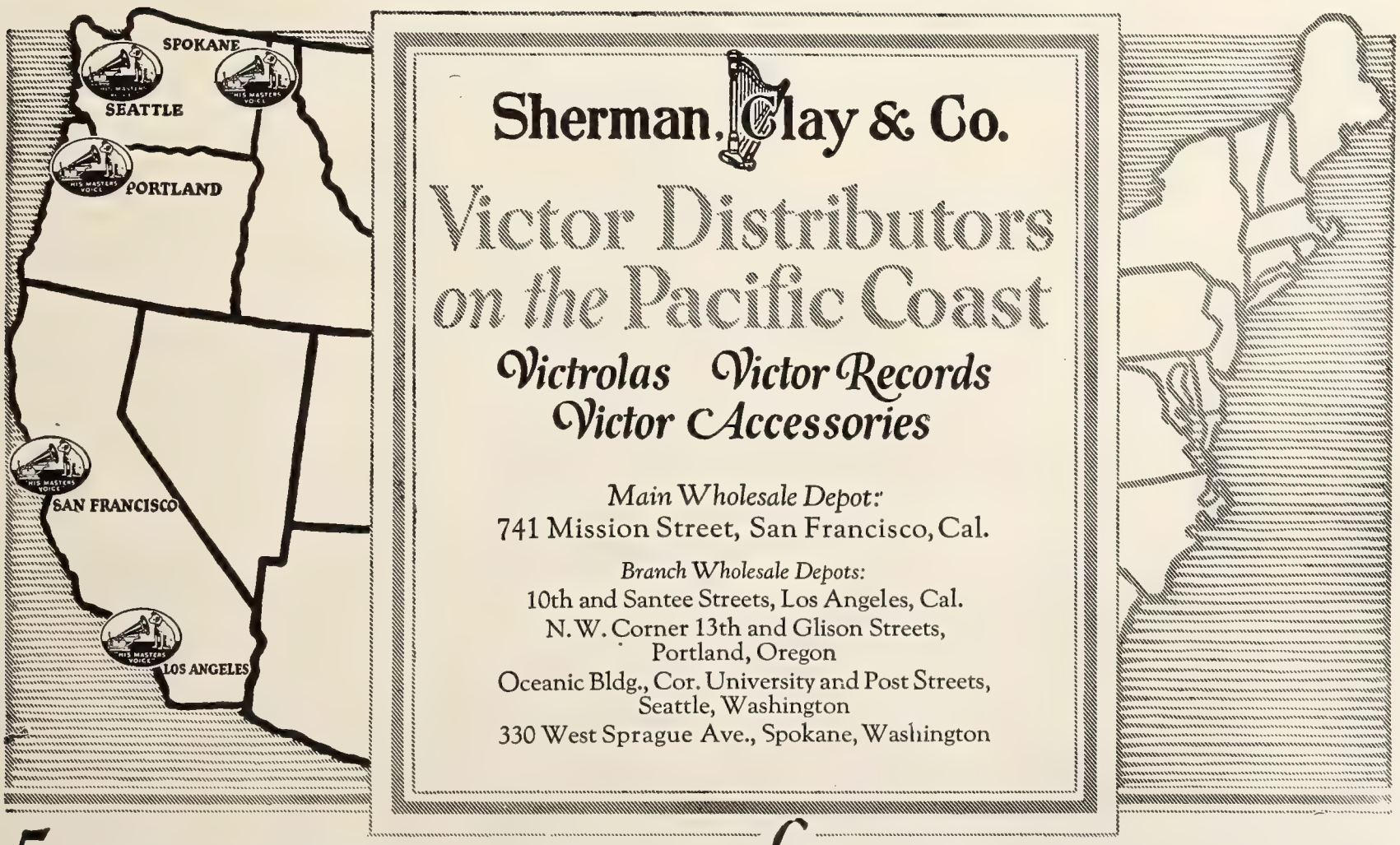
Timely Comments on the Trade-in Problem

ACCORDING to the dealers in Kansas City handling talking machine-radio combinations, the trade-in problem in connection with the sale of that type of outfit has not yet developed to a degree that would warrant giving it any consideration. There are retailers in other sections who make similar reports which are possible because the selling is done in the right way. In other words, instead of endeavoring to make present owners dissatisfied with their instruments and desirous of buying the combination, effort is concentrated on selling the phonograph-radio itself, leaving the customer to devise in his own mind what is to become of the old machine in his home, provided he has one.

This plan of selling is not going to remove entirely the trade-in problem in the trade, but it is calculated to reduce that problem to a point where it will prove negligible so far as it affects sales volume and profit. There will be for a number of years at least, and perhaps always, the possibility of making a profitable sale to an old customer through replacing an old type of machine with a modern instrument or combination. But it rests with the dealer himself whether he goes out and seeks such business in preference to "clean" or all-cash sales, or whether he keeps traveling the beaten path and endeavors to do all his business with former patrons.

The question of the trade-in is not an outgrowth of the phonograph-radio combination, although that new trade feature has helped to bring the problem to the fore. It developed originally with the introduction of the console or flat-top model which represented a radical departure from the upright cabinet model, and more than one dealer can point to sales lacking entirely in profit, or actually representing a loss, through desire to replace the old machine with a new one.

If a substantial percentage of dealers can handle console models and particularly combination outfits successfully without being troubled unduly with the trade-in problem, then there appears to be no reason why other members of the trade cannot take a leaf from the book and do likewise. It is a matter that rests on good merchandising rather than upon trade conditions.



Selling Radio on a Provable Fact Basis

What to Emphasize and the Things to Avoid in Selling Radio—Customer Satisfaction Eliminates Complaints and Other Troubles

Gullibility and overenthusiasm regarding radio accomplishments frequently prove twin brothers of trouble so far as the radio retailers, including talking machine dealers, are concerned, and unless the statements of manufacturers' salesmen are checked carefully, and the experiences of dealers themselves taken at their real worth the latter are likely to have considerable explaining to do to customers.

Regardless of the great developments that have taken place in the designing and construction of radio receiving apparatus which are fast putting it on a sound, stable basis, it must be realized that the volume of business is based largely upon enthusiasm on the part of both producers and users of apparatus. It is the lure of being able to hear music and talks through hundreds of miles of thin air that arouses and then holds public interest, and in a desire to capitalize this interest the dealer and his salesmen are very likely to overstep the bounds of caution in making promises.

All those connected directly or indirectly with the radio business prophesy that the amount of business done in receiving sets during the present holiday season will break all previous records, for outfits have been improved and standardized to a point where they represent a dependable article and the pre-Christmas season with its clear and cold nights offers ideal conditions for a convincing demonstration.

Forget Distance in Selling

The distance or "DX" hounds are numerous, but the average citizens who, while interested in radio, want apparatus that will produce natural tones clearly and of satisfactory volume, are by far in the majority. It is to the demands of this larger group that the dealer can cater most profitably and satisfactorily.

The main piece of advice is to forget distance in the selling talk. There are very few sections of the country where there are not a half dozen or more good sized radio broadcasting stations within a radius of 100 miles or so from a given point, and where local conditions are favorable it is quite possible to regard stations three or four hundred miles distant as within the local range. If the dealer in his selection of sets to sell confines himself to those which will work properly in his neighborhood and get the adjacent stations regularly, clearly and in volume, he doesn't have to worry about bringing in programs from the other side of the continent.

Clarity, Volume, Selectivity Important

It is a noteworthy fact that a great many of the manufacturers have ceased to advertise positive statements regarding the distance-getting possibilities of their receivers, contenting themselves with the assertion that points 1,000 or 1,500 miles distant have been brought in clearly at times. The arguments now generally used are clarity and volume of reproduction, coupled with selectivity, a very important factor in centers such as New York and Chicago where many broadcasting stations are grouped.

The fact that the dealer in his store and in his home can, with a certain set, bring in readily on the loud speaker stations one or two thousand miles away, should not cause him to forget his caution when making promises to the prospect. Let him emphasize the three virtues of clarity, volume and selectivity, point out the excellent construction and appearance of the set and its easy tuning, and then arrange for a demonstration in the prospect's home. That is the test that sells the set and keeps it sold.

Caution Dealer's Best Bet

It is a known fact that localities only a mile or two apart vary greatly as to the qualities of radio reception due to local conditions and that stations brought in clearly and of great volume in one district, may be barely heard in another section of the same city. Let the dealer recite his little piece about the three virtues and tune in. If he is in New York and gets Chicago or Kansas City at the first try, he can lean back with the "I told you so" expression and bask in the enthusiasm of his customer. If he finds conditions limit the range of his set he can emphasize the excellence of the reception of local programs, and need not worry over any broken promises regarding distance.

Another excellent point regarding which the dealer will do well to show caution is in allowing himself to become overenthused anent the claims of rival manufacturers and their salesmen regarding their particular receivers. Improvements or refinements are being made steadily, but the dealer cannot afford to shift his line each month to meet the new conditions, for several reasons, the first and most important of which is that the customer who has bought one set, on time perhaps, and who, coming in to make a second payment, finds the dealer pushing what he claims to be a new and superior line, is going to be dissatisfied and most likely demand an exchange.

The Test of Performance

It must be remembered that it isn't what the salesman says but what the receiver does that is important in creating customer satisfaction. If the dealer is handling a line of radio receivers that have proved satisfactory in his own particular locality, he should be sure that the new receiver offered is so far superior to his present line as to make its purchase advisable. It isn't the selected sample set that tells the story, but the stock set with stock equipment. When a half dozen receiving sets of a new line, with batteries and tubes of known quality, produce results that are impressive when tried out in the dealer's own district, then he has something to think about.

Fortunately, the trade is being stabilized rapidly, there are fewer and less frequent changes in apparatus, and some manufacturers have gone so far as to announce in advance their line and sales plans for a season ahead. Every move of this sort tends to promote confidence among dealers and public. The customer does not worry much about replacing the receiver with an improved model six months or a year after he has purchased it, but he does resent the possibility of having to replace it a week after he has bought it or rest discontented at the thought that his outfit is obsolete.

New England Music Co. Remodels and Expands

Waterbury, Conn., November 8.—The New England Music Co., 77 Grand street, this city, has remodeled its present quarters, enlarging same so that it now has two floors devoted to the display of phonographs, radio and pianos. A. S. Willis, formerly with Willis & Co., of Montreal, Can., is the new manager of this live store. Thomas Dee is supervising the outside sales work. Myron Zellman, formerly with Zellman Radio Corp., of New York City, is the manager of the radio department. Miss Beverly Bayne has recently been appointed the head of the office division. S. Kay is the progressive owner of the New England Music Co. and has already reported a substantial increase in business stimulated through the new appointments in store and personnel.

Remind Your Customers of Their Need of Needles

A clever stunt to remind everyone leaving the store of Starr & Moss, Philadelphia, that phonograph needles may be purchased there, consists of a printed sign placed just above the door knob on the inside of the store. Thus when customers glance down before grasping the door knob they read the sign. This is a form of suggestive selling that costs practically nothing and never fails to make the customer think of needles.

HONEST QUAKER

REG. U.S. PATENT OFFICE & CANADA

Main Springs and Repair Materials

Never Claiming Perfection but forever seeking it we offer a Service to the Phonograph Industry that is used by successful merchants in every part of the world.

OUR CREED:

Never shall any item be illustrated in our catalogue unless we are in a position to fill your orders promptly. Never shall any of our merchandise be other than exactly as illustrated, and never shall anyone in our organization be authorized to make any statement that is not authentic, consistent with proper and good business dealings and such as we would expect from you.

Everybody's
TALKING MACHINE CO. INC.
PHILADELPHIA, U.S.A.

REPLACEMENT PARTS FOR EVERY MOTOR, TONE ARM and REPRODUCER

How Goran Brothers Cater to Foreign-Born

David Goran Points Out Reasons Why Foreign-born People Make Excellent Prospects and His Methods of Securing Their Trade

Every city, large and small, especially manufacturing centers, has a fair percentage of foreign-born people, and of all lines of business the talking machine trade has the best opportunity of profiting by this fact. However, comparatively few retailers seem to recognize this opportunity. This is forcibly illustrated in a city near New York, which has several large foreign colonies. Of the five stores in this community only one makes any effort to secure this business, and it is profiting in a large way.

Exploding a Few Fallacies

Many retail talking machine merchants hold the opinion that in view of the fact that most foreign-born people are poor they are not good credit risks and that this trade is not worth while going after. This seems to be the chief reason why most dealers ignore this gold mine in sales opportunities at their very doors.

In Yonkers, N. Y., there is a wide-awake, aggressive talking machine firm, operated by David and Morris Goran, both of whom have had many years' experience in this field and who have succeeded in building up a large business among the foreign-born people of the city. Indeed, these people come from all sections of the city to make their purchases at one of the three fine establishments operated by these live merchandisers. How much worth-while cultivating are the opportunities in catering to the foreign element of the community is illustrated by the fact that in the two stores in the center of the business district which these far-sighted brothers have established, fully 40 per cent of the entire business is done with foreigners and more than 20 per cent of the entire record business is with these people.

Successful Policies of David Goran

"It pays to cater to the foreign-born people of the community," declared David Goran. "Our best customers are Italians, Polish and Germans. These people are all hard workers and they need recreation. They do not go to the moving pictures and automobiling, or enjoy many of the other distracting diversions which take people outside their homes for pleasure. They get their recreation right in their own homes, and they are natural music lovers.

Good Credit Risk

"My foreign-born customers are the best payers I have. They make larger initial payments, on the average, than do my other customers and their monthly payments in many instances are much larger. They pay promptly and we seldom have any trouble in securing the money due us. In fact, we find it unnecessary to employ collectors, as we insist that our customers make their payments at the store. We try to have them make the payments weekly, for two reasons. First, the sum to be paid weekly is smaller than would be a monthly payment, and therefore it is not such a drain on the purse. Second, the very fact that they visit our store once each week gives us an opportunity of bringing to their attention the latest releases.

"Another thing in favor of granting credit to the foreign-born customers is their thrift. Most of these people live in humble homes and they work at menial tasks, but they do not live beyond their means. It is not uncommon when dealing with one of these customers to have them pay $50 or $75 down on a $150 instrument. It is most decidedly unusual for the customers other than foreigners to do this, at least that is my experience.

Are there many foreign-born residents in your community? Are you securing a portion of their business, or are you permitting a prolific sales field to remain undeveloped and losing a large potential revenue? David and Morris Goran have developed this business to the point where it is 40 per cent of their entire trade and what they have learned regarding this field for sales promotion is a most convincing argument in favor of going after this business as strongly as possible. Read what they have to say and then analyze your field in this respect and see if there is not a possibility of enlarging your sales volume by catering to these people.

Must Carry Diversified Stock

"The dealer who decides to go after this business must carry a representative stock of records. In view of the fact that the bulk of our foreign-record business is with Italian, Polish and German people we have concentrated on handling the records in these languages which meet with their approval. Our foreign customers are regular record buyers. They do not buy only one record at a visit but by far the majority of them leave the store with two or three records under their arms. That is good business. However, the dealer must secure their confidence by square dealing and giving them service. Once their good-will is secured they pass the word along to their friends and neighbors and thus the business develops.

Sending Supplements Important

"To my mind one of the most important considerations in building up a patronage of this class of people is to send them the record supplements regularly. Since we started catering to these people we have made it a point to secure their names and addresses and they get the supplements regularly. On our files, in addition to the names and addresses of these patrons, we have a record of their nationalities and the languages with which they are familiar. Many of them understand several languages and are in the market for the records in those languages. As soon as we receive the foreign-record supplements we go through our file and mail the lists of records in the languages with which each individual is familiar. How effective this direct-mail contact is may be gleaned from the fact that it is not unusual for a foreign-born customer to come into the store with a slip of paper on which has been scrawled the number of the record. This applies particularly to Italians, although the Polish and German people also jot down the number. Many of them bring in the supplement which we mailed to them a few days previously.

"Does catering to the foreign-born pay? I should say it does, but like every other line of business a certain amount of intelligence must be used to get the most out of it."

Windsor-Poling Artists' Tie-up Creates Sales

Leading Akron Victor Dealer's Policy of Featuring Records by Artists Appearing Locally Proves a Profitable Business Getter

Akron, O., November 5.—The Windsor-Poling Co., Victor dealer of this city, through its policy of tying up with record artists who are scheduled to appear locally, has built up a large record business. Indeed, Earle Poling, president of the firm, is one of the leaders in local musical activities and through his efforts many artists of world fame have been brought here. The Windsor-Poling Co., a number of weeks before the artists are scheduled to appear, pushes their records. Every member of the organization connected with the record department does his or her bit in bringing these records to the attention of customers, with the result that the records of any artist scheduled for a local appearance are sold in large numbers.

Recently the Jan Garber Orchestra, Victor artists, appeared at the East Market Gardens for a period of one week, playing to an average of 6,000 people each evening. Mr. Poling, in commenting on sales, declared that an unusually large number of these artists' records were sold, a natural demand resulting from the large audiences, plus the stimulation of the tie-up methods of this progressive house.

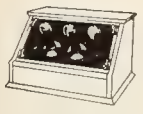
S. Pierpaoli & Co. Growing

S. Pierpaoli, head of S. Pierpaoli & Co., 101 Portsea street, New Haven, Conn., is a musician of some note, being an expert teacher of piano accordions, numbering over fifty pupils at the present time and this number is still growing. Mr. Pierpaoli is head of a very live little music store at the above address and carries, besides one of the most complete assortments of domestic and imported accordions and piano accordions, Columbia phonographs, records, pianos and musical instruments. This store has outgrown its present location and will in the very near future move into more central headquarters.

STARR PIANOS STARR PHONOGRAPHS
GENNETT RECORDS
Represent the Highest Attainment in Musical Worth
The STARR PIANO COMPANY
Established 1872 Richmond, Indiana

THE SATURDAY EVENING POST

MODEL VI (*Illustrated*
Splendid for loud speaker reception of distant stations. Selective, but simple to tune Anyone can use it. Each station is always found at its own setting on No. 1 dial. The other dial regulates volume. Non-radiating—no squeals to annoy others.
Less accessories . . $105.00
West of the Rockies. 107.50



MODEL V, three tubes One of the most popular models Forty-five degree angle panel, a Kennedy feature, is convenient for tuning Each station has its own dial setting and is always found at that point One dial controls tuning, the other regulates volume Non-radiating.
Less Accessories . $88 75
West of the Rockies . . . 91 05

A HINT quietly given to the Right Party is likely to bring you this royal gift It's worth trying!

When you're out together, lead the way so it takes you past the store where KENNEDY Receivers are on display If you show interest in one, the dealer will demonstrate it Once a KENNEDY is heard, there is sure to be a strong recommendation to Santa to bring that set on Christmas Eve

The KENNEDY tone quality is superb, full rounded, musically pure reproduction of any program within a good long range No hollow tones or distortion. No fussing or fishing for stations. Simply turn one dial to a certain point, and there is the station you want.

N B to Santa—Nothing will bring a family more hours of keen delight than a KENNEDY. It keeps young folks home and older folks happy KENNEDY models are so troubleproof that even a mechanical enthusiast can find nothing to improve.

MODEL XV, five tubes Super selective long range radio frequency model It cuts right through local broadcasting and brings in distant programs. Simple tuning with only two controls Volume can be controlled Non-radiating
Less Accessories . $142 50
West of the Rockies . . . 153 00

THE COLIN B. KENNEDY COMPANY *Saint Louis*

Full page advertisement appearing in The Saturday Evening Post of December 6th

"Merry Christmas" —your best salesman

IT will be a radio Christmas—no doubt about that. As a Kennedy dealer you will have the opportunity to make a December radio sales record that will stretch the dials of your cash register.

With Kennedy receivers in the window, Kennedy demonstrations going on inside, and Kennedy advertising suggesting to the readers of national magazines that a Kennedy makes a wonderful gift, you can roll up a highly satisfactory sales record.

Most of your December Kennedy sales will multiply themselves in later months. For it is a well known fact that Kennedy owners become so enthusiastic that they call their friends in to listen and urge them to buy. Like Santa Claus, they become your unpaid salesmen.

This extract from a letter written by E. W. Stevenson, of Baltimore, is typical of the way Kennedy owners feel toward their sets:

> *"Some of our friends who had sets of their own had never listened to such brilliant reception. Three have bought your sets after listening to my instrument and I do not hesitate to recommend it to any one."*

There is still time to cash in on this Christmas buying. Mail the coupon today.

THE COLIN B. KENNEDY COMPANY, *Saint Louis*

KENNEDY

The Royalty K *of Radio*

THE COLIN B. KENNEDY COMPANY, Saint Louis: I am interested in a Kennedy dealership. Please send me particulars.

My name_____ Firm name_____ Business_____

Street address_____ City_____ State_____

0720-18

Collection System That Really Operates

Is Leniency or Sternness Most Effective in Securing Money When Due—The Starr & Moss Co. Found Out and Changed Its System

Does it pay the talking machine dealer to be lenient with his customers in the matter of collections? Or are stern methods the most efficient in securing money when due? Too much leniency in permitting instalments to lapse beyond the date set for the payment as provided in the contract is a serious mistake, according to Harry S. Somers, who owns and operates the talking machine department of the Starr & Moss Co., Philadelphia, and who has experimented with both methods.

"Our policy regarding collections was to temporize with customers, and when payments fell behind, as they often did, we wrote the usual wishy-washy missives sometimes erroneously called 'collection letters,'" said Mr. Somers. "Instead of bringing the delinquents to terms this policy encourages delays. This was especially noticeable in cases with patrons who had small incomes. These people paid their most insistent creditors and because we were lenient we had to wait.

Insistency Pays

"These experiences continued until we installed a collection system which is constantly bringing to the attention of the customers that we expect payments to be made as per the terms of the contract. This system is simple and inexpensive, and consists of the sending out of three briefly worded forms. These usually bring in the money, but if the third fails a personal effort is made to collect. If the customer cannot give some reason for permitting the payment to slide which is acceptable to us and still refuses to pay at least part of what is due we take steps to repossess the instrument without delay.

90 Per Cent Return in Collections

"A few days before the money is due we send to our customers the following reminder printed on a form about the size of a post card:

This is just a little reminder that payment of $..... is due on the ....., according to your agreement on..... Many thanks in advance for your prompt response. Your balance is $..... STARR & MOSS CO.

"This form usually results in bringing in upwards of 90 per cent of the money outstanding on the date due," said Mr. Somers, "but in the rare cases where it fails of its purpose, we send out the second notice printed on a different color paper." The second notice reads as follows:

You no doubt forgot all about the payment of $..... on the ....., which was due..... But we know you will gladly start it forward on receipt of this notice. Thank you. Your balance is $..... STARR & MOSS CO.

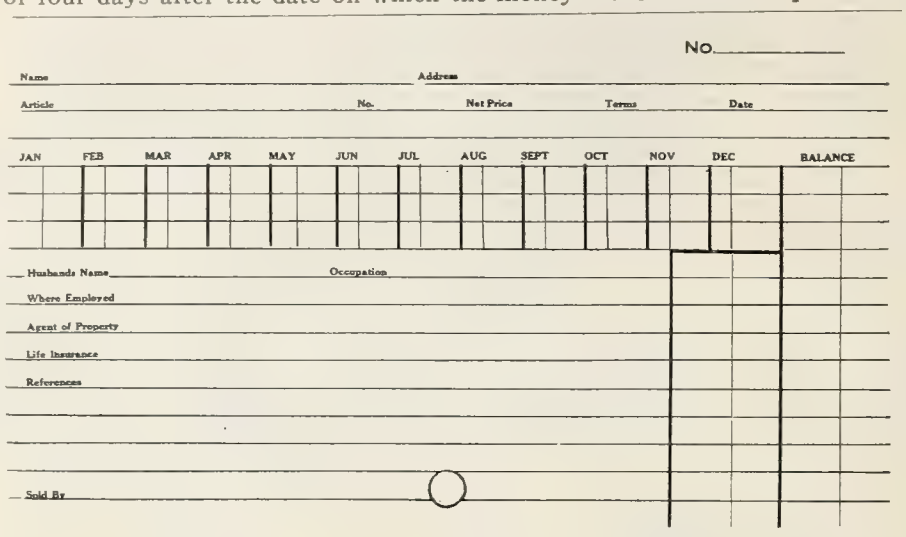
This notice is mailed to the customers three or four days after the date on which the money is due, and if this, too, fails to bring the customer to terms, the following and last written request for payment is made:

The time-payment plan has been arranged for your convenience, but when the instalments are not paid promptly it upsets all our calculations. Won't you, therefore, kindly start a remittance forward to us at once, covering the ..... instalment on the ....., which was due on ....., and greatly oblige, STARR & MOSS CO.

It will be seen at a glance that in all cases the Starr & Moss Co. assumes that payment will be made without delay, and this is the reason for the effectiveness of these forms, according to Mr. Somers. No lengthy period of time is allowed to elapse between sending out the notices, and this has the effect of impressing on customers the company's determination to secure payment, and that they realize that the company is firm in its intention to secure payments when due is evidenced by the regularity with which payments are made.

Simple File System

Another great advantage of this form of collection is that it saves considerable time and money. The forms are printed in quantity, thus saving time usually lost in writing personal letters. The first form is printed on yellow paper, the second on pink and the third is printed on a buff colored paper. A card system is employed to keep track of customers. This card is reproduced herewith to illustrate how simple it is for a dealer to have all the information he needs regarding his customer at his finger tips. These cards are placed in an alphabetically arranged file and as soon as the first notice has been mailed the second notice is placed in front of the customer's card in the file. When the first notice fails to bring results the pink one is taken from the file and mailed and the third one is then placed before the customer's card. The company's bookkeeper goes over this file each morning and it takes but a few minutes each day to mail the necessary forms.



A File Card Which Simplifies Bookkeeping

"Tom, Tom, the Piper's son,
Learned to play when he was young,
But the only tune that he could play
Was 'Over the Hills and Far Away'."

THE GENOLA

A Child's Phonograph to Retail for $5

Unlike "The Piper's Son," The Genola will play anything—in the way of flat records up to and including 10 inch size. It is a real talking machine in every way, 7½ inches high, giving a clear true reproduction, and appealing in the strongest way to children and their parents.

Order Now for the Christmas Trade

THE GENERAL PHONOGRAPH MFG. CO. ELYRIA, OHIO

White Music Shops Cash in on Danbury Fair Exhibit

Victor Line Featured by Leading Danbury, Conn., Music House—Many Sales Resulted

DANBURY, CONN., November 7.—The White Music Shops, Inc., of this city, made an unusual and imposing display at the Great Danbury Fair held in October. This great Autumnal exposition, one of the largest in the country, attracts thousands, and the White Music Shops, being the largest exhibitors in the main building, had an unusual opportunity for the display and demonstration of their varied line.

The outstanding feature of the exhibit this year was a full line of Victrolas. These instruments, many of them the distinctive new models in the beautiful two-tone finish of the various woods, elicited the admiration of hundreds of visitors.

The various models designed for the installation of radio panels created a great amount of interest and a large number of inquiries were forthcoming regarding the Victrola-radio combination. The White Music Shops' booth did a brisk and satisfactory business in the sale of Victor records, and orders for Victrolas were taken and delivered from the exposition.

This live house has an exceptionally attractive store, which has recently been enlarged and redecorated, adjacent to the Empress Theatre on Main street, where Victor products and other lines of musical merchandise are featured.

Corry Music Store Opened

A new music shop, known as the Corry Music Store, was recently opened on East Main street, Corry, Pa. A full line of talking machines, pianos and sheet music is being carried. A. R. Graham is sales manager.

Cheney National advertisements are appearing in *The Saturday Evening Post*—creating *profits* for dealers who handle the Cheney line

The Cheney line embraces a wide range of upright, console and wall cabinet De Luxe models, as well as a number of radio combination models both equipped with. or adapted for radio installation. The CARLYLE below, is a remarkable value at $135

The CHENEY
The Master Phonograph

Outstanding Merchants Everywhere Sell The CHENEY

Lyon & Healy, Inc.
Chicago
Henry F. Miller & Sons Piano Co.
Boston
John Wanamaker
New York
Strawbridge & Clothier
Philadelphia
Buescher's Music Co.
Cleveland
J. L. Hudson Co.
Detroit
Cable Piano Co.
Detroit and branches
Pearson Piano Co.
Indianapolis and branches
Foster & Waldo Co.
Minneapolis
The Emporium, Inc.
San Francisco
Barker Brothers
Los Angeles
G. F. Johnson Piano Co.
Portland, Ore.

This advertisement appeared in the November 8th *Saturday Evening Post*

The first advertisement in this National Series appeared in the September 20th issue. Now the second follows—at an interval so short that the merits of The Cheney are held continuously in the minds of your phonograph prospects.

This advertising brings home the very real superiorities of The Cheney. And by suggesting certain comparisons on specific records **in your store** immediate business is generated.

The Cheney franchise was already of definite value in every community. For years it has been a profitable line with the more successful stores. Now this franchise is an asset of even greater value.

Our stocks are full at present but dealers who look forward to adding The Cheney to increase their phonograph volume should let us know immediately, to insure complete selections for holiday trade.

THE CHENEY TALKING MACHINE COMPANY—CHICAGO
The Cheney is made complete in our own factories in Grand Rapids, Michigan

Arthur Bergh in Important Post With Columbia Co.

Appointed Director of Recording Laboratories to Succeed R. F. Bolton, Resigned

W. C. Fuhri, vice-president of the Columbia Phonograph Co., Inc., announced a few days ago the appointment of Arthur Bergh as director of the company's recording laboratories with headquarters at the executive offices, 1819 Broadway, New York. Mr. Bergh, who assumes his new duties to-day (November 15), succeeds R. F. Bolton, who has resigned from the Columbia organization and whose plans will be announced shortly. Mr. Bergh needs no introduction to the talking machine trade throughout the country as he is a pioneer in the record industry. For the past year he has been general manager of the recording laboratories of the General Phonograph Corp., New York, and previously was associated with several prominent recording laboratories in the capacity of general manager.

Arthur Bergh

In addition to his other activities, Mr. Bergh has spent quite some time in research work in the recording field, both here and abroad, and besides possessing an intimate knowledge of the technical phases of the recording laboratory, he is a musician of exceptional ability and noteworthy accomplishment. His appointment as general manager of the Columbia recording laboratories will be welcome news to Columbia dealers everywhere, for Mr. Bergh has won the esteem of the entire industry through his capability and thorough familiarity with the recording field.

Aeolian Co. Announces Vocalion Record Series of Beethoven's Ninth Symphony

Seven Records Made by the New Symphony Orchestra of Berlin Under the Direction of Bruno Seidler Winkler, Famous European Conductor, Represent a Notable Achievement in Recording

A notable contribution to phonograph record libraries of the day has been announced by the Aeolian Co. in its November release of a complete Vocalion record series of Beethoven's Ninth Symphony, played by the new symphony orchestra of Berlin under the direction of the noted European conductor, Bruno Seidler-Winkler, and including in the third and fourth movements of the symphony the splendid choral work of the Berlin National Opera Chorus and a quartet of well-known European soloists.

Only once or twice before have recording experts attempted the recording of the full Ninth Symphony, for it represents an undertaking little short of prodigious, and requires in this particular case a full set of seven records to carry the entire work. All the recording was done in Europe and each of the records is double-faced.

It is believed that the Ninth Symphony in record form will prove of tremendous interest to thousands of musicians and music students throughout the United States who devote much time to the study and enjoyment of symphony music, and should open the way for other recording work along this line calculated to bring the great symphonies within the reach of music lovers.

The reproduction of the instruments in the New Symphony Orchestra's playing of this great work is most impressive. Altogether the Beethoven Vocalion record series of the Ninth Symphony is one of the most noteworthy additions to recorded music of the classics that have been announced to the trade in years. The Aeolian Co. has the exclusive presentation of these records in this country, and, undoubtedly, they will be tremendously popular.

M. Price Enters Business With A. J. Cunningham

Resigns as Manager of Landay's Fifth Avenue, New York, Store—To Operate in Newark

M. Price, for the past six months manager of the Landay Bros. store at 433 Fifth avenue, New York, and prior to that manager of the Newark branch of the same concern, recently resigned to enter business for himself. He has joined forces with A. J. Cunningham, who owns and operates a music store at 53 South Orange avenue, South Orange, N. J., and they will operate a complete music store at 3 Belmont avenue, Newark, N. J.

The new establishment will be known as A. J. Cunningham, Inc., and a complete line of Victrolas and other makes of talking machines will be carried, in addition to radio apparatus, pianos, musical merchandise, sheet music and player rolls. As both Mr. Price and Mr. Cunningham possess a wealth of experience in the retailing of musical instruments and as both have a large following throughout Newark and the surrounding territory, the venture should be a decided success.

R. B. Norton Now With J. W. Jones Radio Mfg. Co.

Will Be in Charge of Company's Chicago Office —N. G. Humphrey Also an Associate

Colonel S. H. Mapes, assistant to the president and general sales manager of the Joseph W. Jones Radio Mfg. Co., New York, announced recently that R. B. Norton, formerly associated with the Federal Telephone Mfg. Co., had joined the company's staff and would be in charge of its Chicago office. The Joseph W. Jones Radio Mfg. Co. is making rapid progress in the development of its manufacturing and merchandising plans, and offices have been opened in Chicago in order to take care of the requirements of the Middle Western trade.

N. G. Humphrey, formerly a member of the engineering staff of the Federal Telephone Mfg. Co., is now associated with the Joseph W. Jones Radio Mfg. Co. in an important engineering capacity. Mr. Humphrey is well known in engineering circles, and has specialized on the inventive and technical phases of radio construction.

Brook Mays Co., Brunswick dealer, Shreveport, La., suffered considerable damage by fire of undetermined origin, shortly before midnight on October 24. This dealer is now in search of and planning for larger and finer quarters.

Owens & Beers Form Separate Corporations

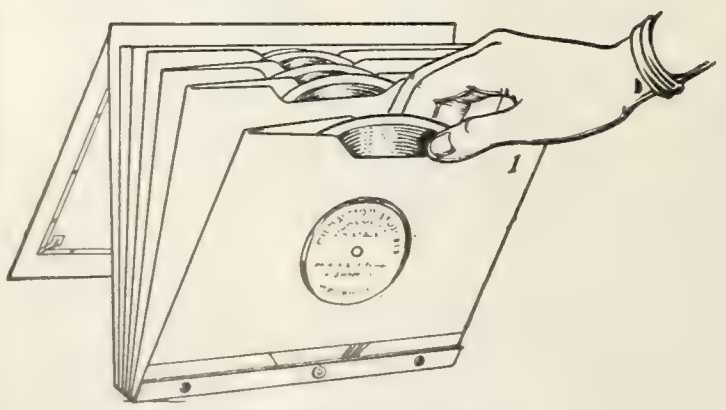
Prominent Talking Machine Firm to Operate Separately in New York and Brooklyn

The talking machine firm of Owens & Beers, which has served the music-loving public for a great many years at 81 Chambers street, New York, and 1074 Flatbush avenue, Brooklyn, N. Y., was recently dissolved and each store will be a separate corporation. The New York store will be known as A. J. Beers, Inc., having recently been incorporated at Albany with a capital stock of sixty-six shares of common stock of no par value. The incorporators are A. J. Beers, J. T. Owens and C. J. O'Donoghue. The Brooklyn establishment will in the future be known as J. T. Owens, Inc., having recently been incorporated to deal in talking machines with a capital stock of 134 shares of common stock of no par value. The incorporators are J. T. Owens, V. H. J. Beers and C. J. O'Donoghue, all well known to the trade.

New Lines for Musical Instrument Sales Co.

The Musical Instrument Sales Co., of New York City, well-known Victor wholesaler, which recently acquired the distribution rights for Federal radio products, has now been appointed jobber for Eveready and Philco batteries and supplementary products. This distributing organization is now in a position to extend exceptional service to talking machine dealers interested in radio panels, complete radio outfits and other radio adjuncts.

National Record Albums



NEW PORTABLE ALBUM

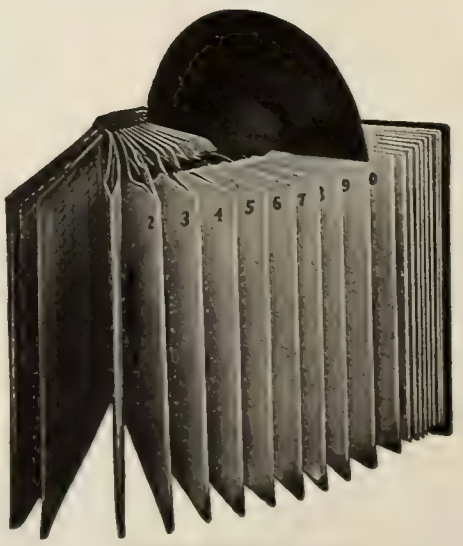
are

Good Albums

Nationally known because they give real satisfaction.

They require less selling effort. Made to contain all makes of disc records including Edison.

Write for our list of 1924 styles and prices



THE PERFECT PLAN

NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.

The Tenth Anniversary of Heineman Motors

The General Phonograph Corporation
25 West 45th St, New York, N.Y.

The Tenth Anniversary of Heineman Motors

ON December 4, 1914, Otto Heineman, as predecessor of the General Phonograph Corporation, started a small office, about 15 ft. x 15 ft., at 45 Broadway, New York City.

The phonograph industry at that time was flourishing, but the business was in the hands of only a few companies who had been the leaders in the phonograph industry ever since the invention of the phonograph. The reason for this was the patent situation which made it impossible for others to go into this big industry. But patents only run seventeen years and the famous Berliner patent expired at the beginning of 1914, just prior to the opening of the office of the company.

It was a big task to induce piano and furniture manufacturers to make phonographs. We received always the same reply—"You will not be able to produce the same sound with your mechanical equipment as these leaders in the industry." Only thru very consistent work was it possible to convince hundreds of our largest furniture and piano manufacturers that it would be profitable to manufacture phonographs; they have done so very successfully since that time.

A great independent phonograph industry has developed since 1914 and we believe that we are at least partly responsible for this development.

In the early beginning we imported a few motors from Switzerland, but we could see immediately that this was commercially impossible and impracticable. We then made a contract with Garford Mfg. Co. of Elyria, Ohio, to manufacture motors for us. In 1919 we acquired this company, which is now known as The General Phonograph Mfg. Co. We claim that this factory today is the most efficient motor factory and many millions of motors that have been manufactured there are in use in millions of phonographs throughout the United States and abroad today.

We made our slogan the first day we started—to make a Motor of Quality; we made our watchword the first day—Service and Efficiency, and on this, our 10th anniversary, we know that we have lived up to these high standards.

Besides motors, we also manufacture the well known OKeH-Odeon records and the famous Dean needles and we take this opportunity to thank the jobbers and dealers for their most important part in helping us to develop these two branches of our business.

We are publishing herewith our complete motor catalog and we hope that this catalog will be of good use to our friends.

President.

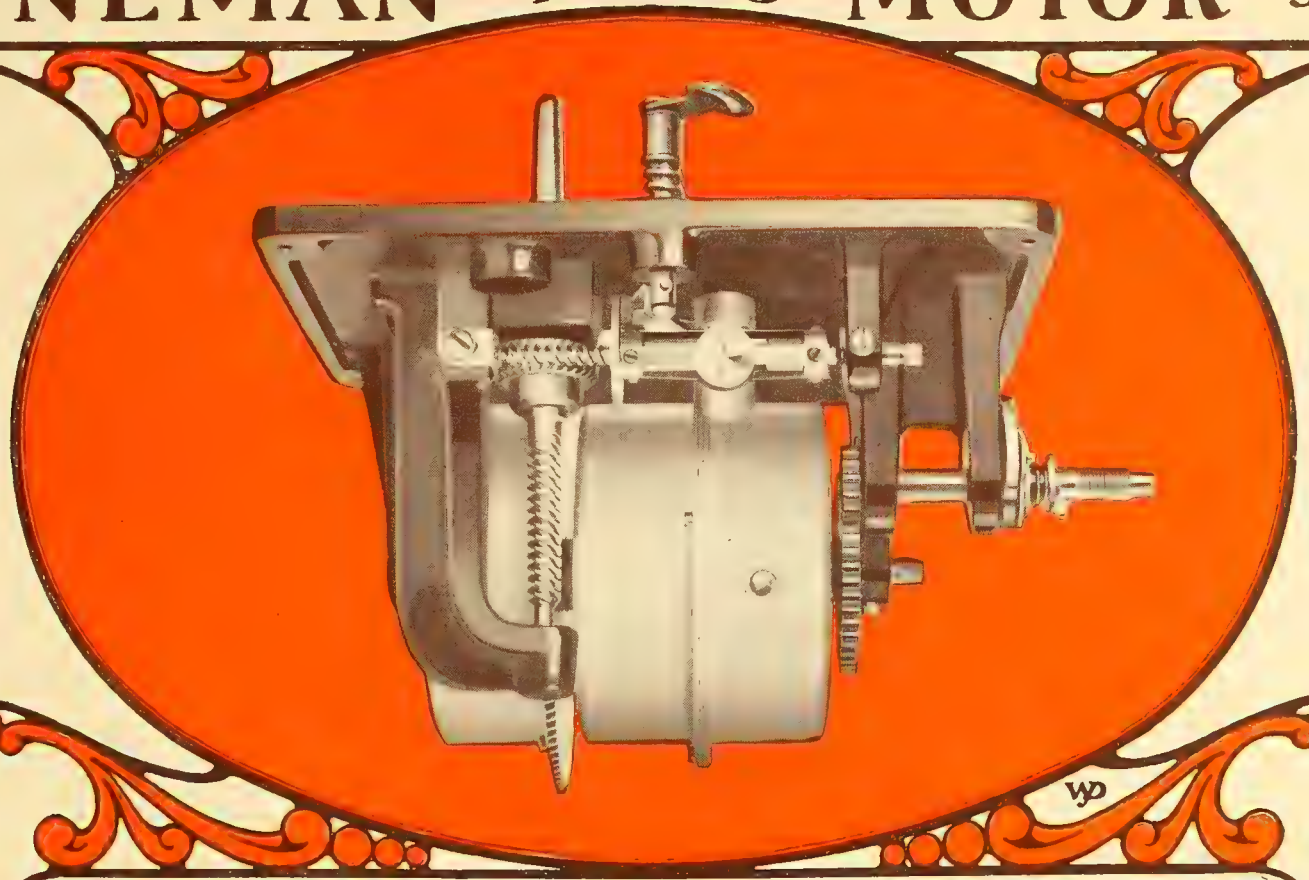
HEINEMAN No 66 MOTOR 3 SPRINGS

Capacity

6 to 7 average 10″ or 5 average 12″ records (one side) with one winding.

Accessories

Standard straight edge 12″ felt-covered turntable.
Winding handle, escutcheon and brake.
Arrow pointer and dial.
Suspension bolts and washers.
Okeh sloping edge velvet covered 12″ turntable can be supplied at an extra charge, if desired.



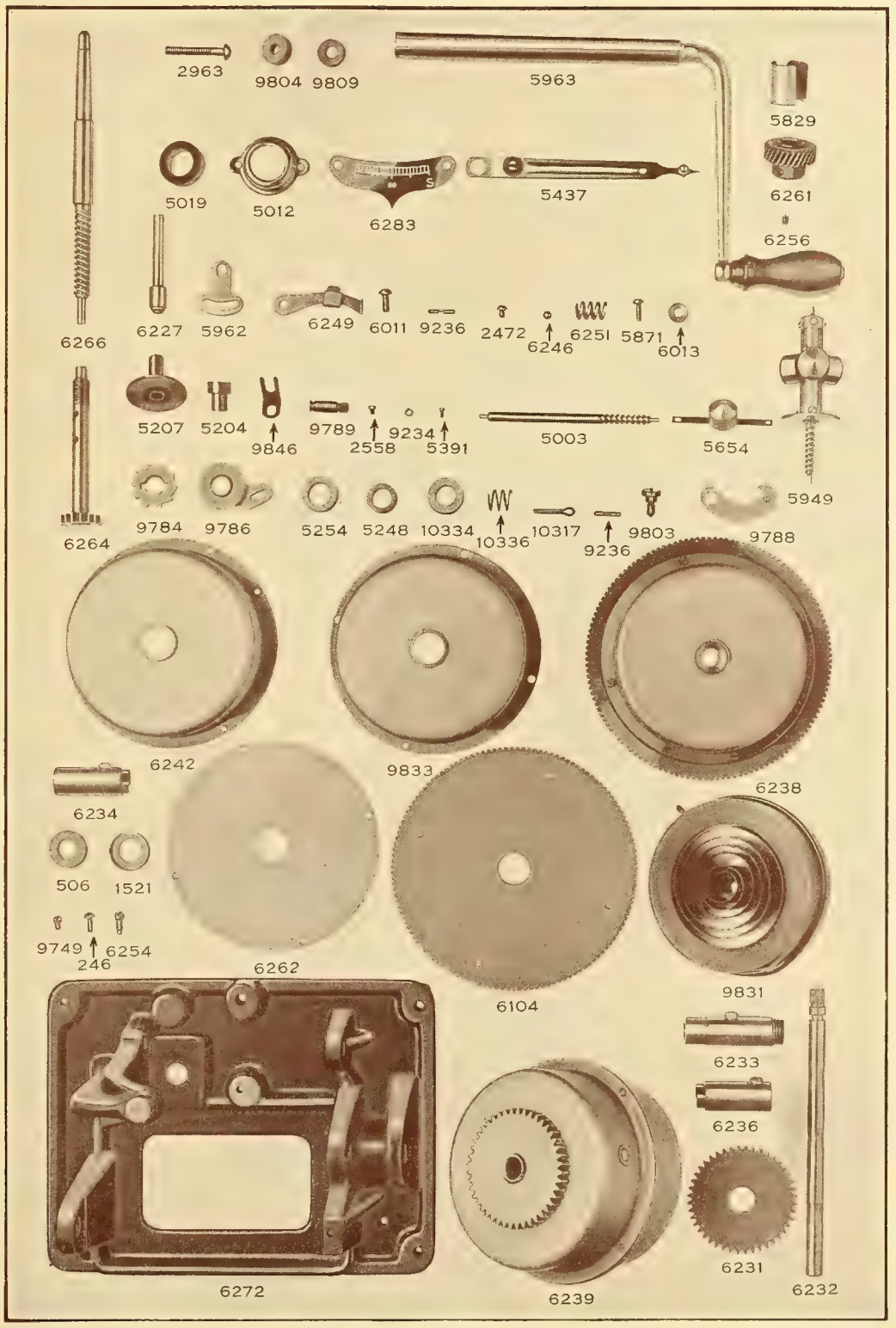
Type

Double worm direct drive.
Vertical springs (3).
Arrow pointer and dial speed regulator

Qualities

Absolutely uniform speed.
Very quiet running.
Very quiet winding.
A splendid puller.
Very simple and durable construction.

For Highest Grade Phonographs



Part No.	Description
506	Felt Oil Retainer
1521	Retainer for Felt Oil Retainer
2472	Screw for attaching Pointer Adjuster Plate to Pointer
2558	Screw for attaching Governor Spring
5003	Governor Shaft
5204	Governor Collar
5207	Governor Disc
5248	Large Steel Washer used on Winding Shaft
5254	Fibre Washer used on Winding Shaft
5391	Governor Set Screw
5654	Governor Spring and Weight
5829	Spring Retainer
5871	Screw for attaching Pointer to Speed Regulator Cam Post
5949	Governor Complete
5962	Pointer Adjuster Plate
6011	Governor Bearing Set Screw
6013	Washer used under No. 2472 Screw
6104	Spring Barrel Driving Gear
6227	Speed Regulator Post
6231	Spring Barrel Winding Gear
6232	Spring Barrel Shaft
6233	Spring Barrel Sleeve
6234	Spring Barrel Sleeve
6236	Spring Barrel Sleeve
6238	Single Spring Barrel Assembly

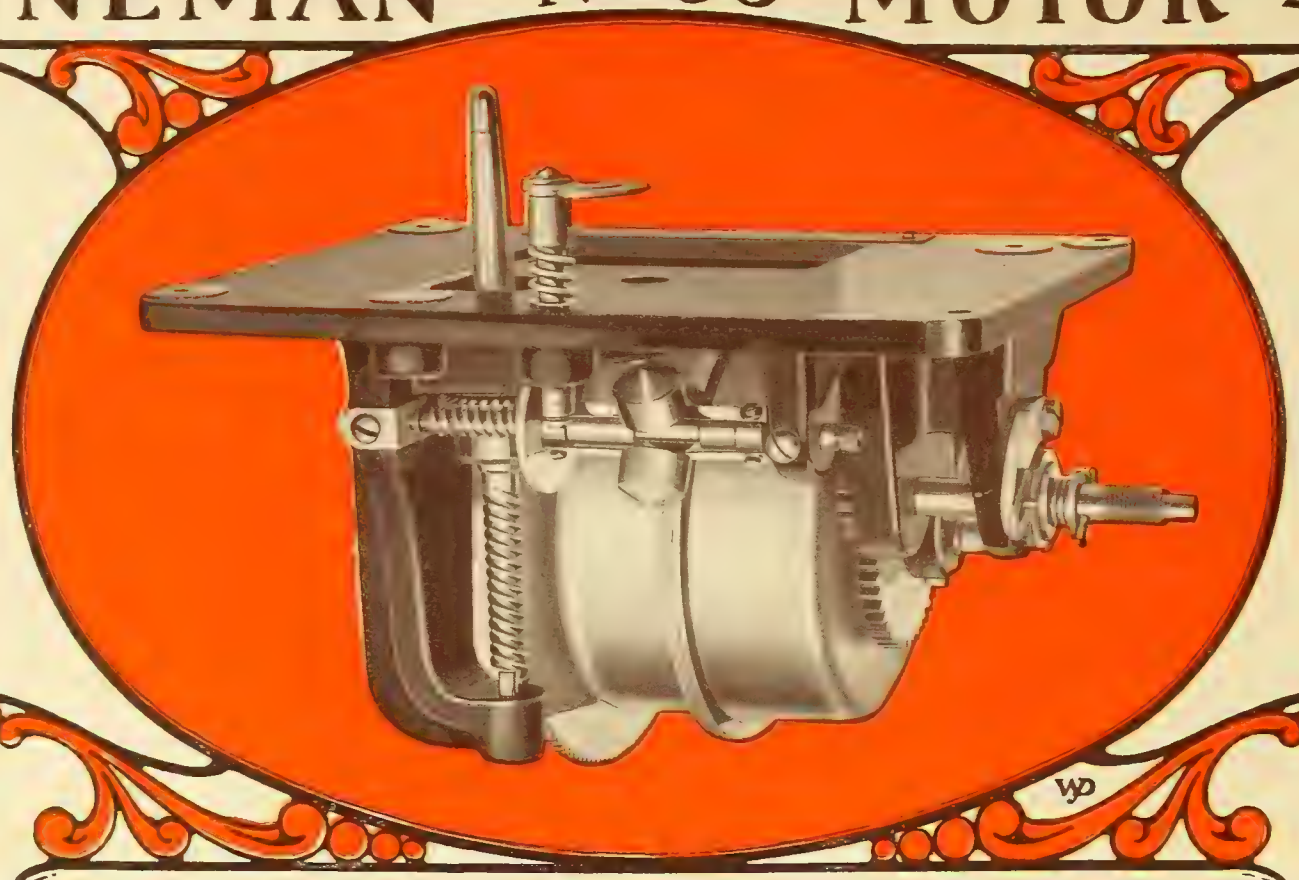
Part No.	Description
6239	Double Spring Barrel Assembly
6242	Spring Barrel Cup (Holes in flange tapped)
6246	Turntable Shaft Thrust Ball
6249	Speed Regulator Lever
6251	Speed Regulator Tension Spring
6254	Set Screw for Spring Barrel Shaft
6256	Screw for attaching Gear to Turntable Shaft
6261	Turntable Shaft Gear
6262	Spring Barrel Spacer
6264	Winding Shaft
6266	Turntable Shaft
6272	Motor Frame
9234	Governor Spring Washer
9236	Pin used in Winding Shaft
9749	Spring Barrel Screw
9784	Ratchet Wheel
9786	Pawl Guide
9788	Pawl
9789	Governor Bearing
9803	Screw for attaching Pawl
9831	Main Spring
9833	Spring Cup (Holes in flange not tapped)
9846	Governor Bearing Retainer
10317	Cotter Pin
10334	Small Metal Washer-used on Winding Shaft
10336	Coil Spring used on Winding Shaft

ACCESSORIES

	Part No. Nickel	Gold
Standard straight edge felt-covered 12″ Turntable	9662	10277
Okeh sloping edge velvet-covered 12″ Turntable	5564	5747
Brake used with straight edge Turntable	9409	10079
Brake used with sloping edge Turntable	5707	5746
Speed Regulator Pointer	5437	5694
Speed Regulator Dial	6283	6284
Wood Screw for atttaching Speed Regulator Dial	6286	6287
Escutcheon—Metal only	5012	5013
Escutcheon—Fibre only	5019	

	Part No. Nickel	Gold
Escutcheon—Complete	5020	5025
Motor Mounting Screw	2963	
Rubber Mounting Washer	9804	
Steel Mounting Washer	9809	
Winding Handles		
6½″ Long (inside of bend to end)	5963	5964
5¾″ Long (inside of bend to end)	6467	6469
4¼″ Long (inside of bend to end)	6472	6474

HEINEMAN Nº 55 MOTOR 2 SPRINGS



Capacity

4 to 4½ average 10″ or 3 average 12″ records (one side) with one winding.

Accessories

Standard straight edge 12″ felt-covered turntable.
Winding handle, escutcheon and brake.
Arrow pointer and dial.
Suspension bolts and washers.
Okeh sloping edge velvet covered 12″ turntable can be supplied at an extra charge, if desired.

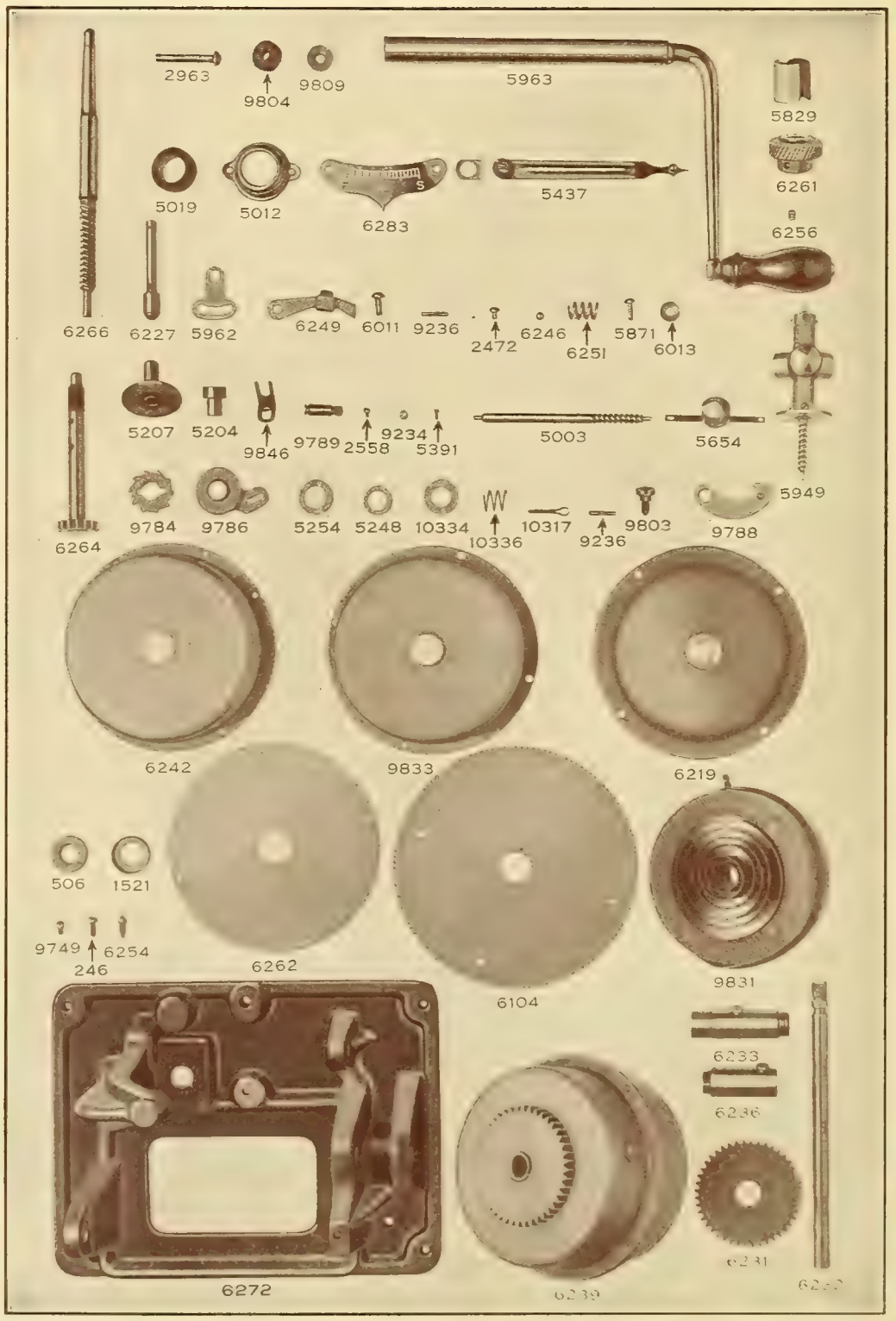
Type

Double-worm direct drive.
Vertical springs (2).
Arrow pointer and dial speed regulator.

Qualities

Absolutely uniform speed.
Very quiet running.
Very quiet winding.
A splendid puller.
Very simple and durable construction.

For Highest Grade Phonographs



Part No.	Description
246	Screw for attaching Spring Barrel Driving Gear to Hub
506	Felt Oil Retainer
1521	Retainer for Felt Oil Retainer
2472	Screw for attaching Pointer Adjuster Plate to Pointer
2558	Screw for attaching Governor Springs
5003	Governor Shaft
5204	Governor Collar
5207	Governor Disc
5248	Large Steel Washer used on Winding Shaft
5254	Fibre Washer used on Winding Shaft
5391	Governor Set Screw
5654	Governor Spring and Weight
5829	Spring Retainer
5871	Screw for attaching Pointer to Speed Regulator Cam Post
5949	Governor Complete
5962	Pointer Adjuster Plate
6011	Governor Bearing Set Screw
6013	Washer used under No. 2472 Screw
6104	Spring Barrel Driving Gear
6219	Spring Barrel Hub
6227	Speed Regulator Post
6231	Spring Barrel Winding Gear
6232	Spring Barrel Shaft
6233	Spring Barrel Sleeve
6236	Spring Barrel Sleeve
6239	Double Spring Barrel Assembly

Part No.	Description
6242	Spring Barrel Cup (Holes in flange tapped)
6246	Turntable Shaft Thrust Ball
6249	Speed Regulator Lever
6251	Speed Regulator Tension Spring
6254	Set Screw for Spring Barrel Shaft
6256	Screw for attaching Gear to Turntable Shaft
6261	Turntable Shaft Gear
6262	Spring Barrel Spacer
6264	Winding Shaft
6266	Turntable Shaft
6272	Motor Frame
9234	Governor Spring Washer
9236	Pin used in Winding Shaft
9749	Spring Barrel Screw
9784	Ratchet Wheel
9786	Pawl Guide
9788	Pawl
9789	Governor Bearing
9803	Screw for attaching Pawl
9831	Main Spring
9833	Spring Cup (Holes in flange not tapped)
9846	Governor Bearing Retainer
10317	Cotter Pin
10334	Small Metal Washer used on Winding Shaft
10336	Coil Spring used on Winding Shaft

ACCESSORIES

	Part No. Nickel	Gold
Standard straight edge felt covered 12″ Turntable	9662	10277
Okeh sloping edge velvet covered 12″ Turntable	5564	5747
Brake used with straight edge Turntable	9809	10079
Brake used with sloping edge Turntable	5707	5746
Speed Regulator Pointer	5437	5694
Speed Regulator Dial	6283	6284
Wood Screw for attaching Speed Regulator Dial	6286	6287
Escutcheon—Metal only	5012	5013
Escutcheon—Fibre only	5019	

	Part No. Nickel	Gold
Escutcheon Complete	5020	5025
Motor Mounting Screw	2963	
Rubber Mounting Washer	9804	
Steel Mounting Washer	9809	
Winding Handles		
6⅛″ Long (inside of bend to end)	5963	5964
5⅜″ Long (inside of bend to end)	6467	6469
4¼″ Long (inside of bend to end)	6472	6474

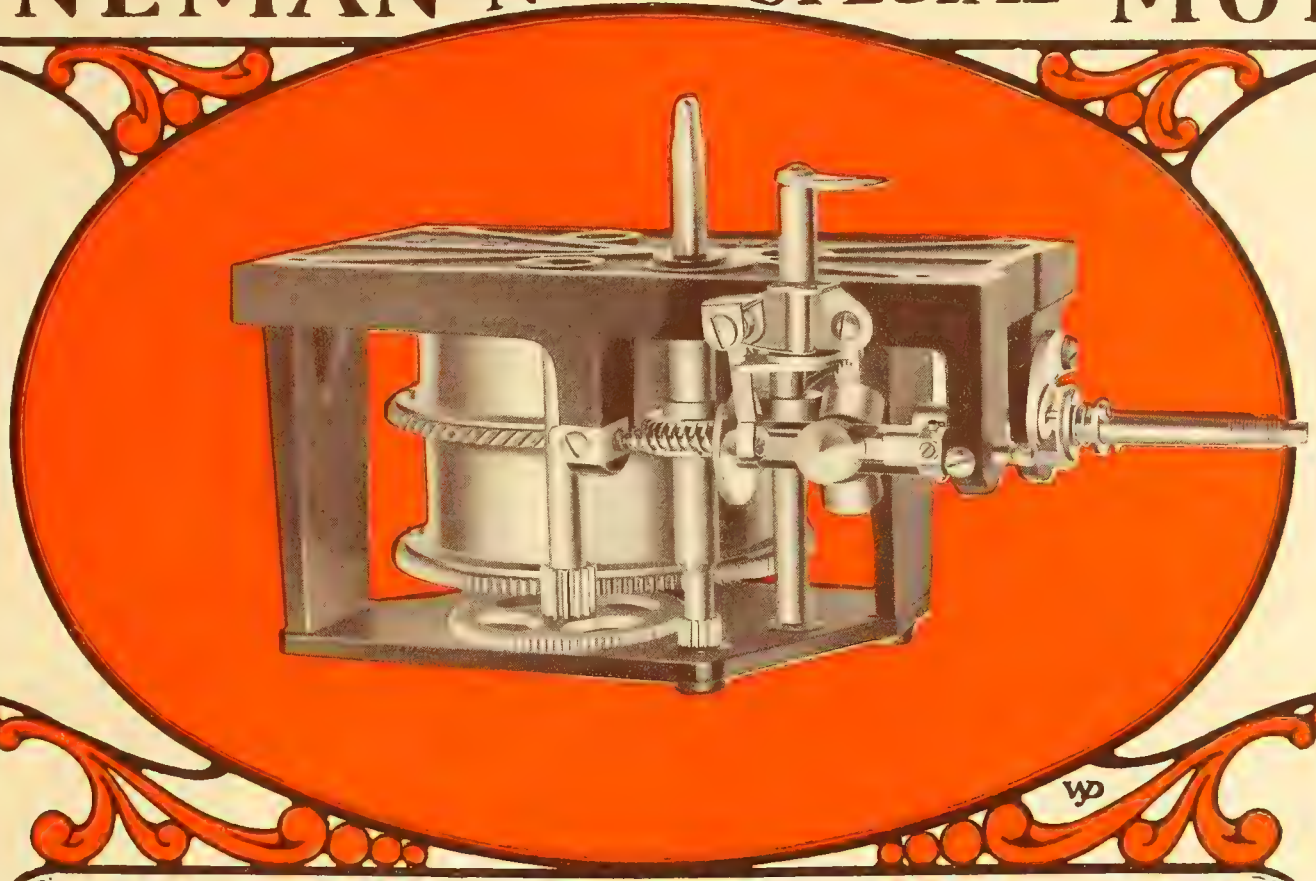
HEINEMAN Nº 44 SPECIAL MOTOR

Capacity

6 to 7 average 10″ or 5 average 12″ records (one side) with one winding.

Accessories

Standard straight edge 12″ felt-covered turntable.
Winding handle, escutcheon and brake.
Arrow pointer and dial.
Suspension bolts and washers.
Okeh sloping edge velvet covered 12″ turntable can be supplied at an extra charge, if desired.



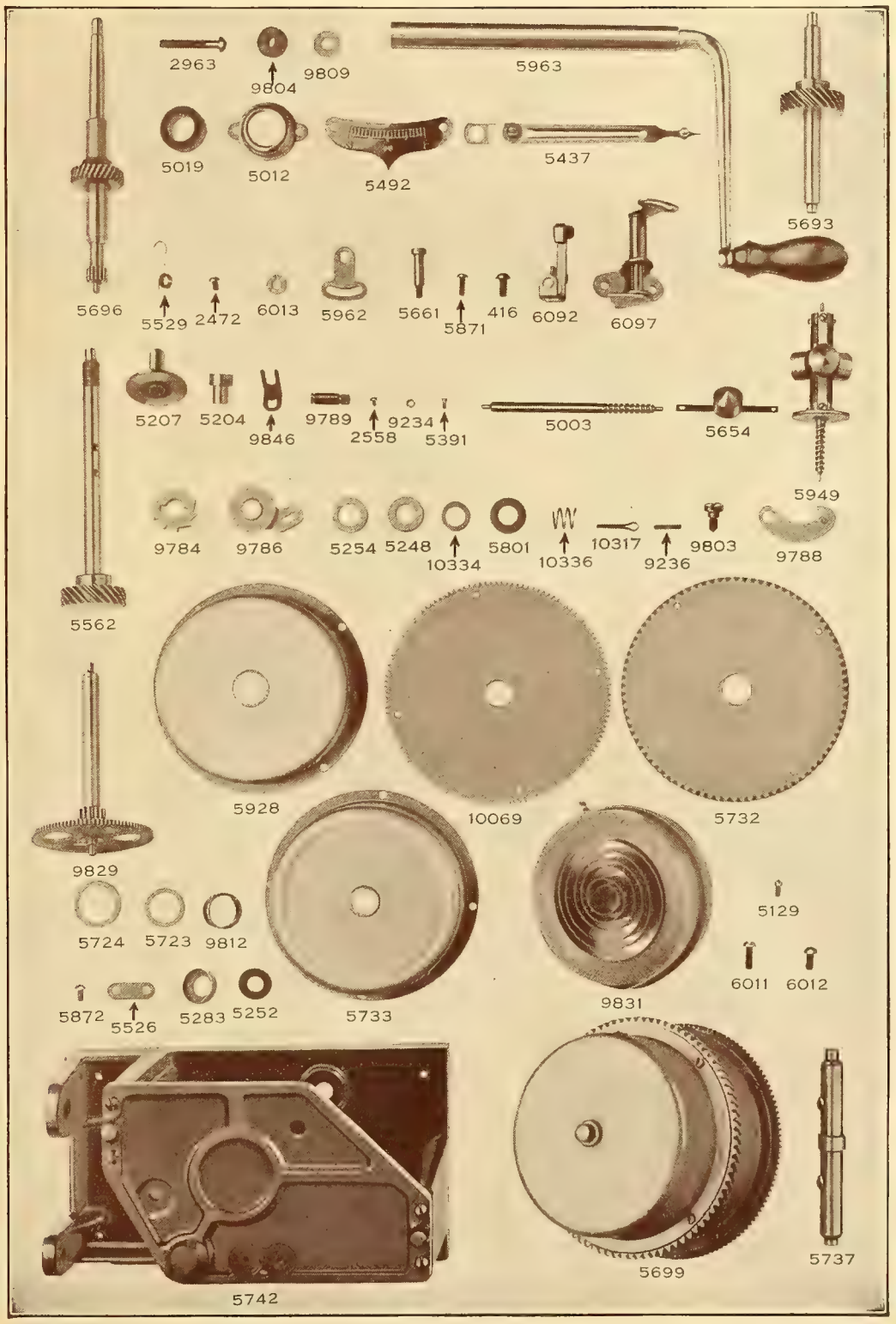
Type

Horizontal springs (2), 17 feet by 1 3/16 inches.
Arrow pointer and dial speed regulator.
Worm drive with intermediate gear.
All gears are milled, including winding gears.

Qualities

Absolutely uniform speed.
Quiet running.
Quiet winding.
Splendid pulling power and capacity.
Very simple and durable construction.

A Very Fine, Large, Powerful Motor Suitable for Highest Grade Phonographs



Part. No.	*Description*
416	8/32 Screw for attaching No. 6097 to Motor Frame
2472	Screw for attaching Pointer Adjuster Plate to Pointer
2558	Screw for attaching Governor Springs
5003	Governor Shaft
5129	Spring Barrel Screw
5204	Governor Collar
5207	Governor Disc
5248	Large Steel Washer used on Winding Shaft
5252	Felt Oil Retainer used around Turntable Shaft
5254	Fibre Washer used on Winding Shaft
5283	Retainer for Felt Oil Retainer
5391	Governor Set Screw
5526	Intermediate Gear Thrust Bearing
5529	Speed Regulator Tension Spring
5562	Winding Shaft
5608BE	Motor Frame only
5609BE	Bottom plate only
5654	Governor Spring and Weight
5661	Special Screw for attaching No. 6097 to Motor Frame
5693	Intermediate Winding Shaft and Gear
5696	Turntable Shaft
5699	Spring Barrel Complete
5723	Upper Spring Barrel Spacer
5724	Spacer used between Spring Cups
5732	Spring Barrel Winding Gear
5733	Upper Spring Cup

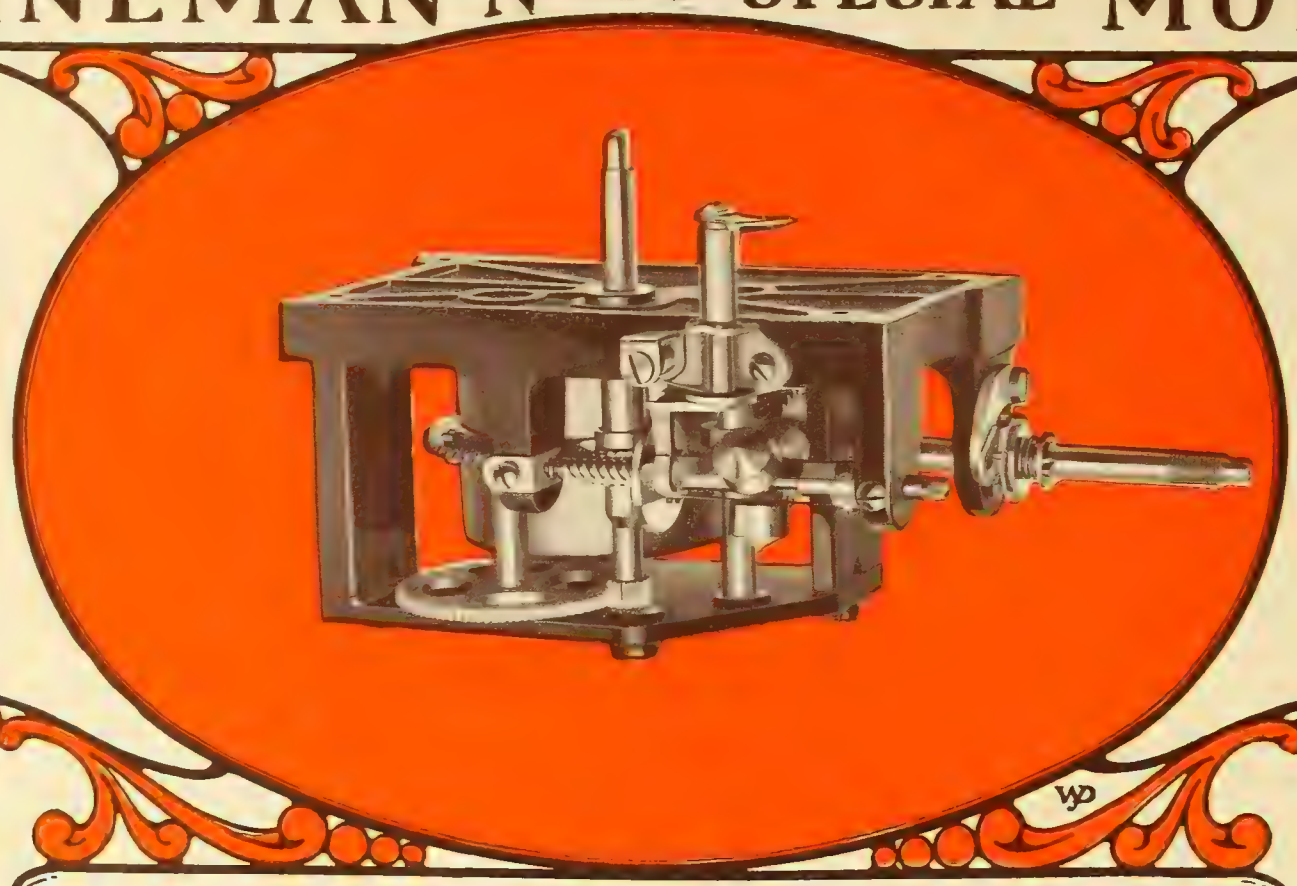
Part. No.	*Description*
5737	Spring Barrel Shaft
5742	Motor Frame with Bottom Plate
5801	Fibre Spacer used on Winding Shaft
5871	Screw for attaching Pointer to Speed Regulator Cam Post
5872	Screw for attaching No. 5526 to Frame
5928	Lower Spring Cup
5949	Governor Complete
5962	Pointer Adjuster Plate
6011	Governor Bearing Set Screw
6012	Screw for attaching Bottom Plate
6013	Washer used under No. 2472 Screw
6092	Speed Regulator Lever
6097	Speed Regulator Cam Post Assembly
9234	Governor Spring Washer
9236	Pin used in Winding Shaft
9784	Ratchet Wheel
9786	Pawl Guide
9788	Pawl
9789	Governor Bearing
9803	Screw for attaching Pawl
9812	Lower Spring Barrel Spacer
9829	Intermediate Gear
9831	Main Spring
9846	Governor Bearing Retainer
10069	Spring Barrel Driving Gear
10317	Cotter Pin
10334	Small Metal Washer used on Winding Shaft
10336	Coil Spring used on Winding Shaft

ACCESSORIES

	Part No. Nickel	Gold
Standard straight edge felt-covered 12″ Turntable	9662	10277
Okeh sloping edge velvet-covered 12″ Turntable	5564	5747
Brake used with straight edge Turntable	9409	10079
Brake used with sloping edge Turntable	5707	5746
Speed Regulator Pointer	5437	5694
Speed Regulator Dial	6492	6493
Escutcheon—Metal only	5012	5013
Escutcheon—Fibre only	5019	

	Part No. Nickel	Gold
Escutcheon—Complete	5020	5025
Motor Mounting Screw	2963	
Rubber Mounting Washer	9804	
Steel Mounting Washer	9809	
Winding Handles		
6½″ Long (inside of bend to end)	5963	5964
5¾″ Long (inside of bend to end)	6467	6469
4¼″ Long (inside of bend to end)	6472	6474

HEINEMAN Nº 77 SPECIAL MOTOR



Capacity

4 to 4½ average 10" or 3 average 12" records (one side) with one winding

Accessories

Standard straight edge 12" felt-covered turntable.
Winding handle, escutcheon and brake.
Arrow pointer and dial.
Suspension bolts and washers.
Okeh sloping edge velvet covered 12" turntable can be supplied at an extra charge, if desired.

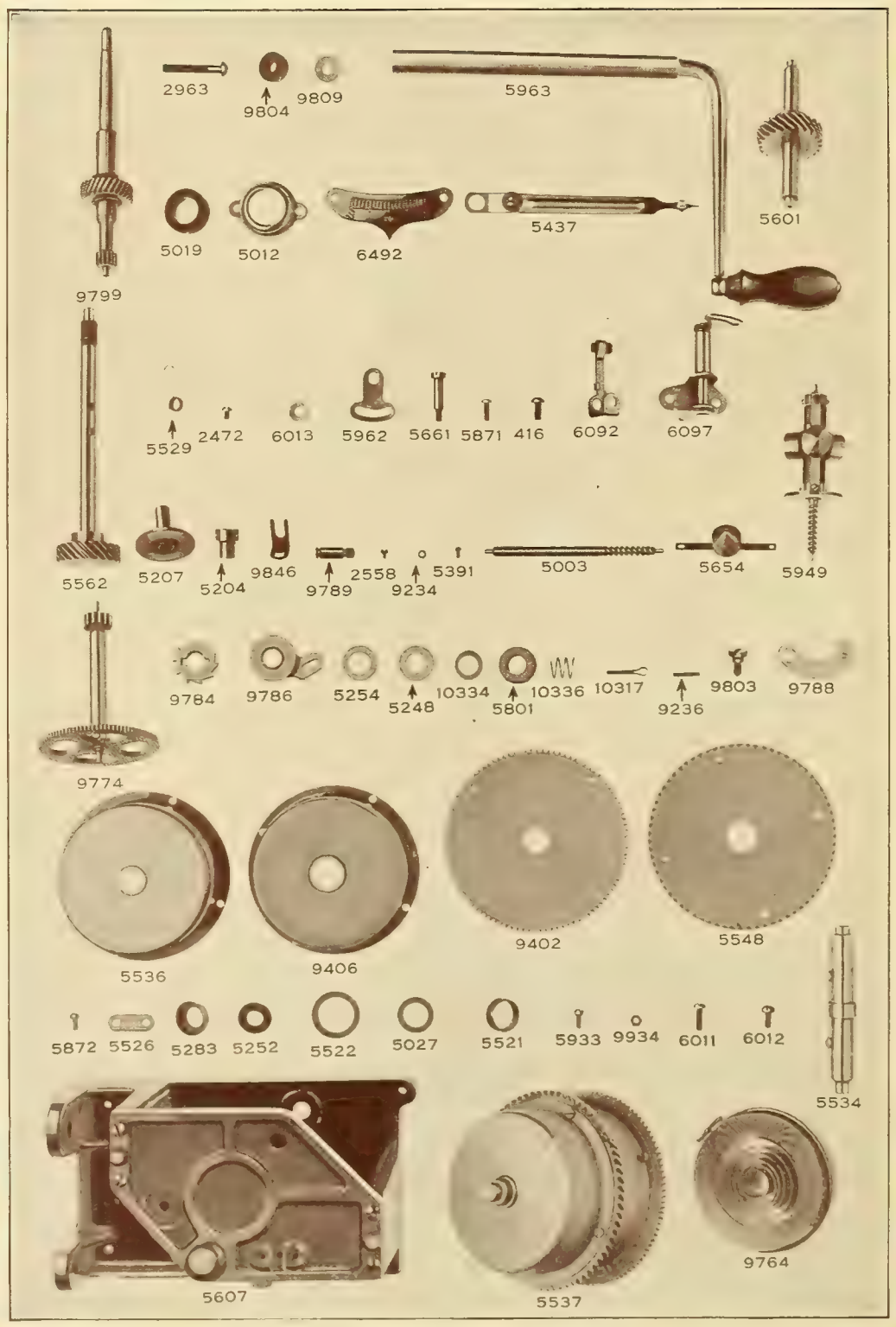
Type

Horizontal springs (2).
Arrow pointer and dial speed regulator
Worm drive with intermediate gear.
All gears are milled, including winding gears.

Qualities

Absolutely uniform speed.
Quiet running.
Quiet winding.
Splendid pulling power and capacity.
Very simple and durable construction.

The Best Known and Most Popular Phonograph Motor on the Market



Part No.	*Description*
416	8/32 Screw for attaching No. 6097 to Motor Frame
2472	Screw for attaching Pointer Adjuster Plate to Pointer
2558	Screw for attaching Governor Springs
5003	Governor Shaft
5027	Upper Spring Barrel Spacer
5204	Governor Collar
5207	Governor Disc
5248	Large Steel Washer used on Winding Shaft
5252	Felt Oil Retainer used around Turntable Shaft
5254	Fibre Washer used on Winding Shaft
5283	Retainer for Felt Oil Retainer
5391	Governor Set Screw
5521	Lower Spring Barrel Spacer
5522	Spacer used between Spring Cups
5526	Intermediate Gear Thrust Bearing
5529	Speed Regulator Tension Spring
5534	Spring Barrel Shaft
5536	Lower Spring Cup
5537	Spring Barrel Complete
5548	Spring Barrel Winding Gear
5556BE	Motor Frame only
5557BE	Bottom Plate only
5562	Winding Shaft
5601	Intermediate Winding Shaft and Gear
5607	Motor Frame with Bottom Plate
5654	Governor Spring and Weight

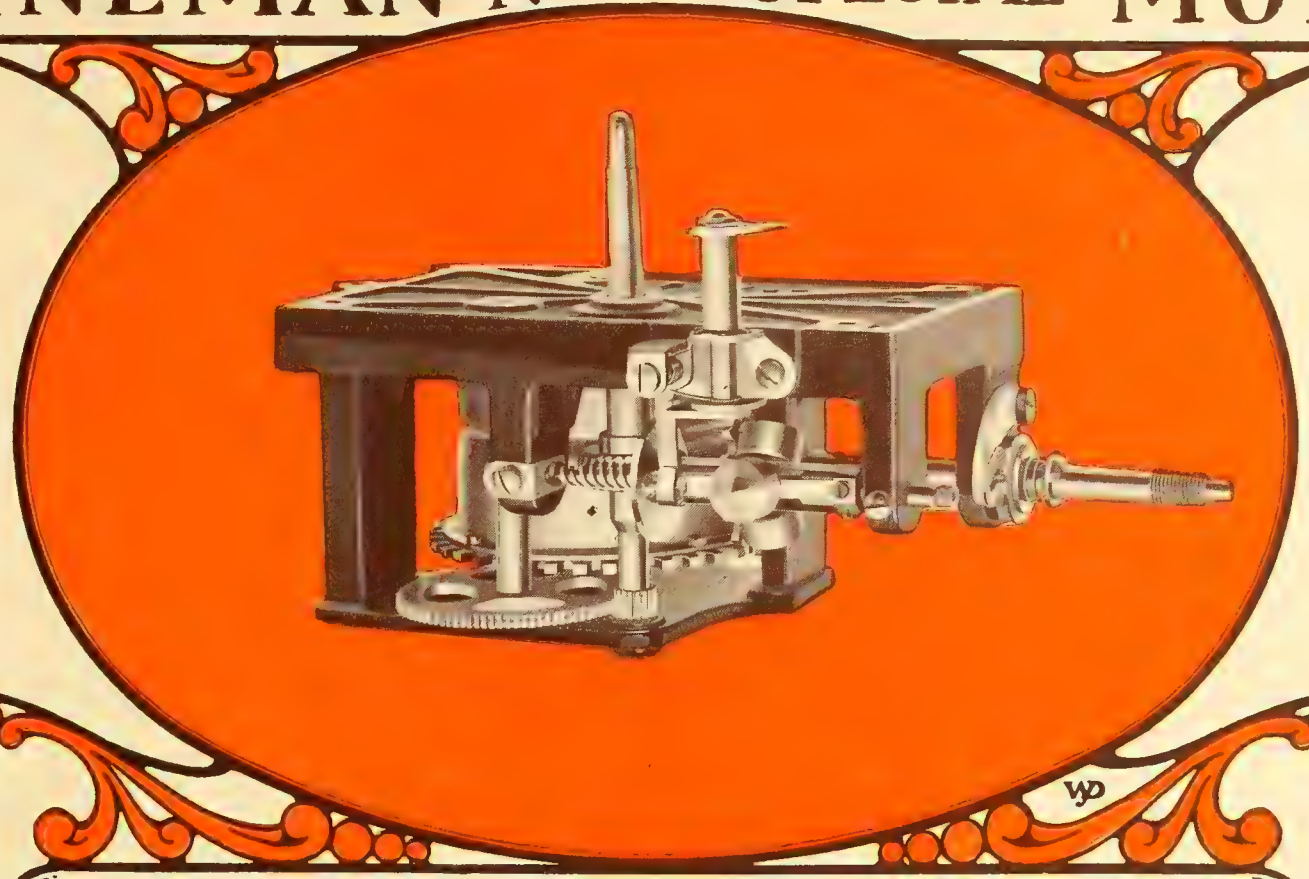
Part No.	*Description*
5661	Special Screw for attaching No. 6097 to Motor Frame
5801	Fibre Spacer used on Winding Shaft
5871	Screw for attaching Pointer to Speed Regulator Cam Post
5872	Screw for attaching No. 5526 to Frame
5933	Spring Barrel Screw
5949	Governor Complete
5962	Pointer Adjuster Plate
6011	Governor Bearing Set Screw
6012	Screw for attaching Bottom Plate
6013	Washer used under No. 2472 Screw
6092	Speed Regulator Lever
6097	Speed Regulator Cam Post Assembly
9234	Governor Spring Washer
9236	Pin used in winding Shaft
9402	Spring Barrel Driving Gear
9406	Upper Spring Cup
9764	Main Spring
9774	Intermediate Gear
9784	Ratchet Wheel
9786	Pawl Guide
9788	Pawl
9789	Governor Bearing
9799	Turntable Shaft
9803	Screw for attaching Pawl
9846	Governor Bearing Retainer
9934	Spring Barrel Nut
10317	Cotter Pin
10334	Small Metal Washer used on Winding Shaft
10336	Coil Spring used on Winding Shaft.

ACCESSORIES

	Part No. Nickel	Gold
Standard straight edge felt covered 12" Turntable	9662	10277
Okeh sloping edge velvet covered 12" Turntable	5564	5747
Brake used with straight edge Turntable	9409	10079
Brake used with sloping edge Turntable	5707	5746
Steel Regulator Pointer	5437	5694
Speed Regulator Dial	6492	6493
Escutcheon Metal only	5012	5013
Escutcheon Fibre only	5019	

	Part No. Nickel	Gold
Escutcheon Complete	5020	5025
Motor Mounting Screw	2963	
Rubber Mounting Washer	9804	
Steel Mounting Washer	9809	
Winding Handles		
6½" Long (inside of bend to end)	5963	5964
5¾" Long (inside of bend to end)	6467	6469
4¼" Long (inside of bend to end)	6472	6474

HEINEMAN Nº 33 SPECIAL MOTOR



Capacity

4 to 4½ average 10″ or 3 average 12″ records (one side) with one winding.

Accessories

Standard straight edge 12″ felt-covered turntable.
Winding handle, escutcheon, and brake.
Arrow pointer and dial.
Suspension bolts and washers.
Okeh sloping edge velvet covered 12″ turntable can be supplied at an extra charge, if desired.

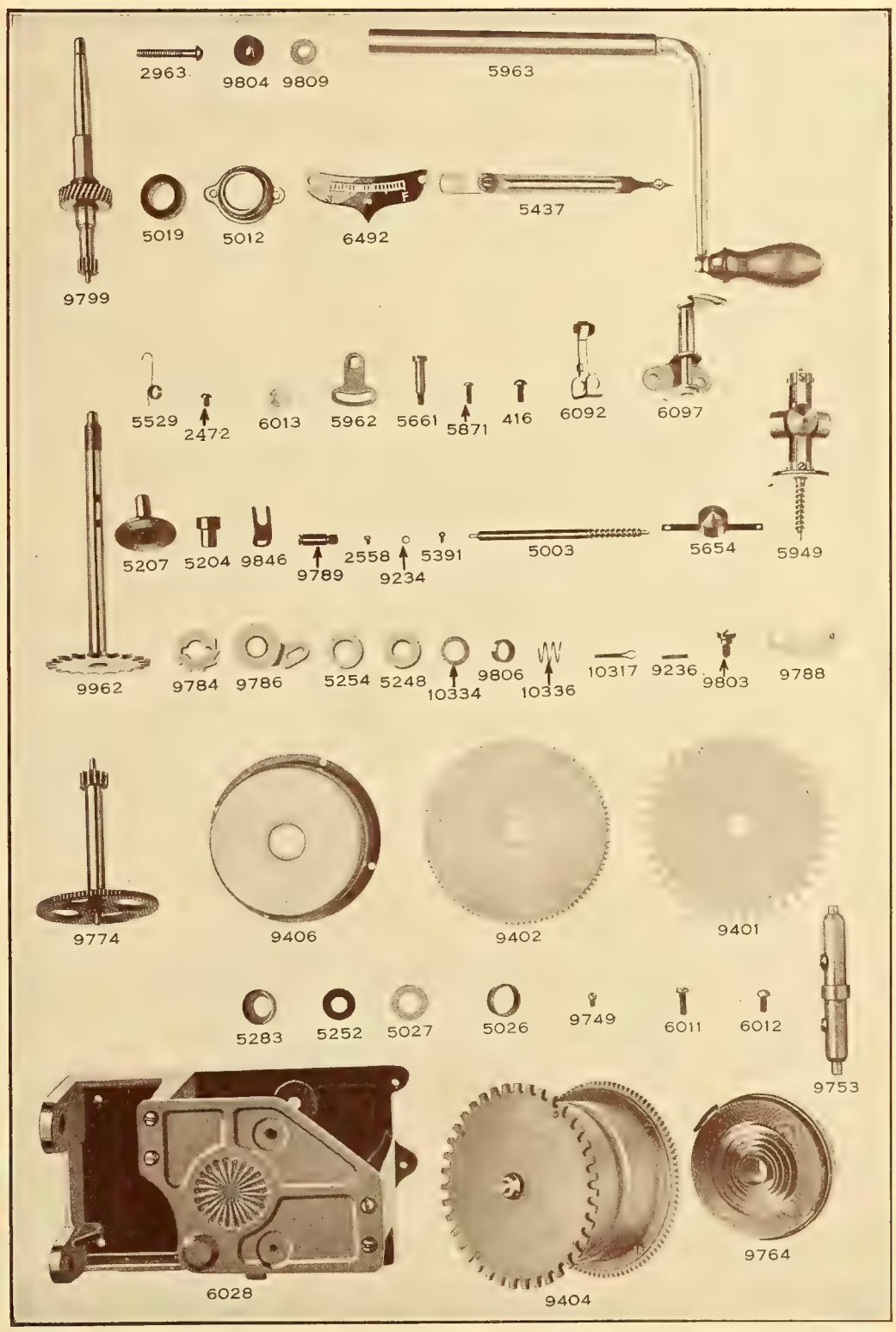
Type

Horizontal springs (2).
Arrow pointer and dial speed regulator
Worm drive with intermediate gear.
Sprocket wind.

Qualities

Uniform speed.
Quiet running.
Good pulling power and capacity.
Simple and durable construction.

A Reliable and Satisfactory Motor at a Moderate Price



Part No.	Description
416	8/32 Screw for attaching No. 6097 to Motor Frame
2472	Screw for attaching Pointer Adjuster Plate to Pointer
2558	Screw for attaching Governor Springs
5003	Governor Shaft
5026	Lower Spring Barrel Spacer
5027	Upper Spring Barrel Spacer
5204	Governor Collar
5207	Governor Disc
5248	Large Steel Washer used on Winding Shaft
5252	Felt Oil Retainer used around Turntable Shaft
5254	Fibre Washer used on Winding Shaft
5269BE	Bottom Plate only
5283	Retainer for Felt Oil Retainer
5391	Governor Set Screw
5529	Speed Regulator Tension Spring
5654	Governor Spring and Weight
5661	Special Screw for attaching No. 6097 to Motor Frame
5871	Screw for attaching Pointer to Speed Regulator Cam Post
5949	Governor Complete
5962	Pointer Adjuster Plate
6011	Governor Bearing Set Screw
6012	Screw for attaching Bottom Plate

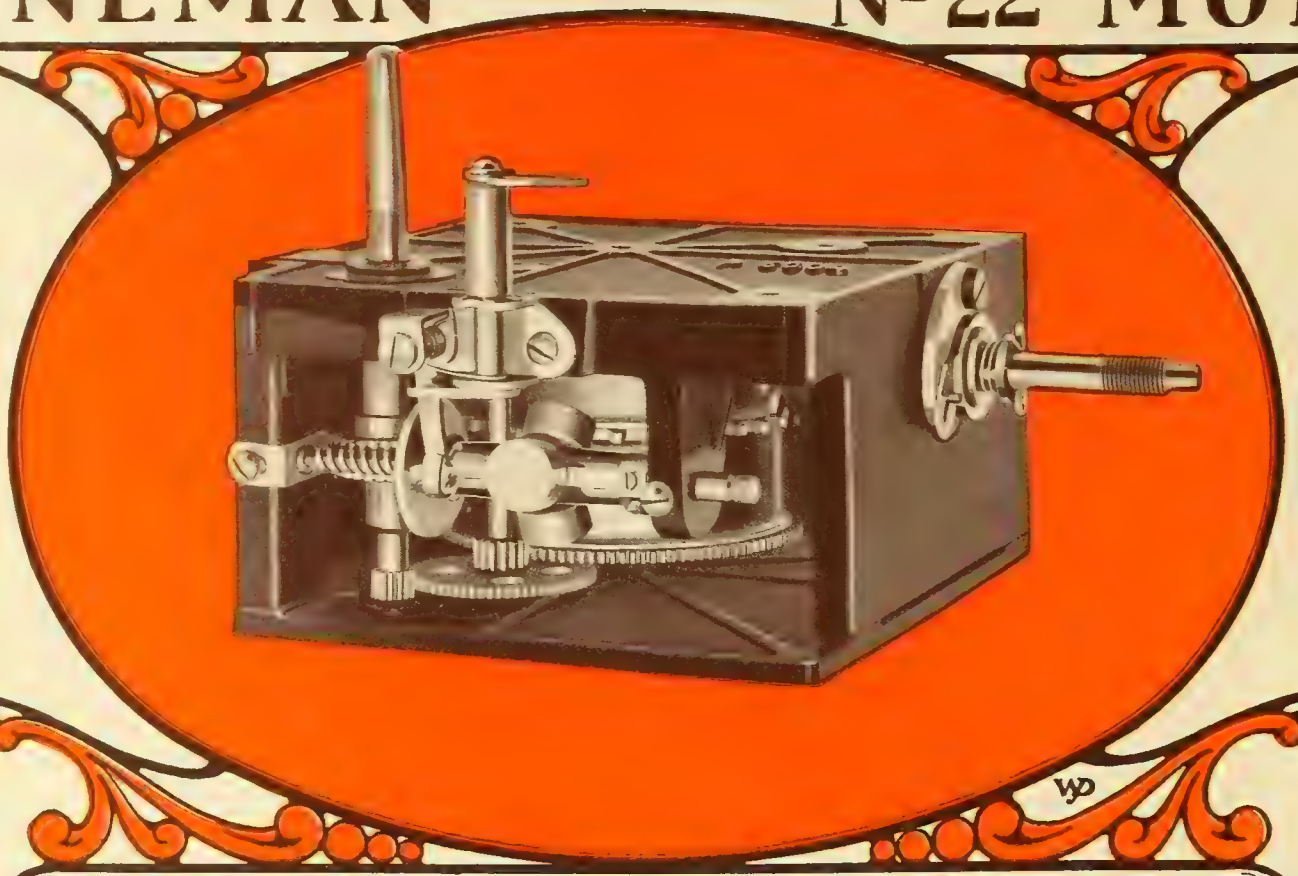
Part No.	Description
6013	Washer used under No. 2472 Screw
6028	Motor Frame with Bottom Plate
6092	Speed Regulator Lever
6097	Speed Regulator Cam Post Assembly
9234	Governor Spring Washer
9236	Pin used in Winding Shaft
9401	Spring Barrel Winding Gear
9402	Spring Barrel Driving Gear
9404	Spring Barrel Complete
9406	Spring Cup
9749	Spring Barrel Screw
9753	Spring Barrel Shaft
9764	Main Spring
9768BE	Motor Frame only
9774	Intermediate Gear
9784	Ratchet Wheel
9786	Pawl Guide
9788	Pawl
9789	Governor Bearing
9799	Turntable Shaft
9803	Screw for attaching Pawl
9806	Winding Shaft Collar
9846	Governor Bearing Retainer
9962	Winding Shaft
10317	Cotter Pin
10334	Small Metal Washer used on Winding Shaft
10336	Coil Spring used on Winding Shaft

ACCESSORIES

	Part No. Nickel	Gold
Standard straight edge felt covered 12″ Turntable	9662	10277
Okeh sloping edge velvet covered 12″ Turntable	5564	5747
Brake used with straight edge Turntable	9409	10079
Brake used with sloping edge Turntable	5707	5746
Speed Regulator Pointer	5437	5694
Speed Regulator Dial	6492	6493
Escutcheon—Metal only	5012	5013
Escutcheon—Fibre only	5019	

	Part No. Nickel	Gold
Escutcheon—Complete	5020	5025
Motor Mounting Screw	2963	
Rubber Mounting Washer	9804	
Steel Mounting Washer	9809	
Winding Handles		
6½″ Long (inside of bend to end)	5963	5964
5¾″ Long (inside of bend to end)	6467	6469
4¼″ Long (inside of bend to end)	6472	6474

HEINEMAN — No. 22 MOTOR



Capacity

3 average 10″ or 2 average 12″ records (one side) with one winding.

Accessories

Standard straight edge 12″ felt-covered turntable.
Winding handle, escutcheon and brake.
Arrow pointer and dial.
Suspension bolts and washers.
Okeh sloping edge velvet covered 12″ turntable can be supplied at an extra charge, if desired.

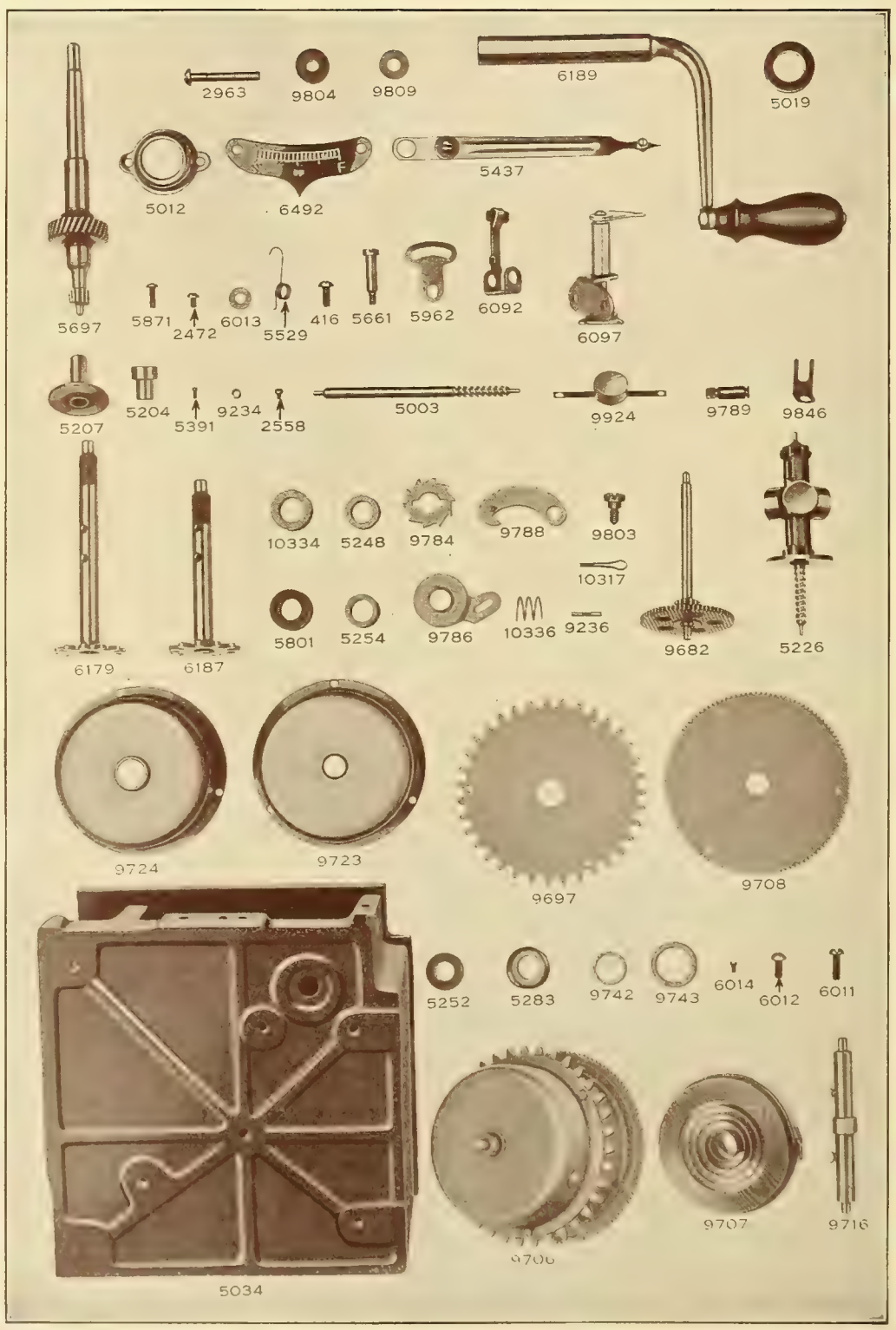
Type

Horizontal springs (2).
Arrow pointer and dial speed regulator.
Worm drive with intermediate gear.
Sprocket wind.

Qualities

Heavy semi-enclosed casing, giving splendid "eye-value."
Uniform speed.
Quiet running.
Good pulling power.
Very strong and durable in construction.

Specially Adapted for Low-Priced Console and Upright Phonographs



Part No.	Description
6012	Screw for attaching Bottom Plate
6013	Washer used under No. 2472 Screw
6014	Spring Barrel Screw
6092	Speed Regulator Lever
6097	Speed Regulator Cam Post Assembly
6179	Winding Shaft (Long)
6187	Winding Shaft (Short)
9234	Governor Spring Washer
9236	Pin used in Winding Shaft
9682	Intermediate Gear
9697	Spring Barrel Winding Gear
9706	Spring Barrel Complete
9707	Main Spring
9708	Spring Barrel Driving Gear
9716	Spring Barrel Shaft
9723	Upper Spring Cup
9724	Lower Spring Cup
9742	Lower Spring Barrel Spacer
9743	Upper Spring Barrel Spacer
9784	Ratchet Wheel
9786	Pawl Guide
9788	Pawl
9789	Governor Bearing
9803	Screw for attaching Pawl
9846	Governor Bearing Retainer
9924	Governor Spring and Weight
10317	Cotter Pin
10334	Small Metal Washer used on Winding Shaft

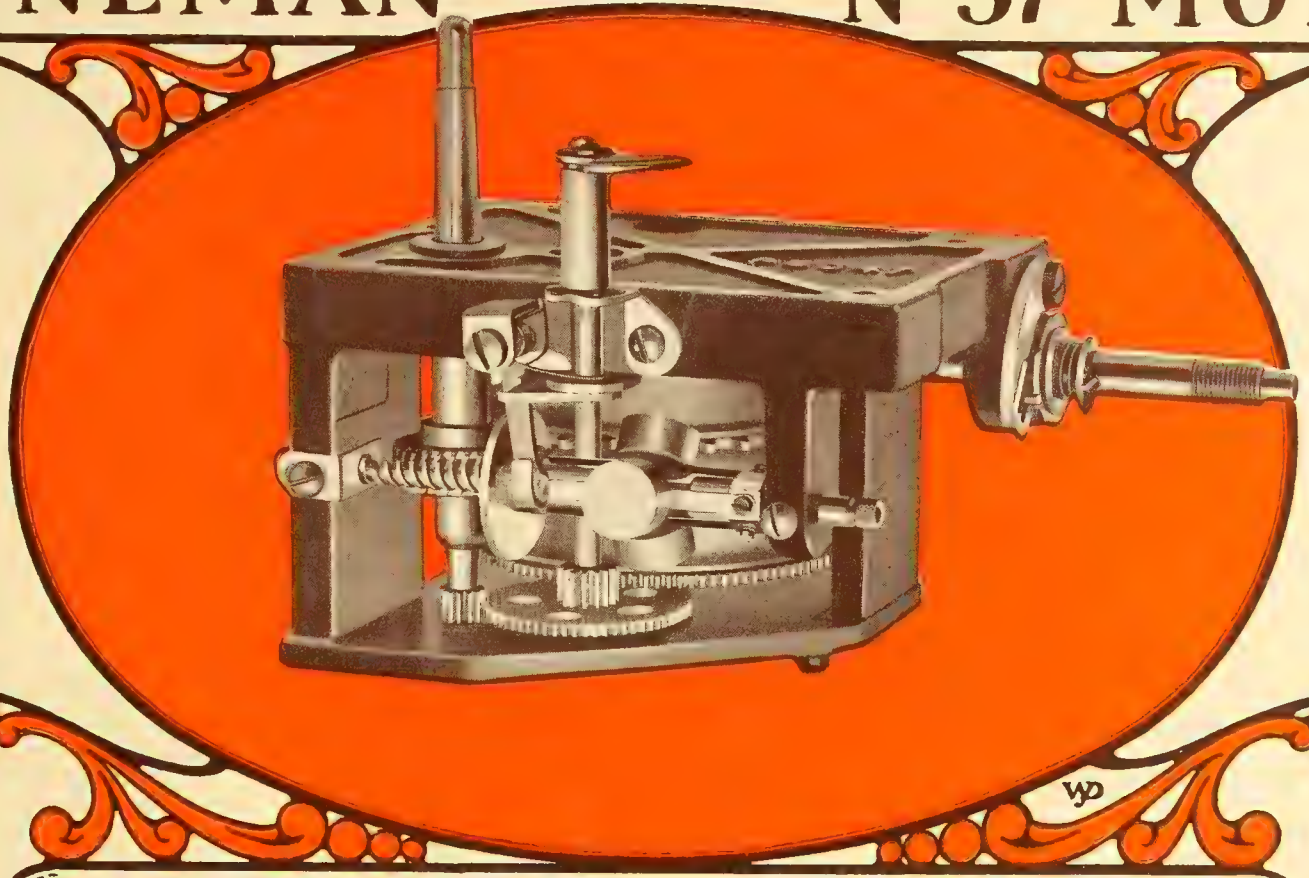
Part No.	Description
10336	Coil Spring used on Winding Shaft
416	8/32 Screw for attaching No. 6097 to Motor Frame
2472	Screw for attaching Pointer Adjuster Plate to Pointer
2558	Screw for attaching Governor Springs
5003	Governor Shaft
5004BE	Motor Frame only
5006BE	Bottom Plate only
5034	Motor Frame with Bottom Plate
5204	Governor Collar
5207	Governor Disc
5226	Governor Complete
5248	Large Steel Washer used on Winding Shaft
5252	Felt Oil Retainer used around Turntable Shaft
5254	Fibre Washer used on Winding Shaft
5283	Retainer for Felt Oil Retainer
5391	Governor Set Screw
5529	Speed Regulator Tension Spring
5661	Special Screw for attaching No. 6097 to Motor Frame
5697	Turntable Shaft
5801	Fibre Spacer used on Winding Shaft
5871	Screw for attaching Pointer to Speed Regulator Cam Post
5962	Pointer Adjuster Plate
6011	Governor Bearing Set Screw

ACCESSORIES

	Part No.
Standard straight edge felt covered 12″ Turntable	9662
Okeh sloping edge velvet covered 12″ Turntable	5564
Brake used with straight edge Turntable	9109
Brake used with sloping edge Turntable	5707
Speed Regulator Pointer	5437
Speed Regulator Dial	6492
Escutcheon Metal only	5012
Escutcheon Fibre only	5019

		Part No.
Escutcheon Complete		5020
Motor mounting Screw		2963
Rubber mounting Washer		9804
Steel mounting Washer		9809
Winding Handles		
2⅞″	Long (inside of bend to end)	6182
6¾″	Long (inside of bend to end)	6184
4″	Long (inside of bend to end)	6189

HEINEMAN — No. 37 MOTOR



Capacity

3 average 10″ or 2 average 12″ records (one side) with one winding.

Accessories

Standard straight edge 12″ felt-covered turntable.
Winding handle, escutcheon and brake.
Arrow pointer and dial.
Suspension bolts and washers.
Okeh sloping edge velvet covered 12″ turntable can be supplied at an extra charge, if desired.

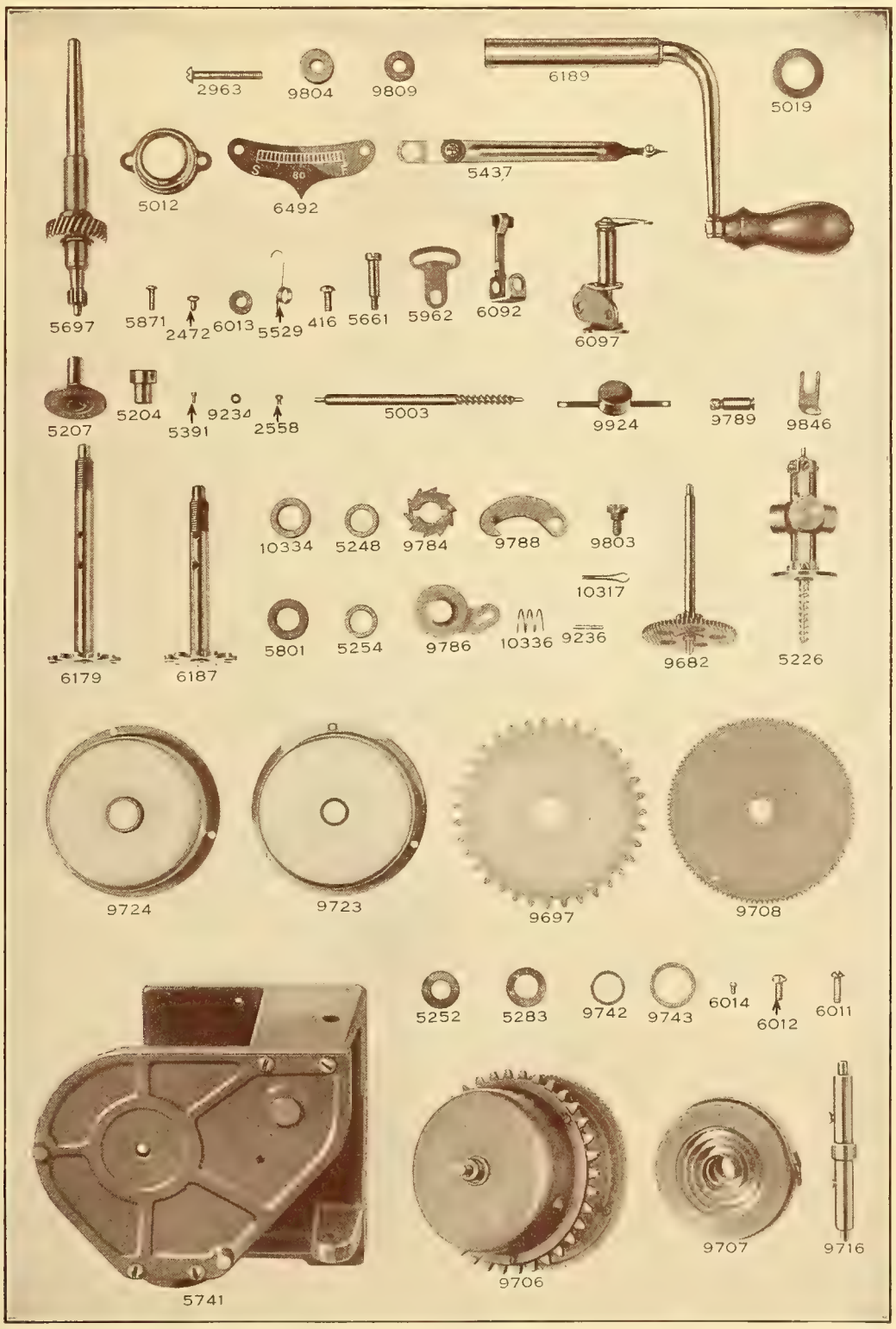
Type

Horizontal springs (2).
Arrow pointer and dial speed regulator.
Worm drive with intermediate gear.
Sprocket wind.

Qualities

Uniform speed.
Quiet running.
Good pulling power.
Light in weight, but strong and durable in construction.

Motor Specially Adapted for High Grade Portable and Table Machines



Part No.	Description
6014	Spring Barrel Screw
6092	Speed Regulator Lever
6097	Speed Regulator Cam Post Assembly
9234	Governor Spring Washer
9236	Pin used in Winding Shaft
9682	Intermediate Gear
9697	Spring Barrel Winding Gear
9706	Spring Barrel Complete.
9707	Main Spring
9708	Spring Barrel Winding Gear
9716	Spring Barrel Shaft
9723	Upper Spring Cup
9724	Lower Spring Cup
9742	Lower Spring Barrel Spacer
9743	Upper Spring Barrel Spacer
9784	Ratchet Wheel
9786	Pawl Guide
9788	Pawl
9789	Governor Bearing
9803	Screw for attaching Pawl
9846	Governor Bearing Retainer
9924	Governor Spring and Weight
10317	Cotter Pin
10334	Small Metal Washer used on Winding Shaft
10336	Coil Spring used on Winding Shaft

WINDING SHAFTS

6179	Long—3/8″ diameter
6187	Short—3/8″ diameter
6109	Long—3/8″ diameter (1/4″ at thread)
NS Sk444	Short—3/8″ diameter (1/4″ at thread)

Part No.	Description
416	8/32 Srew for attaching No. 6097 to Motor Frame
2472	Screw for attaching Pointer Adjuster Plate to Pointer
2558	Screw for attaching Governor Springs
5003	Governor Shaft
5204	Governor Collar
5207	Governor Disc
5226	Governor Complete
5248	Large Steel Washer used on Winding Shaft
5252	Felt Oil Retainer used around Turntable Shaft
5254	Fibre Washer used on Winding Shaft
5283	Retainer for Felt Oil Retainer
5391	Governor Set Screw
5529	Speed Regulator Tension Spring
5547	Motor Frame only
5661	Special Screw for attaching No. 6097 to Motor Frame
5567	Bottom Plate only
5697	Turntable Shaft
5741	Motor Frame with Bottom Plate
5801	Fibre Spacer used on Winding Shaft
5871	Screw for attaching Pointer to Speed Regulator Cam Post
5962	Pointer Adjuster Plate
6011	Governor Bearing Set Screw
6012	Screw for attaching Bottom Plate
6013	Washer used under No. 2472 Screw

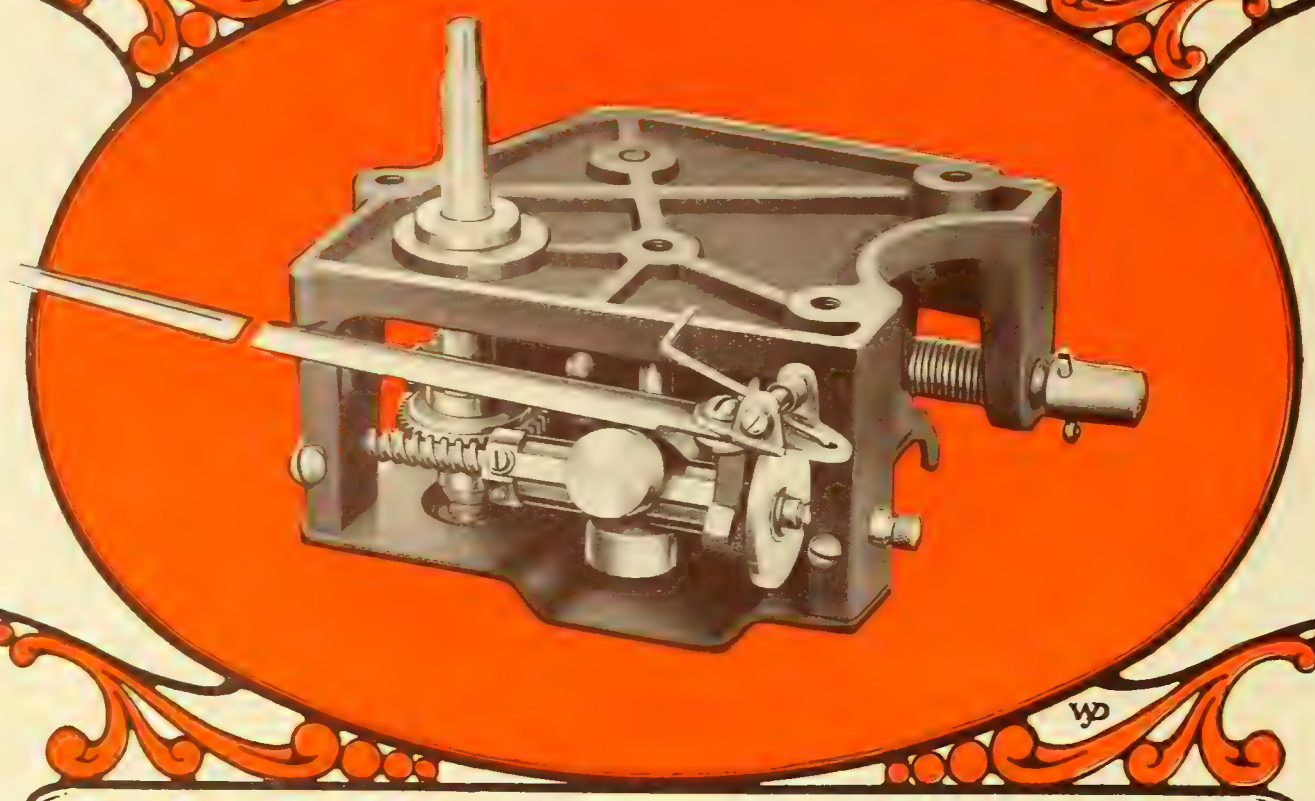
ACCESSORIES

	Part No.
Standard straight edge felt covered 10″ Turntable	9661
Standard straight edge felt covered 12″ Turntable	9662
Okeh sloping edge velvet covered 12″ Turntable	5564
Brake used with straight edge Turntable	9409
Brake used with sloping edge Turntable	5707
Speed Regulator Pointer	5437
Speed Regulator Dial	6492
Escutcheon—Metal only	5012
Escutcheon—Fibre only	5019
Escutcheon—Complete	5020
Escutcheon—Complete for use with handle of 3/8″ stock	5015
Motor Mounting Screw	2962

Winding Handles

	Part No.
7/8″ Long (inside of bend to end), 9/16″ stock	6182
6 1/4″ Long (inside of bend to end), 9/16″ stock	6184
4″ Long (inside of bend to end), 9/16″ stock	6189
Above handles used only with shafts 3/8″ diameter at thread.	
2 7/8″ Long (inside of bend to end), 9/16″ stock	465
6 1/4″ Long (inside of bend to end), 9/16″ stock	436
4″ Long (inside of bend to end), 9/16″ stock	5085
3 1/16″ Long (inside of bend to end), 3/8″ stock	5832
Above handles used only with shafts 1/4″ diameter at thread.	

HEINEMAN FLYER MOTOR



Capacity

Average 10" or 12" to 1½ 12" records (one side) with one winding.

Qualities

Quiet running.
Quiet and easy winding.
Light in weight.
Simple, durable and substantial in construction.

Type

Single Spring.
Worm drive.
Sprocket wind.

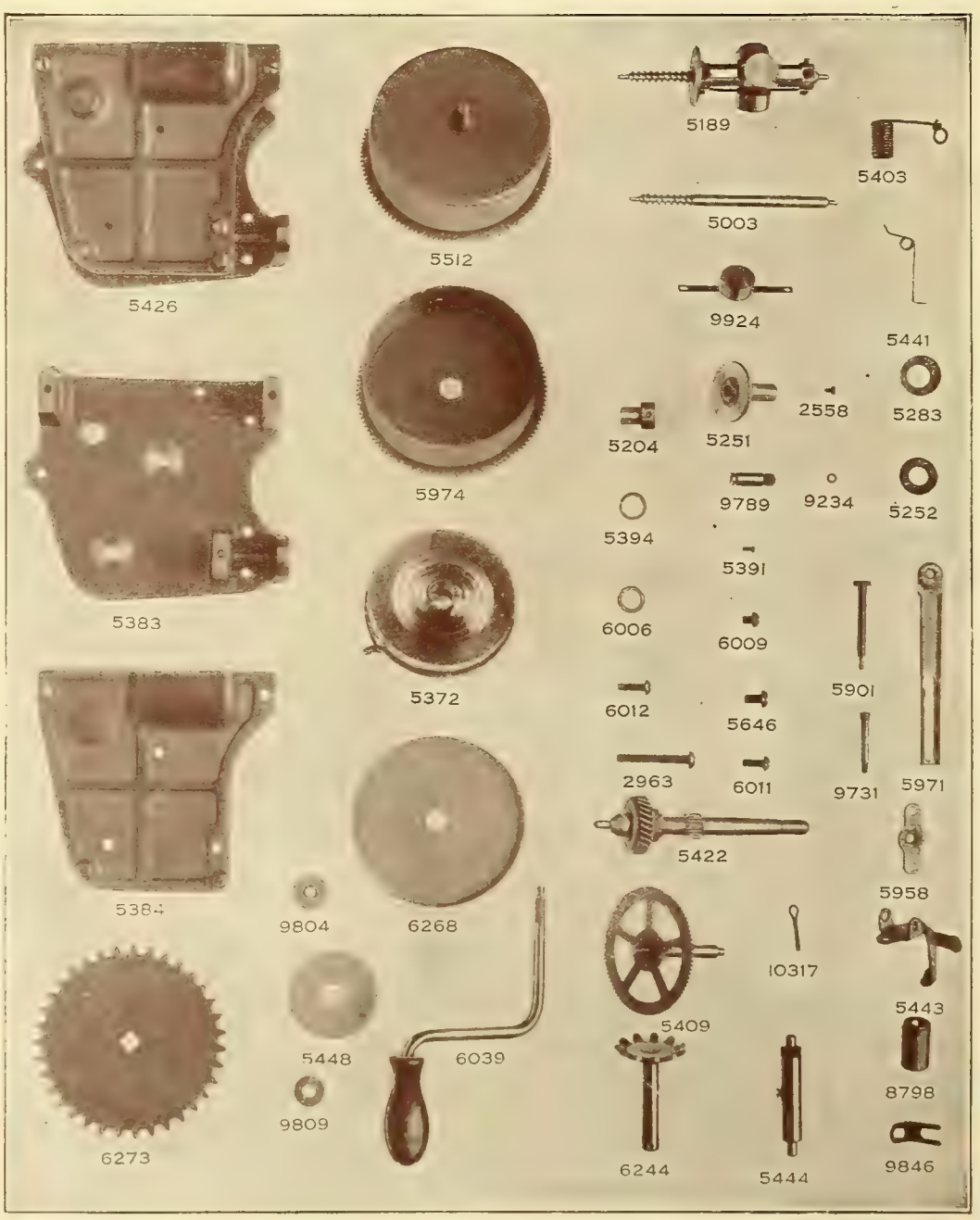
Accessories

Standard straight edge felt covered 10" turntable.
Winding handle, escutcheon and brake.
Top speed regulator screw and plate (for use on either side of cabinet as specified).
Suspension bolts and washers.

Supplied regularly with No. 5832 handle.

Specially Adapted for Low-Priced Portable Machines

The Most Powerful Motor of Its Size



Part No.	Description
517	Winding Shaft Coupling (threaded on outside)
2558	Governor Spring Screw
5003	Governor Shaft
5189	Governor Complete
5204	Governor Collar
5251	Governor Disc
5252	Felt Oil Retainer used around Turntable Shaft
5283	Retainer for No. 5252 Felt
5372	Main Spring
5383	Motor Frame
5384	Motor Bottom Plate
5391	Screw for holding Governor Collar to Shaft
5394	Upper Spring Barrel Collar
5403	Winding Shaft Tension Spring
5409	Intermediate Gear
5422	Turntable Shaft
5426	Motor Frame and Bottom Plate Ass'm
5441	Speed Regulator Tension Spring
5443	Speed Regulator Bracket
5444	Spring Barrel Shaft
5448	Fibre Spring Barrel Spacer
5512	Spring Barrel Complete
[illegible]	Screw Used to Attach No. 5403 Spring to Motor Casting

Part No.	Description
5971	Speed Regulator Lever (specify length required)
5974	Spring Cup and Gear Ass'm
6006	Spacing Washer used on Winding Shaft
6009	Screw for attaching No. 5136 Speed Regulator Lever to No. 5443 Bracket
6011	Governor Bearing Set Screw
6012	Screw for attaching No. 5384 Bottom Plate to No. 5383 Motor Frame
6244	Winding Shaft and Pinion Gear Ass'm
6268	Spring Barrel Cover
6273	Spring Barrel Winding Gear
8798	Winding Shaft Coupling (threaded on inside)
9234	Governor Spring Washer
9731	Screw for attaching No. 5443 Speed Regulator Bracket to Motor Frame
9789	Governor Bearing
9846	Governor Bearing Retainer Clip
9924	Governor Spring and Weight
10317	Cotter Pin

ACCESSORIES

	Part No.
Standard [illegible] felt covered 10" Turntable	9661
Brake for Turntable	9408
Speed Regulator Screw	5901
Speed Regulator Screw Escutcheon for use on right hand side of Cabinet	5958
Speed Regulator Screw Escutcheon for use on left hand side of Cabinet	6086
Escutcheon for Handle complete	5015
Motor Mounting Screw	2963
Rubber Mounting Washer	9804
Steel Mounting Washer	9809

Winding Handles

		Part No.
3 1/16"	Long (inside of bend to end)	5832
2 1/8"	Long (inside of bend to end)	6039
3 5/8"	Long (inside of bend to end)	10068

Uphold Radio Manufacturer's Guarantee

By Passing on to the Consumer the Guarantee and Insisting That Its Terms Be Lived Up to the Retailer Really Protects Himself

There are so many radio sets assembled by reputable manufacturers and sold as complete units, backed by the manufacturer's full guarantee as to construction and operation, that the dealer should have little difficulty in selecting a line that will meet the requirements of the radio buyers in his particular vicinity with confidence that what he is selling will do what it is claimed to do, provided the manufacturer has been strictly honest and not over-enthusiastic in those claims.

The Demonstration and the Guarantee

Under these conditions the dealer can pass on to the customer the manufacturer's guarantee of construction and performance as he has demonstrated to the satisfaction of the customer and himself that the receiver will function properly in the customer's own home. This home demonstration is an absolute necessity, whether asked for by the customer or not, for it will save many an argument by proving in the presence of the dealer or his representative that the set has been properly installed and will operate.

In passing on the guarantee, however, it is well for the dealer to be particularly cautious in specifying that the warranty holds good only so long as the interior of the set has not been tampered with by the customer. If this reservation is not made the dealer is very likely to be called upon to exchange or make a refund on more than one receiver upon which some amateur has been experimenting in an effort to improve it according to his own ideas.

A Dealer Tells of His Experiences

A talking machine dealer near New York had two experiences along this line within a couple of weeks of each other recently. In one case his man had installed and tested the receiver and it worked particularly well, although, owing to the location of the customer's home and other local conditions, it was not possible to get any remarkable distance. A couple of months after the installation the customer came in, declared the set was not working, and demanded that the dealer exchange it for a new one. The service man called at the home and found that so far as selectivity was concerned, nine local stations came in as though only one was broadcasting; this in the face of the fact that the set originally was noteworthy for its selectivity.

After the usual tube and battery tests were made, and the aerial examined, though the service man felt that the trouble did not lie in that direction, an investigation of the hookup brought to light the fact that a friend of the customer had taken it upon himself to substitute for the original coil a special type of coil for which many advertised claims were made and had also replaced the forty-three plate condenser with a much touted "low loss" type, on the plea that he would increase the distance-getting qualities of the outfit.

Why the Dealer Refused an Adjustment

The trouble lay in the fact that neither the coil nor the condenser were suited for that particular set, and the result was that instead of improving it, its receptive qualities had been practically ruined. Upon the report of his service man the dealer refused absolutely to replace the outfit or make any adjustment whatever, much to the indignation of the customer, even though he admitted the changes in parts.

In another case the customer himself had taken occasion to provide connections for a C-battery, though no such provision was made in the original set. In his efforts he practically ruined one perfectly good transformer and had cut down the receptive qualities of the set about 75 per cent. In this particular case the service man made the necessary repairs and collected for his services over the protests of the customer who insisted that the guarantee should cover all attempts to "improve" the receiver.

The Dealer Must Always Be on Guard

So far as the handling of radio goes the majority of talking machine dealers are living and learning, and almost daily there crops up some little detail that is calculated to cause trouble unless the dealer profits by experience and takes the necessary steps to meet the situation. In his guarantee covering the machine the dealer naturally points out that it only applies to the stripped set and does not cover the life of tubes or batteries. If he will go one step further, however, and specify in writing that the guarantee applies to the stripped set only where it is left in its original state and is not tampered with, he will save himself and his service man much trouble, and at the same time eliminate the chance of making a bad friend out of a trusting customer.

Participate in Campaign

The Liberty Music Shoppe, Harold Weeks' Brunswick Shop, Bush & Lane, Seattle Music House, Hopper-Kelly and Frederick & Nelson participated in the big campaign instituted by the Brunswick Co. to introduce their latest product, the Brunswick-Radiola, in Seattle.

5 novel features make this the Radio Horn you can sell easily

CHARMITONE LOUD SINGER

Beautiful Appearance

One-piece horn, sparkling dark gray Crystalline finish with silver-plated metal parts. Perfect workmanship in every detail.

Model J-10 shown above.

Model H-8, with straight horn, complete $18.50

Extra Stethoscopes, complete, each.. $1.50

1— TWO-in-ONE ACTION: tuning and amplifying off the same master phone in base of horn.

2— NO HEAD PHONES NEEDED: Supersensitive Stethoscope Attachment eliminates necessity for head phones.

3— EASY TO OPERATE: tuning is done with Stethoscope in ears; then one turn on lever cuts out Stethoscope and operates horn. No plugging in and out of radio set.

4— ANY NUMBER STETHOSCOPES may be used for listening without extra drain on batteries or loss of volume.

5— ADJUSTABLE VOLUME CONTROL: same lever controls volume, from soft to loud, in both Stethoscope and horn.

The CHARMITONE LOUD SINGER is rapidly becoming the favored instrument of enthusiasts, due to its remarkable musical performance, its patented mechanical features which assure ease of operation and its beautiful appearance. It is a sure money-maker for any Radio Department.

If your Jobber does not handle CHARMITONE, write us for Dealer's terms.

DUAL LOUD SPEAKER CO.

210 West 54th Street New York City

Increasing Sales by the Suggestion Route

Practical Pointers on Increasing the Business Volume Through More Intelligent Selling Methods, by Miss Grayce Van Coutren

[The following interesting paper on "Merchandising Records and Rolls" was read by Miss Grayce Van Coutren, of Kankakee, Ill., at the recent convention of the Illinois Music Merchants' Association, and is reproduced here for the reason that it offers some valuable suggestions on record selling.—Editor.]

We are constantly being reminded that merchandising is the question of the day, the eternal question of the business world. But how many of our salespeople realize that merchandising is a concentrated effort on their part to put over more sales? To put over more sales we must know our stock, and to know our stock we must make a study of it.

As the new rolls and records are released, go over the list carefully and if there are any numbers that you are not familiar with, find out all you can about the number, the composer and the artist. If you haven't a library of your own, go to the public library, or consult your "Book of the Opera," but find out something interesting to tell about each roll and record that you sell.

A popular roll will sell itself. Does not that suggest for itself that the power of suggestion has been lacking in not presenting rolls and music of different appeal? In playing an operatic roll for my customer I find that he listens more attentively if the story of the roll is given him first. In presenting a roll or record call attention particularly to something interesting in the composition. Get him to listen for it; you are keeping his mind on the subject and not letting it wander to the various other things in the store that might distract.

Salesmanship is the ability to meet thought and action, and I find it an excellent plan to vary my roll presentation. For instance, I dislike to play two rolls of similar appeal in succession. Rather arrange the demonstration so that each record or roll will not fail to make its own appeal.

Customers may be divided into three classes —the reflective type, melody or harmony will appeal to them; the active type, rhythm or dance music will appeal to them, and the imaginative type, tell them the story of the number.

In most cases a customer comes into your store with the intention of buying one roll or record. Right there is where the salesman who is on the job has an excellent opportunity to interest the customer in something of the better type of music. I also find that an excellent tonic for the customer afflicted with the malady —"I want something, but I do not know what I want." That customer is fed up with the popular music of the day, and is ready for some of the big things in the music world. Do not misconstrue, I am not prejudiced against the dance music—it is all right in its place and I appreciate a good foot tickler as well as anyone.

Looking over the catalog and the numbers listed therein should mean more than just a title and number. Let us be able to know the theme, something about the composition and the artist, and let us be able to present our rolls in such order that they will sell themselves.

It is a great temptation for the busy clerk to fall into machine-like ways, one who waits on a customer because it is all in a day's work. But it is a mistake. I do not refer so much to the feeling of the customer when he entered your store, because, perhaps, you do not care very much about the customer personally. But you do want him to feel upon leaving that when he is in need of anything in your line he will come back. And to have them come back you must be human. No doubt there are times when you are tired, down and out and business is dull, but that is not the time to sit around with a long face. Smile and act the part if you can not feel it. Pretend to be interested in each and every customer; lay in a supply of pleasant things to say to each customer. That's not being a hypocrite—it is business.

Some one said the public is a great baby—that's true—I am one of it and I'd flee a sour-faced clerk like I'd flee a hornet, for I know that sooner or later I am going to be stung. It might be well to remember that molasses will catch more flies than vinegar.

Just to illustrate I will tell you a little story of an incident that happened in the southern part of the State. I had gone to this town to visit some friends, and naturally the music store had a special attraction for me, so I volunteered to help this dealer arrange his stock with a little more system. A lady came into the store and wanted to listen to some rolls. The saleslady played three or four for her and it seemed they did not meet with the approval of this lady, who I suppose was one of our musical pests. The saleslady said "Well, I guess that is all we have that would be of interest to you." The customer immediately began to make arrangements to leave the store. Just as she passed me, I said to her, "This is a very pretty number. Let me play it for you." I ushered her down to a booth and played the popular Spanish number, "La Paloma," for her. She was very much impressed and bought the roll. Then I selected a little novelette, "Flying Clouds." She registered surprise and said, "I am pleased to have had you suggest these numbers." Then I took a supplement and marked several rolls of similar appeal, and I am sure the dealer has sold her some of these.

Why snap at a customer? Why lose patience? It is all in a lifetime. No doubt many of our customers forget themselves, but let us not descend to the yellow dog level of the insolent customer—smile—it will mean money in your pocket.

Canvassing the Foreign Communities Profitable

F. A. North Co.'s Retail Branch in Philadelphia Finds Foreign Communities an Excellent Sales Field—Canvassing Gets Results

Canvassing is proving a productive means of making sales for the Germantown avenue branch of the F. A. North Co., Philadelphia, Pa. Manuel Salasin, manager of the store, is a firm believer in canvassing and himself spends considerable time on the outside. The concern is taking advantage of the sales possibilities in the foreign sections of the city with the aid of two salesmen. One, who is Polish, goes after people of this nationality and an Italian salesman visits the Italian quarter. Mr. Salasin himself speaks or has an understanding of several languages, including Jewish, German, French and Spanish.

The two foreign canvassers make no effort to sell. Their activity is confined merely to locating prospects. The closing is done by another salesman, to whom the canvassers report their prospects. Through this method of selling the F. A. North branch has succeeded in building up an excellent machine business.

Joseph Altieri, 735 Pembroke street, Bridgeport, Conn., recently visited the New York branch of the Columbia Co.

Morrison

Loud Speaker

for

$5.00

List

Was $10—Now $5

In the so-called dull season nothing has stimulated the radio business like the tremendous Morrison price reduction. Dealers who said loud speakers wouldn't sell are piling up profits every day on the $5.00 list famous Morrison unit.

It's logical. Radio fans know Morrison's sterling qualities. Those who hesitated at paying $10.00 for a unit and those with other units are quick to recognize the wonderful value at this new price.

The unit is exactly the same unit previously sold for $10.00. We have got down to a real production basis with its consequent efficiency in buying and manufacturing economies.

Music Dealers

With this Morrison unit for $5.00 you can stimulate a real business in radio. You'll find your customers who own a radio set eager to have a Morrison unit. If you aren't familiar with our plan and discounts write for details. And see that your order for a reasonable quantity comes in early.

MORRISON LABORATORIES, Inc.

327 East Jefferson Ave.

DETROIT, MICH.

UNIFORM QUALITY = UNIFORM RESULTS

You can safely rely upon the quality of our

COTTON FLOCKS for PHONOGRAPH RECORDS

Write for samples and quotations

CLAREMONT WASTE MFG. CO. Claremont, N. H.

Join the Majority

A PROVEN TICKET

PEARSALL SERVICE

BALLOT

Victor dealers putting their cross in this circle are assured of the best to be had in Victor distribution.

❖

Ask any Pearsall dealer, he'll tell you.

❖

"Desire to serve, plus ability"

10 EAST 39th ST. NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

THOS. F. GREEN

Taking "Chance" Out of Radio Retailing

Charles O. Luedeke Started With Fifteen Lines and Eliminated All But Four—He Explains Why and Describes His Sales Policy

What lines shall we handle and how shall we sell them? That, briefly, was the problem which faced Charles O. Luedeke, manager of the talking machine and radio department of the Ludwig Piano Co., Philadelphia, Pa., last March when the firm decided to add radio to its stock. How effectively these two problems, which must be faced by every dealer, were solved, making the Ludwig department one of the most successful in many ways in the State, is replete with constructive information.

Started With Fifteen Lines

Mr. Luedeke decided that in order to secure the best lines of radio his best bet would be to try all of those which seemed to him worth while. Accordingly, he made arrangements to handle fifteen lines and he immediately became a very busy man, testing out the claims made for each product by taking the sets home and making his observations from actual operation. At first he considered stocking as many lines as possible in order to be able to supply the demand for any of the leading radio sets, but experience soon proved that three or four representative lines could more easily be sold, a smaller investment was required for stock and the general overhead was much smaller. To make a long story short, four lines were finally selected as the ones best suited for merchandising in that locality, and a complete stock of each product is handled. Before making his final selection, according to Mr. Luedeke, he considered many things. First, there was the efficiency of the set itself; second, the men in back of the manufacturing of the product; national publicity of the manufacturer, price in relation to quality, etc.

"We based our decision on these points," said Mr. Luedeke, "because we realized that if the concern behind the product was of the right type we could be sure of a stable line of merchandise. The matter of national publicity is a most important one, I believe. In our own case the sets we handle are widely known in this vicinity through national advertising, and naturally this is reflected in the demand. Price and quality are two very vital considerations. If the price is too high for the quality of the product there is bound to be trouble with customers who later realize this.

Right Selling and Service

"Right selling is one way to cut down the service charge in connection with radio merchandising. By that I mean the salesman must know what he is talking about, he must not exaggerate, and if he is unable to answer any query which a customer may make he should find out the facts before answering. Most complaints occur because salesmen make claims which customers naturally expect fulfilled and when the set does not do what is expected of it there is trouble at once. Now I know what the sets I handle are capable of doing in the way of reception and I am in a position to give prospects facts regarding our line. Furthermore, when a set has been sold and installed in the customer's home I visit the family in the evening and prove my claims. If the set does not operate as it should we immediately take it out and try another. The point is that we do not leave a customer to his own devices until our claims have been proved beyond a shadow of doubt. Since we installed radio last March we have placed over 100 sets and so far we have received only one complaint, and that was not the fault of the set, but of incorrect installation. Modern radio sets are very near foolproof, and they will not go wrong unless customers tinker with them. We impress on the customers' minds that they should not fool around with the mechanism, that in connecting the set it is only necessary to connect the battery plugs, that there is an upkeep expense in connection with radio in that batteries should be replaced when they run down. We also emphasize that this is a natural wear and the expense of replacements is small in comparison with the entertainment and educational return received.

"Service, of course, is essential. The dealer should be prepared to give expert service to his patrons, but, as I said before, I do not believe that there is any necessity of carrying service to the point where profits are eaten up. We maintain a service department, but so far it has been called upon very little. There is no secret about that. It is simply a matter of educating the customer, and that is a most important function of the salesman in selling radio.

Preparedness for Demonstrations

"Another factor for clinching sales is in being prepared to demonstrate immediately, provided, of course, there is something 'on the air.' We have models of every line we handle hooked up in our demonstration rooms so that a prospect can hear the various sets in operation and make his own comparisons. We also arrange for home demonstrations, and in order to be certain that a customer is satisfied, we even go to the length of permitting him to operate the set in his home for one or two evenings, and if after this test it does not satisfy we will take it back without argument, provided it has not been damaged. It is much better to do this than to compel a customer to keep a set once he has signed a contract and then receive constant complaints and have him disgruntled because he thinks he did not make a good buy."

Thor Speaker Lamp

[Patents Pending]

—let this companionable Radio Gift brighten your home Christmas!

DECEMBER Radio magazines carry this appealing slogan and picture of the Thor Speaker Lamp.

December is going to see hundreds and hundreds of music stores featuring the Thor Speaker Lamp in their windows, tying up with this advertising.

These progressive dealers who are attempting to satisfy the craze for Radio realize that if these first sales are to stay sold—if these first sales are to make more Radio sales for them—the merchandise sold must be of lasting merit and dominating appeal.

Invariably investigation has convinced such dealers that the Thor Speaker Lamp has both the appeal and the merit. Thor Speaker Lamp is the original combination loud speaker and electric lamp—its imitators are legion. Beware of them!

Thor Speaker Lamp utilizes the speaker unit made by the Dictograph Products Corporation to obtain purity and clarity of tone. It is non-directional—which means that you do not have to sit directly in front of it to hear distinctly. The base is gracefully proportioned of stippled bronze—gold polychrome, and you have a choice of parchment or any color silk shade. Table Lamps list for $35.00—and yield handsome profits for the dealer.

Thor Speaker Lamp is now stocked by all the better musical shops on the Pacific Coast. Certain national franchises are still open. Full details sent upon application.

THOR Radio Division
OF THE
GOLDEN GATE
BRASS MANUFACTURING CO.
1239-1243 SUTTER STREET
SAN FRANCISCO

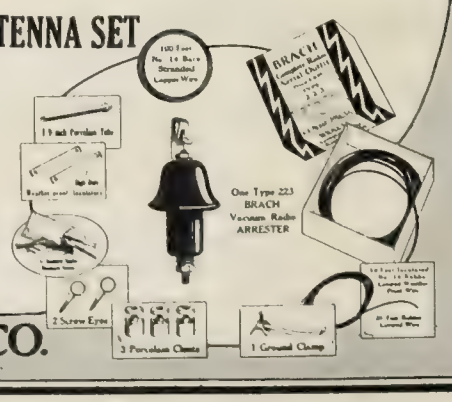
(121)

Experiments cost money!

Dealers need no longer experiment with doubtful material or sell separate parts of radio antenna. Now they can satisfy and delight their customers and save themselves a lot of talk and time by selling the

BRACH COMPLETE RADIO ANTENNA SET
—including Brach Arrester

All the necessary equipment for hooking up an antenna with radio—parts selected by experienced radio engineers — approved by National Board of Fire Underwriters.



L.S.BRACH M'F'G. CO.
NEWARK, N.J. U.S.A.

Why Advertise a Registering Piano in a Phonograph Journal?

For just this reason: we are able to present a product with an active, profitable market, merchandised on much the same lines as are talking machines.

Your merchandise, generally speaking, is nationally advertised. So is the Gulbransen.

Your merchandise, generally speaking, is nationally priced. So is the Gulbransen.

Your merchandise, generally speaking, is at a point where the service expense is so small as to be practically negligible. The same is true of the Gulbransen.

Your merchandise opens a way to continued profit from the original transaction through the sale of records. So does the Gulbransen.

Your manufacturers, generally speaking, concentrate on few styles, requiring minimum investment in stock of machines, by the dealer. So do we, making four models only.

M-O-T-I-O-N *in your window*

Here is the type of up-to-date *moving* window display device that phonograph merchants are accustomed to. A moving Baby. The Gulbransen trade-mark in action.

GULBRANSEN COMPANY
3236 W. Chicago Avenue, Chicago

Gentlemen—Tell us how the Gulbransen "fits in" with a talking machine business.

Name _____

Address _____

City _____

In the phonograph field are some of the world's greatest "human interest" trade marks. The Gulbransen also has such a trade mark—the famous Baby that means "Easy-to-Play".

These are a few reasons why the Gulbransen "fits in" with the average retail talking machine business, and why it is now handled in so many stores of this type. Many merchants heretofore handling talking machines exclusively have changed their policy on account of the Gulbransen opportunity.

You may find that there are many points of similarity in your own case—enabling you to sell Gulbransens at a very slight increase in overhead.

Why not find out? We'll gladly send the full details to any dealer in communities where representation is available. Just fill in the handy coupon.

GULBRANSEN COMPANY
3236 W. Chicago Ave., Chicago

(Pronounced Gul-BRAN-sen)

GULBRANSEN
The *Registering* Piano

Retailers Co-operate in Unique Ad Drive

New Orleans Dealers Get Behind Unusual Advertising Campaign in Local Newspaper and Spread the Idea of Music in the Home

One of the most unique co-operative advertising campaigns ever participated in by the music dealers of any city was recently sponsored by The Item, a leading newspaper of New Orleans, La. The purpose of the campaign was to create an interest in music and musical instruments, and to this end the leading music merchants of the city, including talking machine, piano, musical merchandise and sheet-music dealers, combined to provide the funds. The ad copy appeared in The Item Monday, Wednesday and Friday of each week for a period of three months, the unusual feature of the drive being that no names of dealers were used in the publicity. Full-page ads and smaller space were devoted to bringing the message of music before all classes and types of people, the copy each day carrying a different appeal. Bowden Caldwell, advertising manager of The Item, conceived and energetically carried through the drive, and his interesting comments regarding it, which follow, are worth the attention of the trade:

"The co-operative advertising idea has been tried time and again with about the same results, i. e., a brief spasmodic schedule of copy, usually too small to make any impression in the first place; handled usually along stereotyped lines of copy and art work; and last, but not least, ultimately ruined by incorporating in the advertisements the names of merchants.

"As you can imagine, it was somewhat of a revolutionary undertaking to get all of the dealers together and to secure from them enough money to cover the cost of a campaign of this sort; but now the job is done, and I think all of the participants are very well satisfied with their investment.

"The cost was prorated among the dealers and without exception every one of the important stores in New Orleans was represented. In addition to the exclusive music houses, three department stores handling music as a departmental operation, and one furniture house, which carries a small stock of talking machines, participated. A further interesting feature of this publicity was the fact that the campaign was being paid for not only by piano dealers, but by stores handling only phonographs, by the Conn Co., selling only band instruments, and even by one gentleman who has nothing to sell but sheet music.

"It was quite a problem to handle the copy for this campaign in a way that would promote musical merchandise in general and give a run for their money to the various interests represented. If you will note the strip across the bottom of all this copy you will see that the art angle of this is covered in a rather satisfactory fashion; and that everything from player rolls to grand pianos is a part of the picture. The phonograph shown might be a Victor, Edison, Brunswick, Columbia, Kimball, or any of the rest of them. The same applies to the record, piano, etc.

"The idea in the copy itself was to keep away from high-brow stuff and to confine the appeal through pictures and simple language to just what the title of the campaign indicates and to the thought borne out by the slogan used in all of the advertisements 'Music Makes the Home Happier.' In other words, it was not our intention to go into a campaign for the 'uplift' of music, or to attempt to educate along these lines. What we wanted to do was to get more people interested in music generally; and to strike some note in each piece of copy that would apply directly to some particular group of readers. In the copy, for example, captioned 'Memories,' the obvious idea is that the old couple are harking back, in memory, to their own dancing days, and living these days over again in watching their children (and grandchildren) enjoying themselves to the music of the modern phonograph—said phonograph being in the home and with the family. Other copy in the series, of course, carried out the idea of providing music to keep the young folks at home instead of promoting indirectly the influence of the cabaret, etc. The 'Young

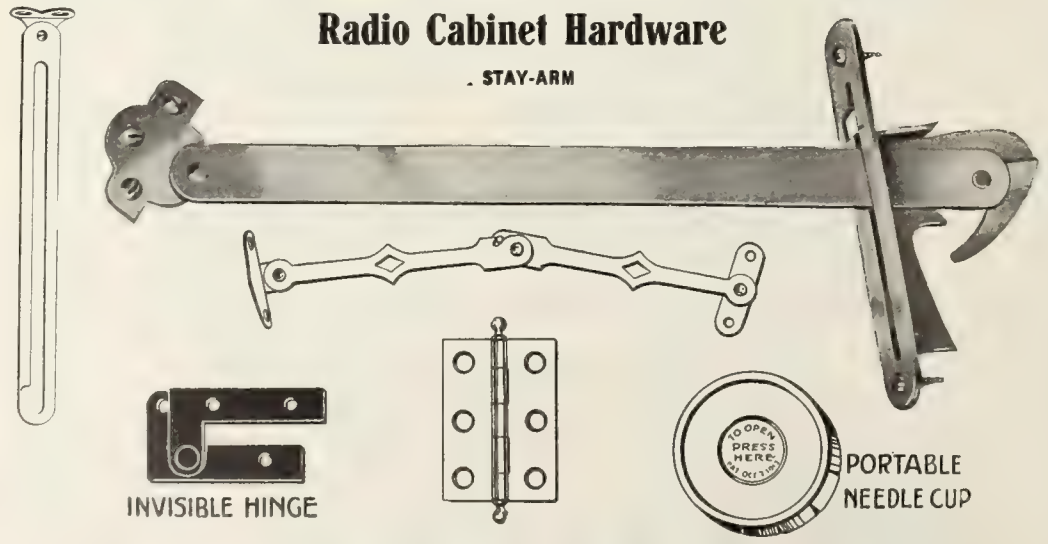
(Continued on page 26)

Three of the Series of Co-operative Ads Which Appeared in The Item and Brought the Message of Music Home in New Orleans

FULL LINE of HARDWARE

FOR UPRIGHT, CONSOLE AND PORTABLE PHONOGRAPHS. IN NICKEL, GOLD AND SPECIAL FINISHES.

Radio Cabinet Hardware



We have been catering to the hardware needs of the talking machine and radio industries for a number of years. Consequently we are in a position to give attention and service of the highest calibre.

H. A. GUDEN CO., Inc.

227 CANAL STREET NEW YORK, N. Y.

Take Your Time

Those who prefer time payments need no longer hesitate—They can install Audak Equipment at once. Our Deferred Payment Plan makes possible the payment for Audaks with the profits from Record Sales and the greatly decreased selling cost.

Any retailer may now join the thousands of other progressive merchants and increase his record business, greatly reduce overhead, conserve space, and add to the effectiveness of his establishment through the purchase of Audak Record Demonstrating Equipment.

Make a decision NOW to run your record department on a more profitable and businesslike basis by putting in Audaks —

The Modern System for Demonstrating and Selling Phonograph Records

Without the Use of Booths

The cost of making this highly profitable change is very small.

RECORD SERVICE WITH AUDAK XT UNIT
This unit supplied complete as shown ready for use on removal from crate.

Read This Letter and See What This Progressive Dealer Says

J. P. MIDDLETON
FORMERLY OF HAYNES, MIDDLETON CO., Inc.
VICTROLAS — 270 NORTH STREET — RECORDS
PITTSFIELD, MASS.

Audak Co.
565 Fifth Ave., New York, N. Y.

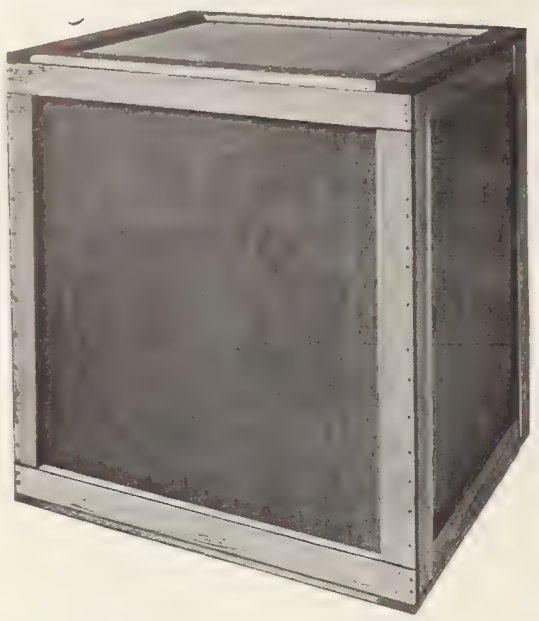
Gentlemen:
The cord you are repairing is part of Audak XT complete unit, bought from Bruno & Sons a few months ago. This is the first Audak on our floor at the street door (we use several Audaks) and has fierce wear from all classes of people. This Audak unit has sold several thousand records and the cord is simply worn out by rough usage. Yours,

J. P. Middleton

Write for detailed information. Representatives in Principal Cities.

AUDAK CO., 565 Fifth Ave. New York, N. Y.

In Canada, Manufactured and Distributed by McLAGAN Phonograph Corp., Ltd., Stratford, Ont.



First Impressions

Note the neat, dignified appearance of Atlas packing cases. The eyes of your customers are immediately attracted and their minds are predisposed in favor of your goods within.

Use a container for shipping your product that is in keeping with its quality. First impressions count.

Atlas Plywood Packing Cases

give proper first impressions, but of even more importance is the saving in freight charges that their lighter weight makes possible. Strength is not sacrificed for this lighter weight. Scientific construction permits heavier loads and gives greater protection.

Our services as packing engineers may be had for the asking. We can help you improve packing and reduce costs.

Atlas Plywood Corp.

PARK SQ. BUILDING BOSTON, MASS.

Largest Manufacturers of Box Shook in New England

Retailers' Unique Ad Drive

(*Continued from page* 24)

Mother,' the 'Tired Business Man,' the 'Four College Chums' who would balk at an evening of mah jongg, but who would stay up until 3 o'clock in the morning while young son accompanies them on the player; the 'Pride of Ownership' idea, etc., are random illustrations of points I tried to bring out.

"The fundamental of the whole thing, of course, is the fact that before the dealer can

Another of the "Item" Ads

sell a player-piano, talking machine, banjo or ukulele he must first create in the heart of the prospective customer a desire for music. If this desire can be created, revived or promoted directly or indirectly, the rest of the operation is simple.

"All I wanted to do was to create through this campaign a wider market for what the dealers had to sell and then let them go ahead in their own way to get their own share of the additional business created in this field through the creation of a greater desire for music.

"The music news page was handled by one of the best men in our editorial department, and was edited with the idea of a general appeal, plus the little incidental box-office angle of the 'Best Sellers' column in which I mentioned the names of the dealers contributing to this campaign."

The successful manner in which this campaign was carried through shows the worth of such a drive and indicates how the dealers in a community, with the co-operation of a local newspaper, can bring the message of music into the homes of the city to their mutual advantage through the resultant general stimulation of the demand for all kinds of musical instruments. Congratulations are due Mr. Caldwell.

New Kennedy Distributors in St. Louis and Dallas

Beck & Corbitt to Distribute in Eastern Missouri and Southern Illinois—Electric Appliance Co. in Dallas Territory

St. Louis, Mo., November 6.—The Colin B. Kennedy Corp., of this city, has recently increased its imposing list of distributors through the addition of Beck & Corbitt, of this city, who have taken on the Kennedy line and will act as distributors for this product in eastern Missouri and southern Illinois. Beck & Corbitt are a very fine automobile house doing a large business with an established clientele.

The Electric Appliance Co., of Dallas, Tex., which was also recently appointed Kennedy distributor, is a big concern with a well-organized sales division. Both of these concerns are very enthusiastic about the Kennedy apparatus, and feel that it is to be a real commanding influence in radio circles. Additional distributors will soon be announced.

A very substantial increase in business is reported for the past month, as compared with the same period a year ago, and it is quite evident that the Colin B. Kennedy radio sets are winning favor throughout the country.

The Clifford Music Shop, Norwalk, Conn., recently erected a large electric sign over the entrance to the store, announcing that the establishment carries Okeh and Odeon records.

Radio Window Displays as Holiday Sales Lure

Simple Displays Are Most Compelling—How J. F. Renner Achieves Effective Windows

In addition to talking machines, records and accessories, receiving sets, headphones, loud speakers, loop aerials and phonograph attachments, which comprise the stock of most music stores nowadays, afford the means of attracting the Christmas radio shopper. Fix up a radio

Appealing J. F. Renner Radio Display

window. Make it simple. Show only the finest apparatus. Put in a few suggestive cards, and surround all with a cheerful Christmas background.

An example of a very successful radio window is that of J. F. Renner, Sandusky, O., illustrated herewith. Color and brightness are supplied by Japanese parasols and lanterns, which set off the beautiful finish of the Zenith sets and Music Master reproducer which are featured.

Yonkers Firm Remodeling

Yonkers, N. Y., November 7.—The Yonkers Talking Machine Co., which operates three stores in this city under the proprietorship of David and Morris Goran, is remodeling its main store at 37 Palisade avenue. The business occupies two floors, the first floor being devoted to the record department and demonstration rooms and the upper floor is a display and stock room. On the first floor also are the sheet music and musical merchandise departments.

The Mead Co., gramophone manufacturer of Birmingham, England, has favored The World with a very interestingly prepared and handsomely printed folder illustrating and describing its line of table and portable instruments.

Phonograph Parts and Supplies

MOTORS, TONEARMS, SOUNDBOXES, SPRINGS AND NEEDLES OUR SPECIALTY

Lowest Prices and Best Qualities Always Available for Delivery Anywhere

Send for Bargain List of Repair Parts and Motors

THE VAL'S ACCESSORY HOUSE, Inc.

110 No. Broadway St. Louis, Mo.

Paul F. Godley

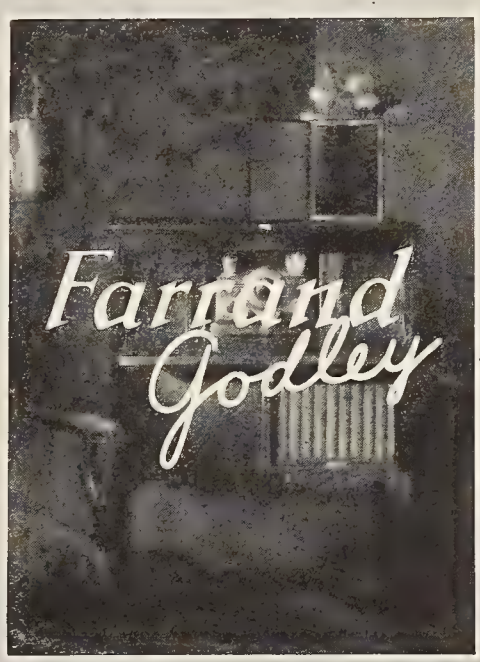
Paul F. Godley is an international figure in the radio world. As the developer of the short wave regenerative receiver, now so familiar to American radio enthusiasts, and as the central figure of the famous trans-Atlantic amateur transmitting tests in 1921, Mr. Godley is known wherever radios are made, sold or used. In 1911—Instructor at Dodges Inst. of Wireless Telegraphy, Valparaiso, Ind. In 1912—Instructor at Collegiate Inst., Port Arthur, Texas. In 1913—"Amazon-to-Andes" radio service for Brazilian Government During World War—Designing Engineer at Marconi Wireless Telegraph Co. 1924—Vice-President and General Manager, the Farrand Mfg Co., Newark, N. J.

C. L. Farrand

C. L. Farrand, President of the Farrand Mfg. Co., has been actively engaged in radio development since 1910. Formerly Chief Design Engineer of the Marconi Wireless Telegraph Company of America; The Liberty Electric Company and the Independent Wireless Company. Also Consulting Engineer for the Pathe Phonograph and Radio Corporation, The Atwater Kent Manufacturing Company, The Wireless Improvement Company, R. E. Thompson Manufacturing Company, The Liberty Electric Corporation, The Talking Picture Corporation and the Picturadio Corporation. During the war, he designed the first successful naval airplane wireless telephone.

DESERVEDLY~

The Symbol of Radio Perfection



C. L. FARRAND
and
PAUL F. GODLEY
Introduce 3 distinct Radio Achievements

Farrand Mfg. Co. Inc. Newark. N.J.

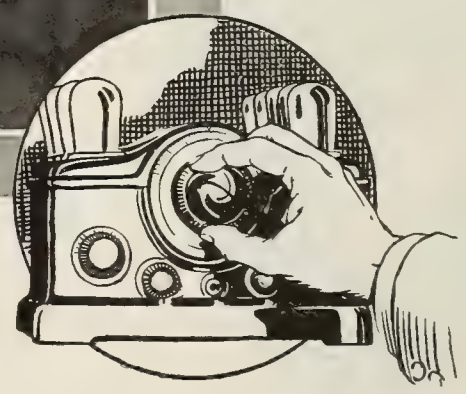
Farrand Godley Single "NINE"

A nine tube, single dial control receiver of the Super-Pliodyne circuit

Receiver . . $195
In Table Cabinet 235
In De Luxe Cabinet 375

Licensed Farrand Agreement. Licensed under Hogan U. S. Patent No. 1,014,002. Other Patents pending

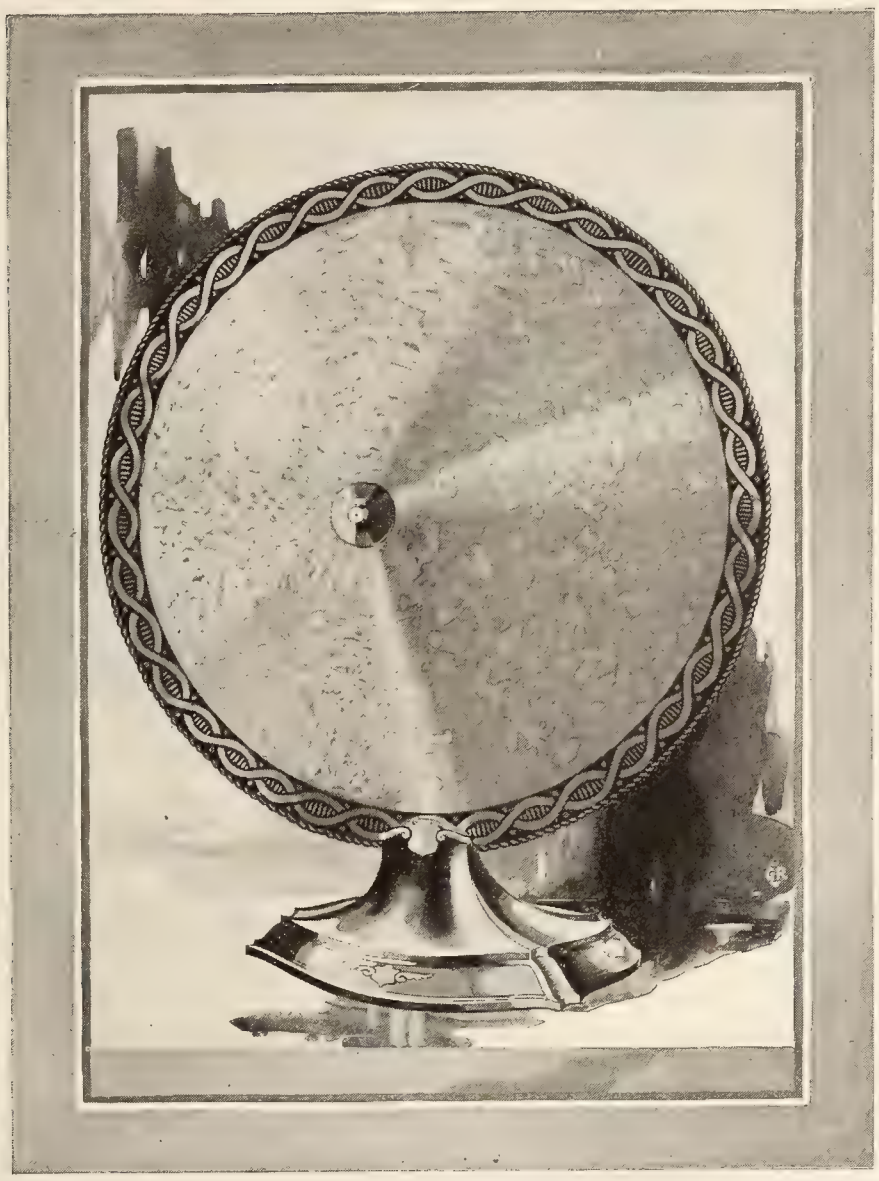
Perfect Single Dial Control



THE advent of the Farrand-Godley *Single* Nine marks not only a new type of radio receiver, but an entirely new chapter in radio reception. It is the first super-sensitive, super-selective receiver in radio history in which complete, perfect operation is confined to a single, individual control dial. Its construction embodies new ideas, new features in design reflecting the accumulative knowledge and experience of two of radio's outstanding inventive geniuses—innovations that assure heretofore impossible clarity and smoothness from distant broadcasting stations—resulting in a new, improved reception certain of enthusiastic acclaim by radio followers the country over.

Distributors' and Dealers' inquiries invited.

Farrand Godley SPEAKER



$32.50
List

Definitely Supplanting the Horn Type Speaker

Patented in U. S. A., July 2, 1918. Licensed under Lektophone Patents. Other Patents pending

WITH The Farrand-Godley Speaker, Radio takes on a new voice—a voice that reveals for the first time, all the heretofore hidden beauties of the lower scale. It gives you not merely the key melodies, but every soft, mellow shading of orchestration and accompaniment—the resonant bass stringing of the 'cello, the lower, full chords of the organ, the true vibrancy of the human voice. It not only takes the place of the prevalent horn, it revolutionizes entirely the scheme of radio reproduction. Its appearance on the market will mark a new epoch in radio enjoyment. *Distributors' and Dealers' inquiries invited.*

Farrand Godley Audio TRANSFORMER

The Farrand-Godley Audio Transformer gives you, for the first time, that for which hundreds of your customers have been waiting—three stage, transformer coupled, audio amplification. It is the only transformer that faithfully reproduces musical tones below Middle C (256 cycles) on the musical scale. At one octave below Middle C, most transformers fail completely—distorting or losing entirely the beautiful low tones of the 'cello, the bass horns, the organ, and the piano, which are found between 100 and 200 cycles.

PATENTS APPLIED FOR

$7 List

Sold on satisfaction-or-money-back Guarantee

The Farrand Manufacturing Company, Inc.

represents the ultimate in radio experience, plus a soundness in organization and financial resources to serve both dealer and distributor to the utmost. It lays particular stress on its ability to supply—during the season, and at any time—every demand for any or all of its products.

Reputable Radio Dealers and Distributors are urged to write at once for complete information regarding selling arrangements, discounts, etc. Address Dept. C

Farrand Manufacturing Co., Inc.

28 South Sixth Street – Newark, N.J.

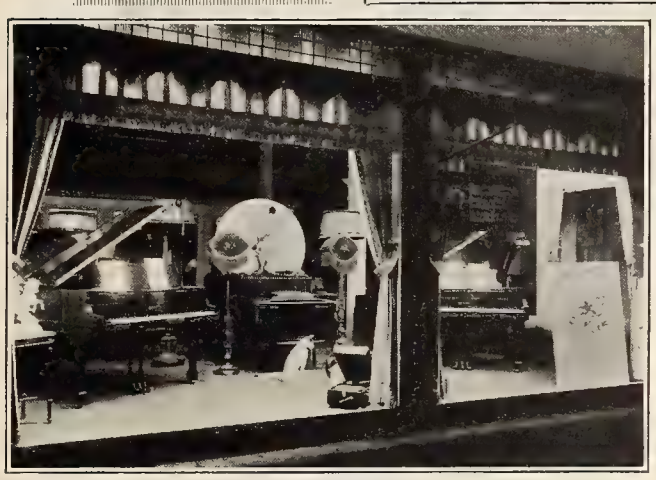
Making Light Act as a "Silent Salesman"

Store and Window Lighting as a Merchandising Factor—Kenneth Curtis, of Curtis Lighting, Inc., Shows the Importance of Lights

We like people because of their personalities and we like stores because of their atmosphere. Both terms are to some extent indefinable, but we can appreciate them whenever we find them and they are more important than anything else in determining our reactions. The things we associate with personality in people are usually sunny dispositions, alertness, honesty and willingness to please. In stores we notice brightness, cleanliness, orderliness and convenience, and these we call "atmosphere."

Now atmosphere in a store is an abstract quality that cannot be specified in the architect's plans. But there are some things that can contribute to it and of these the most important perhaps is the lighting.

At Right, the Fenton Music Store, Showing Effect of Proper Lighting. Below: A Window of the Same Establishment Where Good Lighting Brings Out Every Detail of the Display



In the first place lighting attracts. We never become indifferent to the drawing power of a well-lighted show window or a bright store. We all have a subconscious feeling that the merchant must have something pretty good to show or he wouldn't put so much light on it, and, of course, none of us ever likes to miss anything.

Secondly, light gives the impression of honesty. When you see a thing under strong light you can appreciate it better. Light is a good salesman that points out every detail. When a merchant has a good light in his windows and in his store people get the idea that his goods bear inspection and that they have a chance to see what they are getting. This means satisfied customers.

Again, lighting is an important factor in making the interior of the store appear at its best. It is easier to keep things in a neat order under good lighting than under dim or spotty light and at the same time good lighting makes disorder conspicuous and really enforces neatness.

Quick service and convenience grow more important every day with the hurried shopper. This is especially true in selling records; a man comes in and wants to buy a dance record. If the clerk cannot serve him at once he may read through the lists of latest records and make his own selection from the books. Talking machine stores are in many respects like book stores and require a good general illumination that will make reading easy.

Lighting Should Fit the Business

Perhaps you have never thought of your lighting in this respect; in fact, many merchants accept the lighting of their store as fixed and it never occurs to them to change it according to the particular needs of their individual businesses. If the lighting was originally furnished for one type of store, the requirements for a distinctly different class of merchandise will often necessitate some changes in the lighting.

When you consider the lighting of your store, analyze all the purposes the lighting is put to and then make your lighting fit your store.

There are some general characteristics that are common to all installations of good lighting. To lend the greatest attraction to your goods, to give a favorable impression that will lead to sales, to display your merchandise at its best, and to make the shopping in your store a distinct pleasure, are the chief elements to be kept in mind when you select your equipment.

Briefly there are three criteria that should be satisfied to accomplish these things in every store:

1—Sufficient quantity of light.
2—Even distribution of light.
3—No glare.

Window Lighting

In show windows one of the most important factors in determining their attraction power is the quantity of illumination. It is the brightness of your windows that makes them stand out at night and if your windows are dim and the windows next door are bright, it makes no difference how attractive your display is, the passer-by will give preference to the brighter window. Then, too, most talking machine dealers post printed lists of the recent records in their windows. The lighting should be ample to read these quickly, but if your lighting is sufficiently bright to attract attention you do not need to fear that the posters cannot be read.

Light Distribution

A window may be bright and still not light a display to the best advantage, if the light is spotty and poorly distributed. You have perhaps seen a window in which all the light came from one or two lighting units suspended from the ceiling. The window was very bright toward the top but the light was not well distributed at the bottom where most of the display was arranged. Naturally, the eye looks at those things which it can see best and only those things that are well lighted can attract a full share of attention; for that reason everything you wish to sell should have the same amount of light directed on it and then if you want to give some article pre-eminent importance, put a spot of light on it.

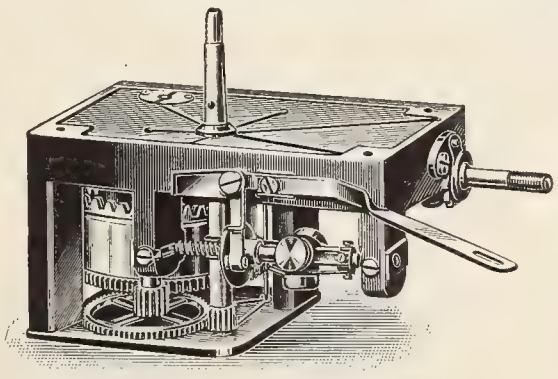
Causes of Glare

Within the store the distribution of light is of paramount importance, both in adding to the appearance of the store and fulfilling its real function as a sales aid. Spotty ceilings, dark corners and deep shadows are all distracting contrasts. The ideal lighting is that which attracts no attention to itself nor subtracts any attention from the articles that are being displayed under it.

Glare is a defect in lighting that has been defined as "any light out of place." It is regarded as an evil that should be entirely eliminated since its effects are always uncomfortable to the eyes and cause headaches and eyestrain. Fortunately, glare may be done away with to the improvement of the entire lighting system. Glare comes from bare lamps, high-powered lamps whose rays are not sufficiently screened by diffusing glass, and the reflection of bright light sources on glossy surfaces, so to eliminate it requires merely enclosing the lamps in frosted or translucent glass and using

(*Continued on page 32*)

Talking Machine Motors



"GRUBU"

THE MARK OF SUPERIOR QUALITY

Sole Agents Wanted
In All Countries of the World

FEINBAU, Maschinen-Akt.-Ges., Abt. Gruoner & Bullinger, **Winterbach,** bei Stuttgart GERMANY

Gilt Edge NEEDLES

The No. 100 Display Carton Assortment

Gilt Edge Dealers Will Enjoy Bigger Business Than Ever This Fall

There is no substitute for quality. Gilt Edge Needles have so firmly established themselves on the basis of true, flawless quality that today it's a case of "nothing else will do" for phonograph fans the country over.

GILT EDGE
(GOLD FINISH)

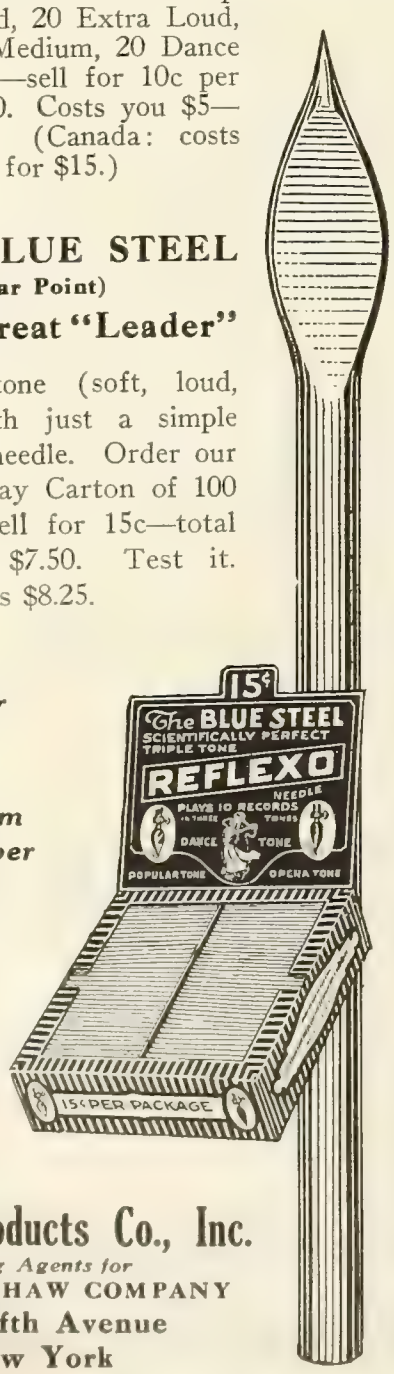
The Needle That Plays Ten Records

Our No. 100 Display Carton Assortment is the "short cut" to fast, profitable selling. Consists of 100 boxes—50 needles per box—40 Loud, 20 Extra Loud, 20 Medium, 20 Dance tone—sell for 10c per box, total $10. Costs you $5—100% profit. (Canada: costs $7.50—retails for $15.)

Reflexo BLUE STEEL
(Spear Point)

Another Great "Leader"

Plays any tone (soft, loud, medium) with just a simple twist of the needle. Order our No. 50 Display Carton of 100 packages. Sell for 15c—total $15. Costs $7.50. Test it. Canada: Costs $8.25.



Write for Samples

Order from Your Jobber

The No. 100 Display Carton Assortment

Reflexo Products Co., Inc.
Selling Agents for
W. H. BAGSHAW COMPANY
347 Fifth Avenue
New York

Light as a "Silent Salesman"

(*Continued from page* 31)

matte finishes for woodwork and walls wherever possible.

A Practical Illustration

The illustration on page 31 of the talking machine section of the Fenton Music Co., of Chicago, is interesting in more ways than one. Perhaps the first thing that appeals to a person on entering this store is the quiet dignity and orderliness of it. Although the space allotted to this department is quite narrow, there is no suggestion of its being cramped for room. The lighting has a strong influence in creating that impression. Instead of using suspended units which would divide the ceiling space into still smaller areas and, with the fans, give it a crowded look, the lights were completely concealed behind the coping above the shelves. Each lamp is furnished with an X-ray one-piece silvered glass reflector which throws all the light from the lamps to the light-colored ceiling, thus making the ceiling the actual source of light. In this way the light comes from all directions and is of uniform intensity in all parts of the room. There are no shadows or harsh contrasts and any object in the room may be thoroughly examined under a good light.

In rooms where ceiling fixtures may be used, the same quality of lighting may be produced by concealing the reflectors in an opaque or luminous bowl fixture. In the former all the light is directed to the ceiling after the manner mentioned above. In the luminous bowl unit, however, a small amount of light is permitted to shine down through a small diffusing cup at the base of the reflector for the purpose of illuminating the bowl.

Enclosed glass units and direct lighting units with shades may be used, but the more the lighting tends toward direct lighting the greater is the tendency toward glare and its attendant evils.

Demonstration Booth Lighting

Sometimes in booths, wall brackets are used to lend a little light when the booths cannot be illuminated by the general lighting from the store. These lights should be shaded to give the most pleasing and comfortable effect and suggest a homelike background for the machines.

Fenton Music Store Windows

The windows of the Fenton Music Store are quite as attractive as the store interior. Here, too, the equipment has been selected to provide sufficient intensity and uniform diffusion without glare. The light is controlled or "harnessed" to serve the purposes of the merchant. By using one-piece silvered glass reflectors of a design that will distribute the light over the entire display, the source of light can be concealed and every possibility for glare is eliminated. There is no light wasted on the ceiling of the window or on the sidewalk. Show window reflectors are selected according to the depth and height of the window and the amount of light that is desired per single unit. In the window illustrated 150-watt lamps in X-ray reflectors were placed on fifteen-inch centers across the entire front of the windows.

The floor lamps used in the window are for the purpose of giving a homelike setting to the instruments. Other auxiliary lighting equipment that might be used are spot lights, flood lights, foot lights and colored lighting.

Making the Window "Different"

Show windows are very much like theatre stages. The merchant uses them to silently present his goods to the public and he wants them to be presented as attractively as possible. The purposes of specialties in window lighting are to make the entire picture "different" and to point out specific articles for observation. Color lighting makes a window different from every other window on the street and spot-lighting makes certain objects stand out more prominently than the remainder of the display. Each contrives in its way to appeal to the interest of the passer-by. Sometimes a colored spot-light on white light or a white spot of light on a color lighting background is used to combine the effects for attracting the eye and holding the attention.

Whether in your windows or in your store, light serves you as a silent salesman. Good lighting is the cheapest advertising and selling service a merchant can obtain, but to insure the greatest profits he should remember that the value of lighting does not lie in the amount of current consumed but in quality of light delivered.

Artists' Window Display by O'Dea Much Admired

PATERSON, N. J., November 5.—James K. O'Dea, Victor retailer of this city, has always put much energy behind the sales promotion of the Victor

O'Dea's Unusual Window

line which he carries. Accordingly, his business has prospered and he now conducts one of the finest retail talking machine establishments in the city.

The subject of window dressing has been a sort of hobby with Mr. O'Dea and most of the displays have created considerable attention, one of the most recent being the "Norma Talmadge Fox Trot," Victor record No. 77506. In addition to the display of the record itself, and accompanying signs and display cards, there was room for a background of Victrola models. Featured in conjunction with this display was the Flex-A-Tone, which is distributed by C. Bruno & Son, Inc., New York City. As the Flex-A-Tone is recorded on this Victor record, a display of the instrument was included and an invitation given the public to enter the store and listen to this new musical instrument on the Victor record. The demand for the record indicated the pulling-power of the display.

RADIO DEALERS

TALKING MACHINE DEALERS, PIANO DEALERS, Etc.

Get our new No. 26-R Catalog and Wholesale Price List.

Dealers who have this say it is the finest and most complete Radio Catalog they have ever seen.

All standard quality "tried and proven" lines listed. Discounts liberal.

A real policy of merchandising backs up our Catalog, our Dealers and our Salesmen, viz.—"Wholesale Only."

Send quick for this Catalog and try us on your next order. Prompt shipments guaranteed.

OHIO RUBBER
228 W. 7th St. Cincinnati

KIMBERLEY
"THE INSTRUMENT FOR PARTICULAR PEOPLE"
PHONOGRAPH COMPANY, OF NEW JERSEY
"PERFECT AS A GEM"

The Instrument for Particular People

Ambassador Model
Height 46" Width 20"
Depth 21"

This is the leading line of popular price phonographs in the market. It has quality, material and first class workmanship, in mahogany and walnut finish.

A reliable motor playing 3 ten inch records, a brass tapered tone arm and a very good reproducer.

If you wish to obtain the best share of business in your territory, this is the line that will secure it, and the prices of these machines will astonish you.

Do not miss this opportunity of writing at once, enabling us to book your orders early, as our sales at the present time point to holiday shortage.

We guarantee to fill orders, in priority, as received by us.

RADIO Compartments, if desired in KIMBERLEY Cabinets.

Grand Model 100
Mahogany
Height 33" Width 32"
Depth 22"

Grand Model 100
Two-Tone
Height 33" Width 32"
Depth 22"

The Kimberley Phonograph Company of New Jersey

Perth Amboy, N. J.

Factory:
Perth Amboy, N. J.

Office and Show Rooms:
206 Broadway, New York City

Important Considerations in Selecting Radio Lines for Retail Distribution

Colin B. Kennedy, Pioneer Radio Manufacturer, Gives Some Valuable Pointers Regarding the Selection of Sets by Retailers Who Are Operating or Plan to Operate Radio Departments

"Look out for radio orphans," is the warning recently given by Colin B. Kennedy, one of the pioneer manufacturers of radio apparatus, who pointed out the similarity between the radio manufacturing situation as it exists to-day and the automobile business of some years ago.

"Cars were formerly bought because of some 'feature' which appealed to popular fancy at the moment, just as a radio set is often picked out as desirable to-day," said Mr. Kennedy. "Then another novelty appeared to crowd that one off the stage, and the car manufacturer who had backed his novelty too heavily and paid less attention to sounder principles usually failed. Those who had bought cars of that make then found themselves with an 'orphan,' the 'guarantee' worthless because there was no organization to support it, and no place to go for the service which every piece of apparatus needs if it is to last for years as it should.

"If I were asked to give an impartial opinion to a friend on what radio set to buy, I would certainly advise him to narrow down his selection to those made by firms of established standing, and from those pick out the one that pleased him best when he tuned it himself.

"Some sets are easy to tune—others require very expert handling. Some are more pleasing in appearance than others. Some have excellent musical tone—others sacrifice tone to get extreme range. Some have no means of controlling the volume—others can be regulated. In fact, sets vary immensely in their characteristics, just as people do.

"So I would advise him to pick his radio set as he chooses a friend—for congeniality, and for wearing qualities. And a background of established reputation certainly makes a great difference in the degree of trust a man puts in his friend—or his radio, which also becomes an intimate companion of his family.

"So it is with radio to-day. The basic principles of the art have been quite thoroughly explored, and they are not beyond the grasp of any intelligent person who applies himself to learning them. He is then reasonably competent to build a radio set that will work. Likewise, by application he could learn all about making vacuum cleaners or electric motors—but that would not fit him to manufacture and sell to the public. That work naturally gravitates to firms that are amply financed and soundly organized to manufacture and distribute."

Colin B. Kennedy

Needle Sales Help With Okeh Record Envelopes

Sale of Needles Stimulated by Device Attached To Delivery Bags—New Needle Counter Display Cases Being Distributed to Dealers

One of the lines carried by the New York Distributing Division of the General Phonograph Corp., which has shown the most consistent and marked increase over former years, has been the needle stock. Determined and aggressive sales efforts have been put behind the sale of needles throughout the year and the results have been gratifying. To further stimulate these sales Norman B. Smith, manager of the division, recently devised a subtle sales suggestion in the form of a small manila envelope attached to the back of the record delivery bag. No additional charge is made for these new delivery bags and several dealers have already reported that the new device has been the cause of a number of customers being reminded that they had run short of needles.

A new needle display case is being distributed to Okeh dealers free of charge. This case, four rows wide, provides for a permanent display of the four types of needles made by the General Phonograph Corp. The dealer serves from a lower compartment, without disturbing the alignment of packages which meet the public eye. The new arrangement also does away with the loss of needles by theft.

Summers & Son Open Branch

The Summers & Son Music Co., of Jackson, O., recently opened a branch in Ashland, Ky., which is the sixth store of this progressive musical establishment. The other branches are scattered throughout southern Ohio.

Announcing The New Line With Rubber Horn

Musically, this improved horn is a treat for critical ears. It has the substance necessary to hold the tone. And with a new velvet mat surface, in black, bronze and mottled bronze and gold, it is as beautiful as it is musical. The new retail prices are $25 for Model S, 14½ inch horn; $20 for Model J, 12 inch; $15 for the Baby Grand, and $12.50 for the "Baby," the most efficient 10 inch horns you ever saw.

Write for terms on our complete new line of Audiophone loud speakers. We also have a unique Testing Set enabling your demonstrator to show customers the relative quality of loud speakers by switching rapidly from one to the other—a phonograph reproducer for dance use—and a very efficient Power Amplifier at a popular price. Jobbers, write us also.

THE BRISTOL COMPANY
Waterbury, Conn.

Model S Audiophone—$25

Rubber Horn 14½" diameter. Velvet mat finish of mottled bronze and gold; classic base.

BRISTOL AUDIOPHONE
(TRADE MARK REG. U. S. PAT. OFFICE)
LOUD SPEAKER

And now Columbia FINE ART MUSICAL

THIS is without doubt the most remarkable collection of records ever offered. A Christmas season money-maker for you—eight album sets—five complete symphonies and three major works of chamber music. These records are smoother in surface and finer in tone than any you have ever heard before.

The Fine Art Series of Musical Masterworks are pressed from imported recordings. Read the list of artists and you will realize that the finest talent of Europe was drawn to our London laboratory for these records.

Write or wire the nearest Columbia branch or distributor for information on the Fine Art Series of Musical Masterworks. Timely newspaper advertising and sales promotion will help you capitalize on these sets for your trade before and after Christmas. Columbia Phonograph Co., 1819 Broadway, New York.

presents ~ ~ ~

SERIES *of* MASTERWORKS

Complete symphonies and chamber music from imported recordings

SYMPHONIES

Musical Masterworks

No. 1 BEETHOVEN—SEVENTH SYMPHONY

By Felix Weingartner and London Symphony Orchestra.

In nine parts—five double disc records.
Complete with permanent record album—$8.75.

Musical Masterworks

No. 2 BEETHOVEN—EIGHTH SYMPHONY

By Felix Weingartner and London Symphony Orchestra.

In seven parts—four double disc records.
Complete with permanent record album—$7.00.

Musical Masterworks

No. 3 DVORAK—SYMPHONY "FROM THE NEW WORLD"

By Halle Orchestra, Conducted by Hamilton Harty.

In ten parts—five double disc records.
Complete with permanent record album—$8.75.

Musical Masterworks

No. 4 MOZART—SYMPHONY IN E FLAT, NO 39

By Felix Weingartner and London Symphony Orchestra.

In six parts—three double disc records.
Complete with permanent record album—$5.25.

Musical Masterworks

No. 5 TSCHAIKOWSKY—SIXTH SYMPHONY (PATHETIQUE)

By Sir Henry J. Wood and New Queen's Hall Orchestra.

In eight parts—four double disc records.
Complete with permanent record album—$7.00.

CHAMBER MUSIC

Musical Masterworks

No. 6 BEETHOVEN—QUARTET IN C SHARP MINOR, OPUS 131

By Lener String Quartet, of Budapest.

In ten parts—five double disc records.
Complete with permanent record album—$8.75.

Musical Masterworks

No. 7 HAYDN—QUARTET IN D MAJOR, OPUS 76, NO. 5

By Lener String Quartet, of Budapest.

In six parts—three double disc records.
Complete with permanent record album—$5.25.

Musical Masterworks

No. 8 MOZART—QUARTET IN C MAJOR, OPUS 465

By Lener String Quartet, of Budapest.

In eight parts—four double disc records.
Complete with permanent record album—$7.00.

MISCELLANEOUS RECORDS OF CHAMBER MUSIC AND OPERA

Write to the Columbia branch or distributor nearest you

Atlanta, Ga., 561 Whitehall Street
Boston, Mass., 1000 Washington Street
Chicago, Ill., 430-440 South Wabash Ave.
Cleveland, Ohio, 1812 East Thirtieth St.
Dallas, Texas, 2000 North Lamar Street
Kansas City, Mo., 2006 Wyandotte Street
Los Angeles, Cal., 809 S. Los Angeles St.
New York City, 121 West Twentieth St.
Philadelphia, Pa., 40 North Sixth Street
Pittsburgh, Pa., 632 Duquesne Way
San Francisco, Cal., 345 Bryant Street
Buffalo, N. Y., 700 Main Street
Detroit, Mich., 439 East Fort Street
Minneapolis, Minn., 18 North Third St.
Seattle, Wash., 911 Western Avenue

COLUMBIA WHOLESALERS, Inc.
205 West Camden Street, Baltimore, Md.

TAMPA HARDWARE CO.
Tampa, Fla.

COLUMBIA STORES CO.
1608 Glenarm Avenue, Denver, Colo.
221 S. W. Temple, Salt Lake City, Utah

W. W. KIMBALL CO.
Wabash Avenue and East Jackson Boulevard, Chicago, Ill.

COLUMBIA DISTRIBUTORS, Inc.
1327 Pine Street, St. Louis, Mo.
224 West Fourth Street, Cincinnati, Ohio
517 Canal Street, New Orleans, La.

Here is an illustration of one of the eight albums which hold the records of the Fine Art Series of Musical Masterworks. Descriptive material of the records enclosed in each album is on the cover.

Columbia

PHONOGRAPHS AND Columbia NEW PROCESS RECORDS

Edison "Listens In" on Radio as He Is Honored

Noted Inventor Hears Radio Speeches Marking the Forty-fifth Anniversary of His Invention of the Incandescent Lamp

Thomas A. Edison, inventor of the phonograph, sat in the living room of his home in Llewellyn Park, N. J., on the night of October 21, with radio earphones on his head and listened in to messages of congratulation broadcast over the nation by officials of the General Electric Co., congratulating him on having lived to see the forty-fifth anniversary of his first successful test of the incandescent lamp. It was on October 21, 1879, that Mr. Edison achieved this triumph.

The officials of the General Electric Co. who sent the messages of congratulation out over the air were C. A. Coffin, first president and chairman of the board of directors of the corporation; J. R. Lovejoy, vice president, and C. W. Stone, central station department manager.

They stood before the microphone at WGY, the General Electric broadcasting station in Schenectady, and their messages were relayed through stations WJZ, New York; WFI, Philadelphia; WEE, Boston, and stations in Dallas, Texas, and Oakland, Cal.

Station WOR in Newark had a special Edison night program.

Extensive Educational Work of the Victor Co.

By instituting an aggressive campaign in the colleges and schools in their vicinity, Victor dealers should secure a large and profitable business in both machine and record sales. The groundwork for such a campaign has been laid by the Victor Co., which during the Summer months had representatives present the organized Victor educational work in eighteen universities, twenty-nine colleges and normal schools, forty-nine county institutes, seven schools of music and special schools, four agricultural colleges, six camps and over fifty boys' and girls' rural clubs. Special lectures were given in twenty-one large Summer schools, and one hundred and twenty-nine Junior Chautauquas.

With music appreciation taking a more and more important part in the schools of the country, the educational field offers a steady and profitable source of business for the talking machine trade.

Vincent Lopez Signed for World Concert Tour

Vincent Lopez and His Jazz Harmonic Orchestra, Okeh artists, are scheduled for a world tour, covering a period of five years. Contracts have been signed between William Morris and S. Hurok, managers of notable artists, for the tour. At the same time contracts were signed for the appearance of Lopez at the London Hippodrome during the Spring of 1925.

This famous Okeh artist will appear in his first New York concert on November 23, at the Metropolitan Opera House, when he will direct an orchestra of fifty especially selected soloists.

A Novel Publicity Stunt

The removal of Mueller's Music Shop, Baltimore, Md., was made known to the many patrons of the store and to thousands of other residents of the city in a novel way. Twenty-five thousand cards, printed in bright red on a gray stock, announced that the new location was but thirty-three steps from the former headquarters. These cards were hung on the door-knobs of the homes and resulted in much comment.

McManus Bros. Discourage Tampering With Radio Sets

Notice Affixed to Each Receiving Set Leaving the Store Warns Against Anyone but Store's Representative Adjusting Instrument

Elizabeth, N. J., November 6.—To discourage the habit of people with an inquisitive or mechanical turn of mind from tinkering with a radio set, usually resulting in a call for service, McManus Bros., talking machine and radio dealers of this city, affix the following notice on each Radiola which leaves the store:

IMPORTANT NOTICE

Do not experiment or tamper with this Radiola in any way after it has been properly installed by us.

Our responsibility ends the moment this Radiola is tampered with by anyone other than an authorized representative of McManus Bros.

A charge will be made for any service calls unless the complaint is a justified one.

NOTE

When replacement of either a bulb or battery is necessary, we would suggest that you purchase them here, as the proper operation of a Radiola depends upon the use of genuine Radiola units.

This suggestion is made for your protection, as there are many inferior radio accessories offered for sale which do not function properly.

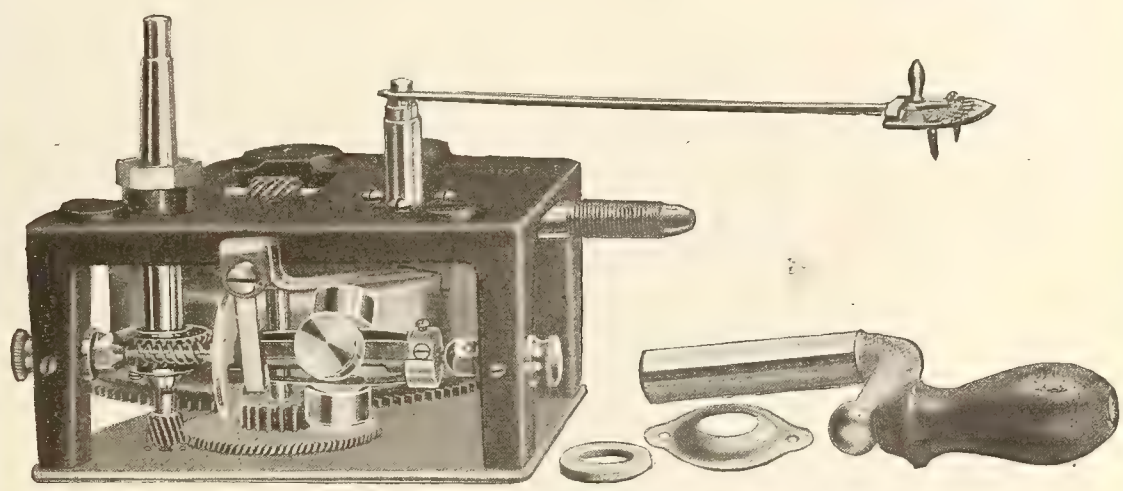
McMANUS BROS.

This notice serves a twofold purpose, the first as mentioned above, and secondly it keeps the name of the store before the radio owner with the reminder that it is the logical place at which to purchase tubes and other accessories.

Opens New Store in Monessen

T. S. LaForte, proprietor of the American Talking Machine Co., recently held a formal opening of his new store at Third street and Schoonmaker avenue, Monessen, Pa. There was music by the local Italian band and souvenirs were distributed. In addition to Columbia phonographs and records, pianos and small musical instruments will be handled at this attractive establishment and an aggressive sales campaign will be launched.

Silent Motors



Model S. S.

Here is proof of real Quality—

Returns for any and all causes less than $\frac{2}{5}$ of 1% of all motors

Skilled Labor
Best Material
Intelligent Construction
Rigid Inspection

FACTS—Not wordy descriptions—Count

We welcome your test of our motors

Detailed Information Upon Request

The Silent Motor Corporation

321-323-325 Dean St.—Brooklyn, N.Y.—Sterling 4861

Hear their First Record:
No. 51406
Blue Evening Blues
Copenhagen Blues

The NEW
PHONO

Ten million feet have obeyed the magic of this hand!

IT'S the hand of Charles Fry, leader of the Million Dollar Pier Orchestra at Atlantic City—probably the most widely known dance orchestra in the world.

Who has not been to Atlantic City? And who has not swung out on the superb dance-floor of the Million Dollar Pier when this famous group of syncopators began to play?

Everybody knows them—and they have just signed an exclusive contract to make Edison Records. You know what *that* means!

THOMAS A. EDISON, Inc., Orange, New Jersey

EDISON

G R A P H

Factors Leading to a Machine Sale a Day

S. B. Parsons Sold Thirty-one Machines in a Month—He Tells How He Did It and Gives His Views of Retail Phonograph Selling

Why is it that some salesmen can go out into the field of operations and make a sale day after day, while other salesmen who apparently work equally hard are lucky if an occasional sale falls to their lot?

S. B. Parsons, a salesman of the J. R. Reed Music Co., Austin, Tex., in analyzing the methods which resulted in his making thirty-one sales during a period of one month, points out some of the reasons enabling a salesman to go out and get results, expressing the views of "the man on the firing line." He emphasizes that while the sales were all closed in one month, it actually required many months of preparation to pave the way.

Factors in Successful Selling

"To my mind there are three essential factors in the successful selling of phonographs to the consumer, namely: The firm—prestige of the firm, co-operation with the retail salesman and advertising indulged in. Second, the salesman must sell himself on his product and to his prospective customers. Third, the manufacturer—the product and the type of co-operation which the manufacturer extends to make the dealer's road to sales easier.

"The firm with which I am associated is of the highest class and enjoys a lot of prestige in Austin and the surrounding territory to which we cater. The name of the firm will secure a respectful hearing, which in nearly every case will lead to a demonstration. The management really co-operates with the salesmen and that is half of the battle in selling.

"The salesman, to succeed, must sell himself on the future of the business, its possibilities, must be loyal to his employer, and, lastly, must know the product which he is endeavoring to sell the prospect.

"The manufacturer must pave the way with national and local advertising, by sales letters and sales hints, and their traveling representatives should bring with them on their visits to dealers optimism and sales helps.

Necessity of Securing Prospects

"Of the utmost importance is the securing of prospects. The names and addresses of prospective customers must be continually secured. We dig up ours in six ways: First, by canvassing, house to house. Second, by using the telephone; the salesman is always as close to his prospect as he is to a telephone. Third, from the owners of phonographs. We sell our customers so they will work for us and not against us. We always follow up any sale we make. Fourth, from the marriage reports. This is a source of the livest type of prospects and one which the dealer will find very much worth while following up. Young couples who are just about to establish their new homes can easily be sold on the necessity of the talking machine as a home accessory which will promote contentment and happiness. Fifth, by approaching the owners of new homes and those to whom building permits have been granted. Sixth, by securing the lists of employes of large firms—railroads, civil service employes and State and municipal employes.

The Follow-up

"After we secure the name and address of the prospect we get busy without delay. We make out prospect cards which are indexed and filed properly. We follow up by personal letters, telephone calls and personal calls all with one end in mind and that is a demonstration either in the store or in the home, preferably in the home because a sale is easier when the family is present. This is true for the reason that when a home demonstration is arranged the instrument is placed in the surroundings for which it is intended and the family can thus secure some idea of the way it will look if it is purchased. Another important point in connection with home demonstrations is that once the salesman has arranged for a demonstration of this type he is in the advantageous position of being able to deliver his sales talk in the hearing of all members of the family and can answer objections of any of them on the spot, thus eliminating the necessity of convincing each of the adult members of the family separately, with all that that means in lost time and the danger of a lost sale, through the sudden determination of the prospect to purchase another make of instrument elsewhere. It is also important that the proper thought and attention be given to the setting of the stage for the sale. We try to set it in our favor or we do not attempt to close. After all, selling phonographs is simple enough. Briefly, one must work early and late, use common sense and let the prospect do a little of the talking."

Food for Thought

There is considerable food for thought in this statement by a salesman who has demonstrated his ability to deliver the goods. It is worth while for every salesman and dealer, too, for that matter, to check up on himself occasionally to see wherein he is falling short. One thing is certain, the salesman who is not receiving the co-operation of the dealer finds it doubly hard to make any kind of a showing in sales. The rule works both ways, for the dealer whose salesmen are not doing their utmost to swell the sales volume suffers through the loss of potential business and profits.

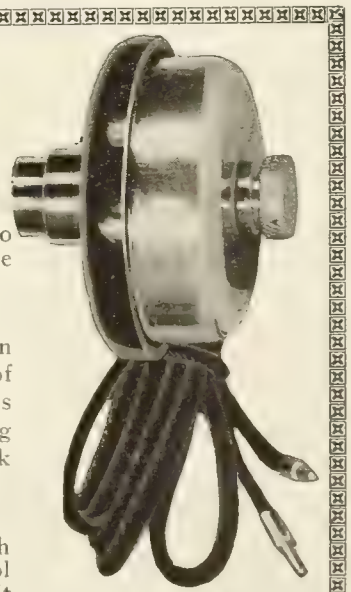
"ROYALFONE" KING OF ALL

Good Holiday Stock

A good article to feature for Christmas sales. Radio fans who are making loud speakers for their friends will like the tone volume control feature of the Royalfone Unit.

THE ROYALFONE UNIT

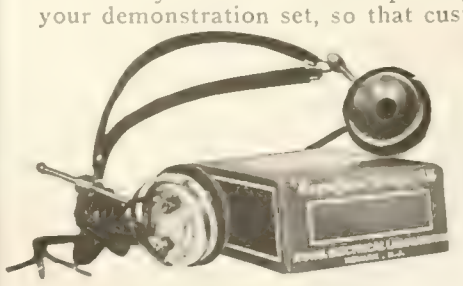
For the first time—a loud speaker unit which will give natural, pleasing results in any room because the volume is perfectly adjustable. Just as you open or close the doors of your phonograph to soften or increase the volume, so you can regulate the tone intensity of radio reception to the acoustics of the room, simply by turning the adjusting knob on the back of the ROYALFONE UNIT.



Heavy nickel-plated nozzle and ample connecting cord. $5.00

A Demonstration Sells

Put a Royalfone Unit on a phonograph or horn, connected with your demonstration set, so that customers can try the tone control feature. The Royalfone Unit will do its own selling. Send a trial order TODAY.



"ROYALFONE" KING OF ALL Headset

Ideal for locating distant stations because it will produce perfectly an audible sound from the weakest signal. PRICE $4.50

Manufacturers, manufacturers' agents, and Jobbers of phonographs and loud speaker units—write for interesting offer

ROYAL ELECTRICAL LABORATORIES

NEWARK Dept. T. W. NEW JERSEY

Appointed Eagle Distributors

The Electric Supply & Equipment Co., Inc., with main office in Albany, N. Y., and branches in Elmira and Buffalo, N. Y.; Reading, Scranton, Wilkes-Barre and Erie, Pa., has recently been appointed distributor for the Eagle neutrodyne receivers and is doing a brisk business with these instruments. An officer of the Electric Supply & Equipment Co., Inc., in speaking of the addition of the Eagle sets to his stock, said: "Before taking on the distribution of any radio products the goods are given a thorough test as to quality and are put in actual use in the territory in which they are to be sold. The Eagle has given wonderful results in the localities in which our stores are situated, and sales of this product assure good results."

Diversified Victor Publicity

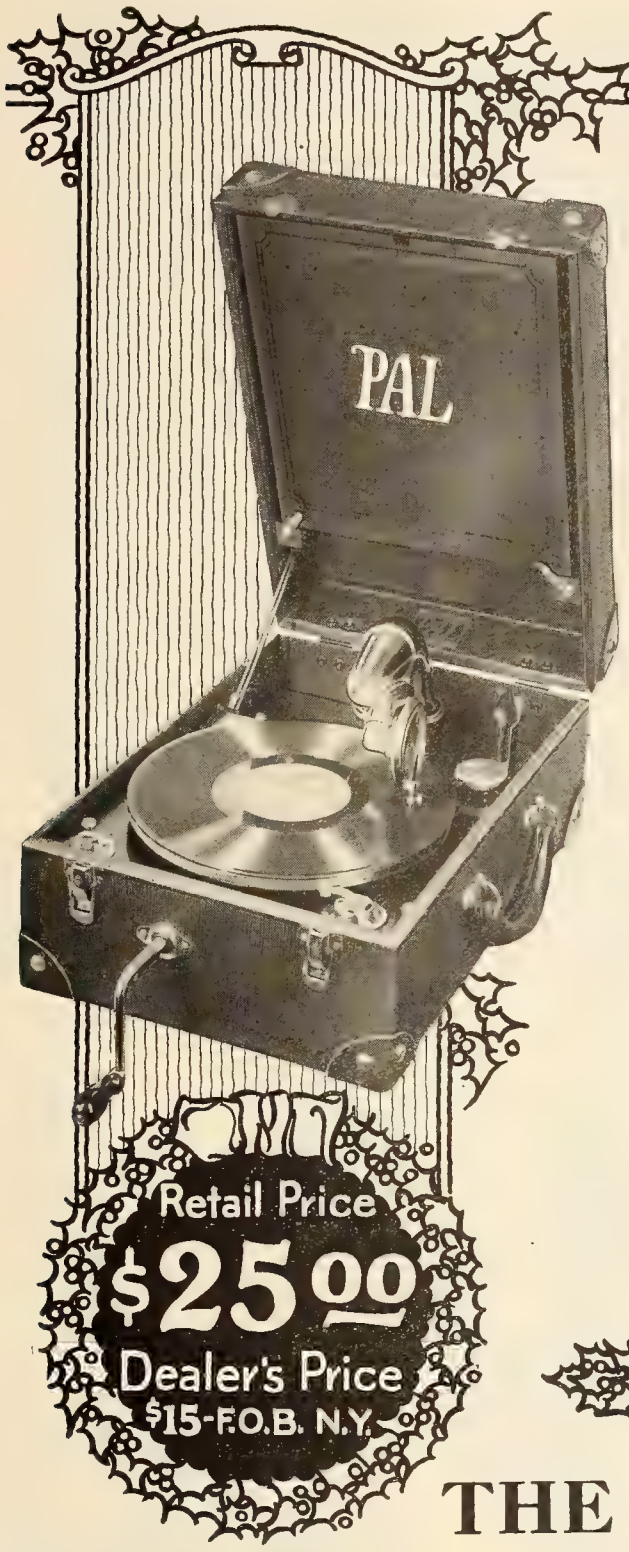
The Victor Talking Machine Co. advertisements in the November magazines have a wide appeal. Three of the advertisements are of a general type and illustrate different styles of instruments and of concert and classical records. One advertisement is given over to music of the popular type with illustrations of such Victor artists as Paul Whiteman, Will Rogers and the Duncan Sisters. Still another advertisement is devoted to the Victrola as an aid to music appreciation in school courses.

Make Radio Week Sales Week

International Radio Week, which has been fixed from November 23 to 30, marks the opening gun of the holiday buying season for radio retailers, and in connection therewith it is expected that every radio store in the country will start a drive for holiday business at this time, according to an announcement recently issued by the International Radio Week Committee. Radio sets and parts constitute holiday gifts of merit, and dealers who capitalize on the International Radio Week movement will unquestionably score satisfactory results from their efforts.

Radio Panel Co. Chartered

The National Radio Panel Co., New York, was recently incorporated at Albany, to manufacture radio panels, with a capital stock of $10,000. J. and S. and P. Sprung are the incorporators.



Portables for Christmas

PAL

The All-Year 'round Portable Phonograph

A "PAL" in your window is a guarantee to the public that you offer the greatest value in portable phonographs. The Pal embodies every desirable feature in a high class phonograph, at a price that will appeal to all.

THE NEW Regal

Popular Priced Portable

Some of your customers may not care to spend $25.00 for a portable phonograph. In response to an insistent demand for a Quality Machine at a lower price, we have created the REGAL Portable Phonograph, a machine of wonderful value.

PORTABLE PHONOGRAPHS Make Ideal Christmas Gifts

Holiday demands for portable phonographs will be tremendous. Are you prepared to meet them? The "PAL" and "REGAL" machines are made for volume sales and the price range enables you to meet all comers. Send in your order today for immediate delivery.

PLAZA MUSIC CO. 18 W. 20th Street, N. Y. City

Pooley

RADIO CABINETS

ATWATER KENT

RADIO EQUIPMENT

Model 600-R-2
William & Mary style
American walnut or English brown mahogany, duo-tone. Rosewood and walnut inlay.

Model 1100-R-2
Stuart style
English brown mahogany or American walnut, duo-tone.

Model 1200-R-2
Louis XVI style
Selected American walnut and Oriental burl. Fluted silk interior fitting.

The RADIO BEAUTIFUL

Pooley's wonderful cabinet work—the world's standard for 41 years.

Pooley Built-in Loud-Speaker Amplifying Horn, patent pending—greatest advance in radio.

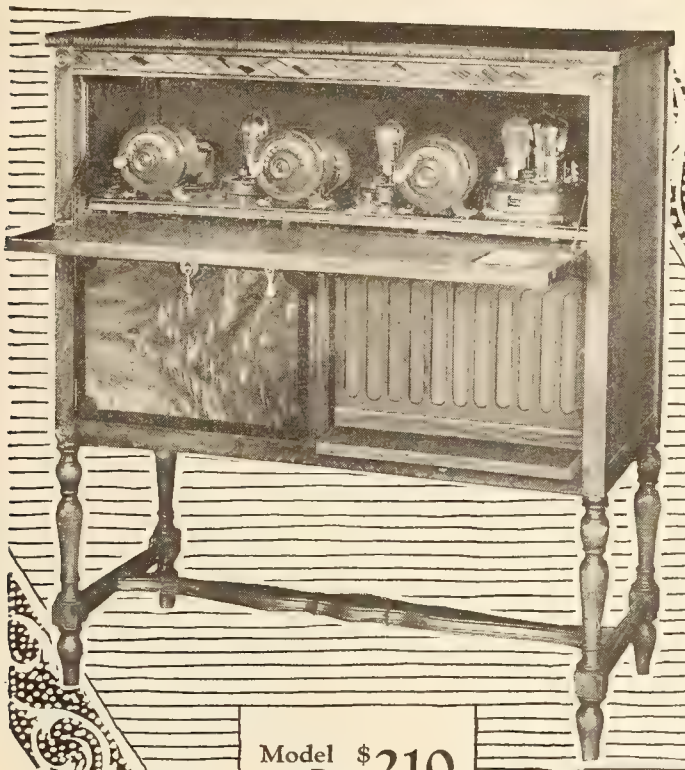
Easy To Sell

Desirable Territory Available to

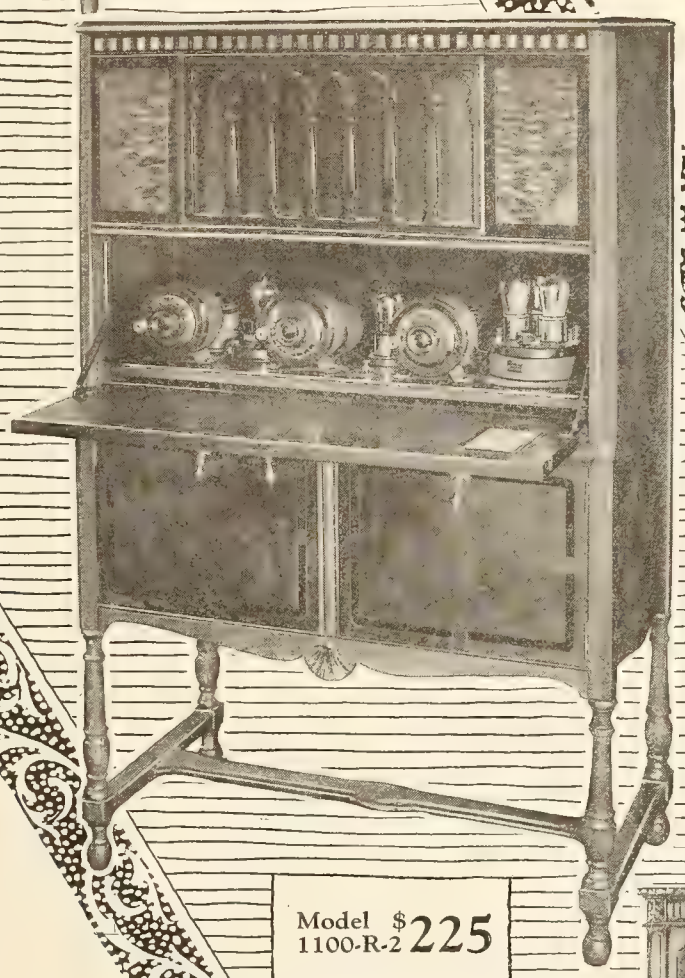
Write Radio Sales Department C

Pooley

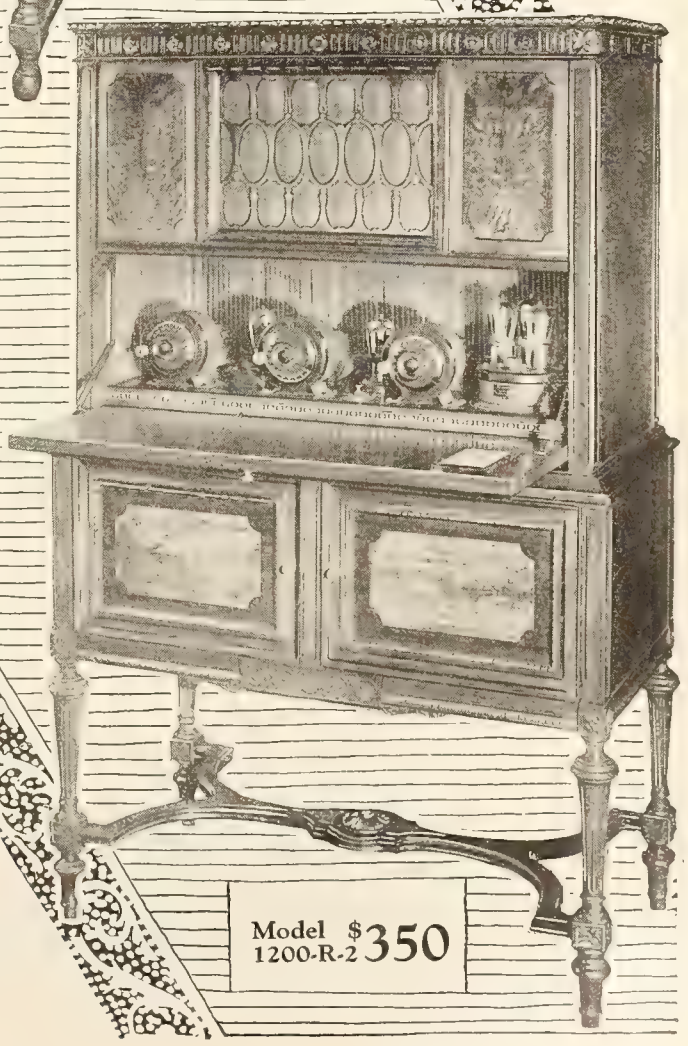
Philadelphia, Indiana Ave.—16th & 17th Sts.



Model 600-R-2 $210



Model 1100-R-2 $225



Model 1200-R-2 $350

Pooley

RADIO CABINETS

ATWATER KENT

RADIO EQUIPMENT

Model 600-R-2
Length, 36″; Depth, 15½″; Height, 42″. Complete without tubes and batteries
Price $210

Model 1100-R-2
Length, 33″; Depth, 15½″; Height, 52½″. Complete without tubes and batteries
Price $225

Model 1200-R-2
Length, 36″; Depth, 18″; Height, 56½″. Complete without tubes and batteries
Price $350

The RADIO THEY WANT

ATWATER KENT unique efficiency, easy operation, selectivity, distance, volume.

ATWATER KENT Loud-Speaker of unexcelled tone quality and volume.

No Real Competition

Jobbers in the Musical Trade

Write Radio Sales Department C

Company Inc.

Philadelphia, Indiana Ave.—16th & 17th Sts.

Campaign to Protect the Radio Industry

Comprehensive Plan of National Vigilance Committee to Curb Unethical Practices by Education Outlined by Harry D. Robbins

(The following article written for The Talking Machine World by Harry D. Robbins, chairman of the Committee on Management, National Vigilance Committee of the Associated Advertising Clubs of the World, outlines the important role which the Committee is playing in promoting the stability of the radio business. Manufacturers, distributors and retailers, who have the welfare of the radio industry at heart, will find reasons for encouragement in the comprehensive program of this organization—Editor.)

A total of $350,000,000 is now being spent annually in the United States for radio equipment. In four years radio has become a great American industry. It has been changed from a highly technical device, mastered only by a group of trained scientists, to a household necessity in nearly three million American homes. Directly it reaches perhaps twelve million people. Indirectly, through reception in auditoriums and elsewhere, it reaches virtually the entire American people.

What accounts for this sudden development? Radio is not new. It is ninety-three years since Michael Faraday discovered electro-magnetism, fifty-nine years since Clerk Maxwell first predicted electrical waves in the ether. Radio itself—the high frequency "wireless telegraphy" of Marconi—was employed professionally a quarter of a century before it was introduced to the public. Why was it ever introduced to them at all?

Three reasons may perhaps be assigned for this. And the first two lie with radio itself. Radio was improved. As it was improved it was simplified. Thus radio operators needed no longer to be men of highly technical knowledge. The average man, without specialized training, could avail himself of it.

Even then, radio would have been the luxury of the few had it not been for another factor. The public did not know about it. Radio was being improved and simplified, but this the public did not know. Even among those few who had heard of it radio was regarded as a dark and mysterious alchemy. With them radio belonged almost in the same class with communication with Mars.

What Advertising Has Done for Radio

The task, therefore, was to educate the public in radio, and for this task advertising was employed. Advertising popularized radio. It convinced the public of the need, the desirability and the simplicity of radio, and thus, through radio, it brought the news, the knowledge and the entertainment of America to the easy chairs of many millions of people. More than that, advertising encouraged healthy competition in the industry. It improved the sets and, through a great increase in sales, tended to lower the price of them.

Advertising, therefore, was directly responsible for developing radio into an industry. It is responsible to-day for the expenditure of $350,000,000 each year in radio equipment.

These pioneers of radio for the most part possessed all the qualities of pioneers in other fields. They were substantial, farsighted, intelligent men, who saw the possibilities of radio for serving the people and who consecrated their lives to the development of that service. Conditions, of course, were extremely unsettled. Hardly anyone, even the most optimistic, was able to predict how rapidly radio would grow and how completely, in four years, it would become identified with the lives of the American people.

Some Exploitation Evils

Consequently, when orders for sets suddenly flooded in upon them they were caught unprepared. But, with limited production facilities and small personnels, they struggled to meet this demand.

The sudden growth of radio changed previous price standards. Prices at first were high. They had to be. The law of supply and demand controlled that. But with most dealers and manufacturers such prices under such conditions represented only a nominal profit.

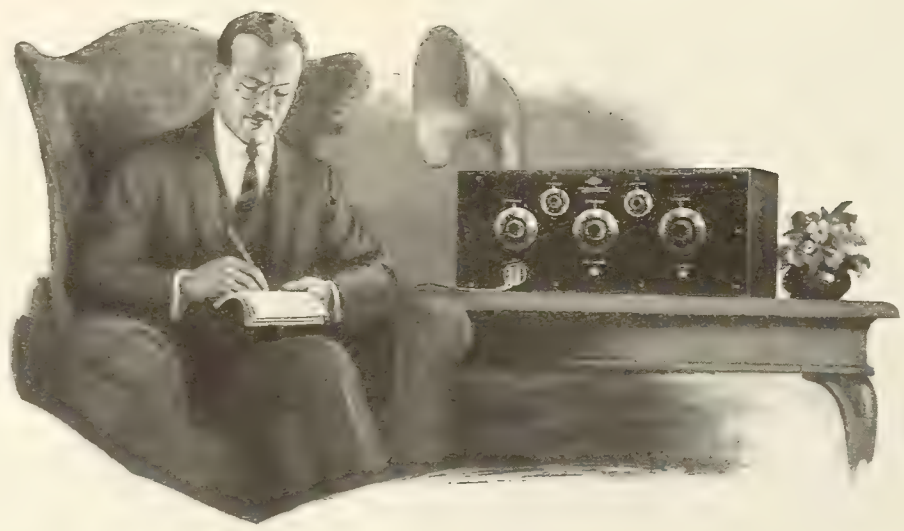
In radio, however, as in every other industry, there are a few individuals more interested in their own immediate gain than in the future development of the industry. And these men took advantage of the rapid growth and somewhat chaotic conditions to exploit the industry. These men charged prices even higher than conditions sometimes justified. Frequently they charged them for faulty products.

Drive to Eliminate Trade Evils

It is for this reason that, to protect the public and their $350,000,000 annual investment in radio against the efforts of these people, the National Vigilance Committee of the Associated Advertising Clubs of the World, in co-operation with the United States Department of Justice, the Federal Trade Commission, Better Business Bureaus in forty large American cities and local vigilance committees or deputies in half a hundred other cities, is launching a campaign to standardize radio advertising.

The committee is centering its efforts upon several different practices. These include: Appropriation of radio tube type numbers or

(Continued on page 43)



The Murdock Neutrodyne

will meet the demand of your customers for a high grade neutrodyne at a moderate price

THE refinements of radio construction find the fullest expression in the Murdock Five Tube Neutrodyne. It is the product of an old New England radio organization that has been making radio equipment of the highest efficiency since 1904.

The Murdock Neutrodyne is the ideal receiver for home use. It is radio standardized—given a form as stable and resourceful as the piano and phonograph. It meets the most exacting tests of sound reproduction. Its performance will satisfy the most critical radio enthusiast. And in appearance it is handsome enough to grace the best music and living room.

Strong sales co-operation

EVERYBODY'S talking neutrodyne—everybody's buying it. Meet this insistent call in your locality with the wonderfully efficient and unreservedly guaranteed Murdock. It's backed by powerful advertising in radio magazines and daily newspapers. —and strong sales co-operation.

See your jobber today. If he does not carry the Murdock Neutrodyne, write us for information and dealer discounts.

RADIO MURDOCK

WM. J. MURDOCK CO.
416 Washington Ave., Chelsea, Mass.

NEUTRODYNE

Branch Offices:
NEW YORK—53 Park Place
CHICAGO—140 S. Dearborn Street
SAN FRANCISCO—509 Mission Street

MURDOCK NEUTRODYNE

Announcing Exclusive

. . . Keeping Abreast of the Times, Musically

BRUNSWICK constantly offers Dealers and the public *new* stars on Brunswick Records. No name is added until after long tests we have assured ourselves that Brunswick's established high quality will be maintained. Until we know that the sales-possibilities of the new artist's records justify their being added to our already long and distinguished list of artists.

Here are the latest exclusive stars in the Brunswick firmament:

Minneapolis Symphony Orchestra

Henri Verbrugghen, *Conductor*

The New Hall of Fame

HENRI VERBRUGGHEN
Conductor

In adding the Minneapolis Symphony Orchestra to the New Hall of Fame we do so with fullest confidence in the public's reception of this famous group of musicians.

Since its formation in 1903, the Minneapolis Symphony Orchestra has given more than 3,000 concerts on tour throughout the country, from Coast to Coast.

This brilliant orchestra, therefore, needs no introduction to music lovers. Their records which are just coming out, will be easy sellers—for their music fulfills in every requirement the superlatively high Brunswick standards.

Marie Morrisey, *Contralto*

The New Hall of Fame

MARIE MORRISEY, *Contralto*

Miss Morrisey is an artist of rare *record-personality*—a contralto whose reputation has already been well established.

Her forte is songs of the old standard type, as well as numbers of semi-popular appeal. She has had long experience in records and her charming voice and artistic technique are decidedly *different*. We predict large sales in her records of the new dollar Purple Label series.

Frederik Schorr, *Baritone*

The New Hall of Fame

FREDERIK SCHORR, *Baritone*

Frederik Schorr is a baritone of rare accomplishment. We forecast for him a brilliant future on Brunswick Records. And we are confident that, from the Dealer's standpoint, his records of the New Hall of Fame Purple Label and Gold Label series will become good steady sellers. Schorr's voice records splendidly. His specialty is German opera and songs of native Germany, of popular appeal. He is one of the leading baritones of the Metropolitan Opera.

The Sign of Musical Prestige

Brunswick

PHONOGRAPHS · RECORDS · RADIOLAS

New Brunswick Stars

VAL McLAUGHLIN
The Original Radio Sandman

Val McLaughlin—The Original Radio Sandman

Exclusive Brunswick Artist

Val McLaughlin has a distinct place of her own as a teller of tales for children. She is the original Sandman of radio fame. Now she is an exclusive Brunswick artist—telling her stories to Brunswick-owners' children.

These "story-telling" records are not of the *ordinary* kind. Val McLaughlin is the sort of story-teller Brunswick is proud to sponsor. Children love to hear *her* stories over and over again. She projects into the record something of her own personality—her own enthusiasm. Miss McLaughlin's new Brunswick records will soon be ready. Brunswick Dealers will find at last what they have long sought in children's records.

Frank Bessinger

Exclusive Brunswick Artist

Bessinger sprang to overnight fame in a broadcasting station in New York. He is one of an already-famous new vocal team—The Radio Franks.

Bessinger's tenor voice has a mellifluous quality which records exceptionally well. Now on a tour of the broadcasting stations of America, his popularity is increasing daily.

We prophesy a quick demand for Bessinger's records. He was selected among hundreds who took recent "tests" at the Brunswick laboratories, and we are enthusiastic about his voice.

FRANK BESSINGER, *Tenor*

THE RADIO FRANKS

The Radio Franks

Exclusive Brunswick Artists

The Radio Franks, as newspapers promptly dubbed Frank Wright and Frank Bessinger, are known already to thousands of radio fans all over the country.

These two singers have voices which blend marvelously. Reproduced on Brunswick Records by the famous Brunswick Method of Reproduction, not a note, not an inflection is lost.

Records made by the Radio Franks have a great sales-future. We highly recommend this vocal team.

As in Phonographs and Records, Brunswick offers the superlative in Radio

THE BRUNSWICK-BALKE-COLLENDER CO.
Manufacturers—Established 1845
GENERAL OFFICES: CHICAGO
Branches in all Principal Cities

New England Distributors:
Kraft, Bates & Spencer, Inc.
80 Kingston Street, Boston, Mass.

Canadian Distributors:
Musical Merchandise Sales Co.
79 Wellington St., West, Toronto, Ont.

The Sign of Musical Prestige

Brunswick

PHONOGRAPHS · RECORDS · RADIOLAS

Brunswick Radiola No. 360, one of the six new models of the Brunswick Radiola

To Protect the Radio Industry

(*Continued from page 42*)

any part thereof; sets built by retail stores but containing certain licensed parts of well-known manufacturers but which are advertised as being solely the products of these manufacturers; concerns or individuals advertising a radio product in infringement of patent or license rights; doubtful claims concerning the receptive power of radio equipment which cannot be substantiated; merchandise advertised as being reduced from a certain list price and represented as possessing the list price value, but which does not carry all the advantages, such as factory guarantee and repair privileges, to which any purchaser who buys at the regular price is entitled; advertisements which lead the purchaser falsely to believe that certain accessories are included at the price quoted; claims as to batteries and other accessories which cannot be substantiated or which conflict with the views of the recognized scientific opinion on the subject; sets advertised at reduced prices when the model has been discontinued at the factory but which are represented as still possessing its regular price list in a way to lead the public to believe that it is securing a much better current value than is actually the case; when a particular piece of merchandise is featured through advertising but the dealer fails to keep a sufficient supply on hand to meet a reasonable public demand.

These are but a few of the objectives of the Vigilance Committee and its co-operating organizations. Broadly, the committee intends to maintain truth-in-advertising by curbing all sales and advertising methods in radio which do not measure up to the standards which are now being formed. And these will include radio stock selling schemes as well.

To Be Campaign of Education

For the most part the Vigilance Committee will not use force—it will not need to use force—to accomplish its ends. These doubtful advertising methods, it realizes, are usually not the result of perversion but of ignorance of the standards. In fact, radio itself is still so new that these standards have not yet been definitely set.

The campaign of the Vigilance Committee, therefore, will be primarily a campaign of education. It will seek first to have the standards of radio sales and advertising definitely mapped out, and then to educate all those in the industry, and the public as well, to maintain those standards.

In those few cases where education fails the committee will resort to publicity and, only as a last resort, to prosecution. So carefully and so thoroughly does the committee work, so great is the influence of the Associated Advertising Clubs of the World, with their 30,000 members all striving toward a common end; so complete is the co-operation between the committee, the Better Business Bureaus and the United States Government and local authorities that rarely does the committee have to resort to prosecution. In ninety-five cases in a hundred education is successful.

The energies of all these organizations, therefore, are focused on a common point, and their work is constructive, not destructive. Their purpose is educational, not punitive. They seek truth-in-radio-advertising not alone because truth is morally desirable, but because it is economically necessary. Only through truth—and by truth is meant adherence to standards as well as moral honesty—the committee believes, can the confidence of the public be protected.

Advertising, in four short years, developed the public's confidence in radio, and advertising men intend to protect that confidence.

The possibilities of radio are boundless. There are to-day about 500 broadcasting stations in the United States. An international chain of radio broadcasting stations reaching 50,000,000 people is proposed. It seems hardly an exaggeration to say that the time is not far distant when the radio will literally reach everybody.

Co-operation a Vital Need

For this reason the co-operation of everyone interested in the development of radio to maintain the public's confidence in the industry is a very vital need. Realizing this need, the National Vigilance Committee and its affiliated organizations seek to become in a sense the custodians of that confidence and to check the efforts of anyone—whether he does so knowingly or unknowingly—to abuse that confidence.

These bodies protect the investment of $350,000,000 annually. They do more than that. They protect the future development of an industry and a science which are already bound up in the welfare and happiness of the public.

The World Loud Speaker Mfg. Co., New York, was recently incorporated at Albany, to manufacture radio instruments with a capital stock of $20,000. The incorporators are I. Sherman, B. Greenspan and H. Morris.

Many Dealers Take on OKeh Record Line

New Accounts Opened in New York Territory Show Growing Popularity of These Records

The month of October showed an appreciable increase in all lines carried by the distributing division of the General Phonograph Corp., N. B. Smith, manager of the division, states. Aside from the natural increase due at this time of the year, a competition among the outside men is responsible in a large measure for the very favorable sales totals for the month. A number of new accounts were opened, all of whom will feature the Okeh and Odeon records. Among them are included, E. Winter's Sons, Kingston, N. Y.; Max Bruskin, Astoria, L. I.; Hanford & Horton, Middletown, N. Y.; G. Ardola, 127 Corona avenue, Corona, L. I.; Arline Music Shop, Ozone Park, L. I.; L. Ettinger, Perth Amboy, N. Y.; and the Palmer Furniture Store, 153 Pearl street, Albany, N. Y.

Ralph Waldo Emerson once said: "An institution is but the lengthened shadow of a man."

Which is another way of saying that a product is no better than the institution behind it.

Shrewd buyers always investigate the house with the goods. They know that water is no better than its source.

You are invited to determine the responsibility of the House that builds "MASTERCRAFT"—together with the product.

Two large factories with every modern facility, manned by artisans long skilled in the trade—make for quality, volume, efficiency and dispatch,—which means a wide range of "Golden Rule" Instruments—at interesting figures.

Buyers are divided into three classes: the self-starters, those that have to be cranked and those that have to be towed.

Self-starters will find this a profitable connection on Fall requirements.

Descriptive literature—and quotations—on request.

THE WOLF MANUFACTURING INDUSTRIES

(Established 1890)

BUILDERS OF "MASTERCRAFT" PHONOGRAPHS

QUINCY, ILLINOIS

VOCALION

BEETHOVEN
from a painting by
Julius Schmid

The Greatest Recording Achievement *of* Modern Times

Recorded in Europe and Introduced Exclusively in America by

The AEOLIAN COMPANY

A NOTEWORTHY Vocalion release has just been announced—Beethoven's majestic Ninth Symphony in a special VOCALION RECORD series of seven double-faced recordings played by the New Symphony Orchestra of Berlin under the direction of the noted European conductor, Bruno Seidler-Winkler.

Nothing has been heard in this country to equal the superb reproduction of orchestral instruments in these magnificent records. A vocal chorus of rich voices from the Berlin Opera, headed by leading European soloists is a striking feature in the 4th Movement of the Symphony. Lovers of symphony music the country over will create a large demand for these marvelous Vocalion Records—enabling them to enjoy in their own homes this great work of Beethoven.

For the Christmas trade, Vocalion Red Record dealers have the enormous advantage of offering this stupendous achievement to musicians of the United States.

Distributors of Vocalion Records

S. E. LIND, Inc.....2755-65 W. Fort St., Detroit, Mich.
VOCALION CO. OF CHICAGO..529 S. Wabash Ave., Chicago, Ill.
Distributors of Vocalions and Vocalion Records
OHIO MUSICAL SALES CO., 1747 Chester Ave., Cleveland Ohio
LOUISVILLE MUSIC CO.....570 S. Fourth St., Louisville, Ky.
STERCHI BROS.....Knoxville, Tenn.
STERCHI FURN. & CARPET CO.....Atlanta, Ga.
MUSICAL PRODUCTS DISTR. CO.....22 W. 19th St., N. Y. City
WOODSIDE VOCALION CO.....154 High St., Portland, Me.
A. C. ERISMAN CO.....174 Tremont St., Boston, Mass.
GIBSON-SNOW CO.....306 W. Willow St., Syracuse, N. Y.
LINCOLN BUSINESS BUREAU..1011 Race St., Philadelphia, Pa.
PITTSBURGH PHONO. DISTR. CO.,
217 Stanwix St., Pittsburgh, Pa.
VOCALION RECORD CO. OF MD.,
305 N. Howard St., Baltimore, Md.

RED RECORDS

BEETHOVEN'S FAMOUS NINTH SYMPHONY IN D MINOR

Complete in a Special Orchestral Series of VOCALION RED RECORDS

Played by the New Symphony Orchestra of Berlin

Under the Direction of BRUNO SEIDLER-WINKLER

BEETHOVEN'S NINTH SYMPHONY—*Vocalion*

First Movement—Part 1—
First Movement—Part 2—Allegro, ma non troppo—New Symphony Orchestra, Berlin.
Conducted by Bruno Seidler-Winkler (Recorded in Europe)
No. 35050 - - - - - 12 inch - - - - - - $1.25

First Movement—Part 3—Allegro, ma non troppo
Second Movement—Part 1—Molto vivace—New Symphony Orchestra, Berlin.
Conducted by Bruno Seidler-Winkler (Recorded in Europe)
No. 35051 - - - - - 12 inch - - - - - - $1.25

Second Movement—Part 2—Molto vivace
Third Movement—Part 1—Adagio molto e cantabile—New Symphony Orchestra, Berlin.
Conducted by Bruno Seidler-Winkler (Recorded in Europe)
No. 35052 - - - - - 12 inch - - - - - - $1.25

Third Movement—Part 2—
Third Movement—Part 3—Adagio molto e cantabile—New Symphony Orchestra, Berlin.
Conducted by Bruno Seidler-Winkler (Recorded in Europe)
No. 35053 - - - - - 12 inch - - - - - - $1.25

Fourth Movement—Part 1—Presto
Fourth Movement—Part 2—Presto allegro assai—New Symphony Orchestra, Berlin.
Conducted by Bruno Seidler-Winkler (Recorded in Europe)
No. 35054 - - - - - 12 inch - - - - - - $1.25

Fourth Movement—Part 3—Presto allegro assai—New Symphony Orchestra, Berlin—Vocal, by Ethel Hansa, soprano— Eleanor Schlosshauer, alto — Eugen Transky, tenor — Prof. Albert Fischer, bass—and chorus Berlin National Opera.
Fourth Movement—Part 4—Presto allegro assai—New Symphony Orchestra, Berlin. Conducted by Bruno Seidler-Winkler—Vocal, by Eugen Transky, tenor, and chorus—Berlin National Opera (Recorded in Europe)
No. 35055 - - - - - 12 inch - - - - - - $1.25

Fourth Movement—Part 5—Presto allegro assai
Fourth Movement—Part 6—Presto allegro non tanto. New Symphony Orchestra, Berlin. Conducted by Bruno Seidler-Winkler—Vocal, by Ethel Hansa, Soprano—Eleanor Schlosshauer, alto—Eugen Transky, tenor—Prof. Albert Fischer, bass—and chorus—Berlin National Opera (Recorded in Europe)
No. 35056 - - - - - 12 inch - - - - - - $1.25

Seven Double-faced Vocalion Records complete in Special Album $10.00 or $1.25 Separately

The AEOLIAN COMPANY

Aeolian Hall
NEW YORK

O. J. DEMOLL & CO.,
12th and G Sts., N.W., Washington, D. C.
REINHARDT'S, INC.....104 S. Main St., Memphis, Tenn.
RADIO EQUIPMENT CO. OF TEXAS,
1319 Young St., Dallas, Texas
D. H. HOLMES CO.....New Orleans, La.
STONE PIANO CO.....Fargo, N. D.
STONE PIANO CO.....826 Nicollet Ave., Minneapolis, Minn.
Distributors of Vocalion and Vocalion Records
MOORE-BIRD CO.....1720 Wazee St., Denver, Colo.
MUNSON-RAYNER CORP.....643 S. Olive St., Los Angeles, Cal.
MUNSON-RAYNER CORP.....86 Third St., San Francisco, Cal.

Capitol Distributing Co. Appointing Distributors

M. Steinert & Sons, Boston, and Brown & Sperling, of Washington, Secure Dynergy Distribution Rights in Their Territories

The Capitol Distributing Co., New York City, has derived many benefits from the various radio shows that have been recently held in the large cities of the East. It not only reports decidedly stimulated interest in radio in general, as a result, but has found a marked increased demand especially for the Dynergy receiving set, of which it is the factory distributor. This set, which may be plugged in on any socket, needs no batteries and it created considerable interest at each show.

Ira Greene, president of the Capitol Distributing Co., made a flying trip to the most important trade centers along the Atlantic Coast. He personally visited a large number of radio dealers and distributors and returned with contracts from some of the biggest music and radio jobbers in that territory. In Boston, the well-known distributing house of M. Steinert & Sons has taken on the Dynergy line and in Washington, D. C., Brown & Sperling have been appointed distributors.

It is expected that the Capitol Distributing Co. will shortly announce Dynergy distributors in Philadelphia, Pittsburgh, Baltimore and other important cities in the East. In an interview with The World, Mr. Greene reported that tremendous interest in radio was being manifested not only in New York City, but in other East Coast cities as well. The Capitol Distributing Co. has prepared for this season with adequate stock, and shipments are very heavy. Besides the Dynergy receiver the Capitol Distributing Co. is also the distributor of Ambler Holman sets, Murdock neutrodyne sets and the Song Bird phonograph panel. In the loud speaker line it features the Charmitone.

Pathé Corp. Announces Two New Radio Models

Super-Five and Big-Five Radio Receivers Are Now Included in Pathé Line of Sets

The Pathé Phonograph & Radio Corp., of Brooklyn, New York, is adding to its line of radio receiving sets two new models which are expected to prove particularly popular, especially throughout the talking machine trade. These two models are to be known as S-5 (Super-Five) five-tube radio receiver and B-5 (Big-Five), another five-tube set. The Pathé Corp. is ready to make delivery on the S-5. This new set consists of two stages of radio amplification, detector, and two stages of audio frequency. It has a particular appeal to the talking machine trade through both its attractive appearance and simplicity of operation. It is housed in a cabinet of genuine two-tone mahogany with a panel and dials of mahogany as well. Although simply operated, it is described as extremely selective, sensitive, and has a substantial volume.

Delivery will shortly also be made of the B-5, which is marketed at a lower price. This set is described as a tuned radio frequency set, self-neutralized, non-oscillating, non-radiating and easy to operate, as there are but three controls. There are also many claims made for this set in selectivity, tone and volume, and it is also attractively cabineted in a mahogany-finished case.

The Pathé Phonograph & Radio Corp., it will be remembered, is the manufacturer of Minute Man and Five-Six sets. It is reported that the success with which these sets have met has enabled the company to go into volume production with a corresponding decrease of price. The Minute Man is a five-tube Phusiformer set and the Five-Six has two stages of radio amplification, detector and three of audio.

The High Boy radio cabinet produced by the Pathé Corp. is now being equipped with the S-5. The High Boy not only provides for the set of batteries, but has a loud speaker built in behind the grill work. This model has been produced to meet the marked demand for radio sets in furniture models.

Attractive Thanksgiving Edison Window Display

The accompanying illustration is the window display arranged by Thos. A. Edison, Inc., for the use of its dealers prior to Thanksgiving. The display, as may be seen, is simple in arrangement and can be put in at very low cost.

Edison Thanksgiving Window

Dealers can take no more effective steps in the campaign to secure holiday business and tying up phonographs and records with holidays than to make the appeal to the public through the "eye of the store."

Formal opening of the Rupert & Tewart Music Store, New Bethlehem, Pa., was held recently and was extremely well attended. Prominent local artists entertained and the event was a success from every possible angle.

Your Radio Department Is Incomplete Without a Standard Charger

The

"Eagle" Charger

created a demand for itself practically overnight.

And here's the reason—The reputation of the makers behind it and the confidence in their products.

Besides that it has features the others haven't.

The radio fan wants *every* feature the industry can offer him, and he gets *every* feature a charger can offer in the EAGLE.

For instance—
It has a VARIABLE CONTROL.
It charges "A" Batteries while the set is in operation.
It has a special transformer that cannot burn out the radio tubes.
It charges 120 volts of "B" Battery in series (distinctly an Eagle feature.)
It has a variable charging rate by which the charge is controlled.
It has an automatic switch which automatically cuts off at zero.

Jobbers!—The "Eagle" will give you what you are entitled to expect from a charger—honest construction, good appearance, and a performance that is free from trouble for the user and you!

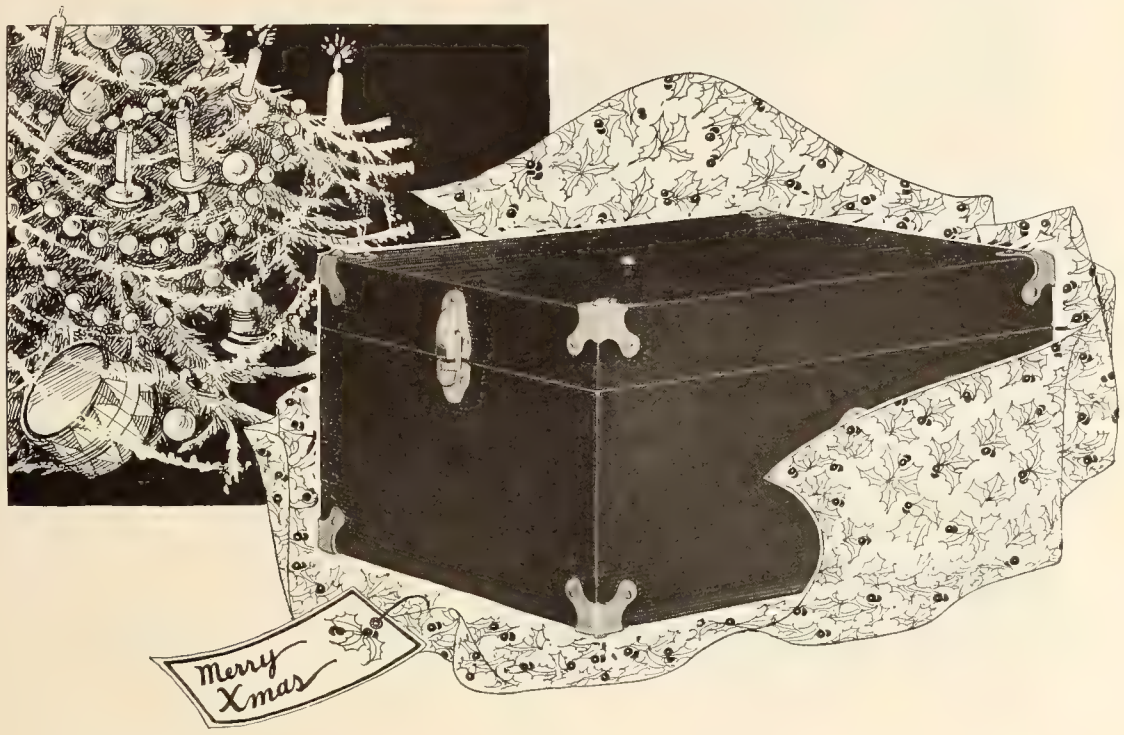
The most outstanding proof of "Eagle" worthiness is the fact that many of the leading concerns in the Radio Industry are using the "Eagle" charger exclusively!

SPECIAL NOTE! The EAGLE Charger contains a tube supplied to us direct by the General Electric Company by special arrangement. The EAGLE is a distinct improvement—and it is **legitimate!**

Foreign and Domestic Electrical Commodities, Inc.

629-635 WEST 23rd STREET, NEW YORK, N. Y.

Western Office: 11502 Madison Ave., Cleveland, Ohio



Packed in Holly Cartons

SPENCERIAN

Portables for Christmas!

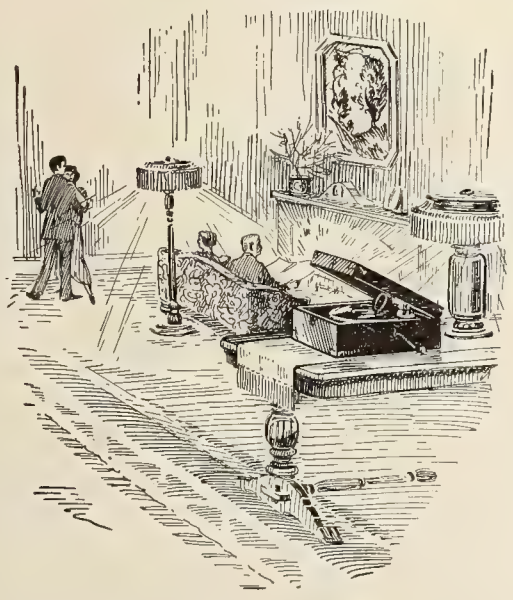
PRICES:

Directone $35.00
Walnut or Mahogany Case

Reflextone $30.00
Mahogany or Walnut Case

Beltone $25.00
Dupont Fabrikoid Case

Grace any Room



SPENCERIANS are *year 'round* instruments.

The handsome Mahogany or Walnut cases of the *Directone* and *Reflextone* models make them as suitable for use in the finest parlors, playing carols on Christmas Eve, as outdoors in the summer.

They are thoroughly high-quality products, in tone, design, and workmanship, that will build patronage for you.

The striking holiday cartons in which we pack them for you at this season add greatly to their appeal as attractive, reasonably priced gifts.

You will profit by featuring SPENCERIANS for the holidays.

WESTPHONO, INC. · 46 W. 4th St., Saint Paul, Minn.

Dunn Now Sales Manager of American Specialty Co.

President Clifford and Sales Manager Dunn Discuss Plans and Policies

Bridgeport, Conn., November 6.—The American Specialty Co., manufacturer of the Electrola receiving set, is finding the talking machine trade much interested in its product. In addition to the development of the set itself, this company has also formed a well-rounded sales

D. J. Clifford

and service organization capable of offering exceptional service to the merchandising of American Specialty products.

D. J. Clifford, president of the company, has announced the appointment as sales manager of W. R. Dunn, whose former connection as assistant sales manager of the De Forest Radio Corp. and prior to that with the Cutting & Washington organization, has given him a wealth of experience in the radio field and particularly fits him for the position he now assumes.

In a recent chat with The World Mr. Dunn outlined the policies that he intended to pursue. He stated: "A closer spirit of co-operation

W. R. Dunn

between the manufacturer and the jobber and dealer organization is absolutely essential to the success of the business. Conditions have improved greatly in this respect in the past two years, but in the past too many manufacturers felt that their responsibility ceased entirely when shipments had been made. Our exclusive arrangement with jobbers, together with our community agency plan for dealers, will go a long way in eliminating the trade evils that exist to-day and at the same time will make the Electrola franchise a valuable one to the entire trade organization."

D. J. Clifford, chief executive of the American Specialty Co., has developed this organization from small beginnings to its present size. It is not a new organization, but has manufactured electrical instruments for twenty years. A number of years ago Mr. Clifford visualized the future popularity of radio and placed on the market a line of radio parts that has proved exceptionally popular. The complete set, the Electrola, was developed under Mr. Clifford's personal direction, and is now produced in three models. Its attractive appearance, besides its efficiency as a radio receiving set, will no doubt have a distinct appeal to the talking machine field.

In addition to complete sets, the American Specialty Co. produces the Regal and Kelford lines of radio products, which include the Kelford variable condenser, audio frequency transformer, shielded frequency transformer, rheostats and potentiometers and the Regal vernier rheostat and inductance switch.

Special Columbia Hanger

The advertising department of the Columbia Phonograph Co., Inc., issued recently a very attractive hanger featuring the extensive Columbia collection of old-time tunes, played and sung by popular old timers. The sale of this class of selections is growing rapidly, and the Columbia library has recordings by fiddle, guitar and harmonica specialists, which are being advertised widely by Columbia dealers. Many of the Columbia representatives have accepted the company's suggestion to feature this hanger in booth and store windows, particularly as the hanger displays picturesque photographs of such square dance virtuosos as Gid Tanner, Riley Puckett and Ernest Thompson.

F. Daniels in New Position

Frank Daniels, formerly manager of the talking machine department of Kincaid's, Quincy, Mass., has joined the forces of Walter H. Sturgis, Inc. This establishment was recently renovated and re-decorated.

Proof of Service

Each week we prepare several hundred sets of attractively painted show cards featuring the new Victor Records—for exhibition in the windows of our dealers.

This service is considered a most important item in the M. I. S. extensive and thorough plan of sales promotion, as experience has shown that the strikingly designed and colorful cards in their gold frames, have a real record selling ability.

If you are unacquainted with this phase of our service we should be pleased to send you samples and description.

Musical Instrument Sales Co.
Victor Wholesalers
673 Eighth Avenue
NEAR 43rd STREET
New York

M. I. S. RECORD CARD IN FRAME

Every radio dealer ought to know

these three factors of greater tube business

WHAT radio tube should a merchant of your reputation sell in the best interests of your customers, yourself and your profit?

Here are three facts that will help you decide:

1. The radio tube you sell should be a product of the most skillful workmanship—a product made according to the highest standards of radio efficiency and of accurate workmanship. De Forest tubes, endorsed by experts, are rigidly inspected one by one in the factory. They are the latest of a long line of tubes the first of which was made by Dr. Lee De Forest.

2. The radio tube you sell should perform in all ways exactly as the makers claim. De Forest tubes are *uniformly* reliable. Once sold they stay sold. They bring you new customers who will come in again and again. They stand by your reputation as a dealer of first-class merchandise and strengthen your bonds with old customers. Their performance shows its value in your cash register.

3. The radio tube you sell should have a name well known to your customers new and old. De Forest as a name stands for the perfect reliability of the products bearing it and for pioneer radio work. National advertising in the leading radio magazines and in the great newspapers of broadcasting centres is now making De Forest tube sales still easier for the dealer.

MORE and more merchants prefer to carry De Forest tubes because of their faith in these facts. An unusual opportunity is open to you to increase your profits with De Forest tubes, whose clearness and volume of tone are sources of continuous satisfaction to discriminating purchasers. There are two types, which cover all needs. The DV-3 is for dry batteries and is both radio and audio frequency amplifier. It is a good detector in standard regenerative circuits. The DV-2, for storage batteries, is particularly designed for power amplifier work.

Write us while you think of it—or send a wire for the De Forest merchandising plan.

DE FOREST RADIO COMPANY
JERSEY CITY, N. J.

DE FOREST TUBES

TRADE MARK REG.

The "Magic Lamp" of Radio

The DV-2 has a filament potential of 4½ volts and a filament consumption of 25/100 of an ampere.

This tube, the DV-3, consumes a filament current of only 6/100 of an ampere. It operates at a filament potential of 3 volts.

Made by the makers of
De Forest D-12 Radiophones and all other parts

Sonora Co. Protects Name Against Infringement

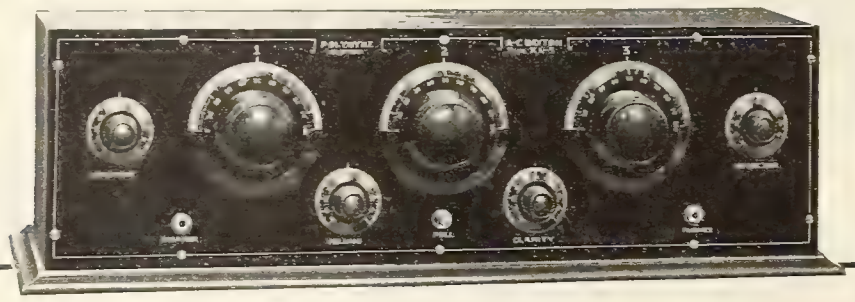
Court Decides Name "Sonata" for Phonographs Is Infringement of "Sonora"

The Sonora Phonograph Co., Inc., announced recently that it had stopped the attempt of a Western manufacturer to bring out a phonograph bearing the name "Sonata." Several years ago this name was used by an Eastern manufacturer who discontinued it, however, when it was decided by the patent office authorities that the word "Sonata" constituted an infringement of the name "Sonora." The latest attempt was made by a Western manufacturer who apparently did not have cognizance of the former decision, and the Sonora Phonograph Co., Inc., has suggested that dealers and jobbers, as well as manufacturers, bear in mind that the word "Sonata" has been banned by the patent office.

New Tonofone Jobbers in Denver and Chicago

Miss E. E. Powell, secretary and treasurer of the Tonofone Co., of Chicago, manufacturer of Tonofone needles, was a visitor to New York recently calling on some of the jobbers in this territory. While in New York Miss Powell announced the appointment of Gray Bros., Denver, Colo. and the Targ & Dinner Music Co., 229 West Randolph street, Chicago, as Tonofone jobbers. Both of these companies are well known in their respective cities and are planning to start aggressive campaigns in behalf of the well-known needle, which has become popular both with dealers and public.

The Melodyne Co., New York, was recently incorporated at Albany, with a capital stock of $10,000 to manufacture radio sets. The incorporators are E. Hajos, H. Kirshbaum and F. Melson.



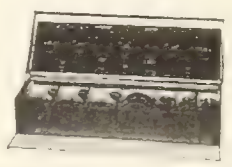
The A-C DAYTON XL-5 Dark Mahogany Cabinet

Performance that Sells

PROVEN performance sells Radio Receivers to the music trade, performance that will assure the music lover of clear reception of his favorite program, uninterrupted by the necessity of endless tuning and adjusting.

The A-C DAYTON XL-5 is a five tube super-Receiver that sells on performance—performance that is a pleasant surprise to the most exacting radio fan—performance that is needed to appeal to the music lover who demands true radio reception.

In dollar for dollar value the XL-5 leads the field of fine Receivers. Retailing at $115.00 ($120 Denver and west), less tubes and batteries, it attracts the music lover who is looking for a fine Receiver at a reasonable price.



The A-C DAYTON XL-5 is furnished in knocked-down form, complete with all parts and directions, neatly packed in attractive display case. Write for circular.

There will be a big sale of Receiving Sets for Holiday gifts. Write for complete description of the XL-5, our discounts and dealer plan, and be ready to get your share of the Holiday business with the A-C DAYTON XL-5.

THE A-C ELECTRICAL MFG. CO., DAYTON, OHIO

Makers of Fine Electrical Equipment for Twenty Years

A-C DAYTON XL-5

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect

We get the best India Mica directly.

We supply the largest Phonograph Manufacturers.

Ask for our quotations and samples before placing your order.

American Mica Works

47 West St. New York

Henry Ford Purchases Another Edison Phonograph

Edison Shop, of Detroit, Has Placed Many Edison Phonographs With Ford Executives

Detroit, Mich., November 6.—The Edison Shop, Edison phonograph distributor, has placed thousands of Edison phonographs in the homes of music lovers of this city, but no sale in recent years caused as much genuine pleasure as the sale of another Edison phonograph to Mr. and Mrs. Henry Ford. For a great many years a Louis XVI period Edison phonograph has been used at the Ford home. This phonograph after twelve years of actual service was found to be in perfect condition. It did not need the slightest replacement of any kind. It will be used in the Henry Ford Hospital, where a special restroom is being fitted up to serve as a convalescent sitting-room for the walking patients. This phonograph will be operated by an attendant and the wide range of Edison music will be drawn upon to aid in the convalescence of the Ford patients.

The satisfaction of selling another Edison phonograph to Detroit's motor king was increased by the fact that a story appeared in Eastern trade papers in the early Summer to the effect that Mr. Ford had purchased a needle phonograph. This story was immediately checked up and it was found that Mr. Ford had always used an Edison phonograph for his personal use and it brought about the sale of another to him.

Commenting upon this, Peter C. Sweeny, of the Edison Shop, reported another interesting thing in the Edison Shop's phonograph business. This was the tenth sale of an Edison phonograph to one of Detroit's families. The first sale was consummated seven years ago and since that time the sale of Edison phonographs to the number of nine was occasioned by the children of this family marrying and leaving home and insisting upon Edison phonographs in their homes. In addition to having placed Edison phonographs in Mr. Ford's home for his personal use, Edison phonographs are also in the home of Edsel Ford. John Ford, a brother of Henry Ford, also owns a Chippendale model. John Ford's two sons, Clarence and Robert, of Dearborn, Mich., own Edison phonographs. William Ford, of Dearborn, also a brother of Henry Ford, owns a William and Mary.

Recent sales of Edison phonographs to executives of the Ford Motor Co. include a William and Mary console to P. E. Martin, superintendent of the Highland Park plant. Two Edison phonographs to Fred Allison, engineer of the Ford Motor Co., one being for his own use and one for the use of his mother. A William and Mary console was sold to G. Cowling, traffic manager, and a William and Mary console to Gilbert Collins, of the engineering department, beside many other Edison phonographs to men connected with the Ford Motor Co. in different capacities.

D. A. Saunders Chartered

D. A. Saunders, Nyack, N. Y., was recently incorporated at Albany, to manufacture radio apparatus with a capital stock of $10,000. The incorporators are D. A. and L. S. Saunders.

PARAGON

PARAGON PAVES THE WAY

PARAGON is backing up its revolutionary new line with an advertising campaign of unusual effectiveness and range. Such popular magazines as Saturday Evening Post, Popular Mechanics, American Boy, Popular Science Monthly; such widely read radio publications as Popular Radio, Wireless Age and others; and big city newspapers, such as the Times, and Herald-Tribune in New York, the Tribune and Daily News in Chicago, will create live receiver prospects for you. Take advantage of this campaign while it's red-hot.

ADAMS-MORGAN COMPANY, Inc.

10 Alvin Avenue — Upper Montclair, N. J.

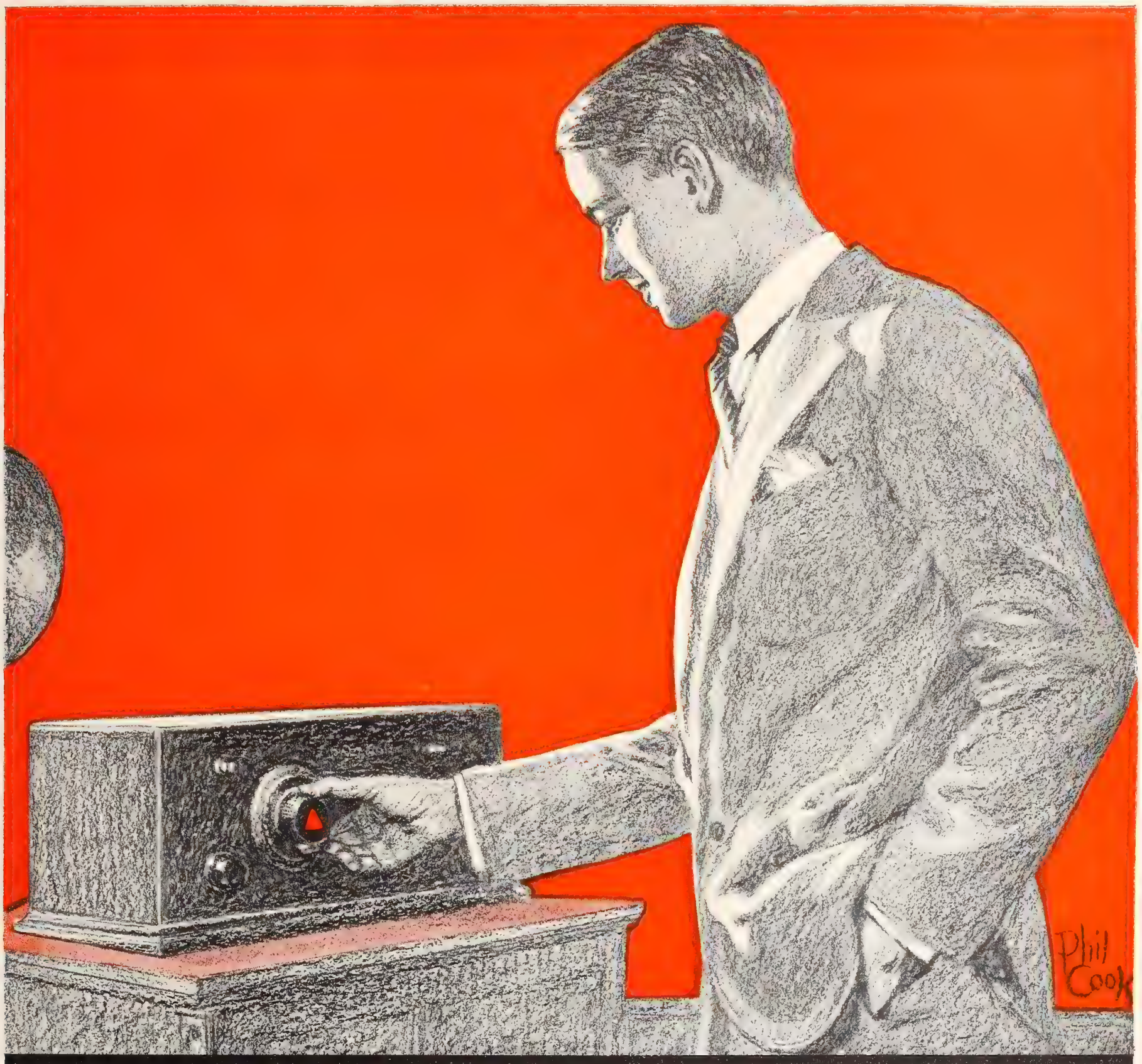
Originators Since 1915 of Record-holding Radio Receivers

The Paragon Line

The New Paragon Receivers operate successfully with any standard tubes, either dry or storage battery type. Built as only Paragon sets have been built in the past. And priced one-third what you would expect to pay for such value.

The New Paragon Four $65

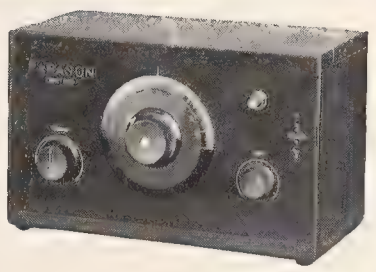
4 tubes—1 dial. A four-tube set whose loudspeaker range is practically unlimited. Basically new, employing the new *non-radiating* Paradyne Circuit. Exquisite natural tone. Extreme sensitiveness. And the *simplest* set ever to operate—one dial control. Handsome mahogany cabinet, 21 inches long.



FOUR $65

The New Paragon Three $48.50

An exceptionally sensitive three-tube set. New single dial control. Amazing loudspeaker volume. Solid mahogany cabinet, 17 inches long.



The New Paragon Two, $27.50

A new two-tube radio receiver capable of loudspeaker volume from stations within a moderate radius and phone reception over *almost unlimited* range. Single dial control. Mahogany finish cabinet, 11 inches long.

The Knob with the Red Triangle is the identifying mark of Paragon quality — always look for it.

See the new Paragon line at the Chicago Radio Show—Booth 9, Section W.

E. A. Kelley Is Sec.-Treas. of Splitdorf Electrical Co.

Popular Member of Trade Honored at an Executive Meeting Held Last Week

E. A. Kelley, "Ned" to the trade, for many years connected in various capacities with the Splitdorf Electrical Co., well-known manufacturer of ignition and radio equipment, was elected secretary and treasurer of the company at a special meeting of the board of directors held at Newark, N. J., last week. It was only comparatively recently that Mr. Kelley was taken from the Detroit selling territory and brought to the home office to take complete charge of the Splitdorf branch house and distributing organizations and act as director of advertising. This appointment had followed a tie-up with Splitdorf electrical interests of several years' standing, his duties having closely identified him at different times with the automotive worlds of the Pacific Coast, Kansas City, Chicago and Detroit. His acquaintance in the automotive field is a wide one, and his latest appointment will give cause for sincere congratulations.

Columbia Co. Issues Booklet on the Old Familiar Tunes

In addition to a large display hanger devoted to old-time tunes, featuring records by such popular rustic talent as Gid Tanner, Riley Puckett, Ernest Thompson and others, whose names are best known where the square dance has not been supplanted by the fox-trot, the Columbia Phonograph Co. has recently issued an attractive booklet entitled "Familiar Tunes on Fiddle, Guitar, Banjo, Harmonica and Accordion." This booklet is designed to fill three purposes, for in the first place it calls attention to the fact that these old favorites played as they were when they first became popular are available on standard phonograph records.

The booklet also makes it convenient for music lovers who have a desire to hear records of this character to find them on the list conveniently. The booklet also allows Columbia dealers to demonstrate to their trade that these popular tunes of years ago can still be found in the Columbia library.

Gilbert-Keator Corp. to Distribute Day-Fan Sets

The Gilbert-Keator Corp., distributor of nationally known radio equipment, with executive offices at 1755 Broadway, New York City, has taken over the distribution of the Day-Fan sets manufactured by the Dayton Fan & Motor Co., Dayton, O. They will particularly feature the two popular models Day-Fan OEM-7 and Day-Fan OEM-11. These products are already known throughout the country, and under the new distributing arrangement first hand co-operation in caring for the retailer's needs will now be available in the metropolitan area.

R. H. Nolan Joins Brunswick

Richard H. Nolan, well known in the phonograph sales field and recently with C. Bruno & Sons, Inc., New York City, has joined the sales force of the Eastern phonograph division of the Brunswick Co. and has been assigned to the New York State territory. Mr. Nolan will work under the supervision of H. A. Beach, sales manager of the Eastern phonograph division of the company.

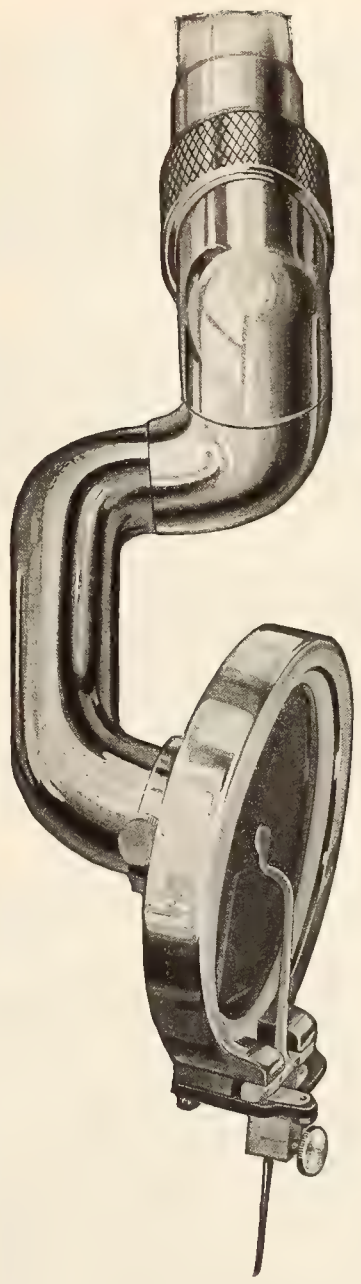
The Lohr & Chase Music Co., Muscatine, Ia., in order to display and demonstrate the Brunswick-Radiola to the best possible advantage, is constructing an additional salesroom which will be fitted out to represent the living room of an extremely well-appointed home.

DON'T SAY
"KAN'T"

Say

"KENT"

Successfully used for TEN YEARS as a Sales Clincher by hundreds of EDISON DEALERS



The KENT PRODUCTS excel in:

Value
Quality
Material
Workmanship
Simplicity
Durability
Practicability

The KENT COMPANY is noted for:

Stability
Versatility
Excellent Service
Square Business Methods

TRADE MARK KENT

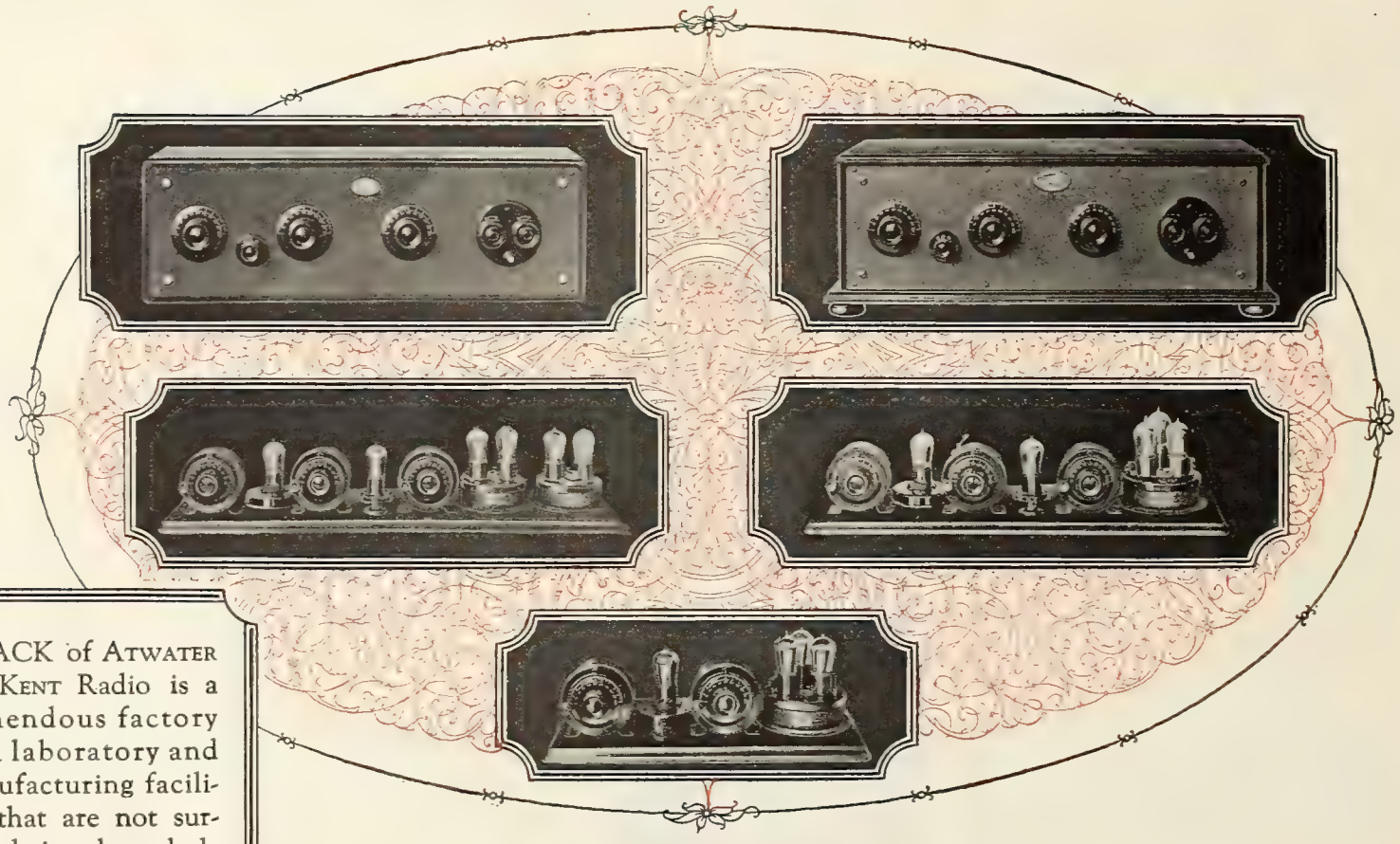
Reg. U. S. Pat. Off.

As our KENT No. 1 with soundbox, as illustrated, comprises only a part of our line, write for our catalog. Highest grade TONE ARMS made to order. Your inquiries are solicited.

F. C. KENT COMPANY
IRVINGTON, N. J., U. S. A.

ATWATER KENT

RECEIVING SETS



BACK of ATWATER KENT Radio is a tremendous factory with laboratory and manufacturing facilities that are not surpassed in the whole world. And back of that factory there is the accumulated experience of more than a quarter of a century in the manufacture of scientific electrical instruments.

De Luxe Model $120
5 tube—special cabinet
Model 20—$100
5 tube—enclosed
Model 12—$105
6 tube—open type
Model 10—$85
5 tube—open type
Model 9—$65
4 tube—open type

A Merchandising Opportunity with Unlimited Prospects

THE dealer who sells ATWATER KENT Radio has a merchandising opportunity with unlimited prospects.

ATWATER KENT radio is not confined to any one class of radio enthusiasts. Its value lies in its instant and universal appeal. Its broad price range enables everyone to buy.

In ATWATER KENT Radio there is the strength of sound radio engineering combined with master workmanship and fine materials.

There is the vigorous backing of a giant organization, whose products have always been a synonym for quality.

There is the mighty pulling power of a nation-wide advertising campaign plus popular good-will.

There is the powerful co-operation of distributors dedicated to dealer service.

Send for descriptive literature and dealer price list

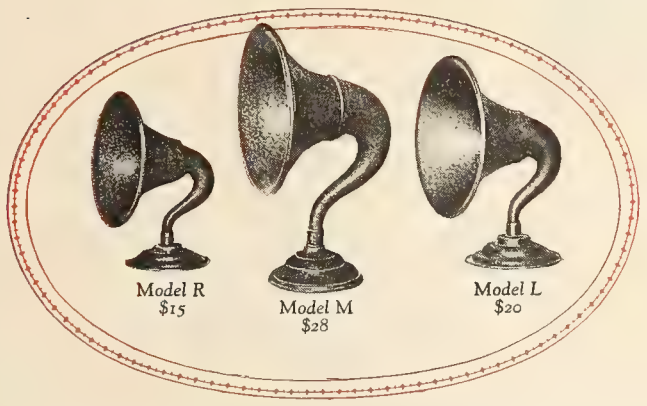
ATWATER KENT MANUFACTURING COMPANY - *4725 Wissahickon Avenue* - Philadelphia, Pa.

THINK OF WHAT IS BACK OF IT

ATWATER KENT

LOUD SPEAKERS

A Product with a Two-fold Profit

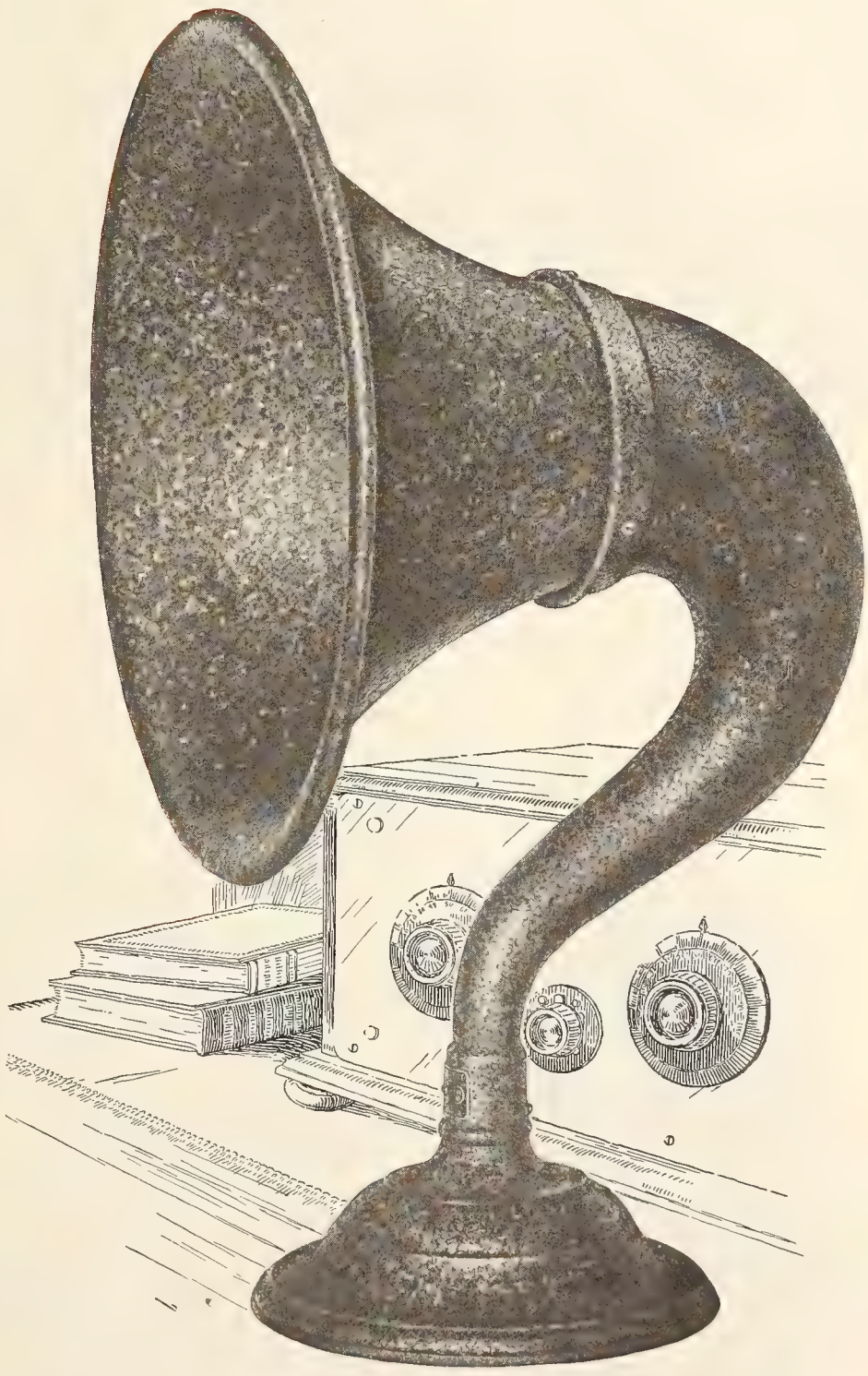


ATWATER KENT Loud Speakers represent a product with a two-fold profit. Helped by a separate advertising campaign, devoted exclusively to loud speakers, ATWATER KENT dealers are getting quick turnover, and in a great many cases are selling new receiving sets with the loud speakers.

In ATWATER KENT Loud Speakers, each kind of material used, each detail in design is there for a purpose,—to bring about a tone that is pure, clear and natural.

It is the ambition of practically every owner of a receiving set to own a fine loud speaker. The radio merchant who handles ATWATER KENT Loud Speakers has a constantly increasing market to serve.

ATWATER KENT MANUFACTURING COMPANY
4725 Wissahickon Ave., Philadelphia, Pa.



BRING OUT THE BEST FROM ANY SET

Broadcasting Demonstrated Daily in the Aeolian Hall Show Window

Replica of Station WJZ of the Radio Corp. of America Erected in the Display Window at Aeolian Hall, New York, and Programs Sent Out—Large Crowds Block Traffic

To the Aeolian Co. belongs the credit of inaugurating one of the most interesting radio demonstrations yet presented to the public. In co-operation with The Radio Corp. of America with headquarters in the Aeolian Building, daily programs during the week of October twentieth were broadcast by Station WJZ from the big Aeolian window on Forty-second street. A reproduction of the actual studio at WJZ occupied the center of the display area, which was divided into three parts, showing the transmission room at WJZ, the studio itself, with Steinway Duo-Art, microphone and the announcer's desk, and the third division, showing an attractive home interior with a Radiola Super VIII and all the other comforts of home.

A magnificent draping effect was used throughout—a superb back-drop curtain of cloth of silver with colored flood lighting so arranged as to give it an opalescent effect wholly beautiful. Rich draperies of seasonal autumn coloring of orange and large chrysanthemum plants completed the picture.

The Aeolian programs broadcast from WJZ were given every afternoon during the week from 3:30 to 4:30 and on Monday and Thursday evenings from 8:30 to 9:30. Enormous shopping and theatre crowds thronged the sidewalks and stood as many deep as were permitted around the window.

Broadcasting From the Aeolian Hall Show Window

The program on Monday was opened by several irresistible dance numbers by Ben Selvin's Woodmansten Inn Orchestra, Vocalion record artists, followed by an interesting political speech by Senator James A. Walker, of the Democratic State Committee on Speeches. Arthur Kraft, tenor soloist at St. Bartholomew's Episcopal Church, and well known as a concert singer of note, gave an excellent group of old English songs.

Almost as many spectators came into the Hall to hear the broadcasting as stood outside to see it, making Aeolian Hall the scene of great activity both inside and out, during the entire interesting proceedings.

The complete weekly Aeolian program broadcast by WJZ follows:

Monday, October 20—Ben Selvin and His Woodmansten Inn Orchestra; Senator James J. Walker (Democratic); Arthur Kraft, tenor, accompanied by Miss Constance Wering.

Monday, October 20, 8:30-9:30—Godfrey Ludlow, the Australian violinist; Beatrice Weller—harpist; Freddie Rich and His Hotel Astor Orchestra.

Tuesday, October 21, 3:30-4:30—Miss Madeleine MacGuigan, violinist, accompanied by Miss Alice Vaiden Williams; Direction of LaForge-Berumen Studios; Ernesto Berumen, Composer-Pianist; Mathilda Flinn, Soprano; Valeriano Gil, Tenor; Alice Vaiden Williams, Helen Fromer, Pianists.

Wednesday October 22, 3:30-4:30—Captain C. B. Young, Virginia, (Republican); Cliff Hess and Frank Banta with a "Surprise" (Rudie Wiedoeft); The Ambassadors; Elton Calkins (Tenor), accompanied by Keith McLeod.

Thursday, October 23, 3:30-4:30—Direction Frank LaForge-Berumen Studios; Frank LaForge, composer-pianist; Arthur Kraft, tenor, accompanied by Frank LaForge; Edna Bachman, Madeleine Halsizer, soprano; Grace Divine, contralto.

Thursday, October 2, 8:30-9:30—Mishka Ivany, baritone, accompanied by Keith McLeod; Miss Edna Bachman, soprano accompanied by Evalyn Smith; Mary Frances Wood, pianist; Freddie Rich and Alan Moran in "Classico Dance Music."

Friday, October 24, 3:30-4:30—Jos. Knecht and the Waldorf-Astoria Grille Orchestra.

Attractive Window Display

Elizabeth, N. J., November 6.—George L. Hirtzel, Jr., Victor dealer of this city, recently featured an attractive window display in connection with the local drive for funds for the Y. W. C. A. This consisted of a multi-colored arc, painted to represent a rainbow, five feet in height and ten feet wide, ending in a pot of gold. An indicator in the form of a triangle showed the amount of money collected. The display attracted attention which naturally strayed to the various models of talking machines and radio receiving sets which occupied prominent places in the window.

New Bubble Book Releases

The Victor Talking Machine Co., encouraged by the immediate and enthusiastic response to its release of Bubble Books Nos. 1 and 2, which were placed on the market recently, has just released Bubble Books Nos. 3 and 4, in order that the dealers might have the wider assortment to meet the holiday demand. Bubble Book No. 3 is the Pie Party and the Pet Bubble Book and No. 4 is the Funny Froggy and the Little Mischief Bubble Book.

Stages Successful Sales Drive

Meriden, Conn., November 7.—W. More, of the Woolley & More Music Shop, 71 East Main street, has just completed a novel advertising campaign, coupled up with an extensive canvassing plan and reports a very brisk business in this section, due to the improved industrial conditions. This music shop is featuring the new Edison, Brunswick and new Columbia phonographs and radio. A recent addition has been a complete line of high-grade pianos.

Clever Price Tag Attracts

South Norwalk, Conn., November 8.—Donnelly's, leading Victor dealer of this city, has evolved a very effective price tag. It consists simply of a green cardboard disc cut to the size of the record turntable of the talking machine. A hole is punched in the center and it is placed on the turntable in the same manner that a record is put on the machine for playing. On this disc in bold black letters is painted the price of the instrument.

Professional RADIO REPRODUCER

SPECIFICATIONS:
Special built "Professional" type mahoganized horn, 14 in. bell. Extra Heavy Gold-plated Adjustable Ferrule. Height over all 30 in. Cabinet Box Solid Mahogany—Size 5¾x7¼x6¾ in. Exceptional cabinet work and finish throughout.
Retail Price, $50.00 in U. S.; Canada $55.00. Special finished to order, $5.00 extra.
Subject to usual trade discounts.

No Extra Batteries Required

Your Profits Safeguarded and Increased Sales Assured

through our Special Franchised Dealers' Plan

You cannot sell a considerable volume of any Radio article at a fair and liberal profit if indiscriminate competition continually offers the same merchandise at ruinous prices. You cannot build and serve or hold a retail following without a fair profit—Can you?

Retails outlets for "Professional" Radio Reproducers are limited to specially Franchised dealers of the better grade. This means that your store can be "Professional" Headquarters for your entire neighborhood.

The "Professional" sells readily because when given a side by side test with any other Loud Speaker—*regardless of type or price* it will clearly demonstrate its amazing superiority.

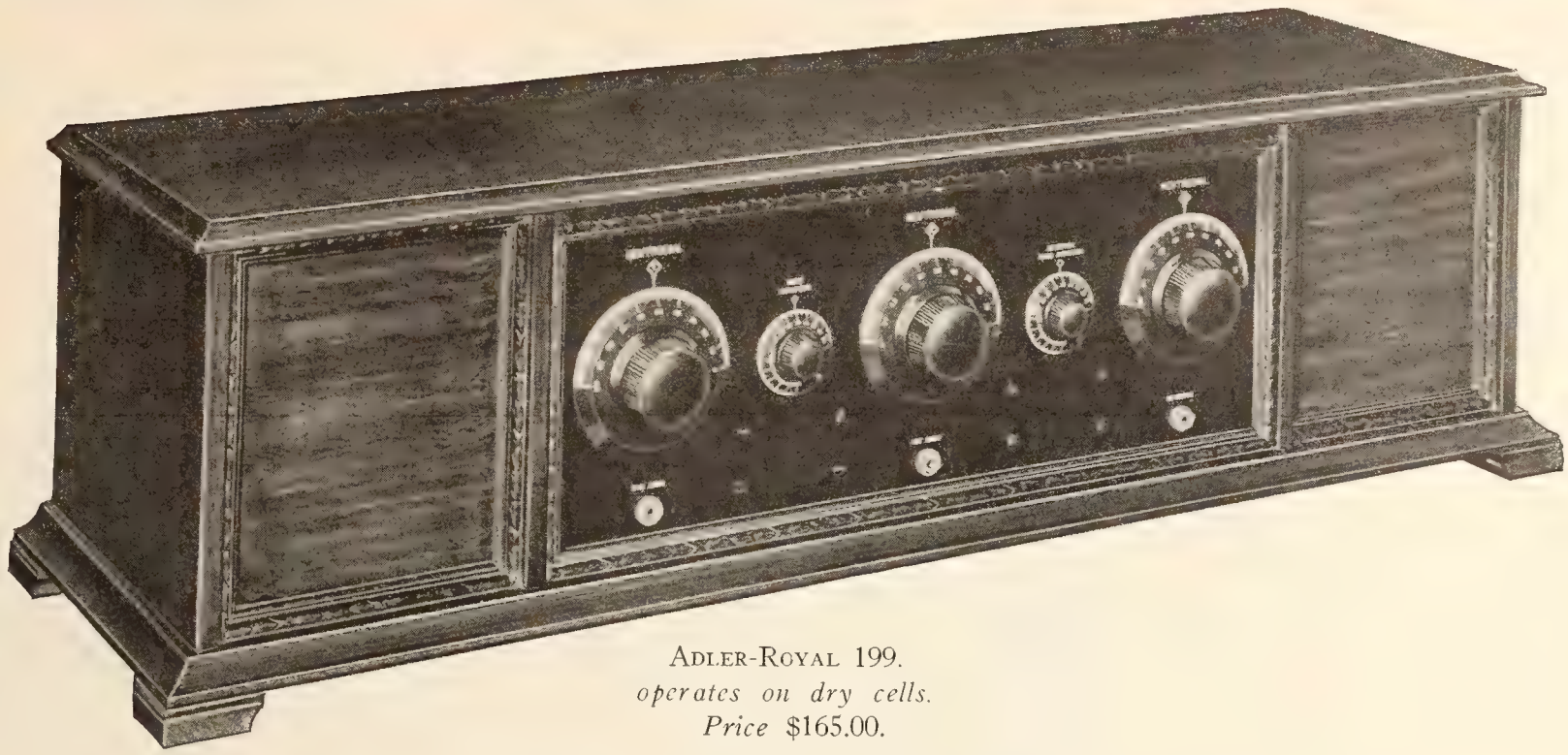
It marks the first radical improvement in sound reproduction in 46 years. Cannot choke or blast—no rattling echoes—extremely sensitive to low signals—unlimited in volume. The only Radio Reproducer on the market today licensed under Voluma Patents (diverged not converged sound waves).

A Professional Radio Reproducer will be sent to any responsible dealer for a ten-day test. The instrument will be sent C.O.D. with return privilege. Write us today.

VOLUMA PRODUCTS, Inc.
HEMPSTEAD NEW YORK

New England Distributors
THE WHITALL RADIO CO.
Springfield, Mass.

Distributors for
Eastern Pennsylvania, New Jersey and Delaware
MOTOR PARTS CO., PHILADELPHIA, PA.



Adler-Royal 199.
operates on dry cells.
Price $165.00.

A 5 Tube Dry Cell Neutrodyne

All batteries within the cabinet

YOUR customers have the choice of two different styles of Adler-Royal Neutrodyne. Set 201 A operates with the usual storage battery. Set 199 operates on dry cells. This is an achievement that has baffled radio engineers since the introduction of Neutrodyne.

Adler-Royal Neutrodyne also has separated the control for radio frequency and audio frequency. In simple language this means that with Adler-Royal, when a station is amplified, the desired tone quality and volume is controlled without detuning or distortion.

Not only their beauty of cabinet design but the workmanship and simplicity of the sets themselves are outstanding features of Adler-Royal.

Adler-Royal is on exhibit only at the higher class stores whose reputation is an additional guarantee of the quality of the Royal line.

ADLER MANUFACTURING COMPANY, INC.
***General Sales Office:* 881 Broadway, New York City**
***Factories:* Louisville, Ky.**

Licensed by Independent Radio Manufacturers, Inc.
Reg U.S. Pat Off. NEUTRODYNE Reg U.S. Pat Off.
Pat March 27, 1923 and April 1, 1924.
Hazeltine Pats. Nos 1,450,080 and 1,489,228
Other Patents Pending.

The Adler-Royal Neutrodyne is licensed under the Hazeltine Neutrodyne patents and manufactured for us by King-Hinners Radio Co.

One of the three cabinet sizes of Adler-Royal Combination Radio and Phonograph. Cabriole Model 10. Price $300.00.

Adler-Royal

NEUTRODYNE

A ROYAL FRANCHISE IS VALUABLE

We invite correspondence from reputable dealers in territory where we are not adequately represented.

Send for an attractive booklet describing the complete Royal line of phonographs, radio sets and combinations

Adler-Royal Elizabethan Floor Type Neutrodyne No. 1 in figured walnut or mahogany finish; storage battery or dry cell equipment. Price $350.00.

Sprague & Warren Royal Jobbers in Minneapolis

Important Deal Closed by Lambert Friedl During Recent Mid-West Trip—C. L. Adler a Visitor to Gotham Headquarters

Lambert Friedl, vice-president and general sales manager of the Adler Manufacturing Co., manufacturer of Royal phonographs and neutrodyne radio products, announced recently the appointment of Sprague & Warren, 39 South Eighth street, Minneapolis, Minn., as Royal representatives, covering a very important territory. The head of this firm is W. L. Sprague, for twenty-five years connected with the Columbia Phonograph Co. in managerial capacities, and for many years manager of the company's Minneapolis branch. He and Mr. Friedl have been personal friends for eighteen years, and Mr. Sprague is planning to work in close co-operation with all of Mr. Friedl's plans and activities. The other member of the firm is W. F. Warren, also formerly connected with the Columbia Phonograph Co., and well known in Minneapolis trade circles.

Mr. Friedl recently completed a 5,000 mile trip which included a visit to Royal representatives in Chicago, Minneapolis, Kansas City, Dallas and St. Louis. He also visited the Adler factories at Louisville, and with his usual aggressiveness made plans for another trip immediately upon returning to New York. This second trip included the cities of Chicago, Detroit, Cleveland, Buffalo and Pittsburgh, and at the present time Mr. Friedl is about ready to leave for Chicago for the Radio Exposition in that city where his company will have a very attractive exhibit.

Cyrus L. Adler, president of the Adler Manufacturing Co., spent about ten days in New York recently, making his headquarters at the company's New York offices and taking care of some of his varied business interests while here. Mr. Adler was very well pleased with the sales totals reported by Royal representatives for the month of October, and was delighted to learn that practically without exception they had all closed a business well beyond the figures originally expected.

Natural Voice T. M. Co. Increases Its Capital

Oneida, N. Y., November 5.—The Natural Voice Talking Machine Co. recently increased its capital to $175,000 and changed its name to the Natural Voice Talking Machine & Radio Cabinet Co. Ben and Ralph Ferrara have conducted the business in Wilson street for the past seven years. The company plans to extend its operations by the sale of $75,900 worth of preferred stock, paying 8 per cent dividends and redeemable in five years at $110 a share. Directors of the new company are Frederick Wyker, Judge Walter W. Wilcox, Ben Wilcox, Ralph and Donato Ferrara.

Drives Boost Sales Volume

Newark, N. J., November 7.—The talking machine department of L. Bamberger & Co. has completed a large volume of sales for the month of October. Manager Ansell reports that a sales drive of Strand phonographs disposed of 150 instruments in the course of four days. The response was so great that a similar campaign was staged later in the month with equal effectiveness. Results from extensive canvassing during the Summer are beginning to be felt. The combination Brunswick-Radiola is meeting with unusual popularity and the chief difficulty is in satisfying the demand which has grown tremendously since the introduction of this combination instrument.

The Morgan Music Co., Murphysboro, Ill., has opened a branch at Herrin, Ill.

"Marjorie" Cast Enjoy "Listening In" on Grebe Set

The Music Master horn can be found everywhere from coast to coast, as has often been claimed by the Music Master Corp., of Philadelphia, its manufacturer.

This is substantiated through the accompanying photograph which shows Roy Royson of "Marjorie," well-known theatrical production, listening in in the dressing room on some music from a far-away station with the assistance of three attractive members of the company. This entertainment was made possible through the combination of the Grebe Synchrophase and the

"Listening In" on a Grebe Set

Music Master horn. This set made by A. H. Grebe & Co., Richmond Hill, N. Y., was recently exhibited at the Radio World's Fair in New York City, and is described as a definite departure from the earlier types of tone radio frequency receivers.

Falk's, Boise, Idaho, Firm, Opens Large Department

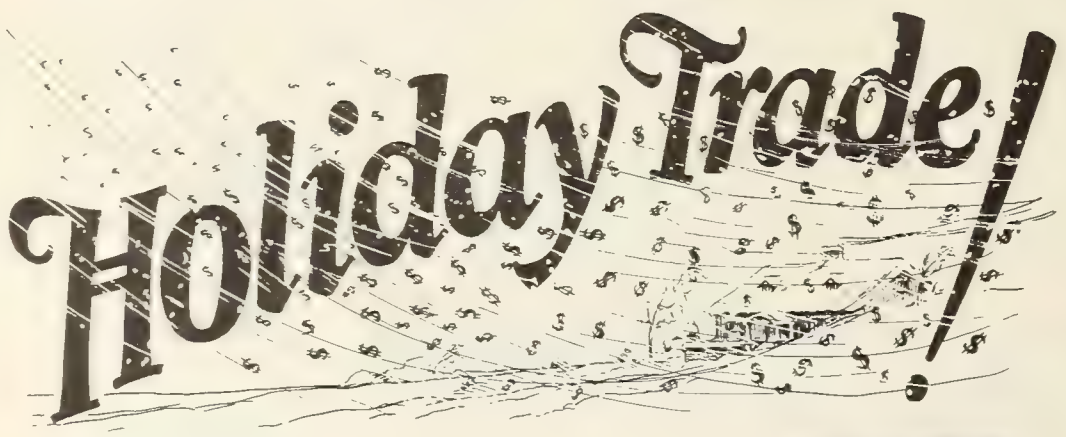
Arrangements have just been completed through R. F. Perry, representative of the Brunswick Co., whereby The Falk Mercantile Co., Ltd., of Boise, Idaho's largest department store, will have the most up-to-date and largest phonograph department in the State. The new music department will be under the management of William Krull, who is well known in intermountain musical circles, having been in the music business in Boise for a number of years past. Falk's will carry the complete line of Brunswick phonographs and Brunswick-Radiolas as well as the Brunswick records. They will also handle the Columbia line of phonographs and records. The new music department is located on the third floor and a complete set of Audaks has been installed in the record department.

Agent for Royal Elec. Labs.

The Royal Electric Laboratories, Newark, N. J., manufacturers of Royalphone products, recently announced the appointment of the Barsook Co., 53 West Jackson boulevard, Chicago, as manufacturers' agent for the company in the Middle Western territory. Royalphone products have been meeting with exceptional success, and during a sales campaign recently conducted in the talking machine industry in behalf of its products, the company states that the results obtained were far beyond expectations. Distributors are being appointed throughout the leading trade centers in the United States, in addition to foreign countries.

Big Order for Sterchi Bros.

Knoxville, Tenn., November 6.—A record order of two carloads of phonographs was recently received here by Sterchi Bros., wholesale and retail dealers. G. A. Nennsteil, manager of the phonograph and record departments, is very optimistic over the prospects for holiday business, and states that the two carloads have practically been disposed of and he is contemplating ordering another carload.



EMPIRE

Console

Talking Machines

Here's a line of quality to sell at moderate prices. You can do a big business with it.

Write for special catalog No. T-11

The Udell Works, Inc.

28th Street at Barnes Ave.

INDIANAPOLIS, IND.

No. 901
Renaissance

LATHAM

Pooley Radio-Cabinet

Stuart style in duo-tone American Walnut or English Brown Mahogany, superb in design, workmanship and finish—a masterpiece of fine cabinetmaking.

Model 1100-R-2

Length 33 in. Depth 15½ in. Height 52½ in.
Equipped with
Atwater Kent Five-Tube Open Radio Set
of Great Selectivity and Instant Accessibility.

Complete, without Tubes and Batteries, $225

Placing at your disposal the facilities of three of the leading companies in their respective lines.

ATWATER KENT RADIO SET **POOLEY CABINET**

LATHAM SERVICE

E. B. LATHAM & COMPANY
550 PEARL ST., NEW YORK

NEW YORK

Bright Business Outlook in the Seattle Territory

Important Changes in Store Personnel—Holiday Merchandise Coming in—The News

Seattle, Wash., November 3.—Ray F. Akers, recently manager of Wily B. Allen Co., in San Jose, Cal., has taken the position of manager of the Montelius Music House, of this city. He intends to place a number of men in the outside territory in the Northwest.

W. C. Fuhri, vice-president of the Columbia Phonograph Co., stopped in Seattle for one day on his return trip from California to New York.

Frank Croft, a radio expert, has been placed in charge of the radio department opened in the Hopper-Kelly Music Store. This is one of the most complete radio departments in the Northwest and all of the music industry has been included. Any order can be filled, whether in connection with a phonograph or otherwise. This concern was one of the first music houses to take this step, for radio is becoming so popular in the Northwest that it must take its place along with the other musical lines.

Miss R. Fellows is now proprietress of two music shops. She controls the Greenwood Melody Shop, located in a suburb of Seattle, and has recently opened a second store in Edmonds, Wash.

The proprietor of the only exclusive music shop in Alaska was a recent visitor to Seattle. He is R. N. Walker, and conducts the Melody Shop in Ketchikan. He has been in Seattle buying his new merchandise for the coming holiday season. He has a very good field in Ketchikan, as it has a very large population, and business conditions are steadily improving.

A. E. Talcott, of Yakima, Wash., reports good business conditions down his way. He was in Seattle for a week a short time ago.

Manager Britz, of the phonograph department in Frederick & Nelson's department store, is commencing to receive his new holiday merchandise. To take care of this the department has been enlarged to a great extent; partitions and pillars have been moved along with showcases and demonstration rooms, until the space appears to have been doubled. The department is tastefully decorated and furnished.

Besides placing the new radio models in phonographs, this department has the Radiola super-heterodyne now on display. All the new console phonograph models equipped with radio are finding much favor in the Northwest, and dealers expect a big holiday sale.

The Rice-Waters Co., which held the first anniversary of its business this month, has nothing but pleasant prospects for the coming year. Edison, Columbia and Cheney machines are handled. A clever advertisement for the store, and one that attracts much attention, is a radio amplifier placed and entirely hidden in the globe of the large arc light fixture in the lobby of the store. Bystanders are really considerably puzzled over the location of the music, when the machine is turned on way in the back of the store.

A novelty that attracted quite a little attention at the recent Pacific Northwest Merchants' Exposition, held in this city, was a booth displayed by Shivers & Shivers, who handle the table lamp talking machine.

The Simmons Phonograph Co. recently conducted a slogan contest to name its new console model phonograph. This is a Northwestern product.

Carl Jones, of the Cheney Co., and E. A. Borgum, of the Edison Co., were recent callers on local music dealers.

D. Barbieri & Bro., 375 South Main street, Waterbury, Conn., are remodeling their present quarters so as to secure more display space to feature the new Columbia phonographs and New Process records, which have been recently added to the concern's large line of pianos and musical merchandise.

Okeh and Odeon Records

A Complete List of

Okeh and Odeon

Distributors

WALTER S. GRAY COMPANY
926 Midway Place, Los Angeles, Calif.

WALTER S. GRAY COMPANY
1054 Mission St., San Francisco, Calif.

L. D. HEATER
357 Ankeny St., Portland, Ore.

TEXAS RADIO SALES COMPANY
2005 Main St., Dallas, Texas

JUNIUS HART PIANO HOUSE, LTD.
123 Carondelet St., New Orleans, La.

CONSOLIDATED TALKING MACHINE COMPANY
1121 Nicollet Ave., Minneapolis, Minn.

YAHR & LANGE DRUG COMPANY
207 E. Water St., Milwaukee, Wis.

JAMES K. POLK, INC.
294 Decatur St., Atlanta, Ga.

THE ARTOPHONE CORPORATION
1103 Olive St., St. Louis, Mo.

THE ARTOPHONE CORPORATION
804 Grand Ave., Kansas City, Mo.

CONSOLIDATED TALKING MACHINE COMPANY
227 W. Washington St., Chicago, Ill.

CONSOLIDATED TALKING MACHINE COMPANY
2957 Gratiot Ave., Detroit, Mich.

THE RECORD SALES COMPANY
1965 E. 66th St., Cleveland, Ohio

STERLING ROLL AND RECORD COMPANY
137 W. 4th St., Cincinnati, Ohio

PHONOLA CO., LTD., OF CANADA
Elmira, Ont., Canada

IROQUOIS SALES CORPORATION
210 Franklin St., Buffalo, N. Y.

EVERYBODY'S TALKING MACHINE COMPANY
810 Arch St., Philadelphia, Pa.

GENERAL PHONOGRAPH CORPORATION OF NEW ENGLAND
126 Summer St., Boston, Mass.

GENERAL PHONOGRAPH CORP.,
(New York Distributing Division)
15 W. 18th St., New York City

JAMES COWAN COMPANY
18 West Broad St., Richmond, Va.

Okeh and Odeon Records

Col. John A. Pattee Makes First Columbia Record

Famous Old-time Fiddler and Civil War Veteran's First Record Ready for Release

The newest experience in the long life of Col. John A. Pattee, old soldier boy fiddler, was the thrill of making his first phonograph record recently for the Columbia Phonograph Co., Inc. Col. Pattee is over eighty years "young" as he terms it, and since the age of sixteen his most constant friend has been the same fiddle that his mother gave him in Michigan.

The Colonel, together with his fiddle, have passed through very interesting and lively days, for all through the Civil War they saw active service in many of the notable engagements of

Col. John A. Pattee

that war, including the Battle of Gettysburg. When the war was over the Colonel and his fiddle were quartered in Washington and their reputation had become so wide by this time that they were ordered before President Lincoln at the White House to play several old-time tunes.

A number of years ago the Colonel organized an old-time fiddlers' convention, and from the contestants he selected two old soldier musicians from the Southern army and another one from the Northern forces to form a vaudeville team. Since then he has been in vaudeville touring the country from coast to coast, and from time to time he has been obliged to replace the men in his company with others, as feebleness of Father Time would claim them.

Col. Pattee's first record "Old Catville Quadrille" with "Old Money Musk Quadrille" are about ready for release and will undoubtedly be received enthusiastically by Columbia dealers. They are both square dances and the Colonel himself called the figures for the two numbers.

H. Micholosky Subject of Newspaper Sketch

Harry Micholosky, of the Landau Institution, was the subject of an extended story describing his successful career from boyhood days, in a recent issue of The Wilkes-Barre Telegraph. Mr. Micholosky's various activities in Wilkes-Barre, Hazleton and Pittston, where the Landau organization consists of fifty-five employes, were referred to in most commendatory terms. Mr. Micholosky is prominent in Masonic, banking and financial fields, and is president of the Y. M. and Y. W. H. Associations of Pennsylvania, which have a membership of thirty thousand.

The Fastest Selling Numbers of the Moment.

DANCE RECORD

40199 10-in. 75c

ME AND THE BOY FRIEND—Fox Trot, Vocal Chorus by Billy Jones—VINCENT LOPEZ AND HIS HOTEL PENNSYLVANIA ORCHESTRA*

DREAMER OF DREAMS—Waltz, Vocal Chorus by Billy Jones—VINCENT LOPEZ AND HIS HOTEL PENNSYLVANIA ORCHESTRA*

NOVELTY DANCE RECORD

40198 10-in. 75c

BESSIE COULDN'T HELP IT—Fox Trot, Vocal Chorus by J. L. Richmond, WARNER'S SEVEN ACES (B. H. Warner, Director)*

LONGING FOR YOU—Fox Trot WARNER'S SEVEN ACES (B. H. Warner, Director)*

VOCAL RECORD

40205 10-in. 75c

PETE THE GREEK—Novelty Duet, CHARLES SARGENT AND JOHN MARVIN

MRS. MURPHY'S CHOWDER—Novelty Vocal with Ukulele Accomp. ..... JOHN MARVIN

OLD TUNES RECORD

40211 10-in. 75c

JENNIE LIND POLKA—Guitar, Banjo and Fiddle, WHITTER'S VIRGINIA BREAKDOWNERS (Henry Whitter-John Rector-James Sutphin)*

NELLIE GRAY—Guitar, Banjo and Fiddle, WHITTER'S VIRGINIA BREAKDOWNERS (Henry Whitter-John Rector-James Sutphin)*

SACRED RECORD

40214 10-in. 75c

THE CHURCH IN THE WILDWOOD—Sacred Vocal, THE JENKINS FAMILY*

IF I COULD HEAR MY MOTHER PRAY AGAIN—Sacred Vocal ..... THE JENKINS FAMILY*

RACE RECORD

8166 10-in. 75c

DON'T YOU QUIT ME DADDY—Contralto Solo, Accomp. by Sara Martin's Jug Band ..... SARA MARTIN*

JUG BAND BLUES—Contralto Solo, Accomp. by Sara Martin's Jug Band ..... SARA MARTIN*

IRISH RECORD

21024 10-in. 75c

LEINSTER REEL—Violin Solo, Piano Accomp. by Susan Peters ..... PATRICK J. GAFFNEY

WILLIE WALSH'S JIG—Violin Solo, Piano Accomp. by Susan Peters ..... PATRICK J. GAFFNEY

*Exclusive OKeh Artists.

You will find "Leaders" in every branch of Music on

OKeh Records

The Records of Quality

A. Hospe Celebrates Golden Business Jubilee

Prominent Omaha Merchant Receives Many Tributes From Firms in and Out of the Trade in Course of Recent Celebration

Omaha, Neb., November 3.—A celebration of unusual interest was held here recently in connection with the golden jubilee of A. Hospe,

A. Hospe

head of the A. Hospe Co., this city, in the music business. Not only was the occasion marked by an imposing 20-page supplement devoted to the house of Hospe, appearing in the Omaha News, including congratulatory announcements by the many friends of the Hospe Co., together with historical data regarding the concern, but two days were given over to a fete to mark the occasion.

The popularity of Mr. Hospe, who, from a tiny picture framing business located in a small store in which he also made his home, developed his institution to a point where it is one of the largest in its field in the Middle West, was attested to not only by the many messages of good will from all sections of the country, but by the fact that a hundred or more of his friends in other cities journeyed to Omaha to join in the celebration and attend the elaborate banquet given to Mr. Hospe which marked its close.

At the present time the Hospe Co., with an immense establishment here and a large branch in Council Bluffs, operates a complete music business, handling, in addition to leading lines of pianos, Victrolas and Brunswick phonographs and records, band instruments, musical merchandise, radio and sheet music. The business has passed the half-century mark at a pace that indicates that its peak is still far in the future.

Issues Attractive Calendar

With the November issue of the calendar mailed each month by the Columbia Mantel Co., Brooklyn, N. Y., to its dealers the design changes. The familiar series of reproductions of Indian pictures has been completed and the calendars in future will carry a series of famous epigrams. The first of the series is a quotation "When you get to the end of your rope tie a knot in it and hang on." The reverse side of the card features the Columbia Mantel Co.'s art cabinet model "D," an instrument which is meeting with wide approval.

Health Builders, Inc., Busy

The Health Builders, Inc., New York City, producer of the Health Builders "Daily Dozen" record sets, reports a steady increase in the demand for this product, and that the Camp-Fone portable is also showing a steady sales increase.

L. K. Roth Made Gilbert-Keator Sales Manager

Has Wide Merchandising Experience—To Co-operate with Trade

Newark, N. J., November 5.—Louis K. Roth has been appointed sales manager of the Gilbert-Keator Corp's. branch in this city, at 396 Central avenue. Mr. Roth is a sales executive of exceptional ability, having had long experience in merchandising and is particularly well qualified to give co-operation to retailers. His experience in the radio field will enable him to carry out constructive plans towards assisting dealers in marketing radio sets and other radio adjuncts.

The Gilbert-Keator Corp. is distributing De-Forest tubes, Reflex sets and parts, R. E. Thompson neutrodyne sets and loud speakers, Thompson-Pooley neutrodyne console sets, Day-Fan sets and a long list of other radio products.

J. E. Rudell in New Quarters

J. E. Rudell, manufacturer of sound boxes and reproducers, who has recently taken over new quarters at 144 Chambers street, New York, has long been associated with the phonograph industry in the manufacture of reproducers, both in this country and abroad. The factory is at present busily engaged in turning out its special Type 3 sound box, and also filling orders for portable phonograph manufacturers.

New G. B. Clark Co. Manager

The Geo. B. Clark Co., of Bridgeport, Conn., has added a new Dodge truck equipped with Magnavox equipment, for selling the new Columbia phonographs and Columbia New Process records. Mr. Hamburger, the manager of this house, reports the appointment of Mr. Crimins as manager of the phonograph and piano departments.

CHARMAPHONE

Profit-Making Phonographs

Better Merchandise — Lower Price

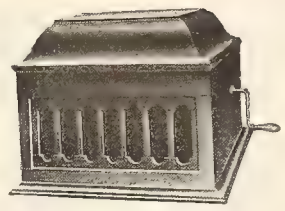
That's the Charmaphone slogan for this season.

The Dealer's profit is extra liberal. The quality cabinets, fine workmanship and unusual tone assure sales.

MODEL No. 4
Retail $60.
Height: 42 in.; width: 19 in.; depth 21 in.

Retail $80.
MODEL No. 15
Height: 32 in.; width: 31½ in.; depth: 21 in.

MODEL No. 10.
Retail $100.
Height: 49 in.; width: 22 in.; depth, 22 in.



MODEL No. 3
Retail $40.
Height: 14 in.; width: 18 in.; depth: 21 in.

MODEL No. 5
Retail $70
Height: 43 in.; width: 19 in.; depth: 21 in.

The Charmaphone Company

Executive Offices: 21 East 21st Street, New York City
Factory: PULASKI, NEW YORK

It will pay you to write at once for illustrated catalog and prices

Marquette
Radio Adapted
$135

Illustration shows how model will look with radio installation made

Touraine
Radio Adapted
$185

Illustration shows how model will look with radio installation made

Sonora Meets the Demand for Radio Adapted Phonographs with These Two Models

THE two models illustrated here give you just the right merchandise, at the right prices, with which to meet the demand for radio adapted phonographs. Both are constructed so that the many radio sets built for phonograph installation can be placed in them easily and quickly.

They give your customers the choice of two different types of installation; while their moderate prices enable you to offer complete phonograph-radio units at most interesting figures, thereby assuring many profitable sales.

All Sonora distributors carry adequate stocks of these models and are prepared to make immediate shipment. Why not get in touch with the distributor for your territory listed on the page opposite? He will be glad to cooperate with you regarding the various radio set panels adaptable and help you to line up some of this profitable business.

Sonora Phonograph Company, Inc.

279 Broadway **New York City**

Makers of Sonora Phonographs, Sonora Radio Speakers, Reproducers and Sonoradios

Export and Canadian Distributors—C. A. Richards, Inc.
279 Broadway, New York

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

The new and greater Sonora line

The Sonoradio models 241 and 242, Sonora's most wonderful recent achievements, form the perfect bridge between the *old* and the *new* in retail Phonograph business.

These instruments, together with the Sonoradio Speaker and the comprehensive line of Sonora Phonographs, offer the enterprising dealer an exceptional opportunity for ever-increasing business.

The distributor named below who covers the territory in which you are located will be glad to answer all inquiries regarding a Sonora agency on receipt of a letter from you

NEW ENGLAND STATES:
THE NEW ENGLAND PHONOGRAPH DISTRIBUTING CO.
221 Columbus Avenue, Boston, Mass.

NEW YORK CITY (with the exception of Brooklyn and Long Island), also Counties of Westchester, Putnam and Dutchess: all Hudson River towns and cities on the west bank of the river south of Highland—all territory south of Poughkeepsie; Northern New Jersey.
GREATER CITY PHONOGRAPH CO., INC.
234 West 39th Street, New York

NEW YORK STATE, with the exception of towns on the Hudson River below Poughkeepsie and excepting Greater New York.
GIBSON-SNOW CO., INC., Syracuse, N. Y.

BROOKLYN AND LONG ISLAND:
LONG ISLAND PHONOGRAPH CO.
17 Hanover Place, Brooklyn, N. Y.

EASTERN PENNSYLVANIA, Delaware, Southern New Jersey.
THE WIL-MER CORPORATION
Spring Garden Building
Broad and Spring Garden Streets
Philadelphia, Pa.

MARYLAND, VIRGINIA AND DISTRICT OF COLUMBIA:
BALTIMORE PHONOGRAPH DISTRIBUTING CO.
417 West Franklin Street, Baltimore, Md.

WESTERN PENNSYLVANIA & W. VIRGINIA:
PITTSBURGH PHONOGRAPH DISTRIBUTING CO.
Empire Building, Pittsburgh, Pa.

ALABAMA except five northwestern counties, Georgia, Florida, North and South Carolina and Eastern Tennessee.
JAMES K. POLK, INC.
294 Decatur Street, Atlanta, Georgia.

STATES OF OREGON, WASHINGTON, NORTHERN IDAHO, NEVADA, with the exception of Counties Eureka, Elko, White Pine and Lincoln, and all California counties north of Santa Barbara, Ventura, Los Angeles, and San Bernardino.
THE KOHLER DISTRIBUTING CO.,
63-67 Minna Street, San Francisco, Calif.

OHIO AND KENTUCKY:
THE OHIO MUSICAL SALES CO.
1747 Chester Avenue, Cleveland, Ohio

INDIANA:
KIEFER-STEWART COMPANY, Indianapolis, Ind.

ILLINOIS, AND RIVER TOWNS IN IOWA:
ILLINOIS PHONOGRAPH CORPORATION
616 S. Michigan Avenue, Chicago, Ill.

WISCONSIN AND MICHIGAN:
YAHR AND LANGE, Milwaukee, Wis.

N. DAKOTA, S. DAKOTA, MINN. & IOWA:
with the exception of the River towns:
DOERR-ANDREWS AND DOERR, Minneapolis

MISSOURI, KANSAS
and five counties in northeast Oklahoma:
C. D. SMITH CO., St. Joseph, Mo.

LOUISIANA, MISSISSIPPI, ARKANSAS,
part of Tennessee and part of Alabama
REINHARDT'S, INC.
104 South Main Street, Memphis, Tenn.

SOUTHEASTERN Part of TEXAS and Part of OKLAHOMA:
SOUTHERN DRUG COMPANY
Houston, Texas

MONTANA, COLORADO, NEW MEXICO, NEBRASKA, UTAH, WYOMING,
Southern Idaho and Eastern Nevada:
MOORE-BIRD AND CO.
1720 Wazee Street, Denver, Colo.

ARIZONA AND SOUTHERN CALIFORNIA,
including the Counties of Santa Barbara, Ventura, Los Angeles, San Bernardino and all Counties south, and Hawaiian Islands.
THE COMMERCIAL ASSOCIATES,
408 East Turner Street, Los Angeles, Cal.

Southern Retailers Hear Interesting Talks by Victor Executives at Meetings

Frank K. Dolbeer, Sales Manager of Victor Co., Principal Speaker at Dealer Meetings Under Auspices of French Nestor Co., at Jacksonville, Miami and Tampa, Fla.

Jacksonville, Fla., November 3.—On October 24 there was completed at the Hillsboro Hotel, Tampa, the final conference of the series of three held under the auspices of the French Nestor Co., Victor wholesaler of this city, for the benefit of the Victor dealers of Florida.

The first conference was held at the Seminole Hotel here on October 16, and the second at the Hotel Roberts, Miami, on October 21, both conferences attracting a large attendance of dealers, despite the prevalence of tropical storms, and arousing much enthusiasm among them regarding the business prospects of those handling the Victor line.

Frank K. Dolbeer, sales manager of the Victor Talking Machine Co., was the principal speaker at each of the three conferences, for which a comprehensive general program had been arranged. French Nestor, head of the French Nestor Co., presided at all the sessions and introduced the guests. Each conference was brought to a close with a dinner at which the dealers were the guests of the French Nestor Co., and delightful musical programs for these dinners were arranged and presented in Jacksonville by the Arnold-Edwards Piano Co., in Miami by S. Ernest Philpitt & Son, and in Tampa by the Turner Music Co.

The importance of the meeting in the eyes of local officials was indicated by the fact that the conference in Jacksonville was opened by an address of welcome by Mayor Alsop. The general program was then carried out as follows: First, there was a discussion regarding the design, construction and superior performance of the Victrola; next Park Willis, of the Victor engineering department, talked on dealer service to the purchaser and its bearing on increased sales. Next was an address on sales training, followed by an address on specialty selling as applied to Victrolas by Martin L. Pierce, sales and promotion chief of the Hoover Co., Canton, O., who has addressed many talking machine dealers in other sections of the country. Next were explained a number of selling plans that get across, after which came an open exchange of advertising and sales ideas under the leadership of Dave S. Pruitt, Southeastern sales representative of the Victor Co. A discussion of radio and the Victor dealer was followed by the principal address of the conference, that by Frank K. Dolbeer, sales manager of the Victor Co.

Mr. Dolbeer drew a most encouraging picture of the future of the trade and impressed his audience with the magnitude of the Victor

French Nestor

organization which the dealers represent. He emphasized the fact that the interests of those handling Victor products from the manufacturer to the customer are identical, because the success of the business depends upon the satisfaction of the instrument in the home, and declared that the trade was protected by the fact that all the Victor Co. directors, with a single exception, are engaged actively in work with that organization.

In the course of his talk Mr. Dolbeer cited the world-wide distribution of the Victor product and stressed the importance of the talking machine from the educational standpoint, stating that at the present time Victrolas had been installed in 50,000 schools in 10,000 cities and towns of the country. In commenting on radio Mr. Dolbeer advised that dealers go slow and carefully in stocking apparatus of various sorts, and announced that the Victor Co. was experimenting in the radio field, though no announcement of results would be made this year.

Mr. Nestor returned to Jacksonville greatly pleased with the results of the conferences. He said: "Carrying these meetings direct to the Victor dealers and their sales people in the principal cities insured attendance and positive results. We feel we have delivered a constructive and really helpful service to our trade through the splendid talks of our speakers, who adhered religiously to the main issues of 'knowing more about our product and how to sell more of it.' Every owner who came alone expressed an honest regret that he had not brought more of his people and guaranteed a bigger delegation 'next time.'

"The factory's message, through Mr. Dolbeer, assuring the dealers of closer factory touch and co-operation, with a sincere desire to understand their problems and to help in every possible way in solving them, inspired confidence and encouragement for greater effort. In short, our trade is better informed on Victor products, is better prepared with practical, proved selling ideas, has more enthusiasm for the Victor line and greater confidence in the future than ever before. That assurance far more than repays our time, effort and expense, and makes it positive that, in our field at least, group sales meetings will be a permanent part of our promotional work.

"The success of our meetings was, of course, due largely to the support of the Victor factory, through Mr. Dolbeer and his associates, who actually traveled over two thousand miles and spent nearly three weeks' time at heavy expense to be of service to us and our dealer trade. Such a liberal sacrifice of time and expense is most unusual, and is conclusive evidence of the Victor Co.'s desire to render direct help toward greater sales and better service.

"On the subject of prospects, we are convinced the entire South is now coming into its own. The Victor dealer with an established business in the South to-day is a fortunate individual indeed. Only a positive failure to tie up with the Victor sales program—failure to put real study and energy behind the merchandising of Victor products—can prevent a marked growth in his Victor business and Victor profits during the next five years, at least."

Mr. Dolbeer was particularly enthusiastic regarding the healthy condition of the State of Florida and the business prospects there, and declared that there was every reason to believe that the talking machine business would be exceptionally good during the Fall and Winter months and should continue well into next year.

The United States Government forecast indicates 22,000,000 boxes of citrus fruit and, while this is not the largest crop ever obtained, it is going to be marketed at top prices, which will mean general prosperity throughout the fruit-growing section. The real estate boom in practically all sections of Florida still continues, and even at this early date there is every prospect of a record-breaking tourist season.

Jobbers—Attention

THE WALL-KANE POLICY

1—You are Fully Protected at All Times

Ever since Wall-Kanes were introduced, we have marketed them **thru jobbers** exclusively. We do not sell to dealers, and all dealers' orders are immediately turned over to the jobber.

THE JOBBER KNOWS WE ARE BEHIND HIM. This is one of the reasons why the demand for WALL-KANE products is growing larger year by year.

Wall-Kane Needle Manufacturing Company, Inc.

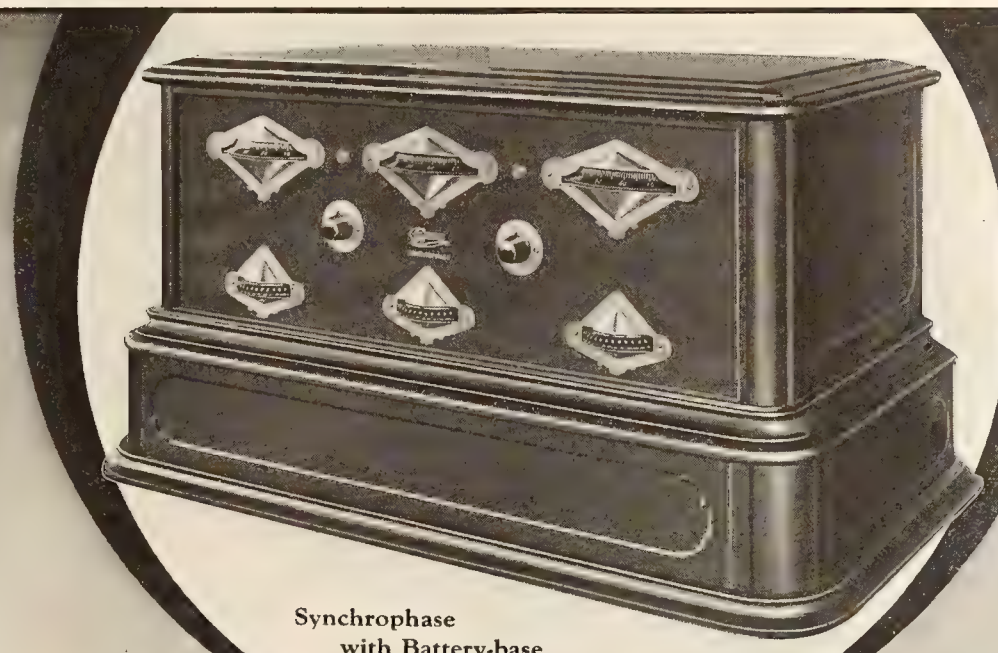
Manufacturers of

Wall-Kane, Jazz, Concert and Petmecky Phonograph Needles

3922 14th Avenue Brooklyn, N. Y.

Radio "Talker" Window Attracts Wide Attention

Newark, N. J., November 5.—James McGarry, well-known talking machine and radio dealer of Newark, N. J., recently made a feature window display of the "Atlas Radio Reproduction Speakers". The amplifying horns were set in the center of the window and on either side Victor talking machines were shown. Mr. McGarry stated that the window attracted much attention. It was considered an ideal showing for a dealer handling both radio and talking machines. The Atlas speaker has been widely advertised in this territory and the attractive window produced a number of sales among radio enthusiasts.



Synchrophase
with Battery-base

GREBE SYNCHROPHASE

TRADE MARK

"The struggle for rare possessions drives a man to actions injurious to himself."

—Lao Tzu

Safeguard your customers against disappointment; order your Grebe Synchrophase Receivers now.

Doctor Thu

GREBE RADIO

TRADE MARK
REG. U.S. PAT. OFF.

IN THIS outstanding triumph of fifteen years of radio development, a new type of fieldless "Binocular" coil transformer—unaffected by local interference—is used for tuning the detector and two stages of *Balanced* tuned radio frequency.

The settings for the various broadcast stations are equally spaced over the dials. The S-L-F (straight line frequency) condensers accomplish this.

Write for literature

A. H. GREBE & COMPANY, INC.
Van Wyck Blvd., Richmond Hill, N.Y.
Western Branch: 443 So. San Pedro St., Los Angeles, Cal.

Thoroughly satisfied customers form the bed-rock upon which successful radio business is built. It is significant that most of the successful jobbers and dealers specialize in the SYNCHROPHASE.

All Grebe apparatus is covered by patents granted and pending.

F. C. Kent Co. Celebrates Its Tenth Anniversary

Pioneer Manufacturer of Sound Boxes and Tone Arms Passes Tenth Milestone

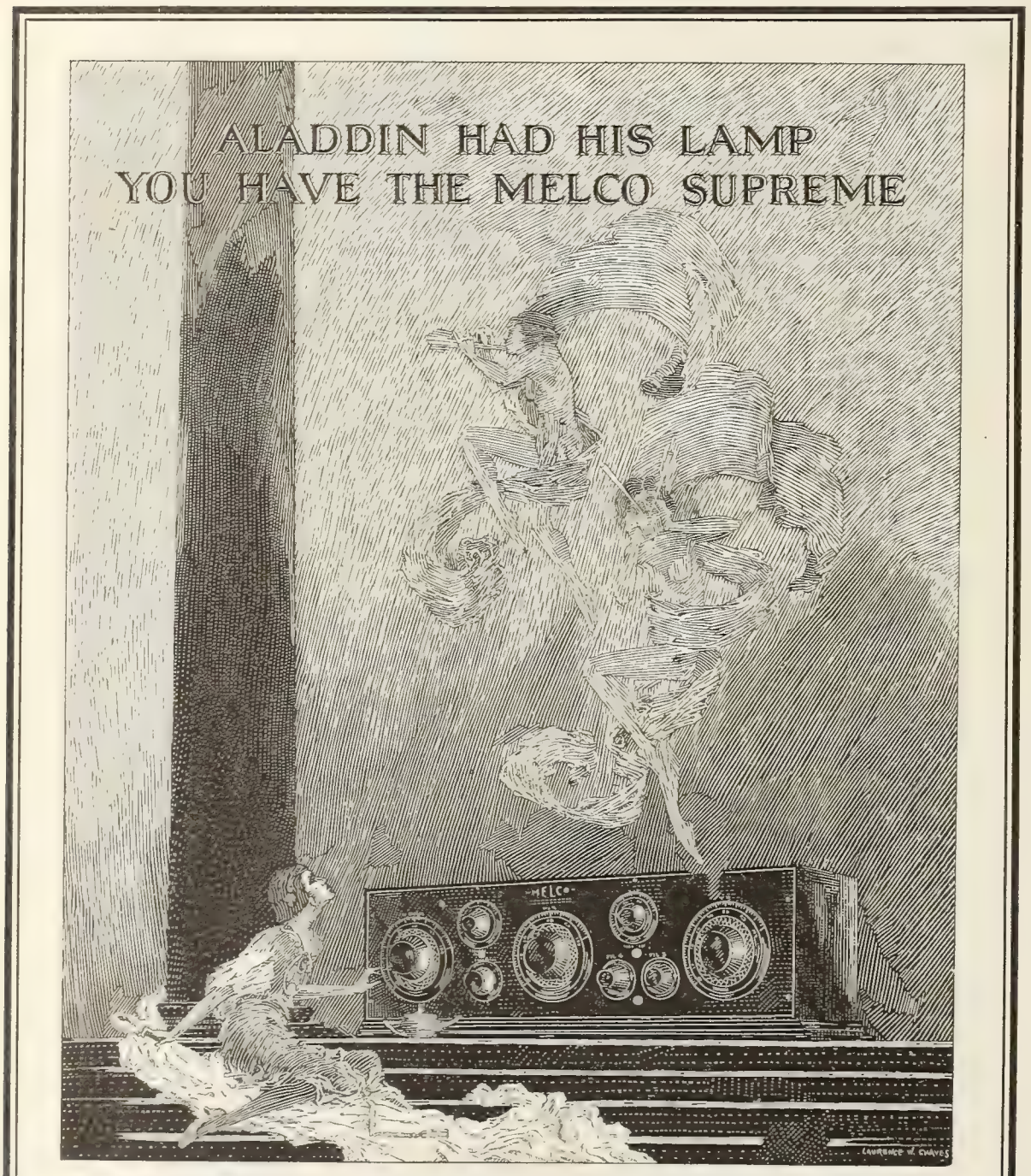
The head of the F. C. Kent Co., 67 Grace street, Irvington, N. J., of which F. C. Kent is president, and one of the pioneers in the manufacture of talking machine tone arms and sound boxes, recently celebrated its tenth anniversary. Since the organization of this company it has marketed, among other products, the Kent Adapter for the Edison phonographs. The demand for this product has steadily increased from year to year and with the greater distribution recently attained by Edison phonographs the demand for Kent Adapters has shown a further increase.

The other Kent products are also of high quality. They are manufactured in a daylight factory by expert workmen, all of whom have had their talking machine training under the personal direction of F. C. Kent. Mr. Kent himself gives most of his time to the manufacturing end of the business, and he has invented a number of special machines for the manufacture of talking machine parts. These are time-saving devices which add to the efficiency of the manufacturing activities of the company. Mr. Kent is well known to many talking machine manufacturers and to not a few dealers, as he has made a number of tone arms and sound boxes of special design for some successful talking machine manufacturing organizations.

The sales department of the company is under the direction of W. S. File, the secretary, who has been associated with the company for almost a decade. Besides handling the office executive work Mr. File occasionally finds time to make extended trips calling on retailers in various parts of the United States and Canada.

In speaking of the progress made by the Kent organization during the past few years, Mr. Kent recently remarked: "Despite the great popularity of radio the demand for our products has not suffered. Indeed, several years ago we made plans to turn out some radio loud speaking horns, but with the heavy increase for the products in which we have specialized for years we found it necessary to discontinue our radio activities and confine all of our manufacturing facilities to Kent talking machine products."

F. C. Kent



MELCO SUPREME RECEIVER
TUNED RADIO FREQUENCY

AMSCO PRODUCTS INC. BROOME & LAFAYETTE STREETS, N.Y.

Here's an example of Melco Supreme consumer advertising now appearing in all leading radio magazines. A big demand has been created. Write at once for full particulars.

Gotham Distributors for Dayton Fan & Motor Co.

Five Concerns in New York City and One in Newark to Distribute Company's Products

The Dayton Fan & Motor Co. has just completed sales arrangements for the distribution of the Day-Fan line in the metropolitan area of New York. As a result of a careful survey by D. A. Graham, secretary and treasurer of the Dayton Fan & Motor Co., the following firms have been appointed as distributors to handle this well-known line of radio apparatus: Gilbert-Keator Corp., North American Radio Corp., Noyes Electrical Supply Co., Radio Stores Corp., Stanley & Patterson, Inc., all of New York City, and the North Ward Radio Corp., of Newark, N. J.

The Day-Fan line comprises a well-selected variety from the three-tube set, for use in the smaller communities and rural districts, to the floor-type console in a specially designed high-grade cabinet.

The Dayton Fan & Motor Co. maintains its New York office at 58 West Fifteenth street and A. A. Jackson is the Eastern sales manager.

New Record Display Rack

The New York distributing division of the General Phonograph Corp., 15 West Eighteenth street, New York, recently secured the exclusive jobbing privileges for a new vacuum record window display rack. This device consists of three rubber suction caps attached to a rod which holds a record so close to the window that the label can be easily read from the outside. The attachment is capable of holding a weight of more than thirty pounds so that a glass shelf can be placed across two racks, and miscellaneous articles can be prominently displayed. The article has been very favorably received by the trade.

D. Castellanos Incorporated

Daniel Castellanos, New York, was recently incorporated in Albany to manufacture phonographs and radio sets, with a capital stock of 100 shares of preferred stock, $100 per share; and 150 shares of common stock of no par value. The incorporators are B. Castellanos, R. D. Basserman and G. Mateo.

The Leonord Piano & Music Co. recently opened a branch store at Globe, Ariz.

Latest Song and Dance Hits!

Domino Records

35¢

What More Could You Ask For?

Early releases of the biggest hits.

Recordings by prominent artists and orchestras.

A price that assures volume turnover with a handsome margin.

And—besides, a distinctive appearance that adds character to your product.

We would like to send you sample records and details of our DOMINO Proposition. Shall we?

Send us your request to-day.

Mr. Dealer

A cracker-jack DOMINO Sales Boosting, Advertising Service is yours for the mere asking.

This service consists of all necessary mats, cuts, posters, window displays, etc.

At Your Service
The Advertising Division

DOMINO RECORD CO., 22 W. 20th St., New York

Stoner & Heath Enter Radio Distribution Field

Handling Distribution of Well-known Lines in New York and Philadelphia Territory

The radio field is a young man's field. At least the lure of it attracts a great many men just entering the business world. Among the younger and newer organizations who have become factors in radio distribution is the firm of Stoner & Heath, 136 Liberty street, New York City, a partnership composed of D. M. Stoner and G. Warren Heath. Mr. Stoner is

D. M. Stoner and G. W. Heath

well known to the radio profession, has an excellent technical education, is a member of several engineering societies, and is an experimenter of some note.

Mr. Heath has had a varied business experience. He has for some years specialized in banking and the import and export business in various parts of the world which fits him for the merchandising of radio equipment as well as making him capable of handling the financial problems incident to the radio business.

Stoner & Heath are manufacturers' representatives handling various lines of radio equipment in the territory of New York and Philadelphia. Among the concerns represented is The Cleartone Radio Co., of Cincinnati, which manufactures the well-known line of Clear-o-dyne receiving sets. Other concerns represented are the Central Radio Laboratories, Milwaukee, Wis., United Radio Corp., Rochester, N. Y.

The Golden Rule Radio Supply Co., New York, was recently incorporated at Albany with a capital stock of $5,000. The incorporators are H. Hirschfield and L. Mansbach.

Odeon and Okeh Foreign Record Catalog Issued

The General Phonograph Corp., New York, manufacturer of Okeh and Odeon records, issued recently a handsome numerical catalog of Odeon and Okeh foreign records, containing a complete revised list of foreign records issued up to and including October, 1924. This catalog is a significant indication of the tremendous scope of the Odeon and Okeh foreign repertoire, for there are listed records in twenty-two languages. Practically every language that has the least degree of popularity among music lovers is included in this repertoire, while the selections are sufficiently diversified to make an appeal to every class of purchaser.

The phenomenal success attained by Odeon and Okeh foreign records may be attributed in a considerable measure to Otto Heineman, president and founder of the General Phonograph Corp., whose foresight was responsible for the introduction of these record libraries in America. The popularity of the Odeon and Okeh foreign recordings is increasing with each issuance of new records, and the dealers throughout the country are featuring these record lines to splendid advantage.

M. I. S. Co. Distributing Dealers' Holiday Folder

The Musical Instrument Sales Co., 673 Eighth avenue, New York City, has forwarded to retailers throughout the country a four-page folder printed in Christmas colors and carrying a special list of Victor records for the holiday season, including a popular list of children's records and some of the newer issues of the Bubble Books. The front cover of this four-page circular, which is to be used by retailers for mail lists, carries an illustration of an old-fashioned fireplace around which is gathered a group of children on Christmas morning. The caption appears below reading "For a merry, musical Christmas nothing can compare with a Victrola and Victor Records from"—under which apears the dealers' imprint. The next two pages are given over to a display of the various models of Victor talking machines and some timely advice about the purchase of such goods, all of which is an appropriate message from the retailer's standpoint for Christmas business.

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years Have Proved Outing Portables Are the Best

General Phonograph Corp.
15 West 18th St. New York, N. Y.
Metropolitan Outing Distributor

F. C. Collins Renewing Friendships in the Trade

F. C. Collins, sales representative of the Columbia Phonograph Co., Inc., out of the New York branch covering the State of Connecticut for the past year, has been renewing old acquaintances and making new friends in this ter-

F. C. Collins

ritory, having started his connection with the Columbia Co. in the New Haven branch seven years ago.

Boston branch was his headquarters for four years, from which point Mr. Collins covered the Columbia dealers in Vermont, New Hampshire and Massachusetts, making his central quarters in Springfield, Mass. The outstanding feature of Mr. Collins' work with the Columbia dealers has been the appointing of managers and salesmen to develop the inside and outside sales work of his dealers and the exchanging of real live ideas among Columbia dealers in the interest of making them better merchants.

New Brandes Dealer Helps

C. Brandes, Inc., New York, manufacturer of Brandes' matched tone headsets and Brandes' table talker loud speaker, recently issued an attractive broadside directed to jobbers and dealers, entitled "More Sound Selling Facts." This broadside illustrates a number of national publications in which the advertising of Brandes, Inc., appears. There are also a number of dealer helps illustrated on both the table talker and headsets, giving the dealer an idea of the co-operation which this company offers in preparing attractive counter and window displays.

Okeh and Odeon Records

WE are "all set" for the Christmas rush. Our stocks are complete and our whole organization "on its toes." Metropolitan dealers can call on us with full confidence that profit-loosing delays and inconveniences will not reduce their holiday earnings.

GENERAL PHONOGRAPH CORPORATION
New York Distributing Division
15 West 18th Street New York City
BUY OKEH NEEDLES—They Keep Record Sales Alive!

The PETER PAN GRAMOPHONE

PATENTED

$20 DE LUXE BLACK

25 LEATHER

AT LAST—a small phonograph
—small in size—small in cost—
that plays any record perfectly.
Pick it up—it weighs five pounds.
Hear it and you'll carry it home.

Hear it here

This is the display card used in leading New York stores, where Peter Pan Gramophones are selling like hot cakes. Similar displays, in three colors, and booklets for distribution to your customers, will be sent on request.

Announcing

The talking machine with the tone and quality of a cabinet phonograph *at one-fifth the cost*

HEARING is believing with the Peter Pan. That is why New Yorkers are buying them as fast as stores can get them. That is why prominent people have been bringing them back from England this season as the gift extraordinary.

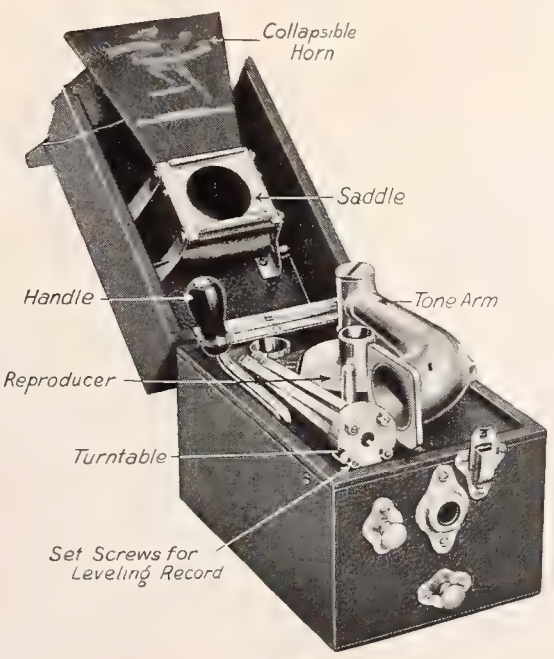
Here, indeed, is the "big" little phonograph. It weighs only five pounds and, closed, looks like a camera. But open it up and put on a 10-inch or a 12-inch record—

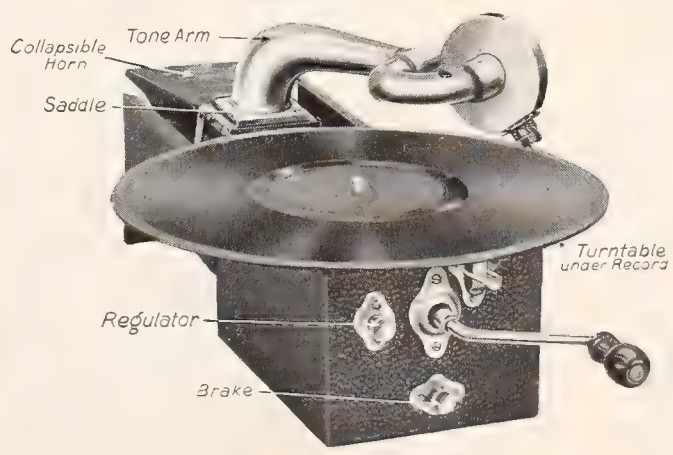
You will be *amazed* at the beauty and the volume of its tone. Shut your eyes and you will swear an expensive cabinet phonograph is playing.

This must sound like an extravagant claim, and therefore we say: *Hear the Peter Pan!* Use the coupon below for one machine at reduced price for demonstration purposes. Your money back instantly if you are not satisfied.

This *real musical instrument,* different from anything else in the world, is the talk of England, where it is made, and is taking New York by storm. It retails at $20, de luxe black cover, and $25, brown leather cover, and will sweep the country as fast as we can ship machines.

PETER PAN GRAMOPHONE COMPANY
Sole United States Agents
342 Madison Avenue **New York City**





It is the ideal Christmas gift

Write or wire us for prices and terms and fill in and mail the coupon below. We are now in position to fill orders promptly. But act without delay—wherever offered, Peter Pan sells so rapidly that dealers are re-ordering daily by long distance telephone.

Peter Pan Gramophone Co.,
342 Madison Ave., New York.
Dear Sirs: Send me at once one Peter Pan Gramophone for demonstration. Enclosed is $10.

Name .....

Address .....

Plaza Bulletin of Talking Machine Accessories

Interesting Information for Use of Dealers During Fall and Winter Campaign

The Plaza Music Co., 18 West Twentieth street, New York City, well-known manufacturer and distributor, is forwarding to the trade a new bulletin covering talking machine accessories. The Plaza Co. makes it a point to carry a lengthy list of supplementary goods for the retail store. In its bulletin the products are all illustrated, described and carry current market prices.

The sales department of the Plaza Music Co. is making a special feature of accessories during the Fall months. It is the contention of the Plaza organization that most of these talking machine adjuncts find a ready sale when displayed and involve added profits which are easily obtained, but which would not otherwise accrue to the talking machine dealer. The Plaza Co. believes that, this season more than any other, the talking machine dealer will find it advisable to carry a wide variety of goods that will encourage prospective purchasers to enter music establishments.

Another thing pointed out by the Plaza organization is that talking machine accessories should be a part of every retailer's stock, for such goods mean service to talking machine buyers. These goods can be readily obtained and the store not only adds to its prominence in its own locality, but encourages the constant use of the talking machine, thus creating sales for records and other materials.

The talking machine dealers spend much money in local newspaper advertising in order to bring people into their stores. They also supplement this publicity with frequent use of the mails. After all these efforts to obtain business are made, if the store is not in a position to render service it has failed in one of its missions as a good business house. The fact that all such talking machine adjuncts, some of which are almost necessities, bring added profits into the store should be an inducement in itself to stock at least the promising sellers.

Del'Marmol Combined Radio Phonograph Reproducer

New Product Now Being Introduced to the Public—Has Many Points of Interest

Philadelphia, Pa., November 1.—The Del'Marmol Radio-Phonograph Co. of this city is now ready to go into production on its new product, the Del'Marmol combined radio phonograph reproducer. This company has been manufacturing and marketing the D'Lyte reproducer for the talking machine, which is of a distinctive design and an invention of C. J. Del'Marmol, M.E.E.E. His latest creation combines in one sound box the loud speaker unit and talking machine diaphragm, which will be substituted permanently for the regular sound box of the talking machine and does away with the changing necessary with two separate units. It, accordingly, makes a loud speaker of the sound chamber of the talking machine.

Another factor which will undoubtedly prove a big sales asset is that with this sound box it is possible to record on blank records radio reception of which it is desired to make a permanent record. All that is necessary is to rest the needle of the sound box upon the revolving blank record while the radio broadcasting is being received. The Del'Marmol Radio-Phonograph Co. made the premier exhibit of the Del'Marmol reproducer at the recent Philadelphia Radio Show. It attracted much attention and many sales resulted.

Carl Richards, Richmond, Cal., recently secured the agency for the Brunswick line of phonographs and records.

New Atwater Kent Plant Addition Is Under Way

Large Structure Recently Completed Proves Inadequate to Meet Growing Radio Demand

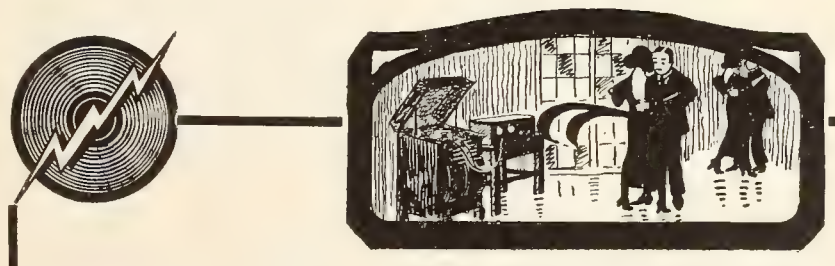
Philadelphia, Pa., November 7.—Although the Atwater Kent Mfg. Co. only recently started operations in its large new factory in this city, production facilities are already inadequate to meet the demand for its radio products and, as a result, construction has been started on another addition in an effort to bring production up to the point where the demand can be satisfied.

The present plant is a model of its kind. Every part going into the Atwater Kent sets, from the smallest screws to the cabinets, is made here, and the various departments have been laid out with a view to efficient production. It is a monumental tribute to the untiring efforts of President Atwater Kent and his associates.

The extensive national advertising of the company has emphasized the slogan, "The factory behind the product," and this has been further impressed on the public by the colored electric signs in use by Atwater Kent dealers in all parts of the country. Recently a billboard campaign was inaugurated by the company, which is attracting considerable attention and is already proving an important addition to the national advertising. These billboards are broadcasting the merits of the Atwater Kent radio products through the medium of attractively colored posters.

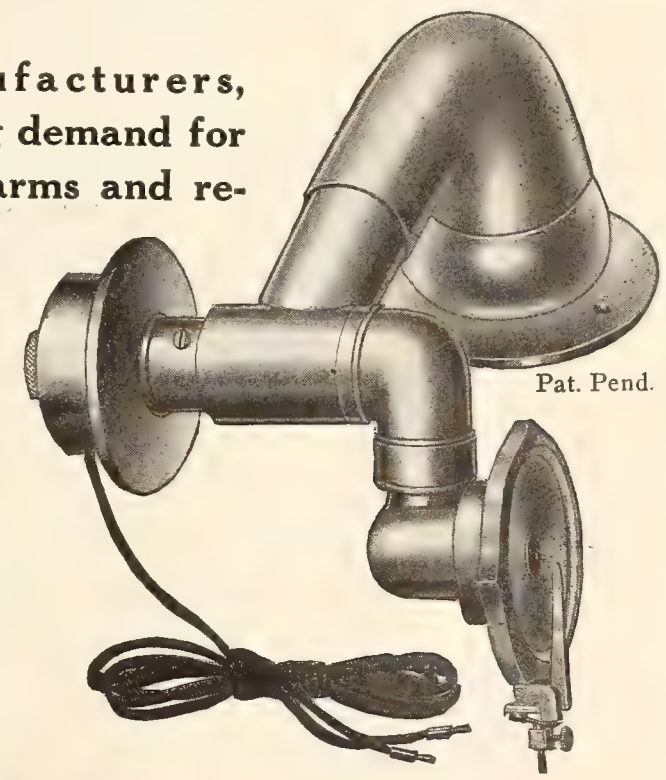
J. A. Kenney in New Post

White Music Shop, of Danbury, Conn., had the most conspicuous booth at the famous Danbury Fair, where pianos, radio, phonographs and musical instruments were displayed. Miss White reports the appointment of John A. Kenney, formerly with the Kennedy Music Shop, of Worcester, Mass., in charge of outside sales work.

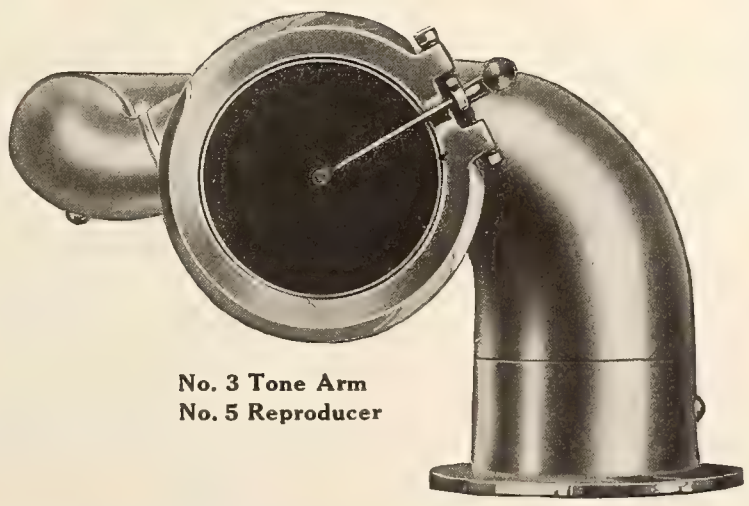


STOP! LOOK! LISTEN!

Wide awake manufacturers, alert to the growing demand for "MUTUAL" tone arms and reproducers are ordering in advance for the Holiday business. Anticipate your Holiday requirements and write us NOW.



Pat. Pend.



No. 3 Tone Arm
No. 5 Reproducer

Mutual Tone Arms possess a two-fold appeal. They not only reproduce perfectly, but, they add the final touch to the attractiveness of the machine.

MUTUAL PHONO PARTS MFG. CORP.
149-151 Lafayette Street, New York City

DISTRIBUTORS
Canadian Acme Screw & Gear, Ltd.....1209 King St., West, Toronto, Can.
Industries Unidas, S. A.....Balderas 110, Mexico City, Mexico
Targ & Dinner Music Co.....229 W. Randolph St., Chicago, Ill.
Shapleigh Hardware Co.,.....4th St. and Washington Ave., St. Louis, Mo.

Important Developments Mark Approach of the Holidays in Cleveland Territory

Cleveland Talking Machine Co. and Grinnell Bros. Take Over Toledo Talking Machine Co.'s Business—Brunswick Co. Makes Local Recording—New Lines Added—Trade Changes

Cleveland, O., November 6.—Following the amalgamation of Victor wholesaling interests, in the acquisition by the Cleveland Talking Machine Co. of the business of the Eclipse Musical Co., another similar unity of forces stands out as one of the important developments of the month here. This involves the joint purchase of the Toledo Talking Machine Co's. business by the Cleveland Talking Machine Co. and the Grinnell Bros. Co., of Detroit, as reported elsewhere in this issue.

Cleveland Co. Gets "Dulcetone"

The Cleveland Talking Machine Co. already has instituted new features of dealer service. Two especially worth-while sales promotion factors are the distribution rights in the music field for the Dulcetone; a device designed to transform the sound box of the talking machine into a radio loud speaker. Another device that will make for Christmas business is a novel envelope, suitable for holding several records, embellished with a pastoral scene.

Promoting Record Sales

Another promotional effort to be credited to a jobbing factor is under way by the Ohio Musical Sales Co., Sonora and Vocalion record distributor. This company conducted a contest among dance orchestras in Ohio in October to ascertain the most popular musical group in this division. The Wylie Orchestra, of Cleveland, was voted the most popular and was immediately commissioned to make several records for Vocalion, which have just been released. A special week, during which the first records received in Cleveland were played, was conducted at the restaurant where this orchestra holds forth, another special week's engagement was obtained for it at the Palace Theatre, and a series of personal appearances in various localities about the State has been arranged by J. R. Frew, of the Ohio Co.,

Local Recording by Brunswick

In connection with record making Cleveland again figures, with the Cleveland Orchestra as the feature. Equipment was sent here by Brunswick for this purpose, and the recording was done under the personal supervision of Sinkler Darby, Brunswick recording expert, and his associate, Charles Hancox.

Several important additions to the dealer list by Brunswick are announced for this month. Foremost among these may be considered Denton, Cottier & Daniels, Steinway dealers in Buffalo, N. Y. The William Hengerer Co., also of Buffalo, has added the Brunswick phonograph and Radiola lines.

New Claravox Speakers

In connection with the promotion of the speaker end of the radio business, the work of C. E. Semple, Jr., president and inventor, and C. H. Kennedy, sales manager of the Claravox Co., stands out. Several new types of speakers by the company have been brought out, and accompanying these are unique folders detailing the elements that enter into the reproducing qualities of these instruments.

Developing Cheney Sales

Value of the national advertising campaign of the Cheney is now being proved in the inquiries being distributed from headquarters to the Cheney jobbing factors, according to T. R. Buel, secretary-treasurer, the Cheney Phonograph Sales Co. These in turn are being passed on to the retail element, and sales already are being developed from them, Mr. Buel is advised.

Changes in Columbia Branch

Several changes and developments are being made by the local branch of the Columbia Co. S. S. Larmon, branch manager, announces the appointment of B. L. Smith to succeed H. C. Schultz in Detroit, and of E. L. Wallace, who takes the place of M. H. Batz in Buffalo. Both are well known in Columbia circles in this territory.

Cleveland Columbia executives aided materially in the opening of the new building of the C. L. Chute Co., at New Lexington, which features the Columbia phonograph lines.

Adds Edison Line

In the new dealer activities, the installation of the Edison at the Halle Bros. Co., exclusive department store of Cleveland, by the Phonograph Co., is a notable event. The Halle establishment already has one of the finest appointed departments in this city, and rounds out its already established Victor and Brunswick lines with the Edison.

Retail trade has been significantly stimulated, according to E. S. Hershberger, secretary, the Phonograph Co., following the exhibits of radio and phonographs by this firm at the Furniture Show. During the week of this exposition fifteen new dealers for Crosley sets, and a large number for the De Forest Reflex, were added, among the latter being the George S. Dales Co., of Akron. The Phonograph Co. supplied phonographs for special entertainment provided by the show management on the stage of Public Hall, and also entertained with radio received from the outside.

New dealers added through Cleveland jobbing effort includes the Kurtzmann Piano Co., in Buffalo, operating six retail stores in that district.

Vic Meyers Orchestra Scores

Supplementing its work to increase public interest in records for dealers, the Brunswick Co. has brought from California the Vic Meyers Orchestra, noted on the Coast. This group now is touring the immediate Cleveland territory, making a hit alike with those who have heard its records and those who have not.

A Popular Number

Two additional achievements in the music production business can be credited to Dan E. Baumbaugh, manager of the May Co. talking machine department, and producer of "Rose of Sharon" and "Waltz of Love." Both of these selections, by J. W. Karhan and Miss Marion Campbell, of the May Co. music division staffs, now are on the Victor records. They are sung by Henry Burr. The other unusual accomplishment lies in the acceptance of "Rose of Sharon" by the Vocalion Co., of London, foreign representative of the Aeolian Co. This song already has been released by Vocalion here.

Mike Gyarnaty, Columbia dealer, has moved his business from Akron to Flint, Mich..

Celebrating Anniversary

L. Meier & Sons, prominent local dealers, are celebrating their 27th anniversary this month. Plans have been completed for several weekly novelty attractions, and a climax will be made with the appearance again of the Eight Popular Victor Artists.

Music Merchants' Social

The October meeting of the Music Merchants' Association of Northern Ohio again was a social affair at Alber's Villa. Talent hitherto not known was brought from Lorain by Carl Staley, manager of the talking machine department of the Wickens Co.,

Another get-together is planned for November, in which all members of the music industry will figure. There was money left over from the donations contributed by individuals to the entertainment at the late State convention. A committee, including Dan E. Baumbaugh, F. J. Stelker, John R. Ortli, Henry Dreher and Rexford C. Hyre, will set the date and place, decide who is to be invited and otherwise shape up the event.

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years Have Proved Outing Portables Are the Best

Ohio Musical Sales Co.
1747 Chester Ave. Cleveland, O.
Outing Distributor

VAN VEEN & COMPANY, Inc.
Woodworkers Since 1907

Costly experiment has taught the Phonograph Trade the importance of high-grade sound-proof hearing rooms and store fittings.

Radio dealers can avail themselves of Van Veen equipment in the first instance and avoid the experimental losses of the Phonograph trade. Van Veen booths are indispensable in selling and demonstrating radio.

Counters, racks and wall display cases carried in stock or made to special design. Write for estimate and catalogue.

Offices and Warerooms:
413-417 East 109th Street *'Phone Lehigh 5324* **NEW YORK CITY**

Two Great Products were Brought Together

A unique five tube radio frequency receiver built by Federal, containing detector, two stages of radio frequency and two stages of audio frequency. The tuning is controlled by two main dials with vernier attachment and may be logged for reference. A logging sheet and special panel light is part of the equipment.

The cabinet measures: Length, 33½ inches, depth, 15½ inches, height, 55 inches.

$325
LIST PRICE

The supreme in radio and the supreme in furniture have been joined in the *Federal-Danersk* Radio Receiver — a new and especially built, two control Federal Receiver housed in a cabinet made by the Erskine-Danforth Corporation, known the world over as the master craftsmen of the famous Danersk Furniture.

The simple two dial control of this newest Federal Five Tube set is unlike anything that has ever been built before. It is remarkably selective and powerful, with unlimited range and a clear, rich tone.

To this supreme quality has been added perfect beauty. The Danersk cabinet was chosen because the name Danersk is synonymous with the very best in furniture. Hand wrought in rich satin finish walnut with ebony panelling, its graceful beauty has an irresistible appeal to every lover of fine furniture.

And at $325 list including a built-in loud speaker, special panel lighting device, large battery sections and other conveniences, it enables you to offer a value infinitely better than has ever been given before.

Federal Danersk
RADIO RECEIVERS

Production is limited; distributors and dealers are urged to investigate at once.

Distributors and Dealers—Investigate!

Manufactured Exclusively for

MUSICAL PRODUCTS DISTRIBUTING COMPANY, Inc.

22 West 19th Street, New York City

Atlanta Retailers and Wholesalers Are Optimistic as Business Continues Brisk

Prosperity of Farmers Largely Responsible for Satisfactory Business—James K. Polk, Inc., Exhibit at Fair Attracts Wide Attention—Carder Co. Moves—Other Trade Activities

Atlanta, Ga., November 7.—October proved a very satisfactory month for all dealers interested in the talking machine and radio business in this section of the country. The dealers in this city state that the month, from the business standpoint, was all that was expected, and those stores which serve the rural communities report that the farmers have plenty of money and are spending it freely.

Exhibited at Southeastern Fair

James K. Polk, Inc., distributor for the Southeastern territory of the Sonora phonograph, OKeh and Odeon records and the Outing portable talking machine, had a most attractive exhibit at the Southeastern Fair which was held in this city during the past month. This Fair, which is the largest annual event of its kind in the South, was attended by more than half a million people. Several of the large Sonora De Luxe models were on display at the Polk exhibit and attracted much interest and favorable comment. Thousands of walking Sonora dolls and other Sonora advertising matter were distributed.

James K. Polk Fair Exhibit

Considerable interest in OKeh records was developed by concerts given at the booth by OKeh artists who reside in the Southeastern territory; in particular, Fiddlin' John Carson, king of the mountaineer musicians and an exclusive OKeh artist. These concerts attracted many people to the exhibit booth and undoubtedly stimulated a demand for the records of the artists heard. The publicity gained by the Polk establishment through its exhibit has been of great value to the Sonora and OKeh dealers throughout the entire Southeastern territory.

Good Outing Demand Continues

The Outing portable, which has proved one of the most consistent sellers throughout the year, continues to find favor with the buying public and the chief difficulty is in filling the demand.

Carder Co. in New Home

The Carder Piano Co. recently opened its new warerooms at 61 Pryor street, and the completely renovated store is one of the most attractive music stores of the South. The talking machine department of the establishment is leased and operated by LeRoy Webb & Co., and is under the personal direction of Mr. Webb. While special attention is being given period and console models, all types of instruments are carried. The Victor and Sonora lines of machines and Victor, OKeh and Columbia records are carried in stock. A number of record demonstration booths have been installed and for the convenience of those customers who are in a hurry a record counter has been placed within twenty feet of the front door. Free delivery of records, in or out of town, is a feature of the store's service.

Macon Firm Changes Name

The Williams-Guttenberg Music Co. recently changed its name to the Williams-Guttenberg Co. The concern is located at 451 Cherry street, Macon. Application has been made for an amendment to its charter allowing an increase in stock from $50,000 to $75,000, also the right to deal in furniture and house furnishings.

Concerts Prove Popular

The October concert of Rich's Music Club, the organization formed and fostered by A. B. Willis, manager of the music department of M. Rich & Bros. Co., was well attended and the varied program was enthusiastically received. Well-known local artists entertained, and orchestras, instrumentalists, vocalists and dancers vied with each other in pleasing those in attendance. Since the inception of this club the sales volume of the music department has shown a decided upward trend.

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years Have Proved Outing Portables Are the Best

J. K. Polk, Inc.
294 Decatur St. Atlanta, Ga.
Outing Distributor

Meeting of Victor Dealers Held in Atlanta Recently

Goodly Number of Victor Representatives in Georgia Attend Impromptu Sales Conference Under Auspices of Elyea Talking Machine Co.

Atlanta, Ga., November 4.—Prospects for talking machine business in this section during the coming months are very bright, according to the Victor dealers who attended an impromptu meeting held in this city recently under the auspices of Charles L. Elyea, of the Elyea Talking Machine Co., Victor wholesaler, and attended by Frank K. Dolbeer, sales manager of the Victor Talking Machine Co., who stopped off at Atlanta on his way to a series of dealers' conferences in Florida.

Approximately twenty-five dealers and their representatives from various sections of Georgia and South Carolina attended the conference, at which there was a general discussion of sales plans and other matters of business interest.

Triangle Radio Supply Co.'s Loose-Leaf Catalog

A particularly comprehensive loose-leaf catalog has lately been presented to the trade by the Triangle Radio Supply Co., radio distributor, New York City. Through its loose-leaf form it is possible to keep this catalog up to the minute in every respect, and also through this same form of binding it has been feasible to include the original descriptive literature of the manufacturer. The frontispiece of the catalog contains photographs of Herman A. Linde, president and general manager of the company; Frances A. Linde, secretary; the sales staff and office force, also views of the headquarters of the company, which include the quick service counter, demonstration salons, etc. In the descriptive literature is contained Fada, Crosley and Melco receiving sets, Music Master horns and a wide variety of accessories and parts. Through the loose-leaf construction of this catalog it is possible to eliminate from the catalog all literature regarding parts for those dealers who only carry sets and accessories. The Triangle Radio Supply Co., Inc., is doing a constantly increasing volume of business with the talking machine trade and numbers many of the best-known talking machine retailers in the metropolitan territory among its customers.

The Cable-Shelby-Burton Piano Co., Birmingham, Ala., recently purchased the entire stock of the C. C. Holcombe Music Co.

OKeh and Odeon Records

THE inevitable hustle and bustle of holiday business will soon be experienced by OKeh dealers everywhere. To dealers in our territory we suggest that they avail themselves of our unfailingly prompt and efficient service. Dealers who heed this advice will have no losses through delays and incomplete deliveries.

Wholesale Phonograph Division

JAMES K. POLK, Incorporated

Offices and Show Rooms:

294 Decatur Street ATLANTA, GA.

BUY OKEH NEEDLES—They Keep Record Sales Alive!

Before and after Christmas—*you couldn't sell a finer phonograph than the New* Columbia *owner is about the best salesman you can have.*

BUSINESS is warming up. Folks everywhere are drawing their Christmas savings from the banks to spend on gifts. If there ever was a time to push the New Columbia Phonograph, it is now. Every sale you make strengthens your grip on the phonograph business in your territory.

There isn't a phonograph today that has such value—so many exclusive features that are worth while—as the New Columbia. Consider them—the new international reproducer, the new precision motor, the automatic start and non-set stop, the spun brass tone-arm, the tone-control leaves—and many other refinements which make better music.

Every New Columbia you sell helps sell another. For it makes friends everywhere it goes. A New Columbia owner is about the best salesman you can have.

Remember this, also—the more New Columbia Phonographs you sell now, the bigger your record business will be throughout the year. The New Columbia reproduces all music with such excellence that people will play it constantly. This means that they will be regular record buyers. And what finer records can you sell these folks than Columbia New Process Records! Because of their ideal surfacing material there is no objectionable needle noise. And Columbia offers the best in every class of music recorded—dance, comic, sentimental, old-time favorites and classical.

These sales-making features of the New Columbia Phonograph and Columbia New Process Records make the Columbia franchise valuable—not only at Christmas, but throughout the year. Columbia Phonograph Co., Inc., 1819 Broadway, New York.

Write to the Columbia branch or distributor nearest you

Atlanta, Ga., 561 Whitehall Street
Boston, Mass., 1000 Washington Street
Chicago, Ill., 430-440 South Wabash Ave.
Cleveland, Ohio, 1812 East Thirtieth Street
Dallas, Texas, 2000 North Lamar Street
Kansas City, Mo., 2006 Wyandotte Street
Los Angeles, Cal., 809 S. Los Angeles Street
New York City, 121 West Twentieth Street
Philadelphia, Pa., 40 North Sixth Street
Pittsburgh, Pa., 632 Duquesne Way
San Francisco, Cal., 345 Bryant Street
Buffalo, N. Y., 700 Main Street
Detroit, Mich., 439 East Fort Street
Minneapolis, Minn., 18 North Third Street
Seattle, Wash., 911 Western Avenue

COLUMBIA WHOLESALERS, Inc.
205 West Camden Street, Baltimore, Md.

TAMPA HARDWARE CO.
Tampa, Fla.

COLUMBIA STORES CO.
1608 Glenarm Avenue, Denver, Colo.
221 S. W. Temple, Salt Lake City, Utah

W. W. KIMBALL CO.
Wabash Avenue and East Jackson Boulevard, Chicago, Ill.

COLUMBIA DISTRIBUTORS, Inc.
1327 Pine Street, St. Louis, Mo.
224 West Fourth Street, Cincinnati, Ohio
517 Canal Street, New Orleans, La.

Columbia

PHONOGRAPHS AND Columbia *NEW PROCESS* RECORDS

R. W. Porter in Important R. E. Thompson Co. Post

Appointed General Sales Manager of the Company—Guest of Honor at Surprise Luncheon

The R. E. Thompson Mfg. Co., New York, manufacturer of Thompson neutrodyne receiving sets and loud speakers, announced recently the appointment of Robert W. Porter as general sales manager of the company. Mr. Porter needs no introduction to the talking machine trade, for he was associated with the Columbia Phonograph Co., Inc., for over four years as field sales manager and numbers among his friends talking machine dealers from coast to coast.

Mr. Porter was the guest of honor at a surprise luncheon given by his associates in the R. E. Thompson organization at the Old Colony Club in the Waldorf-Astoria Hotel, where he was formally introduced to Thompson jobbers in Greater New York and to members of the trade press. The toastmaster at this luncheon was Addison Brown, of the Bertson Organization, in charge of the Thompson advertising campaign and well known in advertising circles.

R. E. Thompson, president of the company bearing his name and prominent for many years in the radio world, gave the guests at the luncheon a brief resumé of Mr. Porter's activities in the past, pointing out that his extensive experience as a sales executive ideally qualified him for the work which the Thompson organization was placing in his hands.

In a brief address, which was enthusiastically

R. W. Porter

received by his associates, Mr. Porter called attention to the various sales problems which he had been obliged to face in the past, commenting upon their close relation to the various problems that are now occupying the attention of radio manufacturers. Mr. Porter's experience has not only included his association with the Columbia organization, but with several nationally prominent manufacturers whose products have comprised specialties and food commodities. He not only visited jobbers and dealers in practically every town and city throughout the country in the development of sales for the manufacturers whose products he represented, but co-operated with the retailers in the actual merchandising of these products. Mr. Porter, therefore, brings to the Thompson organization an experience and knowledge of merchandising conditions that should enable him to render invaluable service to the jobbers and dealers featuring Thompson neutrodyne sets and loud speakers.

During the past few weeks Mr. Porter has been busily engaged in getting acquainted with the distinctive features of neutrodyne products, and he is now ready to inaugurate an intensive sales campaign. His appointment as general sales manager of the R. E. Thompson Mfg. Co. has been the subject of congratulations and good wishes from talking machine and radio jobbers and dealers everywhere, who are giving him a most cordial welcome to the radio industry.

Among those present at the surprise luncheon given Mr. Porter were Dr. Leonard F. Fuller, vice-president and chief engineer of the R. E. Thompson Mfg. Co. and a scientist and engineer whose experience dates back many years. Mr. Fuller was previously associated with the General Electric Co., where he was in charge of developing world wireless, and his work also includes the designing of the largest single transmitter in the world. Merton P. Stevens, works manager of the Thompson organization and well known in the manufacture of radio transmission and reception apparatus, also was present at the luncheon, and among the jobbing firms represented were the Gilbert-Keator Corp., Herbert John Corp. and Steelman, Inc., all of New York City.

Talking Machine Business in Japan is Growing

The variety of the talking machine product made and sold in Japan is very great, according to J. R. Geary, president of the Nipponophone Co., the leading talking machine and record manufacturer with headquarters in Tokyo, Japan, ranging from a very low priced record up to a figure for foreign records comparable with prices in the United States. A great many foreign artists have been recorded from time to time and the Nipponophone Co. has now quite a fine catalog of foreign recordings. Naturally, however, the main business is the manufacture of records of Japanese artists.

In the business of machine manufacture there is a large range of sizes, styles and prices. On the smaller machine, being the lowest priced, the output is several thousand machines per month at the Nipponophone plant. The higher priced machines are now, however, being made in large numbers on account of the 100 per cent duty on the imported product. The Nipponophone Co. has a very strong sales organization and has affiliated with it practically all of the important phonograph and record selling agencies in Japan.

The Nipponophone Co. is controlled by American capitalists and has been in operation for a total of about twelve years.

As broadcasting may soon come into effect in Japan the company is preparing to take up that end of the business with its phonograph trade as soon as permission is given by the Government for broadcasting.

Good Phonograph and Radio Sales Go Hand in Hand

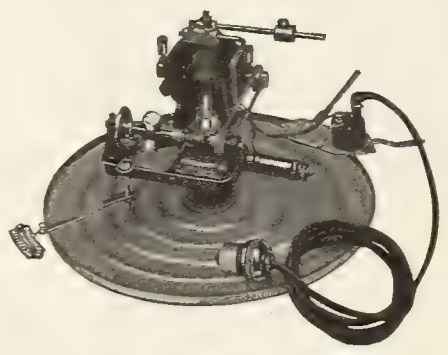
The Greater City Phonograph Co., Sonora distributor for New York City, Staten Island and the lower Hudson Valley, reports through Maurice Landay, president of the company, a distinct upward trend in the sale of phonographs during the last several months. "From all indications, the talking machine dealer has found that radio and phonographs sell side by side and do not conflict one with the other. We have found some dealers who are doing an excellent business with the Sonora loud speaker, Sonoradio receiving set, equipped with both the Ware neutrodyne and RCA sets, and are also enjoying a phonograph business in proportion," stated Mr. Landay, who is very optimistic regarding the outlook.

The PHONOMOTOR CO.

WM. F. HITCHCOCK, Proprietor

121 West Avenue Rochester, N. Y.

An Electric Equipment for the PHONOGRAPH



Fully GUARANTEED

Universal—alternating or direct current. Complete, with every part and ready to run.

Sample, mounted on motor board, 12x12x¾ unfinished board, $25.00 C.O.D. Money back if not satisfactory. ½ cash with C.O.D. order.

The PHONOSTOP

An automatic stop for all talking machines, 100% efficient.

STANDARD FOR EIGHT YEARS

Guaranteed.

Sold direct to manufacturers all over the world.

Nickel or Gold.

Your phonograph is worthy of the best stop.

This is the only one.

Your customers appreciate it

We also sell General Phonograph Hardware

Cable Address:
PHONOMOTOR, Rochester, N. Y.

Codes: Bentley's and A.B.C., 5th Edition Improved.

Richardson, Orr & Co., Sydney, Australian and New Zealand Representatives.

Trade Prices upon application

The PHONOMOTOR

Trade-Mark Reg. U. S. Pat. Office

PHONOGRAPH CASES

RADIO CASES

Reinforced 3-ply Veneer

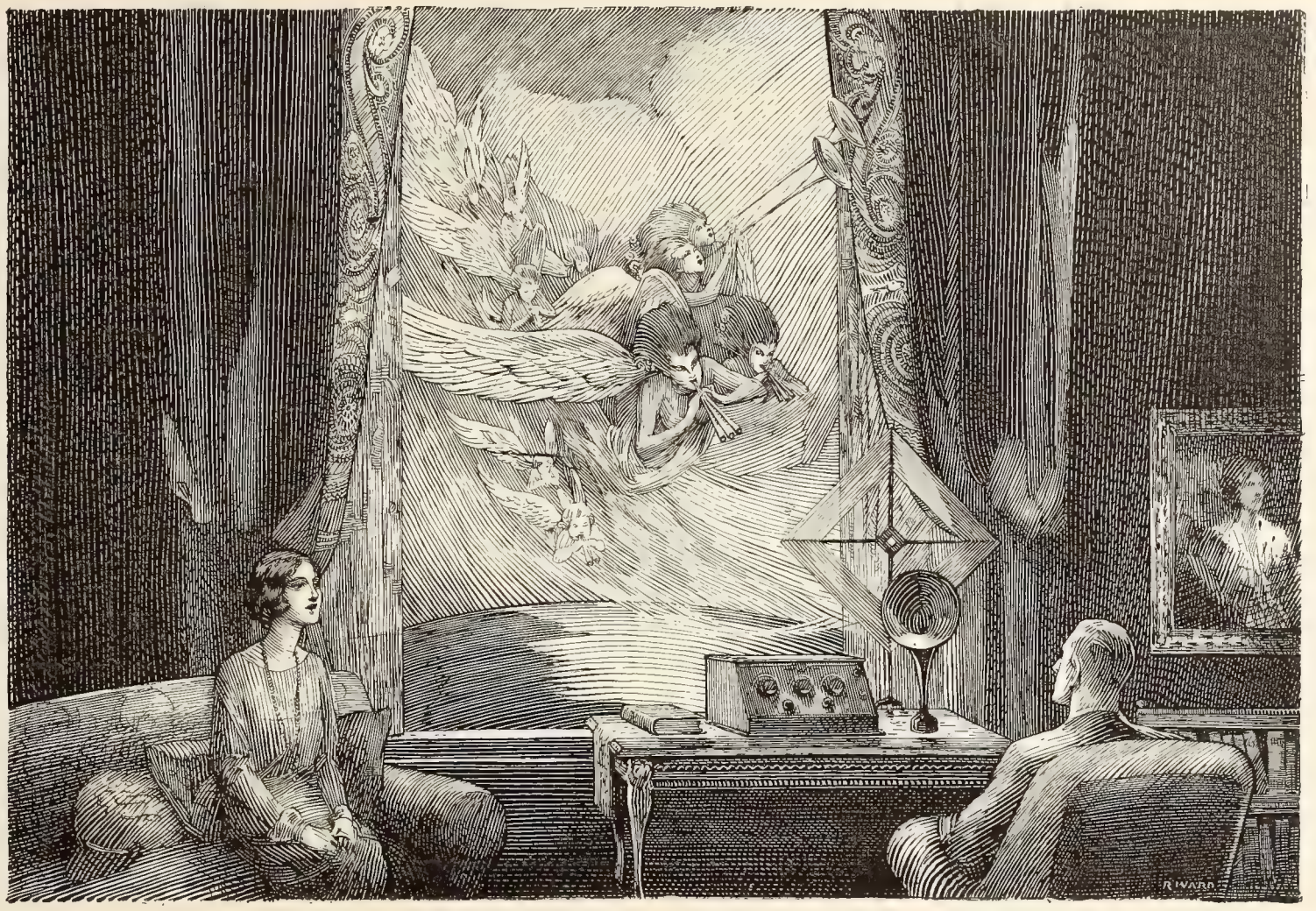
The Standard Case for Talking Machines and Radio Sets

Let us figure on your requirements

MADE BY

PLYWOOD CORPORATION, Goldsboro, N. C.

Mills in Va., N. C. and S. C.



The Finest Entertainment Whispers at Your Window

THE *Mercury* Receiver was born at the very moment when its qualities were beginning to be demanded by the public. It is the *perfect* reflex receiver.

Absolute faithfulness of reproduction; all the distance two stages of perfectly engineered tuned radio frequency can provide; simple exactness of tuning which admits but one signal at a time—these are a few of the features which contribute to *Mercury* greatness.

We respectfully suggest critical side-by-side comparison between the *Mercury* and any other set made.

MERCURY RADIO PRODUCTS CO. - 50 CHURCH ST., NEW YORK CITY

Our proposition will interest good talking machine dealers. Write for it today.

MERCURY

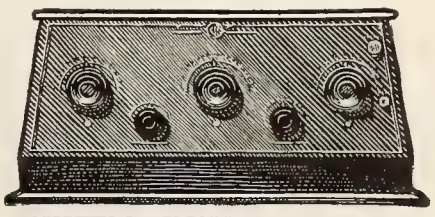
BROADCAST RECEIVER

Licensed under Grimes Patents—issued and pending

"*The* STRADIVARIUS *of* RADIO"

TECHNICAL

Highest existing development of Grimes Inverse Duplex System. Four tubes reflexed and equal to six straight (two-tuned radio frequency, tube detector and three stabilized audio frequency). Operates from loop (furnished) also indoor or outside antenna *without change in set.* "Last word" low-loss engineering at every point.



APPEARANCE

Solid American Walnut Cabinet. Hand rubbed *genuine* piano finish. Inclined panel of heavy-gauge, etched ordnance bronze. Set rests on felt protecting buttons. Balanced panel arrangement of controls. All "A" and "B" dry batteries self-contained. Price, with loop; but *without* tubes and batteries $165.00 list.

INVERSE DUPLEX SYSTEM - INSURES NATURAL TONE QUALITY

Instructive Talks Feature the Eastern Sales Conference of Brunswick Dealers

More Than 200 Retailers Gather at New York Brunswick Headquarters for Merchandising Conference—Executives and Officials of Company Deliver Addresses—Retail Problems Discussed

More than two hundred Brunswick dealers joined with the officials of the Brunswick-Balke-Collender Co. in making the Eastern sales conference, held at the New York offices of the company, one of the most successful gatherings of its kind ever held. Interesting discussion of the various problems which the dealer must handle was indulged in and educational addresses by trade authorities made the business sessions of particular value to those in attendance. The social side of the gathering was not neglected and the banquet held at the Club Deauville on Tuesday evening was voted an unqualified success.

The conference was opened on Monday, October 13, with an address by Harry A. Beach, sales manager of the Eastern Phonograph Division of the Brunswick Co., who extended the glad hand of welcome to all the guests and summed up the purposes of the conference and told of the benefits which he expected would be the result of the gathering. H. T. Melhuish, of the Radio Corp. of America, was the next speaker, substituting for E. E. Bucher, of the same company, who, through illness in his family, was unable to deliver the talk of "Radio Merchandising" for which he was scheduled. Mr. Melhuish spoke on radio broadcasting and its future and explained that improvements in broadcasting would be seen in the very near future, which improvements would benefit the entire industry.

Of special interest to the dealers at the present time was the talk of D. J. Pieri, chief radio engineer of the Brunswick Co., who explained in non-technical terms the principles underlying the Brunswick-Radiolas. In simple phraseology, with diagrams to illustrate his points, Mr. Pieri explained the working and operation of any receiving set, its tunes, batteries and the principles governing the functioning of the loop, the Super-Heterodyne and the Regenoflex.

H. Don Leopold, head of the dealers' service department of the company and chairman of the sales conference, was the next speaker and he, in a brief address, explained the company's policy of dealer co-operation and the purpose of the conference with the resultant closer contact between the company and its dealer representatives. He then introduced F. E. Fehlman, vice-president of Lord & Thomas, advertising specialists. Mr. Fehlman in his talk dwelt on the analyzing of the types of customers who enter the store to purchase a phonograph or radio set and how through psychology the dealer can ascertain the best method of handling prospects.

Following Mr. Fehlman's talk, the meeting was adjourned, luncheon was served and the freedom of the building was extended to all.

Problems Discussed at Afternoon Session

To open the afternoon session the dealers were invited to bring forward their problems on the operation of the Brunswick-Radiola and Mr. Pieri answered numerous questions concerning radio and the most effective methods and uses of aerials, batteries, ground connections, etc. This discussion of the individual problems of dealers was a big feature of the day's program.

Mr. Fehlman then continued his talk on salesmanship and gave illustrations, facts and figures that were exceptionally instructive to the dealers, who listened attentively to the speaker. The balance of the day was given over to practical sales demonstrations, with dealers taking the part of salesmen and customers with Mr. Fehlman offering constructive criticisms after each demonstration.

In the evening all those present at the conference were invited to be the guests of I. Jay Faggen, managing director of the Arcadia, the new and elaborate ballroom, at which Ray Miller and His Orchestra, Brunswick recording organization, are the featured artists.

Topics Considered at Second Day's Session

The second day's sessions opened with a talk on "Credit and Instalments" by Frederick W. Teele, credit manager of the Eastern office of the Brunswick Co. Mr. Teele detailed the principles which underlie instalment sales and informed the dealers that 92 per cent of phonograph sales are on an instalment basis and told of the best methods of handling accounts. He touched on the question of interest charges and stated that, aside from the money involved in charging interest, it lends prestige and dignity to the establishment to insist on the customer paying the customary amount of interest charges.

The best methods of securing prospects were outlined by Mr. Fehlman, who stated that to get customers into the store rested with the dealer to go out and bring them in. He mentioned a number of ways by which customers could be brought into the store.

The Tuesday afternoon session opened with an address by A. J. Kendrick, general sales manager of the phonograph division of the Brunswick organization, who spoke on "Merchandising the Brunswick Phonograph and the Brunswick-Radiola." He showed how two fields of endeavor were now open to the Brunswick dealer and gave figures showing that there are millions of homes in this country which have neither a phonograph nor a radio set. He told of the national advertising campaigns which the company is planning and exhorted the dealers to tie up with this advertising by inserting their own announcements. He also promised interesting announcements by the company in the near future touching on radio broadcasting by the highest types of artists, which plan would result in increase of sales by dealers.

Sales demonstrations were again resumed and following these an examination of the dealers on the points covered in the two-day conference was held. The prizes for this examination were awarded as follows: First, Anna Quinn, Manchester, N. H.; second, Norman Edlund, John Wanamaker, New York; third, A. M. Ansell, Bamberger's, Newark, N. J.; fourth, O. W. Grimm, York, Pa.; fifth, C. G. Herr, Berwick, Pa.

The Climax to the Conference

The climax to the conference was a fitting one in the form of an elaborate banquet at the Club Deauville, where excellent entertainment was provided through the efforts of H. Emerson Yorke, sales promotion manager of the Eastern division, who was in charge of the banquet arrangements. The following Brunswick artists were among those who entertained: Ray Miller and His Orchestra, Phil Ohman and Victor Arden, pianists; Frank Wright and Frank Bessinger, the "Radio Franks," who recently became Brunswick artists; Al Jolson, who sang and told of his Brunswick connection and who introduced Benny Leonard, lightweight champion of the world, whom he had brought with him. Mishel Piastro, concert violinist and Brunswick artist, and Harry Reser, leader of the Harry Reser Band of Banjos, also entertained.

The guests were given buttons which enrolled them as members of the Brunswick Sales Club and then the entire party adjourned to the Arcadia, where dancing was in order. Those who attended were:

S. Abelowitz, Abelowitz Phonograph Co.; J. B. Armstrong; Mr. Besserman, C. Hendel, Miss Robertson, G. Scheidler, Hardman, Peck & Co.; C. M. Bowren, Mr. and Mrs. Edlund, Mr. Mahoney, John Wanamaker; Jos. Bryant, Bryant's Music House; Harry Duff and Miss Martha Duff; H. P. Baran, J. W. Lindsey, Mrs. Harrison, H. P. Baran & Co.; I. Hindon; N. and I. Israel; A. Klein; A. Kleinman, Triangle Phono Shop; G. Leavey, Terminal Music Corp.; F. M. Massey; H. Miller; R. B. O'Connor; Mr. Reinhorn, Ritz Music House; R. C. Hamilton; A. J. Stack; J. Sheinhartz; A. H. Simmons, J. H. Remick; L. A. Sheilds, M. Steinert, Miller Bros.; S. A. Sherman; Mr. Wolfsohn, Arison's Music House; H. Rollens, F. Stumpf, Fred Kraft, Inc., and F. M. Massey, all of New York City; Mr. Acker, Montclair, N. J.; H. D. Ackerly and J. P. Shotwell, Ackswell Mfg. Co., Northport, N. Y.; E. K. Andrew, J. L. Hudson Co., Detroit, Mich.; T. Argyris, Broad & Market Music Co., Newark, N. J.; Miss Arend, Frederick Loeser, Brooklyn, N. Y.; Mr. Ansell, L. Bamberger & Co., Newark, N. J.; J. Breslow and M. Breslow, Boonton Music House, Boonton, N. J.; John P. Byrne, James K. O'Dea, Paterson, N. J.; Miss Laura I. Burtis, Norwalk, Conn.; Mr. Brady, Lankering Co., Hoboken, N. J.; Mr. Bogie, R. H. Muir, Inc., East Orange, N. J.; J. S. Cooper and James C. Cooper, Cooper Clothing Store, Davis, W. Va.; G. M. Clark, Clark & Sullivan, Newark, N. J.; S. Glenn Cline, Staunton, Va.; T. F. Cabasino, Astoria, L. I.; I. C. Cohen, Brunswick Shop, New Rochelle, N. Y.; T. Chakeris, Ideal Music Co., Newark, N. J.; L. Cerf, Hardman, Peck & Co., Brooklyn, N. Y.; I. V. Dalo, Shartenberg & Robinson, New Haven, Conn.; Harry Duckman, Brooklyn, N. Y.; Chas. Durso, Somerville, N. J.; G. P. Ells, Norwalk, Conn.; F. A. Forest, Fall River, Mass.; U. N. Grenier, Desautels Music House, Manchester, N. H.; W. E. Grimm, York, Pa.; Geo. Gervas, Main & Market Music Co., Paterson, N. J.; C. G. Herr, of Herr's Music Shop, Berwick, Pa.; M. H. Housel, Williamsport, Pa.; W. M. Hanover, of Norwich Talking Machine Shop, Norwich, Conn.; H. S. Hyde, H. E. Hyde and G. A. Hyde, Cortland, N. Y.; Miss Julie Hoffman and C. H. Hurlburg, D. M. Read Co., Bridgeport, Conn.; Mr

(Continued on page 75)

"Needle Points" No. 25

An OKeh Needle Sales Booster—FREE

With this convenient displayer on your counter you're bound to sell more needles.

HERE ARE SOME OF ITS OUTSTANDING FEATURES:

16 packages of needles can be safely displayed under the glass top.

Customers can't "help themselves." The glass is immovable and the tray slides out through the back.

The displayer will hold 180 packages of needles.

The case is substantially made of metal, heavily lacquered and beautifully lithographed.

HOW TO GET THIS SALES HELP:

Every dealer ordering 100,000 OKeh needles will be presented with one of these cases absolutely FREE.

Christmas will soon be here. You can easily sell 100,000 needles with the help of this displayer.

Order them from your distributor today and get your displayer FREE.

General Phonograph Corporation
OTTO HEINEMAN, Pres.
25 West 45th St. New York, N. Y.

THIS INSTITUTION

is now back of the name 'Emerson'

The Scranton Button Company is now the complete manufacturer of Emerson records—Recording, Plating and Pressing.

The Scranton Button Company has acquired one of the most complete recording laboratories and organizations, with fifteen years' experience in recording.

The Scranton Button Company has acquired the Washington Street plant and business of the Auburn Button Works of Auburn, N. Y., which has a favorable reputation as a plant where for a number of years the well known Brunswick records were pressed.

Both the Scranton and Auburn plants of The Scranton Button Company have been in business forty-five years. They have been soundly and conservatively managed, and have the highest business and financial standing.

The combined daily capacity of these two plants exceeds one hundred thousand records.

As is well known, heretofore The Scranton Button Company has pressed such records as Emerson, Okeh, Regal, Paramount, Gennett, Silvertone, Federal, Banner, etc., etc. With their own recording laboratory, plating and pressing plants, they are in a position to promise a product of uniform excellence, combined with unequalled service.

The company will sell Emerson Records direct to legitimate Jobbers. Request for information may be sent to us or to our sole sales agents, the Emerson Radio & Phonograph Corporation.

THE SCRANTON BUTTON COMPANY

L. G. SYLVESTER
Vice President and General Manager

Scranton, Pa.

Emerson
Records and
Phonographs

EXPANDING
EMERSON RECORD

Emerson Records and Phonographs
TRADE MARK REG. U.S. PAT. OFF.

distribution through Established Jobbing Organizations

The Associated Interests back of Emerson records represent a combination with years of experience in the manufacture of records; of pioneering in the art of recording; supplemented by sales organization that has achieved a national reputation as merchandising experts—in planning and completing sales exploitation campaigns and in permanently establishing consumer demand.

The unquestioned financial resources of the Emerson organizations, the wide scope and character of their sales plans and the policies under which a franchise is given assure Emerson jobbers not only a large and profitable business, but a permanent and stable connection with the product that stands alone in its class.

Emerson Records
Standard Retail Price, 50 cents
Regular Trade Discounts to Dealers

COMPREHENSIVE CATALOGS
—By NOTED ARTISTS—
POPULAR SONGS
LATEST DANCES
COMEDY—NOVELTY
RACE
HAWAIIAN
STANDARD
OPERATIC
SACRED
IRISH
RUSSIAN
ITALIAN
JEWISH
GERMAN
POLISH

If it's a real hit—
It is out first on

Emerson Records

You can place before your trade the greatest modern popular-priced record catalog, carrying both standard and popular numbers and a representative foreign catalog in many languages by most prominent artists.

The Emerson is the only nationally advertised standard record with an established and permanent retail price of 50c.

The Emerson Record was first introduced in 1915. Since that time through intensive advertising and wide distribution over 100,000,000 Emerson Records have been sold.

The Emerson name is one of the most widely known in the record field — Radio audiences are familiar with it. You need make no apologies when selling the Emerson record.

Jobber franchises in exclusive territory open—Write for full particulars.

Emerson Radio and Phonograph Corporation

sole sales agents for Emerson Records throughout the world

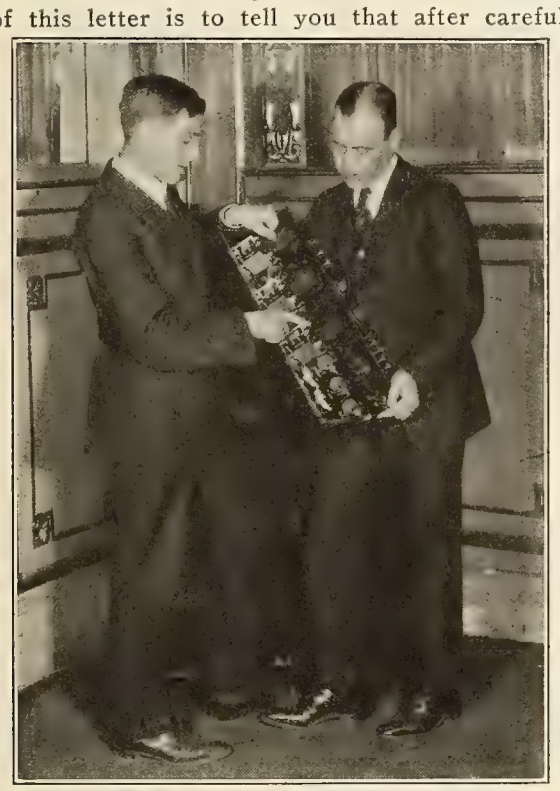
307-309 Sixth Avenue **New York City**

Radio Operator of ZR-3 Buys Stromberg-Carlson Set

Radio Operator of Famous Zeppelin Makes Purchase at Wanamaker's, New York

Among the sales of Stromberg-Carlson neutrodyne sets closed recently in the radio department of the John Wanamaker Store in New York City was that of a set to Hans R. Ludwig, radio operator of the famous ZR-3 Zeppelin, which reached this country after an overseas trip from Germany. Mr. Ludwig spent quite some time in the Wanamaker radio department investigating various radio sets and at the conclusion of several days advised Hugh C. Ernst, manager, that the Stromberg-Carlson neutrodyne set was the one he preferred. In a letter to John Wanamaker Mr. Ludwig referred to this set as follows:

"Since my arrival from Germany on the airship ZR-3 I have spent much time studying the progress of radio in the United States. I have been greatly impressed with American-made receiving sets and especially with their advancement in the last few years. The chief purpose of this letter is to tell you that after careful



Hans R. Ludwig and Jack Binns of World Fame

study of the market I have bought from your radio department a Stromberg-Carlson neutrodyne receiver and loud speaker to take back to Germany with me. It is the finest equipment that I have ever seen."

Activities of Buffalo Trade

(*Continued from page 74*)

and Mrs. W. C. Hoehl, Brunswick Shop, Portchester, N. Y.; Edwin G. Harrison, R. H. Muir, Inc., East Orange, N. J.; L. Hasenkamp, Lankering Co., Hoboken, N. J.; Mr. Holt, Staunton, Va.; A. Iraggi, Mrs. Iraggi, F. Iraggi and A. Jacobs, Palace Music House, Huntington, L. I.; G. H. Jeffers, Regal Store, Harrisburg, Pa.; S. Kern, Brooklyn, N. Y.; John Kravez, Phillipsburg, N. Y.; J. Lawlor, Montclair, N. J.; S. and A. H. Lankering, of Lankering Co., Hoboken, N. J.; L. E. Moehringer, S. & S. Music Co., Inc., Utica, N. Y.; John F. Martin, Martin's Music Store, Annapolis, Md.; W. W. Morris, Brooklyn, N. Y.; W. D. Murphy, Summit, N. J.; J. H. Mackay, James K. O'Dea, Paterson, N. J.; S. H. Morecroft, Clark Music Co., Syracuse, N. Y.; D. J. Murphy, Athiton Music Store, Haverhill, Mass.; Mrs. F. Marshall, Bayonne, N. J.; J. McKenna and Mrs. J. McKenna, Brookline, Mass.; Mr. Nathans, Brunswick Shop, New Rochelle, N. Y.; Mr. Purschel, Brunswick Shop, Holyoke, Mass.; Nat. Popick, Newark, N. J.; Miss Anna Quinn, Manchester, N. H.; C. E. Richardson, Clark Music Co., Syracuse, N. Y.; Miss Emily Radcliffe, Griffith Piano Co., Paterson, N. J.; Percy and H. A. Spencer, Kraft, Bates & Spencer, Boston, Mass.; H. S. Somers, Starr & Moss Co., Philadelphia, Pa.; L. J. Reimenschneider and W. J. Swift, Newark, N. J.; Frank C. Storck, Mrs. F. C. Storck and Lawrence Sanders, Red Bank, N. J.; F. Stanton, Hyde Music House, Cortland, N. Y.; Lewis Shaw, Forsyth & Davis, Kingston, N. Y.; W. Smith and Mrs. W. Smith, Frederick Loeser & Co., Brooklyn, N. Y.; F. Weale, Port Jervis, N. Y.; Daniel Webster, Cranford, N. J.; N. D. Zeek, Morristown, N. J.; F. W. Zercher, of the Regal Co., York, Pa.; Chas. F. Shaw, Brunswick Co., Baltimore, Md.

14-inch bell
Polished pyralin

No. 205

Burns

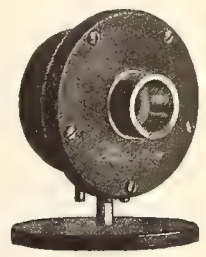
A Speaker of distinctive lines
Remarkable volume with clarity

Produces with full volume without sacrifice of clearness or naturalness. To use a Burns Speaker is equal to hearing the original tones.

Handsomely shaped horn—14 inches in diameter. No. 205B model has flare of bell of polished black pyralin. No. 205D has flare of handsome mahogany tinted pyralin, semi-transparent.

PHONOGRAPH UNIT

The Burns Speaker Unit as used with the No. 205 Reproducer has already proven its merits. This Unit is also furnished in the No. 100 type for use on phonographs. Fits any make. An excellent model for built-in speakers.



No. 100

No. 205B—With polished black bell	$22.50
No. 205D—With shell pyralin bell	25.00
No. 100 —Unit for phonograph use	10.00

Write for our interesting trade prices.

MANUFACTURERS
American Electric Company
State and 64th Streets CHICAGO, U. S. A

Campaign of Wide Scope for "Little Tots" Records

Regal Record Co. Enlarges Albums and Introduces "Little Tots" Phonograph

The Regal Record Co., 20 West Twentieth street, New York City, manufacturer of "Little Tots" records and albums, has arranged a campaign of wide scope giving publicity to these products during the holiday season. The coming weeks are naturally the most promising for the sale of such children's products. The fact that the Regal Co. has now added another record to each album should give the product a wider sale. The complete list of "Little Tots" albums includes a wide variety of children's songs and games. The entire list of "Little Tots" records comprises close to 100 different titles. The "Medley Book," for instance, carries thirty-two popular selections on four double-faced seven-inch records. Each of the "Little Tots" albums carries illustrated pictures and verse cards. The album leaves carry colored illustrations and the whole makes a very attractive offering. During the coming weeks such goods should have a conspicuous place on every retail counter and where possible be given window displays.

The Regal Record Co. also has introduced a "Little Tots" phonograph. This is a table model of small size and is particularly appropriate for use in nurseries. It carries colored illustrations on its panels and should have wide appeal during the holiday season as a little different Christmas gift.

Formal Opening of Broestl's

Broestl's Music Store, Lakewood, O., recently held its formal opening at its new location in the Detroit-Warren building, Detroit and Warren avenues. Brunswick, Sonora, Edison and Victor instruments are being sold and the Brunswick-Radiolas are being featured. A complete line of stringed and band instruments is being carried in stock.

The salesman who is tactful enough to turn an affront into an opportunity—to return for a discourtesy good manners, cheerfulness and courtesy—is a super-salesman.

RADIO

Combination Set Manufacturers

Are PROGRESSIVES in the talking machine field. They are looking into the future and preparing to meet a clearly forecast demand.

We have looked into the future and are prepared to meet a demand, just as clearly forecast, for quality binding posts "with Tops Which Don't Come Off." We are PROGRESSIVES in our field.

EBY posts are scientifically designed, beautifully finished and their price is right. They can be furnished either plain or engraved in twenty-five different markings.

Our COMBINATION is QUALITY and SERVICE

H. H. EBY MFG. CO., Philadelphia, Pa.

The Magnavox Radio Line combines the highest degree of efficiency with refinements of appearance which make these products most desirable merchandise.

THE Magnavox plan of distribution, and every detail of the Magnavox sales policy, has brought to the radio field those elements which have proved most successful in other important fields of industry.

In the soundness of its merchandising principles, in the powerful forces already set in motion to apply them energetically throughout the country, and above all in the favorable position afforded the *retail dealer*, a Magnavox franchise represents a radio connection meriting your immediate consideration.

To provide a uniform and profitable flow of radio merchandise from the manufacturer to the consumer, a limited number of reliable and thoroughly equipped merchants are being enrolled as Registered Magnavox Dealers; each dealer being safeguarded as to territory, and supplied with continuous selling assistance that insures large volume and rapid turnover.

11P

The brief summary of the Magnavox Radio Line given below will enable the experienced Phonograph and Music Dealer to appreciate the sales possibilities of this merchandise. At the present moment, when the radio buying habits of the great consumer public are taking definite and permanent form, a Magnavox franchise represents business insurance of enduring value. Behind Magnavox Radio products stands a most efficient manufacturing and selling organization whose operations anticipate public favor well in advance of the field.

With a representative Magnavox Radio stock you can best meet the requirements of those freshly interested in radio as well as those who desire to bring their equipment up to the latest standards.

The Magnavox Line

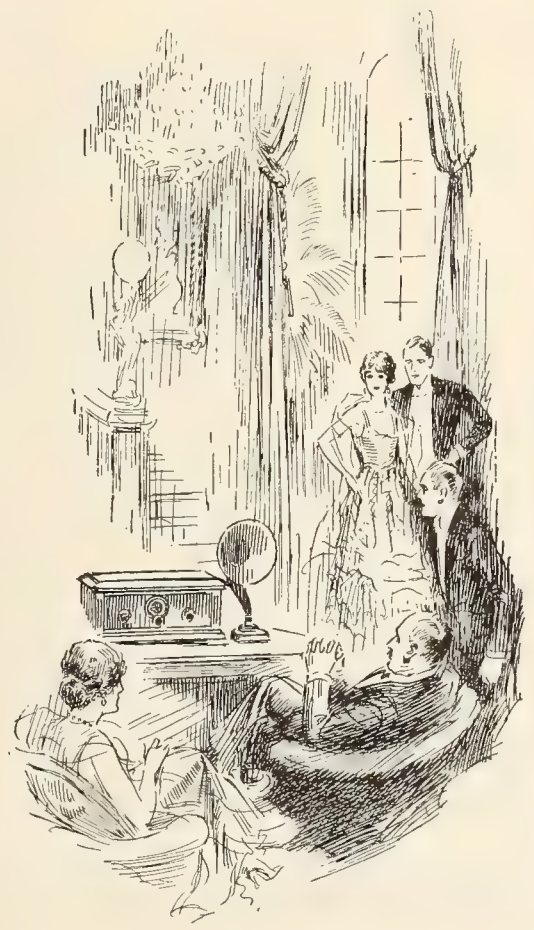
As nationally advertised in leading publications, Magnavox Radio now includes:

TRF-50 — A 5-tube tuned radio frequency receiver in handsomely carved period cabinet, with Unit Tuner and built-in Magnavox Reproducer $150.00

TRF-5 is identical with the above as to circuit and panel but encased in smaller cabinet without built-in Reproducer $125.00

Type A — Amplifier and Detector Tubes designed on new principles making them superior to ordinary storage battery tubes . . . $5.00

M4—Reproducer of small, convenient size, attractively finished in dark blue enamel with gold high lighting. The reproducing unit is of the semi-dynamic type based on the armature principle, insuring superb musical quality: no external battery required $25.00



M1 — A Reproducer containing the same type of mechanism as the M4, with 14-inch horn and produced in both black crystalized enamel and DeLuxe(Polychrome) finish $30.00

R3—The famous electro-dynamic Reproducer in which the fluctuations of the radio current are transmitted to the diaphragm by means of a movable coil without mechanical interference. With volume control $35.00

R2—This Reproducer is also of electro-dynamic construction, with Volume Control. Magnavox R2 makes possible the very highest quality of reproduction and is the *reproducer supreme of radio!* . . . $50.00

PM-4 — A phonograph attachment containing the same reproducing unit which has proved so successful in the Magnavox M4.

Provided with adaptors fitting it to all standard phonograph tone arms, PM-4 is a powerful instrument filling the phonograph sound chamber with rich, resonant tone $15.00

In order to assure yourself an adequate supply of Magnavox Radio products, and especially the new Broadcast Receivers and Vacuum Tubes, it is highly desirable to place your application for Dealer Registration with the nearest Magnavox Distributor or Jobber at once.

Details regarding Magnavox Radio Products and Dealer Registration will be supplied you by any Magnavox distributor or jobber on request. We will be glad to furnish you the name of our distributor in your territory.

THE MAGNAVOX COMPANY, Oakland, California

New York: 350 WEST 31st ST. *Chicago:* 162 N. STATE ST. *San Francisco:* 274 BRANNAN ST.

Canadian Distributors: Perkins Electric Limited, Toronto, Montreal, Winnipeg

All Factors of Toledo Trade Busy as Business Takes on Holiday Atmosphere

General Increase in Industrial Production Brings Better Business in Its Wake—Sales Campaigns Productive—Artist's Tie-up Develops Record Business—The Month's News

Toledo, O., November 7.—The demand for talking machines, records and radio outfits is gradually assuming a healthy swing here. The uncertainty which usually accompanies a presidential year is clearing. Production in a number of industries has resumed in order to care for the demand which has caught up with and, in a few instances, exceeds production.

Toledo Talking Machine Co. Busy

The Toledo Talking Machine Co., which was recently absorbed by Grinnell Bros. and the Cleveland Talking Machine Co., is experiencing a good run of business, Charles H. Womeldorff, manager, stated. Fall buying of machines, which included many of the special 210 and 215 Victor radio panels, is especially brisk.

Going After Business

At the Lion Store Music Rooms, according to Harry J. Reeves, manager, talking machine trade for the latter part of October is 100 per cent above last year. Brunswick and Victor lines are featured A plan which sold many records was assigned to the girls of the record division of this house. Multigraphed letters personally signed by each girl were sent to friends, prospects and customers. Often a postscript suggested a new record. Again, a direct mail drive of a less friendly character was employed to reach another list. Thus in all two or three thousand possible buyers were reached during the sales drive. Lucille Smith, Roy Dean and Al. Fisher joined forces with the house recently.

Featuring Extensive Radio Line

At the J. W. Greene Co. the Brunswick-Radiola combination which the house took on recently is leading the department in sales, Edgar A. Kopf, manager, stated. The Cheney and Victor combination are also popular. The store also has the Zenith and Magnavox lines exclusively in Toledo. Miss Lulu Heberger is a new member of the store staff. Miss Thelma Carsons has been promoted to the record force.

Pierre Boucheron Gives Talk

Pierre Boucheron, advertising manager of the Radio Corp. of America, addressed the Toledo Advertising Club on radio advertising during the week. He was the guest of E. A. Kopf, who acted as chairman of the meeting. A large number of radio dealers were guests of the club. Mr. Boucheron illustrated his talk with slides.

Sales Drive at Grinnell Bros.

At Grinnell Bros. twenty-one Victor models are advertised in order to impress upon the public the range of that line. As a forerunner of the Whiteman concert here the store exploited the 125 selections of that artist. It also opened a box office for the sale of tickets to the concert. Records of Sousa's band were also handled in a similar manner. The store force held its third annual Halloween party in Grinnell Hall on that day. About 125 employes and guests were present. E. G. Hurdelbrink is a new member of the sales force here.

Brief But Interesting

The Whitney-Blaine-Wildermuth Co. is using the Christmas Victrola Club idea to good advantage in closing early holiday business. The Federal radio panel for the 210 and 215 models is featured here.

L. J. Comer, newly appointed Columbia representative with headquarters in Toledo, reports the new automatic stop and start features of the Columbia are making sales all over his territory, where the holiday outlook is encouraging.

The Goosman Piano Co. has taken on the Royal phonograph and is uniting its efforts with that of the manufacturers in introducing the machine in this territory.

E. J. Austin, president of the Austin-Klingler Piano Co., recently acquired the interests of O. E. Klingler. The house deals in Starr and Columbia phonographs.

The Nugent Furniture Co., Columbia dealer, has a new phonograph manager in R. A. McKenney, who comes from the Banner Furniture Co., Indianapolis.

Artist's Tie-up

At the Cable Piano Co. the Brunswick records of Margaret Young, who was the headline attraction at Keith's Theatre here recently, were featured in a large way. Other local dealers also co-operated with the artist and the Brunswick drive on her records. The Brunswick-Radiola is also getting the attention of the sales force.

Death of Robt. J. Harkins

Robert J. Harkins, who recently became identified with the sales staff of the Times Appliance Co., New York City, radio distributor, passed away on Thursday evening, October 16, after a brief illness. He had only been connected with the Times Appliance organization for several weeks. Through his former connection with such well-known Victor distributing houses as the New York Talking Machine Co., the Blackman Talking Machine Co., and later the Brunswick-Balke-Collender Co., he was well and favorably known throughout the entire talking machine industry, with which he had been actively identified since 1909.

Earl C. Dible has been appointed manager of the Long Beach, Cal., branch of the Barker Bros. music store.

THE SYMBOL OF SERVICE

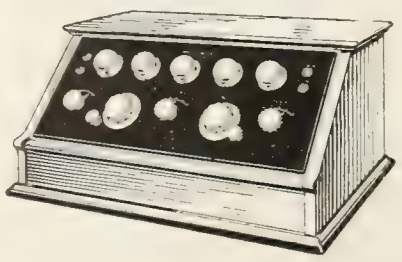
CONTINENTAL

"New York's Leading Radio House"

Dependable Dealer Service

Radiola Super-VIII

RCA This symbol of quality is your protection



KENNEDY

The Royalty of Radio

The word service is used extensively and a great many times overdone, still service is vitally necessary in any successful dealer business.

As jobbers we have but one thing to offer our dealers—"Service." During the past years we have bent our entire efforts towards reaching this goal.

With delivery trucks and a well-trained organization to back our standard line of products we can supply dealers quickly, accurately and satisfactorily.

Radiola and Kennedy Receivers, like all our other products, are appropriate in the finest talking machine showrooms. They are beautiful in appearance and satisfy the most discriminating buyers.

Our Service is Your Service—write to us or visit our demonstrating room at 15 Warren street.

Distributors for Radio Corporation of America and other Standard lines.

CONTINENTAL RADIO & ELECTRIC CORPN.

Fifteen Warren Street New York, U. S. A.

2088-Q

"Just samples of the tremendous RCA Christmas campaign everywhere"
For Everybody's Christmas
Hear Them All
A World of Fun for Everyone
What's the gift for Dad this year? Mother, too, and Sister Claire! And
Buy New Tubes Carefully!
Open up your radio set today and lift out one of the Radiotrons. Look at its name and marking. Memorize them. You may not be replacing these tubes today—or tomorrow—or for months to come. But when you do, be sure to know the name. Practically every good set carries genuine Radiotrons, for the maker wants to get the best possible performance from the tubes. And when you replace them, it's important to get genuine Radiotrons. And important, too, to get the right type of Radiotron. Buyers are careful today. They know that the slightest variation in manufacture means a wide difference in radio results, and that "Radiotron" means standard production. And they look for the marking
Radio Corporation of America
Radiotron
DEALER'S NAME
Don't Buy Just Tubes!
If you go into a reliable store and ask for a vacuum tube, you will probably get a genuine Radiotron, because most reputable dealers carry nothing else. And most buyers mean "Radiotron" when they say "tube." But the wise man says "Radiotron." And he takes the precaution to look for the name on the base, and the RCA mark on the glass. Those names have a history of invention, research and development back of them that has resulted in the production of the finest tubes possible today. And they have a history of best performance right within every fan's experience. That's why knowing fans buy by the name Radiotron.
Radio Corporation of America
Radiotron
Christmas is Christmas —with a Radiola
A Radiola stretches away through the narrow walls of the city apartment. It makes a new world of the old farm kitchen. It reaches out and out, and brings home the fun!
There'll be Christmas carols on Christmas morning. There'll be music and laughter and lectures and sports—day after day—week after week. The new generation will grow up with a bigger world to live in. The older generation will get new joy out of life. Everybody wants a Radiola!
Radiola Super VIII
Radiola Super-Heterodyne
Radiola X
Radiola III A
Radiola
REG U S PAT OFF
RADIO CORPORATION OF AMERICA
Dept. 0000 (Address office nearest you)
Please send a Christmas booklet on Radiolas to
Name
Street R.F.D
Radio Corporation of America
Sales Offices 10 So. La Salle Street Chicago
Radiola Super-Heterodyne
"There's a Radiola for every purse"
For a Great Christmas!
who wants music and not me- Radiola Super-Heterodyne.
No connections to make. Yet er, and famous for its clear, So simple that the first time a an tune in. And he can mark the dials, to find them always ots—always clear—never two ng.
who's a radio fan of the tech- "Super-Heterodyne" and arkle. It's the gift for every-
Radiola
Give Radiotrons for Christmas
Take a peek into any radio fan's set—and you know what to give him for Christmas. Note the type of Radiotron he uses. Go to any radio store—and when you buy, look for the name RADIOTRON and the RCA mark. Then you are sure to be giving him genuine Radiotrons. And mighty sure to be giving him the gift for a merry Christmas.
Radio Corporation of America
Sales Offices 10 So. La Salle St. Chicago Ill
Radiotron
REG U S PAT OFF
Radiotron WD-11 The ideal dry cell tube
This symbol of quality is your protection
la Regenoflex
For all the fam Christmas!
There may be somebody sp in your family who's askin a Regenoflex this Christmas it's a gift the whole famil get fun out of, all the year famous most of all for its t clear, mellow, full—and re is famous, too, for distance selectivity. It doesn't re- And for all its big perfor it is extremely simple. St any RCA dealer and tun
More Christmas Fun!
For a fan who has only headphones—or "just a horn"—a Radiola Loudspeaker is a Christmas inspiration! It means everybody listening in—dancing—getting the fun. It means music that is music—voice that is human voice—not "radio voice." It means getting the best out of any set
Remember, if you are buying a complete radio set—that no receiver can be better than its loudspeaker. And if you really care about tone quality, insist upon the Radiola Loudspeaker
Radiola Loudspeaker Type UZ 1325
Radiola
LOUDSPEAKER
Radiola
For every purse
Radio Corporation of America
Sales Offices:
233 Broadway, New York 10 So. La Salle St., Chicago, Ill.
28 Geary Street, San Francisco, Cal.
Radiola
REG. U. S. PAT. OFF.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Below are shown just a few of the Sonora period models for Fall. Of highest quality throughout, and priced moderately, these models represent splendid values and are exceptionally salable. Handling the Sonora line will be your best assurance of a profitable Fall Season. Why not get in touch with us to-day?

Saginaw
$100

Marquette
$125

Serenade
$150

Argyle
$235

Queen Anne
$250

Sonora Phonograph Co., Inc.
New York City

Export and Canadian Distributors
C. A. RICHARDS, INC.
New York City

General Industrial Improvement Is Reflected in Better Business in Denver

Large Crops Throughout the Territory Add to Bright Outlook—Wide Interest in Radio Having Marked Effect on Sales—Concert Promoted Record Sales—American Furniture Co. Expands

Denver, Colo., November 6.—A brisk Fall business in both the talking machine and radio fields is being enjoyed by Denver dealers and the indications all point to an upward trend which will result in an even better holiday business. General business and industrial conditions throughout the State are excellent and the farm crops have come through in good shape, with the beet crop unusually large and valued at $22,000,000. Radio receivers are selling particularly well, but the united opinion of the dealers is that the demand for radio has not in any way influenced the sale of talking machines, and they feel that the buying public realizes the two are separate and distinct instruments, each with a definite appeal of its own.

Lively Interest in Radio

Frank Darrow, of the Darrow Music Co., reports a lively interest in radio. This company carries the Brunswick-Radiolas, the Sonoradio and De Forest sets. Window displays, showing the Brunwick-Radiolas in attractive settings, have attracted much attention and have resulted in increased sales.

Columbia Stores Co. Busy

The Columbia Stores Co. reports a splendid Fall business, with console models of phonographs, records and radio equipment all moving satisfactorily. C. M. Pearson, of this company, recently returned from a trip to the Northwest and found conditions much improved. Dealers are beginning to anticipate their holiday requirements and are stocking up. Manager Delzell is also much pleased with the active demand for De Forest radiophones.

Artists Create Record Sales

A stimulus was given to record sales and the sheet music department of the Knight-Campbell Co. when the stars of "Blossom Time," given at the Broadway Theatre here recently, appeared in the Knight-Campbell concert hall and sang selections from the show to a capacity audience.

Brisk Outing Sales Continue

The Outing portable talking machine is continuing to sell in splendid fashion and the outlook for the remainder of the season is excellent, according to Carl Florine, distributor for the Outing Talking Machine Co. Dealers had more or less expected to see diminution in the demand for this instrument but they were agreeably surprised to find that it was selling just as briskly as during the Summer months.

American Furniture Co. Expands

It was recently found necessary to expand the phonograph and radio departments of the American Furniture Co., and additional floor space on the main floor of the store was given over to them. The new arrangement in addition to the increased space adds to the attractiveness of the section. The company handles the Victrola, Cheney and Sonora machines and the leading makes of radio sets. This concern recently announced the formation of its annual Christmas club.

Record Sales Follow Concert

Victor dealers found the sale of records stimulated by the recent appearance of Frances Alda and Merle Alcock in concerts here. Both of these artists are exclusive Victor recorders and the records of each were in immediate demand following the concerts. "Waters of Minnetonka," sung by Alda, and "Violets," sung by Alcock, are especially selling well.

Brunswick-Radiola Popular

The Brunswick-Radiola is moving exceptionally well in this territory, states L. M. Gjerde, manager of the local office of the Brunswick Co., with the main difficulty being the inability of supplying the dealers' demands for more instruments.

The Chas. E. Wells Music Co. is aggressively pushing the Brunswick-Radiola with the most gratifying results. In addition to a widespread advertising campaign in the newspapers, this firm is broadcasting every day from the display rooms, with the result that the store is crowded and immediate sales have been completed. Twelve high-priced instruments were sold during the first two days that the broadcasting in the store was opened to the public, attesting to the effectiveness of the firm's methods.

New De Forest Loud Speaker Introduced to the Trade

The illustration herewith is that of the new De Forest loud speaker. Dr. De Forest found that the tone of any loud speaker depends upon

New De Forest Loud Speaker

the perfected character of the reproducer unit, which forms its base, and on the shape, size and material of the horn. This perfection, he believes, has been obtained through the creation of an exceptionally efficient reproducer unit in combination with a horn of shape and material that have been established by the best phonograph practice as being acoustically correct. The De Forest loud speaker, it is claimed, will be found to give exceptional volume and purity of tone without metallic rattle or harshness of sound.

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years Have Proved Outing Portables Are the Best

Carl Florine
131 E. 4th Ave. Denver, Colo.
Outing Distributor

The Player-Tone
IT'S SIMPLY GREAT

Player-Tone Phonographs and Radio Combination

Equipped completely with four and five tube sets.

The closer you analyze the line we offer you, combined with construction, finish and tone qualities, you will realize handsomely on every sale you make.

There is no better tone instrument in the world.

The season is near at hand, so write for our booklets and our net prices to dealers, which are exceptionally low in large and small quantities.

Player-Tone Talking Machine Co.

Office and Salesrooms:

632 Grant St., Pittsburgh, Pa.

$80.00
Model 310

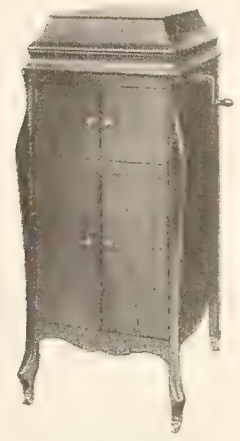
$100.00
Model 311

$110.00
Model 314

$125.00
Model 316

Model 125
Height, 36"; width, 36"; depth, 24". Adam Brown Mahogany or American Walnut.

No. 300
CONSOLE
COMBINATION RADIO AND PHONOGRAPH EQUIPPED WITH FOUR AND FIVE TUBE SETS, INCLUDING LOUD SPEAKER.



$80.00
Model 10

$100.00
Model 11

$110.00
Model 14

$125.00
Model 16

Model 40
All gold equipment, with 5 record filing albums. Adam Brown Mahogany and American Walnut.
$150.00

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note—This is the forty-fourth of a series of articles by William Braid White devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

Achievements in Recording

Surely no one who takes the trouble to think once in a while about the evolution of the talking machine industry, and about its influence upon American social and cultural life, can fail to experience a thrill at the latest achievements in the field of recording. They are not merely intensely interesting in themselves, but of real practical interest to the retail dealer; while it is not less to the point that they one and all indicate that progress in the development of the talking machine business is being made with great rapidity. Wonderful things are happening; and it is to the immediate practical interest of every reader of this paper—especially distributors and dealers—to realize the facts and to prepare to take advantage of them.

What Is Going On

In the first place, we have from the Victor headquarters the announcement of special sets of records got up in special albums with explanatory literature attached thereto, and including complete recordings of some of the very finest and most beautiful of modern and classical musical works. This "Music Arts Library" of Victor records already includes the whole Schubert Unfinished Symphony, done by the Philadelphia Orchestra, and the entire famous quintet for piano and strings of Robert Schumann, done by the Flonzaley Quartet with Ossip Gabrilowitsch at the piano. And there are others of equal interest and importance; with more to come. So much for that.

Then the Columbia Phonograph Co., Inc., is bringing out the "Columbia Masterworks" sets, also comprising special albums of complete master works and already including the Seventh and Eighth Symphonies of Beethoven, the E-flat Symphony of Mozart, the New World Symphony ("American") of Dvorak, the Pathetic Symphony of Tschaikowski, a Mozart, a Beethoven and a Haydn string quartet, and other works of equal caliber. The artists engaged to perform these works, which have been recorded in London by the Columbia Graphophone Co. and are manufactured in this country, include the London Symphony Orchestra, conducted by the world-famous Weingartner; the Halle Orchestra, conducted by Hamilton Harty; the world-renowned Queens Hall Orchestra, conducted by the celebrated Sir Henry Wood, and the Lener String Quartet, of Budapest. Which is another event.

Last, but not least, we have the Aeolian Co. announcing that, among other things, it is bringing out this month a special Vocalion series of seven double-faced recordings of the Ninth or Choral Symphony of Beethoven, finest and most colossal work of the early post-classical period, and an extraordinary test of the possibilities of sound recording, in the making of which they have enlisted the artistic services of the New Symphony Orchestra of Berlin, conducted by Bruno Seidler-Winkler. And that again is something to think about.

"Really and Truly Wonderful"

Now all this is very wonderful. It is really and truly wonderful. It is, in fact, so wonderful that one cannot drink in, as it were, its complete fullness by any single effort. One has to stop and do a lot of thinking about it in order to realize just what it all means. In order to make some effort towards such a realization, however, let me just point out that, along with all these wonders, the Victor people have recently brought out an astonishingly fine recording of the very latest and most amazing of experiments in modern music, nothing less than the Rhapsody in Blue of George Gershwin, that astonishing set of symphonic variations upon a blues theme, scored for a blues orchestra and played by the most consummate of blues artists, Whiteman's musicians.

Surely one can see plainly enough what is going on! For longer than one cares to remember this department of The Talking Machine World has been telling the trade that the great secret, in fact, the one and only secret, of selling talking machines and records lies in emphasizing and constantly working upon the things which only these can do so well as they do them. To argue about competition when discussing the merchandising of the talking machine and its records is simply silly. For these, uniquely and exclusively, give us a permanent store of the finest interpretations of the best in music made under test conditions, available at all times and always satisfying.

Time to Do Some Thinking

When, then, the great makers of records begin to put forth special sets of complete works of the classical and artistic modern repertory, when they, in fact, offer to every owner of a talking machine for the first time the actual material for the formation of a real library of living musical interpretations, not in disjointed fragments but as complete units, emphasizing the music and not the performers of it, then it is time for the retailer to do some thinking. For evidently the makers of records, who know the talking machine business as none others do or can, are stressing as never before their knowledge of the awakened and steadily growing musical sense of the American people, a sense which they themselves have been very largely instrumental in bringing to its present favorable condition.

Retailers may be perfectly sure that these new moves are not premature. They are timely, they will certainly increase everywhere record sales, and they will put life into retail record business which it has never had before. And why?

Timely and Practical

Because now we are putting the record business upon a sound and logical basis. The makers have found that they can do now what they could not have done years ago. There was a time when all that sold a fine record was the well-advertised name of the singer or player. Then disjointed fragments of opera, of symphony and of string quartet were all that one could induce the people to listen to, much less buy, in the shape of records. To-day all that has changed. To-day the people are beginning to have a vast and legitimate curiosity about the art of music. Just as Paul Whiteman's Orchestra in playing Gershwin's astonishing experiment in new musical ideas is, in its way, advancing the progress of musical art, because it knows that to-day public interest has gone far beyond mere delight in rhythmic howling, so also the great makers of records are putting in the hands of the retail talking machine dealer selling weapons he has never had before; and are doing this because they know that the time is ripe for the move. Now they give the dealer something really big to sell, and to talk about, too; a whole symphony, a whole string quartet; and the next will be whole operas. There are gifts worth while, there is a way of making up the mind of the doubtful purchaser, there is a guide to music and a guide to record buying all in one. There, in fact, is the record business placed upon a logical foundation and the place of the talking machine forever settled.

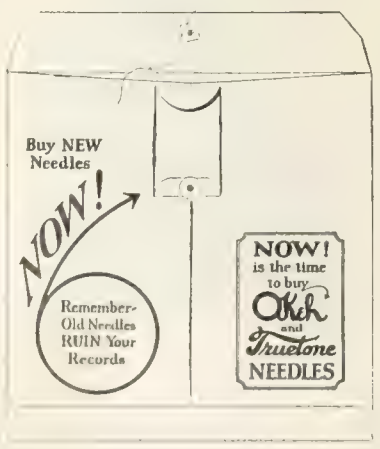
For so long as work of this kind continues, and continue it will, ever becoming more and more extensive and wonderful, till all music literally is at the command of the talking machine owner, the talking machine business will continue to prosper exceedingly. This is truth and truth that cannot be shaken, for it is founded upon the rock.

Demand for Radialamps

The Radiolamp Co., New York City, manufacturer of the Radialamp, reports that this combination library lamp and loud speaker is steadily increasing in popularity and that it is now being distributed by about thirty jobbers.

"Needle Points" No. 26

Now—They Can't "Forget" Needles



When a customer "forgets" to buy needles, it's a sure sign that the clerk "forgot" to suggest a package!

The new OKeh record delivery bags stop this hindrance to needle sales right at its source. Attached to each record delivery bag is another small envelope for inserting a package of OKeh or Truetone Needles. The little envelope itself stands out "like a sore thumb" and an ingenious arrangement of the words "Buy New Needles NOW!" fairly cries out for attention. Every time a record is sold and put into one of these record delivery bags, both the customer and the clerk are given an automatic reminder of OKeh and Truetone Needles.

This brand new merchandising idea is bound to increase your needle sales. Your distributor can supply you in minimum orders of 1000.

General Phonograph Corporation
OTTO HEINEMAN, Pres.
25 West 45th St. New York, N. Y.

ORDER A THOUSAND BAGS TODAY—AND WATCH YOUR NEEDLE SALES TAKE A JUMP!

N&K Imported
PHONES
Model D
4000 ohms
$8.50

N&K Imported
PHONOGRAPH
UNIT
$7.50

Imported
N&K LOUDSPEAKER

NEW in principle, in appearance, in quality of tone, the new N & K Imported Loudspeaker satisfies customers who have never been satisfied with any speaker before. Its tone, full, clear, rich, is projected by *reflection* and goes to every corner of the room, instead of just one single direction. Counter vibrations, the cause of rasping, twanging, unnatural speaker tone, are eliminated by the use of a new scientific lightweight material, *burtex* by name, instead of wood or metal. Requires no batteries. Takes up little space. 14 in. high, 6½ deep. Handsome color effects. Packed in threes, each speaker in individual display carton. Retail list $27.50.

TH. GOLDSCHMIDT CORP., DEPT. T-11, 15 WILLIAM STREET, NEW YORK

N & K ADVERTISING REACHES MORE THAN 70 MILLION PEOPLE

First Colonial Exhibit to Be at Chicago Radio Show

Policy of the Company Provides for Exclusive Distributors' Territories

The Colonial Radio Corp., Long Island City, N. Y., manufacturer of Colonial radio receiving sets, announced recently to the trade that the first public display of Colonial sets, comprising two of its latest models, No. 16 and No. 17, would be at the Chicago Radio Show, to be held November 18 to 23.

G. R. Brainard, sales manager of the company, stated: "Although Colonial is a new name in the radio industry, the names of two of the best known radio engineers, Dr. Fulton Cutting and Bowden Washington, appear as members of the Company. Colonial receivers were designed by these engineers and embody distinctive features which have been developed through the long experiences of Dr. Cutting and Mr. Washington in the construction of radio sets. The Colonial No. 16 is a five-tube dry battery receiver and the No. 17 a four-tube.

"One of the outstanding features of Colonial products is the cabinet, designed and constructed by Brewster, the famous automobile body builder.

"The company's policy of distribution will provide for exclusive franchise to its jobbers and full territorial protection. In addition, a unique sales plan has been worked out for the benefit of both distributors and dealers, which will be supervised by representatives of the Colonial Corp. and should prove of value in the merchandising of the company's products. This plan has been outlined in a special booklet which the company is furnishing to jobbers and dealers throughout the industry.

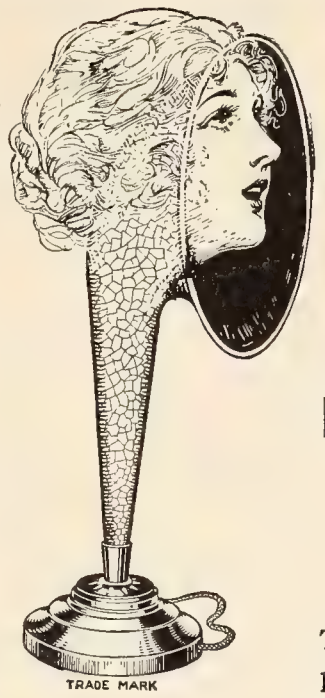
Dealers Find Domino Records Sales Booster

The sales department of the Domino Record Corp., 20 West Twentieth street, New York City, has received a number of letters from dealers throughout the country in which favorable comment is made on the merits of the Domino records. The Domino organization has added considerably to its sales volume in recent months. Its distribution is particularly heavy where legitimate talking machine dealers feel competition of syndicate stores making a specialty of popular-priced records. The fact that the regular talking machine store has goods of the same caliber and price tends to protect the retailer's clientele and keep record buyers coming into the legitimate retail establishments. With popular-priced products in dealers' stocks it opens the way to not only keep counters active but gives the opportunity of presenting other merchandise. Anything that keeps the music purchasing public in constant touch with the legitimate talking machine dealer is a business feature that should be taken advantage of.

Greater City Phonograph Co. Crosley Distributor

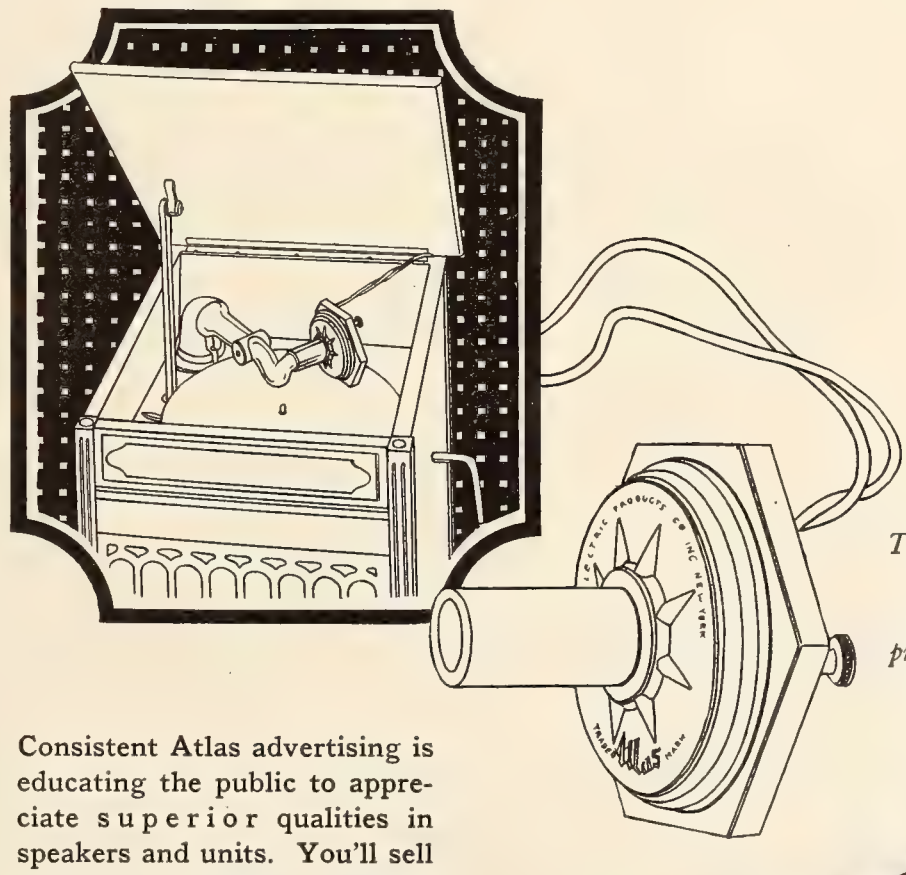
The Greater City Phonograph Co., New York, recently announced its appointment as distributor of the Crosley line of radio receiving sets. "We feel that in the Crosley sets we have a product that meets the requirements of our dealers in the nature of radio receiving sets. The fact that everyone is not financially able to buy the most costly radio set makes it imperative for dealers to carry a line that is within the reach of everyone's purse, and in our opinion the Crosley line meets such a need," stated Maurice Landay, president of the Greater City Phonograph Co.

Glann's Music Shop, talking machine dealer, has moved to its new home at 379 University avenue, Palo Alto, Cal.



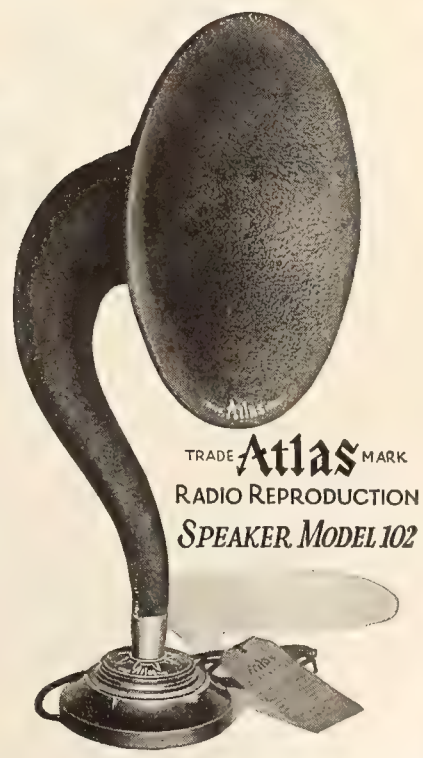
Atlas
TRADE MARK
RADIO REPRODUCTION
SPEAKER

The finest radio set, properly installed, perfectly tuned, is merely dead, lifeless metal by itself. An instrument to convert magnetic waves into sound waves must be added—then radio becomes a living, speaking thing. The Atlas Speaker is that instrument; it gives balanced Atlas Radio Reproduction.



The Atlas unit. Attachment couplings are provided to fit any standard make of phonograph.

Consistent Atlas advertising is educating the public to appreciate superior qualities in speakers and units. You'll sell complete sets faster when you equip them with Atlas Radio Reproduction!



The famous Atlas Speaker, with non-magnetic Bakelite base.

Multiple Electric Products Co., Inc.
Department O.
365 Ogden Street, NEWARK, N. J.
New York, Boston, Philadelphia, Baltimore, Pittsburgh, Detroit, Chicago, St. Louis and Rialto Bldg., San Francisco.

Nippy Weather in Cincinnati Territory Brings Better Business Throughout Trade

All Lines Moving Briskly and Dealers Feel Encouraged Over Holiday Prospects — Mrs. Ida McCue With the Brunswick Shop—Wholesalers Unanimous in Statements of Sales Gains

Cincinnati, O., November 8.—Dealers in talking machines feel greatly encouraged over business prospects for the next few months. The volume of sales was by no means bad in October, but it would have been better had not the weather been more like mid-Summer than Fall. Now that frost has come, people will spend more time at home evenings, and this, of course, will promote the sales of talking machines, radio and records.

Big Demand Reported

According to H. C. Kruse, of the Brunswick Co., all of the company's dealers are having a good business in various styles of Brunswick phonographs and records, but the demand for the Brunswick-Radiola is the greatest of all.

Benny Krueger's famous orchestra recently gave a series of concerts in Columbus, O., under the auspices of the Brunswick Co. As a result of this, there was a greatly increased sale of Brunswick records of popular selections rendered at the concert. Members of the orchestra and local dealers were entertained at an elaborate dinner by J. E. Henderson, sales manager of the company.

New Head of Record Department

A recent addition to the personnel of the Brunswick Shop, at 532 Walnut street, is Mrs. Ida McCue, who is in charge of the record department. Mrs. McCue is regarded as one of the most capable persons in this line and, with her in charge, the sales of this section are bound to increase. Although this beautiful store has only been established a few months, it has built up a fine reputation and is doing a wonderful business.

"The Brunswick Radiola is in great demand," stated Manager Ahaus. "It is the greatest combination ever put on the market. The question with us is, 'How many can we get?' not 'How many can we sell?' People are making more cash purchases now than they did formerly, and, of course, we are pleased to find this tendency on the part of the buying public."

Expect Big Increases

"For several weeks before the election," stated A. H. Bates, of the Ohio Talking Machine Co., Victor wholesaler, at 327 West Fourth street, "business in general was 'marking time,' but now the demand is increasing, and we look for a big trade. Collections are good and general conditions are favorable. Except in the tobacco district of Kentucky, where money is scarce on account of the slow sale of tobacco, people seem to be in a good financial condition in Southern territory."

Southern Trade Good

At the Edison Phonograph Co., jobber, at 314 West Fourth street, it was reported that the tendency is steadily toward improvement. According to P. Bassett, who represents the company in Eastern Kentucky, Virginia and West Virginia, business is fine in the mining districts of these States, but it is somewhat slow in the tobacco districts.

Had Big Increase

Miss R. Helberg, manager of the Columbia Distributors, 222 West Fourth street, who took over the business last June, reports an increase of 300 per cent in sales in the past six months. In her opinion, the outlook is bright for further expansion of business.

Recent Visitors

Among the visitors who have called on various talking machine concerns recently were: Joseph C. Roush, president of the Standard Talking Machine Co.; Pittsburgh jobber; U. G. Rowhatham, of the Music Shop, Lexington, Ky.; W. C. Fuhri, of Columbia Phonograph Co., New York; J. E. Laskey, president of Columbia Distributors, St. Louis; W. T. Drake, dealer, Madison, Ind.; R. J. Brandenberg, dealer, of Oxford, O., and Findley Donaldson, retail dealer, Middletown, O.

Buys Out Merz Music Store

Marysville, O., November 6.—The entire music stock of the Merz Music Store has been purchased by the Holycross Music Store and has been transferred to the warerooms of the latter concern. Harry Merz, who owned the Merz Music Store, purchased the Penhorwood store some time ago and operated it under the changed name in addition to his music store in Columbus.

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years Have Proved Outing Portables Are the Best

Sterling Roll & Record Co.
137 W. 4th St. Cincinnati, O.
Outing Distributor

Noted Artist a Visitor to Cincinnati Radio Station

Cincinnati, O., November 6.—Fritz Reiner and Madame Reiner have just made a tour of the WLW radio station. Powel Crosley, Jr., on

Fritz and Madame Reiner at WLW Studios

the left, and Fred Smith, studio director, on the right, conducted the distinguished visitors. This is the first picture of the leader of the Cincinnati Symphony Orchestra and his wife taken upon his return from a triumphal visit to European musical centers, where he conducted many noted orchestras.

The Wilkinson Music House, Des Moines, Ia., is planning to move into new and larger quarters the latter part of this month. In the new store 6,000 square feet will be available.

OKeh and Odeon Records

EVERYWHERE preparations are being made for a busy Christmas season. Wise dealers are carefully checking over their stocks in order to avoid as far as possible "last minute rush orders." We too are preparing for the inevitable holiday rush. With our stocks more complete than ever, we are equipped to handle your Christmas business with speedy and accurate deliveries on all orders.

Wholesale Phonograph Division
STERLING ROLL and RECORD CO.
137 West 4th Street CINCINNATI, OHIO
Buy OKeh Needles—They Keep Record Sales Alive!

The OHIO
TALKING MACHINE Co
427-429 WEST FOURTH ST.
CINCINNATI, O.
VICTOR DISTRIBUTORS
SERVICE IS OUR WATCHWORD

COLONIAL
Trade Mark Reg.

INTRODUCING
COLONIAL
A Revelation in Radio

Colonial is a new name in American radio. Behind its products, however, are two of the best radio engineers in the world—Dr. Fulton Cutting and Mr. Bowden Washington. The receiving sets designed by these engineers have an international reputation, and their two latest models—The Colonial 16 and 17—are, in refinement of design and performance, abreast of anything now available to the radio public.

Both types are beautifully housed. Cabinets by Brewster—the first time the design experience of the famous automobile body builder has been available to the radio public.

An enormous amount of thought has been put into the detail design, and many small annoying defects which have been learned in ten years of radio manufacturing have been eliminated. This means that the set will arrive in the customer's hands intact and stay so.

The Colonial 16 is a five tube, dry battery operated receiver. The Colonial 17 is a four tube dry battery operated receiver. Both employ tuned compensated radio frequency; a special Colonial achievement, providing uniform response. They are extraordinarily selective; can be logged accurately; have fine volume of excellent quality, and are extremely economical in operation.

Colonial Policy

The basis of any selling policy can be no more sound than the product which the policy is devised to merchandise.

COLONIAL'S manufacturing policy is to conduct our factory, from the engineering laboratory down to the shipping room, in such a manner that every piece of COLONIAL apparatus which leaves our hands will be received by the consumer perfectly designed, painstakingly constructed and 100 per cent efficient in the work for which it was made. To obtain this result means the most scrupulous inspection at every step of assembly. This inspection is continually under the personal supervision of Dr. Fulton Cutting and Mr. Bowden Washington.

Jobber Policy

Exclusive franchise and absolute territorial protection are two of the outstanding features of what COLONIAL will give its jobbers or distributors. We believe the jobber is entitled to this protection from the manufacturer.

We believe he is entitled to full credit for any "direct to dealer" sales which might be made in his territory. We believe that the jobber who can handle his territory profitably for himself, his dealers and for the factory should be afforded these protections. Consequently, as territorial limits are defined, there will be but one jobber in that territory enjoying COLONIAL franchise, and that jobber will, at all times, have behind him every available resource of the COLONIAL manufacturing and selling organization to assist him in getting the maximum amount of business out of his territory.

Dealer Policy

In addition to rendering the jobber the closest possible sales cooperation, COLONIAL has developed a dealer cooperative sales service that is unique and that is sure to be of signal importance to the retail merchant. COLONIAL will offer direct to the dealer, through the jobber, this sales plan, personally supervised and inaugurated by COLONIAL "dealer salesmen," which we know will at once be recognized as being the best, most direct and efficient manner of securing sales that has yet been devised for radio.

We have prepared our complete merchandising plan in the form of a booklet. You should secure your copy without delay.

A SPECIAL INVITATION

is extended to jobbers and dealers in attendance at the Chicago Radio Show—November 18th to 23rd—to visit the COLONIAL Booth and see the first public display of COLONIAL Receivers 16 and 17.

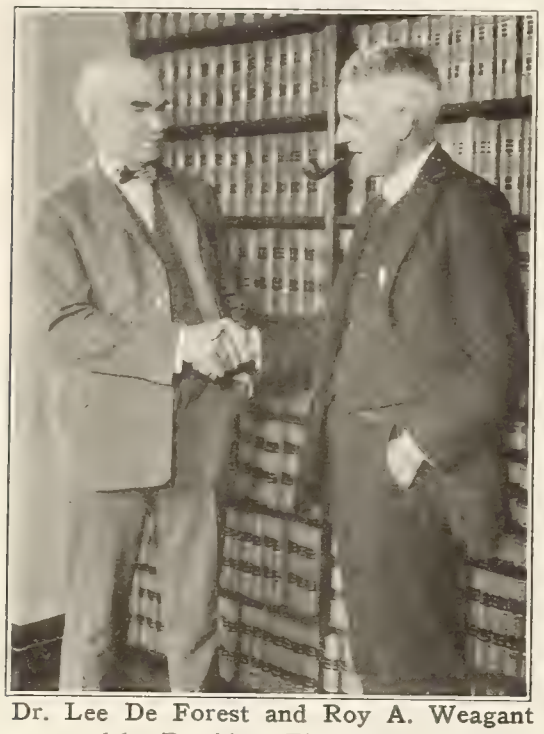
COLONIAL
RADIO CORPORATION

East Avenue and Tenth Street
Long Island City, N. Y.

Roy A. Weagant and William H. Ingersoll Elected Vice-Presidents of DeForest Co.

The Former Will Act as Chief Engineer in Charge of Technical Activities of the De Forest Co. and the Latter Will Be in Charge of Advertising and Sales—Both Widely Experienced

The election of Roy A. Weagant, until recently chief consulting engineer of the Radio Corporation of America and one of the world's foremost radio and wireless experts, as vice-president and chief engineer in charge of technical activities of the De Forest Co., was



Dr. Lee De Forest and Roy A. Weagant

announced by President Theodore Luce following a meeting of the De Forest directorate in Jersey City.

Another and equally important addition to the De Forest executive personnel was that of William H. Ingersoll, elected to a newly created vice-presidency in charge of advertising and sales. Mr. Ingersoll, who gained wide fame as marketing manager for the Ingersoll watch, has been in active charge of De Forest sales and advertising since July 1.

The resultant close association of Mr. Weagant and Dr. Lee De Forest, chief consulting engineer of the De Forest Radio Co., has many possibilities for new developments in radio, as both are unremitting in constant and intensive experimental and laboratory research work. Inventor of the static interference eliminator and the "quenched spark transmission" device used by the United States Navy during the World War, but two of his great achievements, Mr. Weagant's genius is world famous.

He was for many years chief engineer of the Marconi Wireless Telegraph Co. and closely associated with Marconi from 1912 to 1920 in all of that great Italian's wireless inventions, and during this period created the wonderful equipment of the famous Marconi-Aldine station. Mr. Weagant became identified with the Radio Corporation as consulting engineer in 1920. Many of his inventions for the improvement of reception and the further elimination of static interference are vital features in the complex mechanism of the world's largest radio receiving station operated by that company, in Riverhead, L. I. As a delegate to the various

William H. Ingersoll

international radio conferences, the new De Forest chief engineer did much to advance the constructive programs and policies of Herbert Hoover for equitable international radio legislation.

The election of Mr. Weagant and Mr. Ingersoll has given added impetus to the De Forest Radio Co.'s expansion of manufacturing facilities and greatly increased production to cope with the mounting demand for De Forest products in both the domestic and export fields. A retirement of De Forest shares issued at $10 par and substituted with a 250,000 share no par issue was recently announced, and a change in the corporate title from the De Forest Radio Telephone & Telegraph Co. to the De Forest Radio Co. was also made at that time.

In making his announcement President Luce said: "The unusual success of the De Forest organization in the radio industry is in a great degree due, we believe, to having pursued the policy of seeking the greatest minds in their several lines, and departing from limitations of the craft in constant and unceasing endeavors to attain the ultimate in radio. The association of Mr. Weagant and Mr. Ingersoll with the De Forest Radio Co. is typical of this policy."

Paul Whiteman Records the "Suite of Serenades"

The Victor Talking Machine Co. released the latter part of last month record No. 55226, consisting of "A Suite of Serenades" in two parts, and including four selections, Spanish, Chinese, Cuban and Oriental. This release is interesting at the present time in that these compositions were among the last written by the late Victor Herbert and they were written especially by him in a new and experimental style for Paul Whiteman's Concert Orchestra. Another feature which makes their release at this time especially interesting is the fact that Paul Whiteman and His Orchestra are on the last lap of a highly successful concert tour and these selections are among the high lights of his program.

Together with the "Rhapsody in Blue," these Serenades are the feature numbers of the concert program and dealers in those cities which have been favored with the Whiteman "Experiment in Modern Music" will find a ready and brisk market for these records. Window posters, with a picture of the Whiteman aggregation and featuring these two selections, have been distributed to Victor dealers.

J. L. Lewis Holds Annual Radio Show to Help Sales

A decided stimulus was given to sales and a great many new prospects were secured through the second annual radio exposition held recently in the store of J. L. Lewis, Inc., 132 West Thirty-second street, New York. More than 2,000 square feet were devoted to the exhibit booths and the entire establishment was attractively decorated, with Autumn leaves in profusion lending a novel and colorful aspect to the display. Special lighting effects added their charm to the general attractive layout.

About five thousand people visited the show and a large percentage left their names and addresses at the store. Among the exhibitors, all of whom had representatives demonstrating their products, were the following companies: Atwater-Kent Mfg. Co., E. B. Latham & Co.; Belltone Radio Corp.; H. P. Baran Co.; Revivo, Inc.; Electrad, Inc.; Gilbert-Keator Corp.; Freed-Eisemann Co.; Greater City Phonograph Co., Inc.; Herbert John Corp.; De Forest Radio Corp.; Rader Appliance Corp.; Times Appliance Co., Inc.; Radiolamp Co.; Triangle Radio Supply Co., Inc., and the Operadio Corp.

Edisons at Exhibition

The industrial exhibit of the Chamber of Commerce of the Oranges and Maplewood, N. J., included four models of phonographs, showing the evolution of the instrument. These exhibits were supplied by Thomas A. Edison, Inc. The exhibition was held at 451 Main street, East Orange, during the week of October 27.

OUR Business

Has always been scrupulously maintained on the Solid Rock of Quality. To appreciate this fact to your own satisfaction

Always insist on

DE LUXE NEEDLES

(BEST BY EVERY TEST)

Perfect Reproduction of Tone *No Scratching Surface Noise*

Plays 100-200 Records

May We Send You Sample?

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Price 3 for 30 Cents Liberal Trade Discounts

BRUNO

WHY THE VICTROLA—

Comparability

Perhaps the most popular thing in all the world today is Radio. That is quite a natural condition when one considers the new, unique and exclusive features which it embodies. And yet, its best friends, its staunchest advocates will not profess that broadcasting offers in general really high calibre or unusual musical entertainment.

The Radio programs—so much of which include music in various forms—are almost entirely by local and volunteer performers, and consequently, cannot be expected to equal the performance of the international musical celebrities.

With the Victrola and Victor records, there is no question as to the merit of the artists that you hear. They are not only the highest salaried people, but they are the greatest aggregation of master musicians of modern times. Radio as yet can make no claim to such a dignified standing.

There are the operatic and concert artists from the great Caruso to Zimbalist. The invincible Symphony Orchestras. The nationally famous dance orchestras from Benson to Whiteman. On and on.

Covering the entire gamut of musical repertory from almost the very beginning of the art, an array of Victor music is attainable that is not only unparalleled but never will be approached in any other form of reproduced music.

The Radio is a utility quite apart from the Victrola. Each of them serves its purpose well. Neither will serve the purpose of the other. The public eventually will demand them both, but you, Mr. Victor Dealer, should sell them the Victrola now.

C. BRUNO & SON, Inc.

351-353 Fourth Avenue **New York**

Victor Wholesalers to the Dealer Only

Sales Volume Grows in Richmond Field as the Year-End Holidays Draw Near

Dealers Stocking Heavily in Anticipation of a "Musical Holiday" Trade—Launching Sales Drives —George McKay Added to James Cowan Co. Organization—Sprinkle Stock Sold

Richmond, Va., November 8.—Business in talking machines is reported to have picked up in most parts of this territory during October, and the outlook for Christmas trade is declared to be bright. Walter D. Moses & Co., Victor dealers, report a substantial increase in business. This firm is stocking up heavily for Christmas and is looking for record-breaking Yuletide sales. It reports that the better class of machines is still holding its own. This firm, the oldest music house in Virginia, is grounded on the principle of service to its patrons. Not infrequently it gets an order from a former Richmonder who has moved to a distant State and yet prefers to deal at the old stand. One of these customers, now living in Brooklyn, N. Y., recently ordered a $100 Victrola sent to that city and was glad to pay the express on it, although the same machine could have been bought just as cheaply in Brooklyn without any extra charge for shipment.

Starts Christmas Club

Looking ahead to Christmas, the retail department of the Corley Co. has opened its Christmas Victrola Club and is devoting considerable space in local papers to emphasizing the advantages of the plan.

In pointing out advantages of membership in the club, the advertisements say: "It assures you of getting exactly the model and finish you want. Victrolas are always scarce at Christmas. The most popular numbers are invariaby sold out. Those who wait until the last week or two are often disappointed. Now we have a complete stock. To-morrow you can choose from the entire line and take plenty of time to make comparisons. The instrument you decide on is put aside for you at once, so there will be no possibility of disappointment."

The wholesale department of the company has sent out several thousand circulars for use of Victor dealers boosting similar clubs in their respective communities, and it is reported that a number of the dealers have started clubs.

Halloween Window Tie-Up

Lee Ferguson Piano Co., Victor dealer, linked up with a Halloween celebration by dressing up its front window in thorough harmony with the occasion, and did an extra good business, particularly in jazz records, as a result. The window was generally conceded to be one of the most attractive on Broad street, where the principal street celebration was staged.

George McKay in New Post

George McKay is a new addition to the road staff of the James Cowan Co., jobber for the Strand and Outing phonographs and Okeh and Odeon records. Mr. McKay is traveling Virginia and North Carolina. All of the lines handled by this live distributing organization are enjoying a satisfactory demand.

Jacob Bros. Buy Sprinkle Stock

Jacob Bros., of New York, recently bought the the entire stock of the four stores of the Sprinkle Piano Co. in Richmond, Norfolk, Greensboro and Winston-Salem, for $34,000, at a court sale.

Interesting News Brieflets

LeRoy Goldberg, of Goldberg Bros., returned recently from a trip through Southern territory which carried him as far as New Orleans. He found merchants in an optimistic frame of mind and confident that business would take a decided spurt after presidential election.

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years Have Proved Outing Portables Are the Best

James Cowan Co.
18 West Broad St. Richmond, Va.
Outing Distributor

The Weisberger department store, this city, has opened a record department, handling the Pathé line.

Friends of H. Wallace Carner, Starr jobber, will be pleased to learn that he is convalescent after being confined to his home for nearly a month by serious illness. He expects to be back at his desk at an early date.

Major L. Vivian, salesman of the Corley Co., is now concentrating on western North Carolina and eastern Tennessee. He formerly gave most of his time to West Virginia and has a host of friends in that State.

Victor Standard Records Featured During October

The Victor records suggested for special sales effort during the month of October under the sales plan for standard records were as follows: "Forza del Destino" and "Boheme—Ah, Mimi, tu piu," both sung by Caruso and Scotti; "Whispering Hope" and "One Sweetly Solemn Thought," sung by Alma Gluck and Louise Homer; "Liebesfreud" and "Liebesleid," violin solos by Kreisler; "At Dawning" and "I Hear a Thrush at Eve," sung by John McCormack; Rachmaninoff's "Minuet" and "Serenade," both played by the composer; "Gypsy Trail" and "Fuzzy—Wuzzy," sung by Reinald Werrenrath; "Beautiful Hawaii," played by Ferera and Franchini on Hawaiian guitars, coupled with "Hawaiian Twilight," played by the Hawaiian Trio; "I'll Take You Home, Kathleen" and "When the Corn Is Waving, Annie Dear," sung by Henry Burr and the Peerless Quartet; "Virginian Judge," two sessions, a humorous monologue, W. C. Kelly, and Gems from "Robin Hood" in two parts, by the Victor Opera Co. Attractive posters listing these records have been sent Victor dealers for use in their windows and in the record demonstration booths.

E. B. Latham Drive on Pooley-Atwater Kent Models

E. B. Latham & Co., 550 Pearl street, New York, distributors of radio products to the talking machine industry, have recently been conducting a sales and advertising campaign for the Pooley-Atwater Kent combination. "We feel that this product merits the attention of all merchants handling radio. It combines the products of two of the leading manufacturers in their respective lines and affords the dealer an opportunity to sell his customers a radio set which will give satisfaction, combined with a cabinet of extreme beauty of design," stated L. E. Latham, sales manager of the company.

Marlow's Music House, Santa Rosa, Cal., is taking a census of the musical instruments in the homes of the residents of this city. This enterprising store expects to secure a large list of likely prospects for talking machines and records from its efforts.

Triangle Radio Supply Co.
INCORPORATED
THE PYRAMID OF SERVICE

FADA
CROSLEY
CHELCO

PERFORMANCE

Talk is cheap. Performance is valuable. It spells success. That's why it pays the dealer *to sell* merchandise which has proved its merits by performance instead of handling merchandise which some one tells you will perform.

We are distributors of "Performance" Radio Products exclusively—sets and parts which have emerged from the thousands on the market through sheer merit and quality.

If you want standard, nationally advertised, quick selling radio products, backed by proved service, this is the house you want to deal with.

Send for our latest catalog.
It makes your buying easy and profitable.

TRIANGLE RADIO SUPPLY COMPANY, Inc.
120 West 23rd St., New York, N.Y.
Telephones: CHELsea 4240-4241-4242

Building Prestige for Thompson Dealers

DR. LEONARD F. FULLER
Vice-Pres. and Chief Engineer

R. E. THOMPSON
President

ROBERT W. PORTER
Vice-Pres. and Gen. Sales Mgr

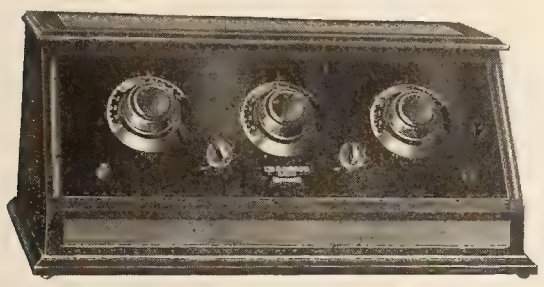
"Experience Is the Vital Factor in Excellence"

THOMPSON RADIO

THE PRODUCT

Thompson Receiving Sets and Speakers are designed to please the critical—as to appearance, performance, selectivity, and easy handling.

They are the developed achievements of famous radio engineers.



THE PARLOR-GRAND. Model S-60. List Price, $145. 5-Tube NEUTRODYNE

An ornament to any Living Room, providing distant reception and quality of reproduction. Any owner will be proud to demonstrate this receiver to his friends.

Handsome two-tone mahogany finished cabinet, with sloping front.

Length, 22½ inches. Height, 10 inches. Depth, 13 inches. Net Weight, 21½ pounds.

PHONOGRAPH PANELS

Thompson Neutrodyne Phonograph Panels of two types are now perfected and will shortly be in production.

The tonal quality of these panels is superior to anything heretofore available—the result of new developments made in the Thompson Laboratories. Appearance and workmanship are of the high Thompson standard. Built to permit insertion in standard console and upright cabinets.

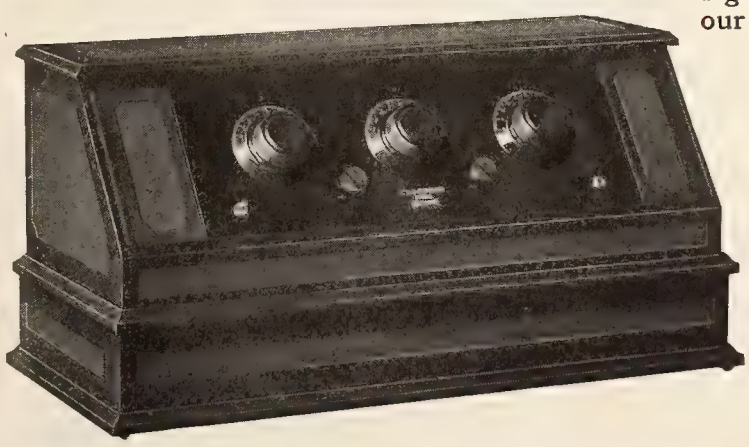
THE ORGANIZATION

The Thompson company is the only organization that has been manufacturing radio apparatus ***exclusively*** for 15 years.

This wide experience is the chief reason for the outstanding quality and unusual performance of Thompson Sets and Speakers.

There is a Thompson Distributor in your locality. Write us for his name and address.

R. E. THOMPSON MFG. CO.
30 Church St., New York, N. Y.



THE CONCERT GRAND. Model S-70. List Price, $180. 6-Tube NEUTRODYNE for Dry or Storage Battery Operation

A DeLuxe instrument providing the ultimate in distance, volume, and clarity. Seldom used at full power—yet when called upon it will fill a Ball Room, Concert Hall or other large gathering place with speech or music of a quality never heretofore attained in the Radio art.

Handsome two-tone mahogany finished cabinet with sloping front. Equipped for dry or wet batteries.

Length, 29 inches. Height, 14 inches. Depth, 13¾ inches. Net Weight, 29 pounds.

THE MERCHANDISING

The Thompson company has always held to sound, constructive and fair merchandising methods, believing that all sales policies should be directed toward forming a loyal, cooperative and aggressive dealer organization. Every Thompson activity will be devoted toward making Thompson dealers the outstanding success of their localities.

THE GRANDETTE. Model V-50. List Price, $125. 5-Tube NEUTRODYNE.

Enclosed in handsome mahogany finished cabinet of simple yet attractive design. Produced at a cost which permits our standard set to be included at the exceptionally low price shown above.

Length, 22½ inches. Height, 9¼ inches. Depth, 19½ inches. Net Weight, 19½ pounds.

THE THOMPSON SPEAKER
with SEVEN unusual features
only $28 list.

OKeh The Record of Quality

IROQUOIS SALES CORPORATION
210 FRANKLIN STREET BUFFALO, N. Y.

Distributors for New York State and Northwestern Pennsylvania for OKeh Records and ODEON Records.

A capable, efficient sales organization that is ready and willing to co-operate with OKeh and Odeon dealers in building up a permanent, profitable demand for these popular record lines.

ODEON The Imported Record of Quality

Entire Buffalo Trade Optimistic Over the Outlook for a Busy Holiday Season

Continued Warm Weather Having Some Effect on Business—Buffalo T. M. Co. Adds to Radio Distribution—Kurtzmann & Son, Inc., Formed—Mrs. L. C. Spring in New Post—The News

BUFFALO, N. Y., November 9.—Early November finds phonograph, record and radio dealers and jobbers in a most optimistic mood regarding holiday trade, although warm weather is believed to have had a bearing on talking machine business, which lagged during the latter period of October. Records, however, enjoyed a particularly steady tone.

The Buffalo Talking Machine Co., Victor jobber, has taken over jobbing rights for several leading radio lines, including DeForest, Paragon, Malone-Lemmon neutrodyne and the Federal panel for Victor machines. O. L. Neal reports a steady demand in the entire western New York territory for radio. The new department is under the management of David Stein.

"The increased demand for all Victor art models leads me to believe there will be an acute shortage in these lines before the end of the holiday season," Mr. Neal said. "We have had a fair Victrola business throughout October, and record business has been excellent, but with cooler weather, I look for a tremendous Victor demand before the middle of the month."

George Goold, Goold Bros., Inc., reports a good Fall season in Sonoras. Radio has had a particularly good season, prompted by the election and campaign speeches.

Victor dealers are showing some real enthusiasm over the recently released portable model, No. 35, which is now on display in the showrooms of Curtis N. Andrews. Mr. Andrews is expecting a shipment of these machines within a fortnight. "We are experiencing a heavy demand for all special Victor models, especially our 215, and 405, in which we are practically sold out," Mr. Andrews said. Dealers are also taking advantage of the Victor Co.'s new Schubert operatic albums, an attractive line especially suitable for the holidays.

Two Brunswick accounts opened in Buffalo recently are the Wm. Hengerer Co. and the Kurtzmann Piano Co. Hengerer's store conducted a formal opening for two days after its stock of machines had been placed. R. Robinson, well-known local phonograph salesman, is a new member of the Hengerer force.

Radio is responsible for a great deal of activity in the offices of the Iroquois Sales Corp. F. D. Clare, manager of the house, said that they have been unable to keep up with the tremendous demand in the past few weeks, shipments of Crosley sets going out to fill orders as fast as they come in. Strand phonograph business has been fair, Mr. Clare said, but the demand for the Strand radio combination is especially noticeable, indicating the wide popularity of radio-phonograph combinations.

Kurtzmann & Son, Inc., is a new music and radio store at 121 Franklin street, this city. The firm, headed by Louis Kurtzmann, former head of C. Kurtzmann & Co., will be wholesalers for the Federal Tel. & Tel. Co. products. They will also handle phonographs and pianos. Associated with Mr. Kurtzmann is his son Christian, formerly head of the phonograph division of the Federal Tel. & Tel. Co. Raymond G. Urban, a radio expert of wide reputation, is another member of the firm.

Mrs. Loretta C. Spring, for the past six months manager of the J. N. Adam Co. music store, resigned November 1, to accept a position as assistant district manager of the western New York territory for the Adler Mfg. Co., makers of Royal phonographs. She is working under the supervision of W. A. Carroll, manager of this district, with offices and showrooms in the Bramson Building.

Alfred J. Newman, formerly manager of the Kurtzmann Piano Co.'s branch store in Lockport, has opened his own establishment at 43 Locust street, Lockport.

The firm of H. Messersmith & Sons, Inc., of Niagara Falls, went into the hands of receivers recently. V. Parker, Niagara Falls attorney, was appointed receiver. The petition sets forth alleged assets of $135,000 and liabilities of $74,200.

G. McGill has opened a new music store at 1112 Parade street, Erie, Pa. He is featuring records, rolls and sheet music.

Confidence

Victor retailers have every reason to continue their confidence and faith in the future, for the supremacy of Victor products is more firmly established today than ever before.

Victor retailers can also feel this same confidence in the service this company will give them this season, for we have strengthened every branch of our organization in anticipation of a banner Fall and holiday season.

Buffalo Service
Knows No Limit—Try It

Buffalo Talking Machine Co.
Victor Wholesalers
BUFFALO, N. Y.

The Famous 3XP

OFFICIAL LABORATORY MODEL

Tone Quality is the By-Word of the Music Merchant

THE discriminating public when buying a piano or phonograph or when selecting their favorite record, consciously or unconsciously, have tone quality in mind.

Radio in the past has come into the field as a marvelous scientific invention. In the early days we were satisfied to hear the voice, whether it was audible or not. But, the time has now arrived when purity of tone delivered by an instrument capable of handling the low and high frequencies of the human voice or the ensemble of the great orchestras, is the instrument that the discriminating buyer is searching for today. Simplicity of operation, tuning out the local station and bringing in far distant stations with their natural fidelity of tone with a marked absence of sputtering and tube noises that heretofore has been so prevalent in all radio receiving instruments.

The Grimes 3 X-P represents the greatest message that has ever been brought to the radio public.

In addition, the personnel of the company are men who have been in the music trade for years and know the requirements necesary in presenting a radio instrument that will appeal to the public.

The Grimes Inverse Duplex System is covered entirely by our own patents, thus offering such remarkable features as giving 6 tube efficiency with but 3 tubes (dual operation).

David Grimes, Inc., offer in the 3 X-P real value, plus economy, and reception, at a remarkable saving.

The Inverse Duplex principle is a recognized invention possessing unique outstanding features worthy of serious consideration as a convincing means in demonstrating to your trade.

The INVERSE DUPLEX

Insures Natural Tone Quality

LICENSED UNDER PATENTS ISSUED AND PENDING

The only balanced circuit—A 3 tube system really giving 6 tube results—Natural tone reproduction that only Inverse Duplex can give—Why ruin your "B" batteries with heavy drain by many tubes—Why charge your "A" batteries so often—Get equal results and better quality on fewer tubes—The Inverse Duplex makes possible double duty on the tubes—Greater life to tubes—Maximum results with minimum power expenditure—All of the above claims are proved by laboratory meter tests.

SPECIFICATIONS

2 Stages of Tuned Radio Frequency
Tuned Fixed Detector
3 Stages Audio Frequency
Sloping Panel
Rubber-Hung Sockets
Chamber for Batteries
3-Control Selectivity
Antenna and Ground Operation
Mahogany Cabinet

Jobbers' territories are being allotted very rapidly. Retail Price (without accessories) **only $85.00**

For further information apply to your jobber or direct to

DAVID GRIMES, Inc.

1571 BROADWAY Strand Theatre Building NEW YORK, N. Y.

The New Grimes Inverse Duplex-Super-Reflex

TYPE 3XP OFFICIAL LABORATORY MODEL

Tone Quality

Operating Economy

A Radio Receiver that Qualifies as

A Perfect Musical Instrument

The Radio Studios
329 Elmwood Avenue
Buffalo, N. Y.

Western New York and Western Pennsylvania Distributors

A Message

"From The House of Service"

Representatives for DAVID GRIMES, Inc.

Manufacturers of the

Famous 3-XP Inverse Duplex

List Price $85.00 (Without Accessories)

The standard of tone quality.
Simplicity of operation.
Finest material and workmanship.
Efficient and reliable.
Backed by a National Advertising Campaign

The INVERSE DUPLEX
Insures Natural Tone Quality
LICENSED UNDER PATENTS ISSUED AND PENDING

MR. DEALER:—

After careful investigation, we have selected this famous instrument as our leader. In addition, it is backed by a reliable organization.

You should know our plan of distribution in your locality. We are personally interested to have you represent us.

Write or phone immediately.

NEW ENGLAND TALKING MACHINE CO.

93 Federal Street **BOSTON, MASS.**

Radio Convention Under Auspices of Curtis N. Andrews Was a Huge Success

Dealers From Western New York and Northwestern Pennsylvania Numbering Almost 150 Present—Problems of Radio and the Talking Machine Industry Discussed—Constructive Addresses

Buffalo, N. Y., November 7.—Never in the history of the talking machine industry has there been such a unique and profitable meeting as the radio convention, called by Curtis N. Andrews, Victor distributor, held in the Park Club last month. Nearly 150 persons responded to the invitations sent out to dealers in western New York and northwestern Pennsylvania. The meeting was called for the purpose of discussing radio as applied to the talking machine industry.

Mr. Andrews has been appointed jobber for the Sleeper radio products, Freed-Eisemann Radio Corp., F. A. D. Andrea, Inc., Kodel Mfg. Co., Philadelphia Storage Battery Co. and several other radio manufacturers of head phones, parts, batteries, chargers, etc.

Luncheon at noon and dinner in the evening were served in the clubhouse. For the entertainment of visiting dealers Mr. Andrews supplied two motor buses which brought them from the station to the clubhouse, and, following the afternoon session, took them on a sightseeing tour of the city. Typical convention songs, inspiring enthusiasm and fellowship, were sung under the direction of a well-known song leader and pianist. Several toasts to Mr. Andrews were sung.

Persons particularly well known in the radio field were on the speaking program. They were Gordon Sleeper, head of the Sleeper Radio Corp.; R. M. Klein, of F. A. D. Andrea, Inc.; James R. Coole, of the Kodel Mfg. Co.; Lloyd S. Graham, of The Radio Digest; John S. Rieger, radio editor of The Buffalo Evening News, and C. E. Siegesmund, sales manager for C. N. Andrews.

C. N. Andrews Discusses Radio

Mr. Andrews said he had found it a real necessity to enter the radio field, because of the numerous requests from his dealers who said their customers were demanding radio. It was not until after much deliberation and a wide investigation, requiring a great expenditure of money, that he decided to take on the jobbing rights for radio equipment.

There is no particular classified territory for radio, he emphasized. It belongs in every community, from the most densely populated sections of the largest cities to the remote sections of the jungle or Arctic regions.

He pointed out that in small communities, where a dealer feels that he is not technically fitted to handle radio, he will always find a lad, probably in high school, who is a radio "bug," glad to give demonstrations, seeking prospects, and setting up sets that have been sold. These boys will work on a small salary or commission, and their radio enthusiasm will sell more sets than the so-called radio expert, he said.

Talks on the Use of Batteries

L. E. Gubb, of the Philadelphia Storage Battery Co., spoke on the use of batteries with radio. He suggested installing wet batteries, due particularly to their length of life. Although automobile batteries, such as manufactured by the Philadelphia Battery Co., can be used with radio, he said much better results are procured from heavy-plate radio batteries. He went into details regarding construction of the wet battery, and instructed the dealers how to charge them. He advised dealers to install their own chargers in order to give their patrons better and quicker service. The Philco is shipped dry, and placed on the dealers' shelves in that condition, with a guarantee that it will not deteriorate within a period of two years, he pointed out. Not until after the acid is poured into the Philco is there a possibility of it deteriorating, he said. He answered numerous questions in the discussions that followed his address.

J. R. Coole's Interesting Address

J. R. Coole, of the Kodel Mfg. Co., pointed out the importance of the dealer handling a moderate-priced radio set. He said that the Kodel is now receiving national and local advertising, and he outlined an advertising campaign planned for this Winter, which will be on a much greater scale than the one already in use.

Radio and the "Talker" Business

C. E. Siegesmund, sales manager of Curtis N. Andrews, spoke on radio as applied to the Victor business. "Radio absolutely and positively will not replace the Victrola," he said. "When you talk of radio, you do not touch on the phonograph. When it comes to selectivity, you have your record catalog. When you want the best living artists, the Victor catalog will lead you to them. And when it comes to bringing back the human voice which has been mortally hushed, you have the radio stumped.

"But the time has come when radio has become a part of the music industry. To keep your establishment up to date it is necessary to include radio as a part of your merchandise. Included in your assets are your store, your location, equipment and clientele. One of the most important assets, however, is the goodwill and confidence of your customers, and if you want to retain it, it is almost a necessity to tie up with radio. It is estimated that by the end of this year there will have been an expenditure of more than $500,000,000 in radio and its equipment. Are you not going to get your share of this business? You are acquainted with the railroads' slogan, 'Wait, you may lose.' We will change that slightly to 'Why wait, you may lose.'"

Talk on Merchandising

The next speaker on the afternoon program was R. M. Klein, of the F. A. D. Andrea Corp. He addressed the men on how to merchandise radio.

"The phonograph dealer represents the highest type of salesman," Mr. Klein said, "so there is very little I can tell you about selling radio, since it is merchandised through practically the same methods as is the phonograph. Play up your radio through window displays. Keep it in the front of the store, and don't place it in the rear, as many dealers do now, and make it attractive through displays. Use electric signs, as you do in exploiting your phonograph business. But, above all, satisfy your customers. They are depending on your advice, and have confidence in your judgment. You have the responsibility of choosing carefully. Don't invest in unknown or unheard-of radio sets. Every satisfied purchaser of a low or medium-priced radio set is a good prospect for a higher-priced set. One dissatisfied customer can do more damage to your business than a half dozen customers can do good."

Mr. Klein advised that every dealer handle at least one type of neutrodyne. He said that neutrodyne has reached such a place in the radio business that a dealer can hardly get along without it.

Interesting Addresses at Evening Program

After a two-hour adjournment dinner was served at 7 o'clock. The evening program of addresses followed immediately after. Lloyd S. Graham, of the editorial staff of Radio Digest, a Chicago publication, was the first speaker on the evening program. He gave an interesting and comprehensive description of the radio broadcasting station, and advised dealers to give all possible co-operation with the broadcasting stations in improving their programs, and their efforts to give the radio public the best obtainable. He said that the quality of radio programs is in direct ratio with the volume of sales in radio sets and equipment.

John G. Rieger, radio editor of The Buffalo Evening News, spoke on the future of radio.

(*Continued on page 92*)

'One handle handles it'
Outing
TRADE-MARK
'Master of Movable Music'

4 Years Have Proved Outing Portables Are the Best

Iroquois Sales Corp.
210 Franklin St. Buffalo, N. Y.
Outing Distributor

"HIS MASTER'S VOICE"
REG U.S. PAT. OFF.

It has always been the policy of this house to build "good will" by rendering a service that is at all times dependable and cooperative.

The number of Victor dealers we are now serving regularly, and who depend upon us for their supply, is constantly increasing.

There must be a reason for their preference.

This not only applies to local and nearby dealers, but many at more distant points find our service dependable. Our shipping facilities out of Buffalo are unexcelled.

Try us and be convinced.

CURTIS N. ANDREWS

SERVICE CAN DEPENDABLE COOPERATIVE BUFFALO, N.Y.

Victor Distributor
Exclusively Wholesale
Court & Pearl Sts.
BUFFALO, N.Y.

SERVICE CAN DEPENDABLE COOPERATIVE BUFFALO, N.Y.

Radio Convention a Success

(*Continued from page* 91)

He painted a colorful word picture of the possibilities of radio, which, he said, is now a staple and dependable commodity. He said that radio is not only an instrument for entertainment and amusement, but it is a necessity from many angles. Mr. Rieger, who is considered one of the best authorities on radio in the city, answered many questions asked by dealers. A long discussion on construction and installation of aerials was held. He pointed out the importance of giving the aerial line a direct course, with as few turns and curves as possible. To eliminate interference, he said it is important to avoid metal roofs, high-power lines and tall steel buildings.

Address by Gordon Sleeper

Gordon Sleeper, the last speaker on the program, covered the radio business from many angles and was an exceptionally interesting speaker. He took as his topic: "How to make money in the radio business."

"Radio has now become a part of the music industry," he said. "In the early days no one knew who was going to handle it. It has now become a real stable product belonging rightfully to the music trade. Many dealers have an idea that radio is difficult, that it requires an expert to handle it successfully. Get that idea out of your head. There is nothing expert or difficult about it. It is as simple and as easy as the phonograph business.

"If you are to be successful you must be careful of the line you take. It must have a reputation, and must be established, a set that has been evolved into perfection. Yet, you want a set that will allow you a reasonable margin. Your product must have some degree of protection. It is important that you do business with a firm that will give you all the protection possible against the price cutter. Perhaps you have spent a great deal of money advertising your product. You have worked up a reputation for it and created a desire for your set. Then the garage dealer around the corner who can cut prices will steal your customer. You do not want to deal with a company which will place you in such a hazardous position."

Mr. Sleeper said there is such a thing as suitability of sets in a particular territory.

"There is not much need of a high-powered set where there is a good station," he said. "You must consider individual problems. One set might be a great success in a large city, and yet be a flat failure in the small community. In a community where there is no station for a radius of many miles a high-powered set is the most popular.

"I would advise against carrying too many lines. Don't complicate your stock. The fewer lines you have the more concentrated will be your salesmen's enthusiasm in those lines. Advertising is a fundamental. Do not hesitate to buy a little advertising space. Above all, please your customer. If he wants distance, talk distance and range. He might want selectivity, simplicity or beauty of design. Give him what he wants, and talk about the features in which he is interested. If he is interested in batteries and aerials, stick to that. The question of price is nearly always secondary to performance in the interests of the radio buyer."

A radio demonstration, which lasted for about an hour when many stations were tuned in, brought the day to a close.

Among Those Present

Among Mr. Andrews' guests were: Gordon C. Sleeper, James P. Devine, Sleeper Radio Corp., Long Island City; R. M. Klein, Louis J. Stutz, F. A. D. Andrea, Inc., New York; Perry V. Ogden, James R. Coole, Kodel Mfg. Co., Cincinnati, O.; L. E. Guble, Philadelphia Battery Co., Philadelphia, Pa.; Robert C. Anderson, Talking Machine World; Lloyd S. Graham, Radio Digest, Chicago; Eleanor C. Spencer, Talking Machine World, New York; John G. Rieger, Buffalo Evening News, Buffalo; W. D. Andrews, Roy Scroxton, W. D. Andrews Co., Syracuse; C. H. Heinike, John F. Huber, Denton, Cottier & Daniels, Buffalo, N. Y.; T. A. Goold, W. S. Sprague, W. E. Rains, Goold Bros., Inc.; Helen F. Grantier, Kurtzmann Piano Co.; Arthur H. Fleischman, Miss Jule White, Earl J. Frey, William Hengerer Co.; A. F. Schwegler, Schwegler Bros.; Mrs. John M. Kibler, John M. Kibler, A. H. Kaeppel, Chas. Kaeppel, Frank J. Hess, R. P. Henke, E. M. Stroud, Kaeppel Bros.; Wm. B. Herbert, Miss Mary Mack, Walter Zasowski, Erion Piano Co.; A. Maisel, Maisel's Music Store; Louis J. Melzer, I. Melzer Co., Inc.; Chas. Reinhardt, H. A. Reinhardt & Son; A. G. Clark, H. A. Smith, Beulah Hakes, Clark Music Co.; Chas. Bellanca, Joseph M. Lajacono, A. Bellanca & Co.; Wilman McElroy, McElroy & Son, Buffalo. F. F. Barber, Barber & Wilson, Inc., Kenmore, N. Y.; E. T. Smith, Talking Machine Co., F. C. Pfeffer, Silbey, Lindsay & Curr, E. C. Kujawski, Gibbons & Stone; Miss E. M. Gillette, People's Outfitting Co.; Wm. P. Young, Young's Music Store; G. Borelli, Jos. Bellanca, Rochester Music Store; Mr. Hoffman, Hoffman Music Shop, Rochester; Wm. H. Jackson, Charlotte, N. Y.; C. C. Andrus, North Tonawanda, N. Y.; E. J. Cannon, Niagara Falls; Mrs. E. J. Cannon, I. V. Cannon, C. E. Campbell, Goold Bros., Inc., Niagara Falls; Jos. M. Quirk, Batavia, N. Y.; Geo. Steffen, Sterling W. Kolb, Geo. Steffen, Lockport, N. Y.; Mr. Richardson, Mr. Hammond, Richardson & Hammond, Middleport, N. Y.; Leon C. Grinnell, McNall & McNall, Albion, N. Y.; Leslie L. Blake, Blake & Roney, Williamson, N. Y.; Fred Stuerwald, C. P. Kelly, Stuerwald & Son, Newark, N. Y.; H. T. Bramer, H. M. Morgan, H. T. Bramer, Attica, N. Y.; A. R. Watrous, L. M. Rumsey, Era Mack, Watrous & Rumsey, Perry, N. Y.; Chas. B. Fawcett, F. C. Fawcett, Hammondsport, N. Y.; R. M. Smith, D. J. McGuire, Tuttle & Rockwell, Nicholas Koskie, Koskie Music Co., Hornell, N. Y.; E. E. Armstrong, F. A. Armstrong & Son, Athens, Pa.; J. A. Benjamin, Mrs. J. A. Benjamin, W. F. & J. A. Benjamin, Rushford, N. Y.; John H. Wills, C. N. Andrews, Buffalo; J. W. Bement, Springville, N. Y.; Chas. Willard, Olean, N. Y.; Millie Hanson, Smith Bros. Co., Ridgway, Pa.; W. P. Hall, Overton & Hall, Westfield, N. Y.; Miss L. Klu, Geo. H. Graf, Mrs. Geo. H. Graf, Geo. H. Graf & Co., Dunkirk, N. Y.; A. E. Stecker, Stecker Sporting Goods, Dunkirk, N. Y.; V. R. Parker, Chas. Outwait, Winter Piano Co., Erie, Pa.; Mr. and Mrs. G. G. Smith, C. R. Tuller, G. G. Smith Co., Warren, Pa.; G. B. Wooster, Curran & Wooster Music Co., Sharon, Pa.; B. N. Huey, Norris Huey, Mercer, Pa.; Curtis N. Andrews, Chas. E. Siegesmund, Chas. M. Logan, Arthur W. Fiscus, John H. Wills, W. H. Minnick, Chas. Swanson, Gus. Blanck, E. J. Walz, Curtis N. Andrews, Buffalo.

Radio Activity in Trade Indicated by Ordering

The Greater City Phonograph Co., New York, distributor of Freed-Eisemann, Grimes Inverse Duplex radio sets and other standard radio products, reports through Maurice Landay, president of the company, a decided activity in the sale of radio to talking machine dealers. The Freed-Eisemann radio panel for use in the installation of console model phonographs has been in steady demand throughout the territory. A number of dealers have found that the installing of a panel and the converting of a phonograph into a combination has been a great stimulant to sales of talking machines, and have been quick to grasp the opportunity, according to Mr. Landay.

Meiser Co. Opens Branch

Sunbury, Pa., November 6.—A branch store of the Meiser Music House, of Northumberland, Pa., was opened here the first of the month at the newly remodeled storeroom of the Sclavos Building on Third street. It is under the management of George L. Weirick, who until recently was a representative of the Charles M. Stieff Co., Inc. A full line of Victrolas, pianos, radio sets, string instruments and accessories is being carried.

BEST MFG. CO.
BEST
NEWARK, N. J.
All that the Name Implies

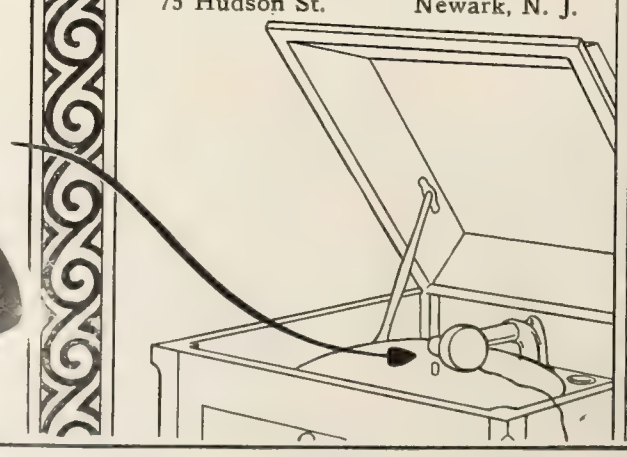
Loud Speaking Phonograph Attachment

Manufactured under a corps of telephone engineers' direct supervision.

The well-known BEST brand construction and design guarantees best performance.

Send for a sample and judge for yourself. List Price $3.00.

BEST MFG. CO.
Head Phones and Loud Speaking Units
75 Hudson St. Newark, N. J.



STYLUS BARS

Stylus Bar & Mfg. Co.
Clague Rd.
North Olmsted . . . OHIO

Leave it to the JOBBER He Knows!

Bagshaw's
BRILLIANTONE
TRADE MARK REG. U.S. PAT. OFF.
NEEDLES

Leave it to the jobber—*he* knows. He not only buys the product that he can turn over quickly and profitably—that enjoys consistent, steady demand—but he buys from the house whose recognized reputation for square, honest dealing is, at once, his protection and ally.

The House of BRILLIANTONE has been serving the Jobber since its establishment—six years ago. That Brilliantone has gained and maintained his confidence is best evidenced by the Jobber's ever-increasing patronage season after season, year after year.

BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

370 SEVENTH AVENUE, at 31st Street, Suite 1214, NEW YORK

Selling Agents for W. H. Bagshaw Co., Factories, Lowell, Mass.

W. H. Bagshaw Co.
Export Department
44 Whitehall St., N. Y. C.
Cable Address:
"Brillneedl"

Western Distributor:
The Cole & Dunas Music Co.
430 S. Wabash Ave.,
Chicago

Canadian Distributor:
The Musical Mdse. Sales Co.
79 Wellington St., W.,
Toronto

Pacific Coast Distributors:
Munson & Rayner Corp.
926 Midway Place
Los Angeles, Cal.
San Francisco, Cal.

Walter S. Gray Co.,
926 Midway Place
Los Angeles, Cal.
1054 Mission St.
San Francisco, Cal.

REPRESENTATIVES in SYDNEY, New South Wales; MELBOURNE, BRISBANE, PERTH, Australia; WELLINGTON, New Zealand; HAVANA, Cuba; BUENOS AIRES, Argentine; SANTIAGO, Chile; BARRANQUILLA, Colombia, GENOA, Italy; DUBLIN, Ireland.

Race Record Album Offers Dealers Big Opportunity for Boosting Sales Volume

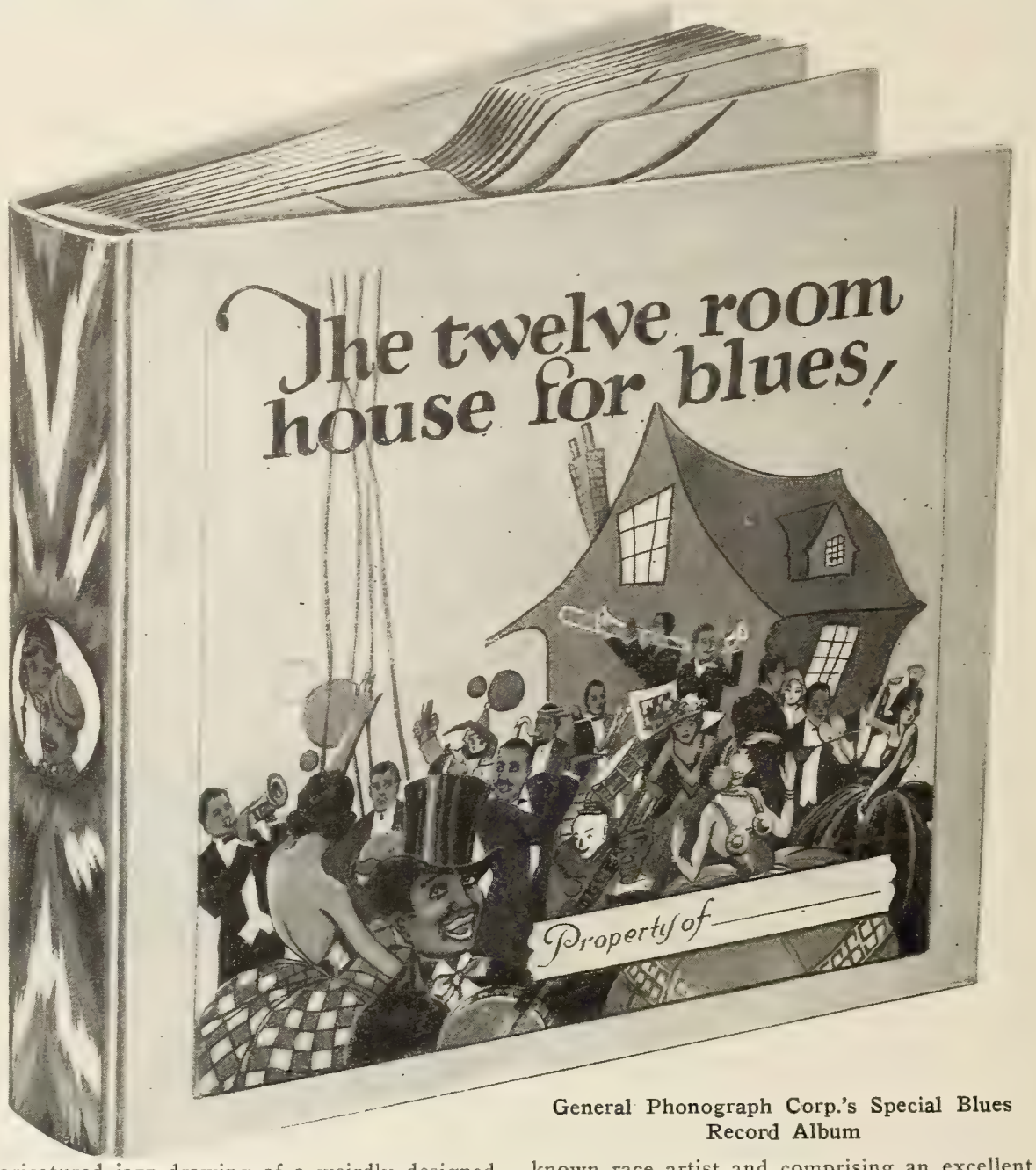
J. A. Sieber, Advertising Manager of the General Phonograph Corp., Outlines the Rapid Development of the Race Record Business Since the First Okeh Blues Record Was Released

The rapid development of the race record business has been one of the outstanding features of record sales the past few years. The General Phonograph Corp., New York, manufacturer of Okeh and Odeon records, is responsible in a considerable measure for the popularity of these records, and the various sales ideas which this company has introduced have met with pronounced success. In a recent chat with The World, J. A. Sieber, advertising manager of the company, commented as follows on Okeh activities in the race record field: "About three years ago colored people were considered mighty poor record buyers, and cash visits by colored customers were rare and far between. Then came the original race records issued by our company, and the fallacy that negroes would not buy records was completely put to rout. The first race record, bringing to the colored population of America blues songs recorded by a member of its own race, created tremendous interest and marked the beginning of what is now the important and profitable race record field.

"As the pioneer in the development of records of this type, we have always devoted particular attention to means of further increasing our sales in this direction. Our famous 'Blue Book of Blues,' the Okeh race record catalog, is almost an institution with the blues-loving negroes throughout the country, and we are always on the lookout for new ideas to stimulate sales."

Mr. Sieber is responsible for the latest step made by the General Phonograph Corp. in its plans to increase sales in the race record field. He noticed some time ago that lovers of high-class music were according a splendid reception to imported Odeon recordings in album sets, and he thereupon conceived the idea that it was not improbable that blues lovers would be favorably impressed with an album set of blues. He then started work on the preparation of an album that would be attractive as well as productive, and the "Twelve Room House for Blues" resulted.

This unique sales creator is a twelve-pocket album, designed in every way to appeal to the colored blues buyer. The name in itself is different and the outside of the "house" bears a caricatured jazz drawing of a weirdly designed "House of Blues" printed in the imposing colored combination of yellow, red and blue. The inside front cover carries an indirect appeal to the negroes' pride of race, by means of intimate interviews with three of the foremost colored blues artists, Clarence Williams, Sara Martin and Sippie Wallace, all of whom are exclusive Okeh artists. The inside back cover bears a hand-picked list of twenty fast-selling blues records, personally selected by a nationally known race artist and comprising an excellent suggestion list for the owner when in the market for new records.



General Phonograph Corp.'s Special Blues Record Album

"The House of Blues" retails for 75 cents and the General Phonograph Corp. has planned an extensive advertising campaign to introduce this unique album to the colored population of the country. Mr. Sieber emphasized the fact that various sales angles are valuable for the dealers in featuring the "House of Blues." It is handy and convenient for the owner of a table phonograph and it also makes an appeal to the personal pride of the record purchaser. "The House of Blues" has been received enthusiastically by Okeh jobbers and dealers, and one well-known St. Louis dealer, who is in close touch with the negro population in his territory, ordered 500 albums as his initial order, congratulating the company upon its progressiveness in issuing a sales help of this type.

McManus Bros. Start Club

Elizabeth, N. J., November 7.—McManus Bros. have started their annual Christmas Club to stimulate the sales of talking machines and radio sets. This plan is an annual feature of the store and serves the purpose, according to H. Wideman Evans, manager of the department, of not only increasing sales but also of giving a good idea of the amount of business which will be done about the Christmas season.

The talking machine salesman should keep in mind the fact that no man ever suffered from indigestion from swallowing his pride.

Soft as you want it,
Loud as you want it—
but always the same silver tone

THE factor that keeps one singer on the vaudeville stage and wins distinction for another in the opera is not the shape of the mouth.

The secret lies in the vocal cords.

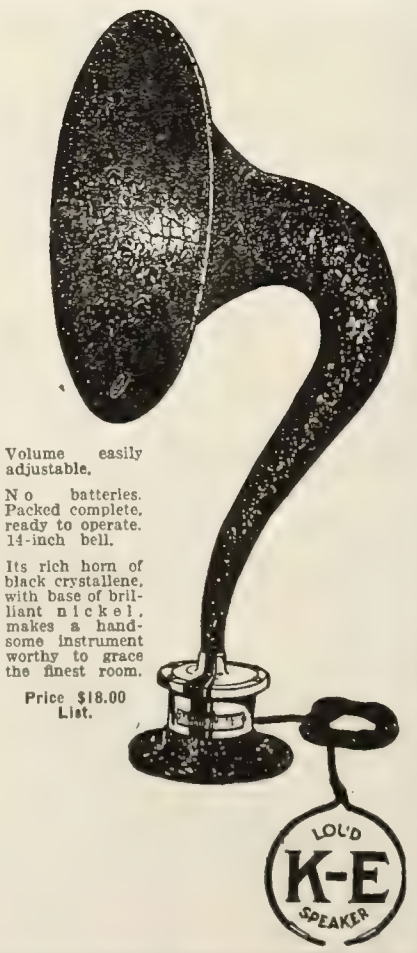
The same "secret" is behind such true re-creation of music in the K.E. loud speaker also. Not in the horn, but the diaphragm—*its* vocal cords.

The K.E. amplifies the *volume* NATURALLY —*not* by forcing *tone.*

Its splendid characteristics are proven in the number of responsible jobbers who have chosen it out of such a crowded field.

We will gladly send you one for trial at the introductory price of $11.70. Test it yourself. This offer places you under no obligation.

Kirkman
ENGINEERING CORP.
Established 1912
484-490 Broome St., New York
Makers of the K-E Automatic Stop



Volume easily adjustable.

No batteries. Packed complete, ready to operate. 14-inch bell.

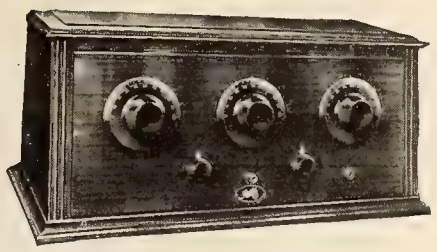
Its rich horn of black crystallene, with base of brilliant nickel, makes a handsome instrument worthy to grace the finest room.

Price $18.00 List.

THIS IS Pathé YEAR

Two New Radio Receivers

B-5
(BIG-5)



List Price $60

A 5-tube tuned Radio Frequency Receiver. Mahogany finished cabinet. Self-neutralized, non-oscillating, and non-radiating. An ideal set for both beginner and experienced radio fan. Easy to operate. *A rare bargain.*

and

S-5
(SUPER-5)

List Price $75

A 5-tube tuned Radio Frequency Receiver. Mahogany panel. Room for vertical "B" batteries. Sensitive to distance, highly selective, strong volume. Easy to operate. A really handsome set.

Get In On Pathé Year

There Is Real Profit for Dealers

Pathe Phonograph & Radio Corporation

32 GRAND AVENUE BROOKLYN, N. Y.

Share the Profits.
Send Coupon Today!

Pathe Phonograph & Radio Corp.,
32 Grand Ave., Brooklyn, N. Y.

Gentlemen:—

Without obligation to me, kindly send me descriptive literature on your sets, B-5 and S-5.

Name .....

Address .....

Milwaukee Retailers and Wholesalers Enjoy Growing Demand for All Products

Confidence of the Trade Manifested by the Addition of New Lines of Merchandise in Time for Holiday Sales Promotion—New Radio Departments Opened—Other Important Trade Activities

Milwaukee, Wis., November 7.—Business during the month of October was very good for the majority of local talking machine jobbers and dealers. Considerable interest is being taken in the radio business and combinations of phonographs and radio are very active.

Badger Co. Busy

"Business is coming along fine," stated Harry Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "That applies to all lines. Holiday orders have been coming in very well and we are looking forward to good November business." George F. Ruez, president of the company, has returned from a successful business trip to northern Wisconsin.

Speaks on Music Appreciation

Miss Madeline Davies, representative of the Victor educational department at Camden, N. J., spent about a week in Milwaukee during October, speaking before public, parochial and private schools on the subject of "Appreciation of Music."

Open Many New Accounts

"We sold just twice as much merchandise in our music department during October as we did a year ago," stated Fred E. Yahr, of Yahr & Lange, wholesalers for Sonora phonographs and Okeh and Odeon records in Wisconsin and Michigan. "Sonora loud speakers are going very well. We have opened more new accounts in the last sixty days than during the past several years."

Mr. Yahr is enthusiastic about the Ware radio sets, which have been selling very well. Dealers are also greatly interested in Sonoradios, according to Mr. Yahr.

Among the new accounts opened by Yahr & Lange during the past month is the Block Furniture Co., of Racine, Wis., which is now handling the entire Sonora line, Okeh and Odeon records and Ware receivers. The Home Furniture Co., which operates three stores in Milwaukee, has also taken over the complete line. The Thiedeman Music Co., located on Center street, which formerly handled Okeh and Odeon records, has now taken over the Sonora line.

Yahr & Lange are now showing a new radio cabinet which is attracting considerable attention. This consists of a square cabinet in which are installed a Ware three-tube neutrodyne set, a Sonora loud speaker and a compartment for batteries.

Little Tots record books are now being retailed with four records to a book, and local Sonora dealers are making drives on this end of the business, according to Mr. Yahr.

Allen W. Fritzsche, vice-president of the General Phonograph Co., was a recent visitor in Milwaukee.

Bright Starr Outlook

Alfred F. Kiefer, distributor of Starr phonographs and Gennett records in Wisconsin, states that he expects a very good business in November. Following an excellent September, business in these lines was a little quiet during October, but indications point to a noticeable improvement, he believes.

Exhibit at Food and Household Show

Mr. Kiefer, assisted by seven Starr phonograph dealers in Milwaukee, and Yahr & Lange with twenty-seven Sonora dealers, were among the prominent exhibitors in the Food and Household show held here recently. Three halls of the Auditorium Building were used for fourteen attractive music displays arranged by jobbers and dealers of the city.

Mr. Kiefer stated that he expected very favorable results from this show, judging by the number of inquiries and orders from people who stopped at his exhibit. The Starr model, which combines a phonograph with a library table, attracted the most attention. Several canaries in cages were placed in the exhibit and the Gennett Golden Bird records were played throughout the show.

A large exhibit was arranged for Sonora phonographs, extending down the full length of Juneau Hall. A special screen, bearing the name Sonora, formed the background.

Wide Interest in Radio Show

The Second Wisconsin Radio Exposition is arousing State-wide interest. All the new developments of the radio industry during the past year will be displayed at this exposition during the week beginning November 11. Manufacturers, jobbers and dealers of national reputation are included in the list of exhibitors. One of the most popular features of the show will be the actual broadcasting of programs from the main arena of the Auditorium. Nationally known radio artists from Chicago and other points will be included in the various programs.

Brunswick-Radiola Popular

Considerable interest in the Brunswick-Radiola is reported by local dealers and extensive newspaper advertising is being started. At Edmund Gram, Inc., prominent music house of the city, Edward Herzog, sales manager, reports that people are taking a great interest in these combination instruments. He stated that when the first three instruments were received in the store they were sold before the third was entirely unpacked. J. B. Bradford Music Co. also comments on the interest taken in the Brunswick-Radiolas, and Hugh M. Holmes, vice-president and manager, states that a number of nice sales have already been made.

Open Radio Departments

Several local stores are showing increased interest in radio, and new radio departments have been opened in some instances. The C. W. Fischer Furniture Co., one of the large home furnishing stores of the city, recently held a formal opening of a radio department. In addition to the special department, the store is equipping its model bungalow, located in the store, with sets, and invites the public to come in and experiment at will. The Bloch-Daneman Co. has also added a radio department under the management of Robert J. Sweeney, an experienced radio man. At the E. Schuster & Co. department store a new radio department has been opened under the management of G. J. Daly.

News Brieflets

The Foto Shop, which is conducted by John H. Becker, 421 Twelfth street, long prominent in the kodak and talking machine fields, also makes a specialty of Victrola repairing, and in this respect merits the consideration of those dealers who have repair problems to solve. He is a specialist in this field and has built up a very excellent connection.

C. H. Grinnell, of Grinnell Bros., of Detroit, was a visitor during the latter part of October, but was called home suddenly because of the death of his wife's mother.

J. E. MacGarvey, of the Peerless Album Co., of New York, was in town for a brief visit during the last week of October when he called at the office of the Badger Talking Machine Co.

George Mairs, of W. J. Dyer & Bro., of St. Paul, called on friends and business acquaintances in the trade during the first week of November.

Victor dealers tied up with the appearance of Art Landry and His Victor recording Pacific Coast Orchestra at the Wisconsin Theatre.

The Eight Victor Artists were very well received on their appearance recently in Racine, Wis., where they formed the leading number of a vaudeville program.

Victrola Opera Book Posters

The Victor Talking Machine Co. has issued to its dealers a very attractively designed and illustrated window poster of "The Victrola Book of the Opera." This edition of the volume has been selling exceedingly well and has been welcomed not only by the dealers but by many music lovers and music authorities who find it invaluable as a book of reference.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up or become sticky or rancid. Remains in its original form indefinitely.
Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., NewYork

Golly!

Have you received a sample of the

COHOES
(pronounced Ko-Hose)
RECORD
CARRYBAG

If you have not let us send you a sample. We make no extra charge for attractive borders. If you need record bags in a hurry advise us. We make deliveries, not apologies.

Cohoes Envelope Co., Inc.

Sales Office N. Y. and vicinity
342 MADISON AVE., N. Y.
(Tel. Vanderbilt 0953)

Home Office and Factory
Carrybag Bldg.
COHOES, N. Y.

"Carrybags are preferred by clerks and customers"

LITTLE TOTS' RECORDS

SONGS, GAMES, STORIES—FOR KIDDIES

Contents of No. 8

The Medley Book

128 Hey, Diddle, Diddle: Goosey, Goosey, Gander: Little Miss Muffet: Alphabet Song.

See Saw: Hot Cross Buns: To Bed, To Bed: Bean Porridge Hot.

129 Little Jack Horner: There Was a Crooked Man: Little Tommie Tucker: George Porgie.

Three Blind Mice: Higgilty Piggilty: Lavendar's Blue.

130 Humpty Dumpty: Mistress Mary: Pop! Goes the Weasel: Baby Bunting.

Ding Dong Bell: Diddle, Diddle Dumpling: To Babyland: Dickory, Dickory Dock.

131 Little Boy Blue: Fiddle Dee Dee: Pat-a-Cake: Polly, Put the Kettle On: Baa! Baa! Black Sheep: Bobby Shafto: Ride a Cock-Horse: Pussy Cat, Pussy Cat.

The Most Appealing Xmas Gift for Kiddies

IMAGINE! "The Medley Book" contains 32 selections that have appealed to, and have pleased the youngsters for generation after generation; on four 7-inch double-faced records, complete with colored pictures and verse cards.

¶ And—"THE MEDLEY BOOK" is just one of this interesting series—all of them containing four 7-inch double faced records complete in an album with colored picture and verse cards.

NEVER BEFORE SUCH VALUE

at **$1.00** *Retail*

Complete List of Books

No. 1. The "Merry Song" Book
No. 2. The "Happy Day" Book
No. 3. The "Jolly Game" Book
No. 4. The "Story Hour" Book
No. 5. The "Christmas" Book
No. 6. The "Lullaby" Book
No. 7. The "Patriotic" Book
No. 8. The "Medley" Book
No. 9. The "Sunshine" Book

LITTLE TOTS Records will prove a source of entertainment for the youngster long after the Holiday Novelty has worn off. When you sell one book, you sell the complete set. No item like it for repeats.

You can't go wrong by sending in your order now.

DEALERS PRICES

Orders of one-half gross or more..60c per book.
Orders of less than one-half gross.65c per book.

Attractive display racks free to dealers with orders of one-half gross or more.

ORDER FROM YOUR JOBBER

REGAL RECORD CO··18W·20th St··NEW YORK

Heavy Demand for Radio "Talkers" Marks Business in Kansas City Territory

Trade-in Problem in Connection With Combination Sales Fails to Materialize—Heavy Pre-Holiday Ordering Indicated by Jobbers' Shipments—Jones Store Co. Completing Remodeling

Kansas City, Mo., November 5.—The feature of the talking machine trade the past month, in this territory, has been the heavy, even pressing demand for the combined talking machine and radio outfits; and the discussions by men in the trade as to the ultimate outcome of the relation between talking machine and radio. Radio distributors have been unable to keep up with the demand, it seems, and more men are being added to these departments, particularly of the Brunswick-Radiola merchants. One of the anticipated problems involved in the selling of combination outfits has failed to materialize—namely, the problem of the return of old talking machines on the new instruments. Comparatively few customers are offering talking machines in part payment, and the allowances on the old instruments are being kept down to a healthy low level. A factor that helps in this direction is the dominant call for console type talking machines, on which used cabinet uprights are being turned in. Whereas a year ago used upright machines were sold at about two-thirds of the original price, these are now on the market at half-price—the allowances being accordingly lower.

The good volume of talking machine business is being generally commented on as better than September. The Brunswick Co. shipped orders in October equal in size to those of November last year—indicating that the holiday stocking is thirty days ahead of 1923. If November keeps up this pace, an exceedingly satisfactory volume will result for the year. Most retailers report a brisker trade in October, with consoles running way ahead of the upright styles.

George Sanderson, owner of the Brunswick Shop in the downtown district, is finding his suburban demonstration parlor, a Brunswick-Radiola studio of high class, a marked success. The beautifully furnished room in the Plaza business section of the Country Club district has upholstered, cushioned chairs for fifteen guests, the room is carpeted, and the atmosphere is suitable for the people of this district. The prospects are brought to this studio for the demonstrations of the receiving sets; and visit the downtown store for noting the various models. The maintenance of this suburban studio avoids the noise of street cars and the bustle of the downtown store, and the customers can be entertained with comfort, and at leisure. The studio has a good audience every evening and far into the night. Mr. Anderson maintains a separate organization for radio selling.

The North Mehornay Furniture Co., one of the high-class furniture stores of the city, which has sold talking machines for some years, is enlarging this department, putting in booths, which it has not used heretofore, and is concentrating on the Brunswick line. J. Carl Clinkenbeard is manager.

A new Brunswick dealer at St. Joseph, Mo., is Walter Eshelman, for eight years operating the Eshelman Music Shop, with pianos and merchandise.

The Jones Store Co., the largest department store of the city, is completing extensive remodeling operations among such institutions. The music department which is sharing in the improvements now handles Edison, Victor and Sonora as the chief lines. This department, now on the third floor, will be moved to the fourth floor in the special building, corner of Twelfth and Main, that has been given a new entrance and additional facilities. C. R. Lee, manager of the department, has devised a new idea for the booths of this section. He will have five demonstration booths that will be connected with French doors, so that the entire area may be thrown together into one room fifty by fifteen feet, for concerts. The department in October doubled the business of October, 1923.

The J. W. Jenkins Sons' Music Co. is promoting the combination Victrola with radio in its various stores, and meeting with good success. B. J. Pierce, manager of the department, remarks that so long as tastes differ there will be calls for many different kinds of musical instruments and combinations—and suggests this philosphical observation especially in view of the fact that talking machine business has increased the past month, while the radio has also been going strong through the company's special radio department.

Helen McArthur, manager of the talking machine record department of Wunderlich's, is a member of the Women's Chamber of Commerce of Kansas City, one of two women's organizations affiliated with the Chamber of Commerce of the United States, which will have an exhibition of the products made or handled by its members, in November, the third event of the kind here. Mrs. McArthur will have a good space, and will show radio and the Ampico in the Chickering, as well as machines and records.

J. B. Mahaffey, advertising manager of the Kimball Piano Co.'s headquarters here, says that during the past month consoles have been selling very well—nine out of ten phonographs being of the console type.

Wunderlich's has had such a demand for demonstrations of the Radiola that special regulations have been required to handle the business efficiently. The new studio has sprung into instant popularity, but a large volume of the selling is done by demonstrations in the homes of prospects. Because the stock of machines is usually behind orders it is not feasible to send demonstration machines on every call, and as a result a program of selling before the machines are sent out has been made. Demonstrations are not arranged, therefore, unless the customer assures the department that he will buy the instrument if it does all that the salesman claims for it. Thirty per cent of the sales are of the combination Brunswick-Radiola. Two expert radio men have been added to the force.

Thirty-two Stations on a Brunswick-Radiola

An instance of the remarkable performance of a Brunswick-Radiola is cited by B. H. Schlain, of Albert Leon & Sons, Perth Amboy, N. J., who one night recently between the hours of 10:00 P. M. and 1:30 A. M. listened in on the following stations: WEAF, New York; WJZ, New York; WFBH, New York; WJY, New York; WHN, New York; WNYC, New York; WEBJ, New York; WOR, Newark; WOO, Philadelphia; WDAR, Philadelphia; WBZ, Springfield; KDKA, Pittsburgh; WGY, Schenectady; CNRO, Ottawa, Can.; WBS, Newark; WSAI, Cincinnati; WTAM, Cleveland; WNJ, Albany; WEBH, Chicago; WQJ, Chicago; KYW, Chicago; WOC, Davenport; WPAF, Elgin, Ill.; WLH, Cincinnati; WLS, Chicago; WGN, Chicago; WTAY, Oak Park; WFBG, Altoona; WHAM, Rochester; WTAP, Cambridge; WNAC, Boston; KGO, Oakland.

This remarkable program was brought in on a Brunswick-Radiola No. 30, using only two tubes and head phones.

Piquette Co. Adds Columbia

The Piquette Piano Co., 30 Elizabeth street, Derby, Conn., has been appointed to the large Columbia family. It will feature the new Columbia phonographs and the New Process Columbia records. This is a branch of the Piquette Piano Co., of Bridgeport, Conn., one of the oldest piano houses in that city.

"We advertise where it does the dealer the most good. Here's a sample of copy used in our extensive newspaper campaign. Write for discount and information concerning our time payment plan."

THE Lafayette NEUTRODYNE

IF you want perfect radio reception in your home, remember—Lafayette.

A radio instrument of usefulness without end.

A demonstration will satisfy you of its simplicity to operate; purity of natural tone; clearness for long distance; no interference; compactness and attractive appearance. Have your dealer demonstrate it.

5 tube set $125
Reproducer $28

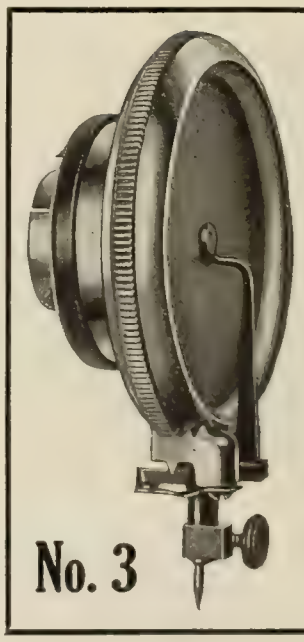
THE KOR-RAD CO., Inc.
151 East 58th Street, New York
Sole Distributors

Licensed under Hazeltine Pat. No. 1450080
Made by R. E. Thompson Mfg. Co.

MICA DIAPHRAGMS

Immediate delivery—all sizes
Send for free samples and prices
All Mica Products

INTERNATIONAL MICA CO.
Phone Baring 535 PHILADELPHIA, PA. Cable Filasse, Phila.



REPRODUCERS

No. 3, a quality sound box adopted by many well-known phonograph manufacturers.

FOR PORTABLES

No. 2, Victor Hub
No. 1, Columbia Hub

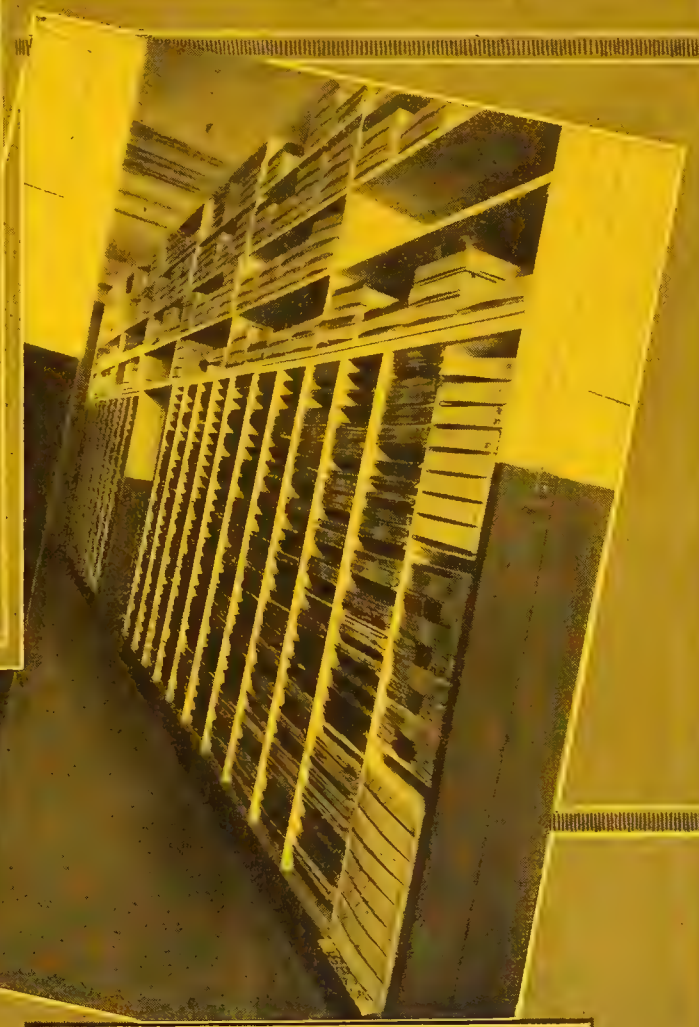
Combining tone quality and volume with attractive price.

Write for samples and prices

No. 3

J. E. RUDELL
144 Chambers Street
New York City

Completeness in both Equipment and Stock Enables Us to give Unusual Service to Blackman Victor Dealers!



Photos by Underwood & Underwood

Section of Daylight Record Department Where all orders are double checked before being packed and rechecked. Pleasant, healthful working conditions are important factors in maintaining an efficient working staff. . . .

Record Racks—looking down center aisle. The racks cover a floor area of over 2000 sq. ft. and have a capacity of about 750,000 records irrespective of stock carried in original factory cases, each of which contains 200 records.

Complete Record Rack Unit. Side and center aisles are four feet wide. Racks are eleven feet high. Stock not exceeding 200 of a number is within easy reach. Additional stock is carried in original cases. . .

Blackman
TALKING MACHINE CO.
28-30 West 23rd Street New York
VICTOR DISTRIBUTORS—WHOLESALE ONLY

To know how any set will sell for you
See how it sells where sales are hardest

No. 1 in a series

The Monotrol Rode Roughshod Over Radio Traditions in—

NEW ENGLAND

New England is one of the hardest markets in the country in which to sell radio. No other section of the United States has such peculiar "local conditions" with such strange variations in reception. And no other radio set in America has been able to cut through these obstacles so surely, so sharply and with such surprising power as —

The New

Sleeper MONOTROL

Reg. U. S. Pat. Off.

Sleeper MONOTROL
THE MOST PERFECT RADIO SET in AMERICA

Instances of weird reception in New England are almost without number. There is the Naugatuck Valley of Connecticut—noted for its "whispering" voices that come faint and ghostlike from even the most powerful of stations.

There is Lawrence, Mass., from which few sets can bring in even the Boston stations with a satisfactory volume and which, in consequence, has proved a Waterloo for many sets that worked well elsewhere. There is Hartford, which for a long time could hardly hear Springfield and Springfield which cannot penetrate the barrage of its own local station.

The Sleeper Monotrol, however, has tremendous reserve power—a power overcoming obstacles that baffle sets of many other types. Riding roughshod over local radio traditions, the Monotrol has fairly taken New England by storm. For instance:

SPRINGFIELD, MASS.—Our New England States distributors tell us that few other sets in Springfield have heretofore been able to tune through WBZ successfully. Then came the Monotrol. A test was conducted with WBZ operating and the Monotrol brought in Mexico City without interference. Then, turning to the Northward, they caught Montreal with perfect separation and but slight difference in wave length.

LAWRENCE, MASS.—Loud speaker reception of Boston, New York, and distant stations on the Monotrol election night when hardly another loud speaker was working in Lawrence.

PORTLAND, ME.—The Monotrol, but recently introduced to Portland, has already been purchased by 35 of the most prominent citizens who declare it to be the most successful set operating in that city.

HARTFORD, CONN.—The Monotrol brings in dozens of stations that many sets of otherwise excellent reputations do not hear.

The new Sleeper Monotrol has broken down the local radio traditions in all sections of the country. Let us show you how it can solve your OWN most aggravating problems. Write for name of nearest distributor together with our sales aid plan, book and the manual—"How to sell a Radio."

John C. Sleeper

"Inverse Duplex System
Insures National Tone Quality"

SLEEPER RADIO CORPORATION

436 Washington Ave. Long Island City, N. Y.

CHICAGO
10 South La Salle St.

SAN FRANCISCO
111 New Montgomery St.

PERFECT RECORDS

TEAR out the coupon and mail it in. Indicate one or ten of each number, and see what you can do with a record you can merchandise. Return in thirty days if you do not like them.

Two Big Ones

by

CLIFF (Ukulele Ike) EDWARDS

Charley, My Boy I Wonder What's Become of Sally	12158
June Night Insufficient Sweetie	12153

Cliff Edwards

Eight Late Best Sellers

Dance

Sing a Little Song Too Tired	14318
How Come You Do Me Like You Do? Somebody Stole My Gal	14322
Lucille Spain	14327
Adoring You There's a Bend at the End of the Swanee	14328
The Little Old Clock on the Mantel That's Georgia	14329
Put Away a Little Ray of Golden Sunshine for a Rainy Day Don't Blame It All On Me	14316

Vocal

Oh You Can't Fool An Old Hoss Fly No One Knows What It's All About	12157
The Pal That I Loved Stole the Gal That I Loved Tell Me You'll Forgive Me	12151

PERFECT RECORD CO.

34 Grand Avenue **Brooklyn, N. Y.**

Send in this Coupon for thirty-day trial records.

PERFECT RECORD CO.,
34 Grand Ave., Brooklyn, N. Y.

Gentlemen:
Please send me (one) (ten) of the above numbers for a thirty-day trial.

Name .....

Address .....

AMRAD

"The Voice of the Air"

Presents a New

NEUTRODYNE

Two-Dials, Five-Tubes

AMRAD was one of the first to adopt the now famous Hazeltine-Neutrodyne. But instead of bringing out "just another Neutrodyne" much time was spent in checking the advantages and disadvantages of existing types. The knowledge gained from nine years' experience in radio manufacturing was applied.

The result—

Real Power (*five tubes*)
Fine Clear Tone
Positive Selectivity
Easy Operation (*only two dials*)
Popular Price

The market is flooded with "claims." This is NOT simply one more. Investigate the AMRAD Neutrodyne for yourself before you stock.

To just one phonograph dealer in your community we have an attractive proposition. Write today to Dept. W for details and description of this wonderful set.

Price only $85

American Radio and Research Corp.

AMERICAN RADIO & RESEARCH CORPORATION LICENSED BY INDEPENDENT RADIO MANUFACTURERS, INC. NEUTRODYNE PATS. NOS. 450,080 AND 468,128 HAZELTINE OTHER PATENTS PENDING TRADE MARK REG. U.S. PAT. OFF.

Dept. W.
Medford Hillside, Mass.

Third National Radio Show in Gotham

Grand Central Palace, New York, Crowded With Exhibits of the Products of Leading Radio Manufacturers and Wholesalers—Intense Interest Displayed by Public and Trade in Varied Lines

Once again have those who are interested in radio and who are located in and about New York had the opportunity of viewing the products of the various manufacturers under one roof and judging the relative merits of various well-known receivers and accessories through the medium of the Third Annual National Radio Show, held at Grand Central Palace, New York, during the week of November 3 to 8, under the auspices of the American Exposition Co. Approximately 150 exhibitors had displays at the show, which filled not only the space on the main floor of the Palace, but took up the full balcony space, the entire arrangement of the show being most attractive and designed to afford each exhibitor an excellent opportunity for displaying his product to advantage.

The show at the Palace again demonstrated the fact that the production of radio receiving sets is being stabilized with great rapidity and likewise that manufacturers, having developed the receiving mechanism proper to a high degree, are finding time to give attention to the proper casing of the instruments so that they may be displayed and sold as complete units and find a welcome place in the home.

A great majority of the manufacturers have taken cognizance of the fact that there are several classes of radio buyers and that those with a limited amount to spend are quite as much interested as their wealthier friends in getting a receiving set that will be attractive in appearance, as well as satisfactory in operation, and the result has been the offering of several models in each line designed to meet various tastes in cabinets and practically all types of pocketbooks.

Among the manufacturers of loud speakers there is a tendency to produce models that will prove attractive in the home, as well as serve their strictly utilitarian purpose. On the whole, the show served to emphasize forcefully the fact that developments in the radio receiver field are coming with great rapidity and that they are all calculated to make that industry stable and permanent.

Incidentally there were shown in a great majority of the exhibits at least one or two special models encased in hand-carved or elaborately decorated cabinets, a number of them in authentic period styles and designed to fit well into the most elaborate drawing-room, thus providing a product for the discriminating and well-to-do.

The show received official recognition at the opening on Monday night when Governor Alfred E. Smith of New York delivered an address at the Palace which was broadcast direct through Station WJZ of the Radio Corp. of America. On Tuesday evening there was a special frolic participated in by Eddie Cantor, well-known comedian; Vincent Lopez and His Hotel Pennsylvania Orchestra, and other artists for the combined benefit of the Wounded Soldiers Radio Fund and the Actors Fund of America. During the week there were a number of other events of public interest featured at the Palace, which served to draw a substantial attendance to the exhibit.

The talking machine trade recognized the affair through the medium of The Talking Machine and Radio Men, Inc., which organization had a large booth at the show where members were in attendance at all times. It was against the rules of the show for the exhibitors to sell any merchandise and visitors who indicated the desire to purchase sets or accessories were referred to the association booth, where they were directed to the establishments of members nearest their homes having the desired line.

Two Views Showing the Attractive Arrangement of Displays at the Third Annual National Radio Show in the Grand Central Palace

Leading Exhibitors and Their Products

Radio Corp. of America

The Radio Corp. of America was not only responsible for one of the finest and most artistic trade exhibits ever shown in any industry, but also sponsored the various broadcasting events that took place during the week of the show. Owing to its many activities in the radio industry, the company maintained several exhibits in various parts of the Palace; the principal display being on the main floor. This exhibit carried a background of exceptional beauty with the furniture and decorations in complete harmony with the products shown. Among the Radiolas on display were the Super-heterodyne, Regenoflex, X, VIII, III-A, III, Brunswick-Radiola 360, Brunswick-Radiola 160 and the Radiola balanced amplifier. Another instrument shown was a very handsome Italian Renaissance model with a Radiola super-heterodyne and a large panel showing all the parts used in the super-heterodyne which attracted wide attention.

On the second floor of the Palace, the WJZ broadcasting studio, owned and operated by the Radio Corp. of America, maintained attractive quarters and many broadcasting programs were presented by the studio during the show. In another section on the second floor the high-power division and the marine and trans-oceanic services of the Radio Corp. were featured by separate exhibits, which were keenly appreciated by radio enthusiasts. George H. Clark, exposition director of the Radio Corp. of America, was in charge of all the exhibits and he also directed personally the radio broadcasting programs.

De Forest Radio Co.

Dominating the booth devoted to its receiving sets the new De Forest five-tube D-14, in its handsome burl walnut cabinet, self-contained loud speaker, batteries and loops, attracted the attention of the trade and public. The De Forest Radio Co. also exhibited the popular D-12 and the new De Forest loud speaker. A unique feature of the exhibit was a mirrorscope directly connected to a set that enabled the radio fans to "see" the waves carrying a program from one of a dozen or more broadcasting stations. Another De Forest booth was exclusively devoted to Audion tubes. This exhibit was educational in character, showing the evolution of the vacuum tube to its present state of efficiency.

Brunswick-Balke-Collender Co.

Brunswick-Radiolas were displayed in an artistic exhibit, prepared under the direction of Harry A. Beach, Eastern sales manager of the Brunswick phonograph division. Among the Brunswick-Radiolas on display were models 360, 100, 260, 160, 30 and 35, and these popular instruments were the center of attraction during the week. Visiting dealers were particularly impressed with the artistic cabinet designs, and the many exclusive features that characterized the Brunswick-Radiola line as a whole. Assisting Mr. Beach at the exhibit were H. Emerson Yorke, Geo. A. Lyons, Mrs. Haenle and the members of the sales staff.

Sonora Phonograph Co., Inc.

The Sonora Phonograph Co., Inc., presented a comprehensive display of the various products manufactured by the company, including a Marquette console, radio adaptable; the Touraine console, radio adaptable for the Federal 135 set; the model 241 Sonoradio combination; Sonoradio 242 combination with the new metal panel that will be announced shortly; the popular Sonora radio speaker and the Sonoradio reproducer as a separate unit. R. H. Meade, assistant advertising manager of the company, was in charge of the exhibit, and C. C. Henry, radio engineer, was also present.

Th. Goldschmidt Corp.

N & K products, made by the Th. Goldschmidt Corp., New York, were attractively featured in a booth which utilized a scene in a living-room as its background. Among the products displayed were N & K loud speakers and head phones and the N & K phonograph unit, which attracted considerable attention. J. B. Price, in charge of sales and advertising for the Th. Goldschmidt Corp.'s radio division, was on hand throughout the week, assisted by Harry Kamen.

Adams-Morgan Co.

The Adams-Morgan Co., Inc., Upper Montclair, N. J., manufacturer of the Paragon radio receiving set, sponsored the first public display of the company's new models consisting of two, three and four-tube sets. A great deal of interest was evinced in the fact that the new Paragon sets employ only a one-dial control, and, therefore, lend themselves to simplicity of operation. J. B. Renwick, Jr., general sales manager of the company, was present at various times during the show; Harry L.

(Continued on page 981)

Third National Radio Show

(Continued from page 98e)

Welker, New York and New England representative, being in charge of the exhibit.

Adler Mfg. Co.

The feature of the Adler Mfg. Co.'s exhibit was the first presentation of the Royal loud speaker and it attracted wide attention. Among the other products displayed were the Royal neutrodyne five-tube sets, Nos. 201-A and 199, and a "high boy" model, consisting of a handsome cabinet with the Royal neutrodyne equipment. There were also shown several models of the Royal phonograph-neutrodyne combination, and Lambert Friedl, general sales manager of the company, was kept busy meeting his many friends. Among those in attendance at the exhibit were Walter Brunner, S. W. Lukas, Nicholas Friedl and Allan Strauss.

Music Master Corp.

The familiar mammoth model of the Music Master horn again towered over the display of the Music Master Corp., of Philadelphia, on the main floor of the show. Sumptuous furnishings attractively set forth the various horn models of the Music Master line, as well as the new cabineted Music Master loud speakers. Walter L. Eckhardt, president of the company, spent several days at the show and the exhibit was under the capable direction of Herman A. Smith, Eastern representative of the Music Master Corp.

R. E. Thompson Mfg. Co.

The popular Thompson neutrodyne receivers and Thompson speakers were shown in one of the most attractive exhibits in the exposition. The new Thompson Parlor Grand and Concert Grand attracted considerable attention, and the lighting effects in the booth made it one of the show places of Grand Central Palace. The booth was under the direction of W. L. King, Eastern representative of the Thompson Co., in conjunction with its Eastern distributors, Gilbert-Keator Corp., Herbert John Corp., D. W. May, Inc., and Steelman, Inc.

Freed-Eisemann Radio Corp.

All of the new Freed-Eisemann models were artistically displayed and attracted considerable attention. Among the models on display were the new N R 12, four-tube set; the N R 6, five-tube standard set; the N R 20, an elaboration of the N R 6, and the F E 150, a handsome console designed with a built-in loud speaker to accommodate the five-tube set. There was also shown the special four-tube panel designed for models 215, 400, 405 and 410 Victrolas. Leo Freed was in charge of the exhibit, assisted by P. Stern, advertising manager of the company. Due to overexertion on the golf links, "Jesse" James could not be present to meet his many friends in the trade.

Eisemann Magneto Corp.

The many distinctive characteristics of the new 6 D Eisemann radio receiving set were interestingly explained at the handsome booth of the Eisemann Magneto Corp., Brooklyn and New York, manufacturer of this set. The background for displaying the set was ideal, lending dignity and refinement to the entire exhibit. The new 6 D Eisemann set comprises a new circuit, and T. E. Kennedy, sales manager of the company, gave the dealers and the public an adequate idea of the set's possibilities. Assisting Mr. Kennedy at the exhibit were J. H. Mayforth, assistant sales manager; J. H. Hannon and J. B. Crowley, of the sales force.

Magnavox Co.

The first public presentation of the Magnavox radio receivers occasioned wide interest, and the Magnavox booth was crowded throughout the week. The instruments displayed comprised the Magnavox sets No. T R F-50 and T R F-5. There were also on display a complete line of the popular Magnavox loud speakers, including the well-known M 4. Working models of the new Magnavox tubes attracted considerable attention, and the technical features of the display included the interiors of the various sets. W. R. Davis, Eastern sales manager of the company, was in charge of the exhibit, assisted by J. C. Cushman, New York State representative; W. B. Spiegel, New York City representative, and E. M. Johnson, representative.

Ware Radio Corp.

The Ware Radio Corp., New York, manufacturer of the Ware neutrodyne receivers, featured three special models in cabinets designed by Orsenigo, which created considerable interest among those attending the show. In addition the regular models were displayed, including the Ware Type T three-tube neutrodyne, which has won great popularity throughout the music trade, Type TU installed in an upright cabinet and the Ware Type X. H. A. Earsy was in charge of the booth, assisted by E. Etzel. Among the officers of the company attending the show were Paul Ware, president, and Everet S. Fink, treasurer.

David Grimes, Inc.

David Grimes, Inc., exhibited its new Inverse Duplex Super Reflex receiver. This product, the invention of David Grimes, embodies some patented features that aroused marked interest. A laboratory model of the Grimes 3XP was shown. The booth, which was most attractive, ably described the merits of this receiving set through the use of a series of electrical illustrated signs which automatically described special features. The exhibit was under the direction of E. P. H. Allen, general manager of the company, assisted by Howard Wilby, R. J. Hendrickson, Norman Matthews and Clifford H. Klick.

Henry Hyman & Co., Inc.

Henry Hyman & Co., Inc., New York, manufacturers of Bestone radio receivers, distributed exclusively through the music trade, had a very attractive booth at the show, featuring its two models, the Imperial and the Aristocrat. In the center of the booth there was displayed an enlarged model of their Bestone V 60, which attracted wide attention. B. F. Muldoon, R. H. Linkletter, Murray Hyman, R. C. Byck, Sam Colbert and A. Rubin were in attendance during the show.

Sleeper Radio Corp.

The Sleeper Radio Corp., Long Island City, N. Y., manufacture of the Sleeper Monotrol, occupied an attractive booth near the main entrance of the Palace. The Type 54 Sleeper Monotrol was prominently displayed and attracted considerable attention among both the public and those members of the trade attending the show. Gordon C. Sleeper, president of the company; F. A. Klingenschmitt, vice-president, and H. C. Doyle, treasurer, were in charge of the exhibit at various times during the course of the show.

Audak Co.

Maximilian Weil, president of the Audak Co., manufacturer of the well-known Audak record demonstrator, had a display of his newest product, the Selectron. This product makes use of the amplifying horn of a talking machine for radio loud-speaking purposes, and it in no way interferes with the functions of the talking machine. Both the radio reception and talking machine records make use of the tone chamber of the talking machine. The trade and the public showed this display unusual interest, and several talking machine distributors noted the possibilities in the use of this product.

Emerson Radio & Phonograph Corp.

The Emerson Radio & Phonograph Corp. displayed the Phonoradio and four new Emerson Radiographs. These latter are all five-tube sets, two table models and two console types with enclosed horns. J. Greenwald, assisted by M. Levy and S. Glick, were in charge. The Emerson Radiographs proved of particular interest to talking machine dealers, and Mr. Greenwald reported the appointment of a number of dealers as Emerson Radiograph representatives as the result of his week's work.

Joseph W. Jones Radio Mfg. Co.

The Joseph W. Jones Radio Mfg. Co., with a double space, featured its complete line of parts in addition to showing a four-tube panel adaptable for any phonograph; a special "high boy" model designed by the company to accommodate this four-tube panel; a five-tube panel for Victrolas only, and a four-tube knock-down set. This was the first public exhibit of the company's products, and Col. S. H. Mapes, assistant to the president and general sales manager of the company, renewed acquaintances with many of his dealer friends. Assisting Col. Mapes at the exhibit were Messrs. Judson, Preston and Crawford.

Bristol Co.

The five new models of the Bristol Audiophone, manufactured by the Bristol Co., Waterbury, Conn., were featured at the exhibit of this company. The new line also includes one cabineted loud speaker, known as Model "C," besides four horn models. There was also Shown in the Bristol Audiophone attachment for the talking machine and the Bristol one-stage amplifier. A new Bristol product had its initial display at the show. This was a loud speaker tester for the dealer. The exhibit was under the immediate supervision of C. W. Williamson, New York manager. W. H. Bristol, president of the company; H. L. Griggs, general sales manager, and J. B. Kelsey, assistant sales manager, were present during the course of the show.

Newport Radio Corp.

The Newport Radio Corp., New York, manufacturer of the Newport radio receiving sets, occupied a handsomely decorated booth for the display of its various models, which included the Bruce, Georgian and Patrician, the latter being an upright cabinet with a built-in loud speaker, of period design and finished in walnut. R. H. Gransen, president, and T. B. Campbell, treasurer, were in charge of the exhibit.

A-C Electrical Mfg. Co.

The A-C Dayton radio products were shown in a booth in which the A-C Dayton XL5 receiving set had a conspicuous position and it was viewed with interest by the trade. The booth was under the direction of C. F. Eminger, sales manager in the Eastern territory, assisted by Albert H. Thomas, New York representative.

Dynamotive Corp.

The Dynergy set, which receives its power from the electric light circuit, was attractively displayed on the main floor of the Grand Central Palace. As in previous shows this set attracted much attention. A feature of the exhibit was a new cabineted model of the Dynergy set, which was set forth under canopy and a velour hanging background. This provides an attractive art console model, which has a built-in loud speaker. A. Levenberg, general manager of the Dynamotive Corp., New York, was in charge of the exhibit, assisted by Nat Wissman, general sales manager. Samuel P. Levenberg, inventor of the Dynergy receiver, was also present and answered many technical questions regarding this set.

Thermiodyne Corp.

This company, which was formerly known as the Shepard-Potter Co., Plattsburg, N. Y., displayed the Thermiodyne six-tube set, which has been widely advertised nationally and through the newspapers. The exclusive features of this set were adequately explained by the members of the company's staff in attendance, including Robert Monpere, laboratory expert, and M. J. Gordon. Leo Potter, president of the company, was a frequent visitor at the exhibit.

Radiolamp Co.

The Radialamp, the combination library lamp and loud speaker, had an attractive exhibit on the main floor of the Grand Central Palace. A large replica of this lamp dominated the display. Other lamps were attractively displayed in frames. R. B. Wheelan, president of the Radiolamp Co., was in charge of the exhibit, with the assistance of his sales staff.

Rader Appliance Co.

"Run-A-Radio," the battery eliminator, was shown in a booth which attracted the attention of many radio enthusiasts. A new product for "B" batteries only was demonstrated for the first time. J. C. Hindle, sales manager of the Rader Appliance Co., was particularly pleased with the interest shown in his firm's product. Mr. Hindle was assisted by J. L. Jatlow and S. Stern, of his engineering department.

Kor-Rad Co., Inc.

The Kor-Rad Co., Inc., New York, displayed the Lafayette five-tube neutrodyne in two models, the K-25 and K-60. The Lafayette reproducer was also exhibited. John Berngott, treasurer of the company, was in charge of the booth. Those in attendance during the show included Ogden Killmer, manager; John Bassett, Harry Barnett, Milton Kramer, Paul Petersen, Harold Bell and William Kennedy, metropolitan salesmen.

Amsco Products Co., Inc.

The Amsco Products Co., Inc., New York, manufacturer of the Melco Supreme radio receiving set and Amsco radio products, had a large booth on the main floor in which it displayed its Melco Supreme four and five-tube sets and various parts manufactured by the company. B. H. Price, president of the company; Chas. Hardy, treasurer; P. A. Birnbach, New England representative, and E. F. Duskis, Western representative, were in attendance. Sam Kavesh, general representative, was in charge of the booth.

Musical Products Distributing Co.

The Federal-Danersk radio set, a new specially designed product, made solely for the Musical Products Distributing Co., was the center of attraction in a handsome double booth maintained by this company. This set attracted the attention of jobbers, dealers and the public, and the cabinet work in particular won enthusiastic praise. Another feature of the exhibit was an electric sign flashing at intervals and giving timely publicity to the Atwater Kent-Pooley Co. The Musical Products Distributing Co. is a jobber of many well-known radio products and among the lines on display were Kennedy and Federal sets, besides various accessories. B. D. Colen, president of the company, was in charge of the exhibit, assisted by Emil Schenkel, director of sales and publicity, and C. D. Jourdon, manager of the company's radio department.

American Radio & Research Corp.

The American Radio & Research Corp., of Medford Hillside, Mass., was present with a large and attractively fitted display in the center of the main floor. The entire Amrad line was shown, including both old and new models. The familiar Amrad Inductrole continued to draw much attention. Of particular interest was the premiere New York showing of the new Amrad neutrodyne sets housed in the Cabinette, Jewel and Console models. This new set, licensed under the Hazeltine patents, is of the neutrodyne circuit with five tubes, but has only two dials, rather than the familiar three. H. J. Powers, president of the company, visited the exhibit, as well as H. M. Taylor, advertising manager, and General Manager Gage. The exhibit was under the immediate supervision of L. P. Naylor, general Eastern sales manager, who was assisted by W. D. Barnes, sales manager in charge of the Philadelphia territory.

Teletone Co. of America

An attractive exhibit was shown by the Teletone Co. of America. Attention was attracted to its booth by multi-colored electric signs and its Tudor period models. The exclusive features of the sets and the attractive manner in which they are encased in cabinets aroused no little attention. The booth was under the direction of Richard Spira, the president of the company, assisted by Miss Alva Spira and F. K. Haynes.

Capitol Distributing Co.

The Capitol Distributing Co., Inc., radio wholesaler, New York City, attractively displayed a number of the lines it distributes on the main floor of the Palace. This display featured the Dynergy, Murdock and Ambler-Holman receiving sets, Charmitone loud singers and Burns radio reproducers, Bright Star dry batteries and Philco storage batteries were also shown. Ira Green, president of the company, directed the exhibit, and George Seiffert, sales manager, and A. Mayer, advertising manager, were also on hand. Manufacturers whose lines were displayed at this exhibit made it their headquarters. A. A. Holman, of the Ambler-Holman Co., and A. S. DeVeau, New York representative of the William J. Murdock Co., were present on the opening night.

Splitdorf Electrical Co.

The Splitdorf Electrical Co., Newark, N. J., manufacturer of the Splitdorf five-tube radio set and other radio products, featured the set in a cabinet designed and manufactured by the Pooley Co. Another attractive cabinet design was the Irving model. Included in the display were the head phones, phonograph units, loud speakers, knock-down sets and other products manufactured by the company. M. W. Bartlett, president of the company, and E. A. Kelley, treasurer, were present at the exhibit during the show. E. R. Hodges, executive-engineer, was in charge of the display.

Radio Industries Corp.

Radio Industries Corp. exhibited its Tropadyne super radio circuit kits in a booth that proved a lure to amateurs and radio enthusiasts in general. The Rico concert grand speaker also aroused attention. The exhibit was under the direction of B. Gould, president of the company.

Del'Marmol Radio Phonograph Co.

The Del'Marmol Radio-Phonograph Co., of Philadelphia, exhibited for the first time in New York the new Del'

(Continued on page 168)

The DAY-FAN Line

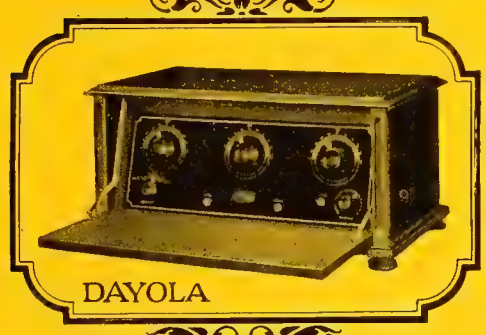
There is a DAY-FAN *set for every home*

DAYRADIA

OEM

The OEM-7 four tubes, $98.00

The OEM-11 three tubes, $90.00



DAYOLA

The DAYRADIA complete (except tubes) with A & B batteries and special silent, built-in recharging equipment.....$225.00

The DAYOLA with B battery compartment.....$125.00

DAYCRAFT

The DAYCRAFT with built-in phonograph loud speaker and B battery compartment.....$160.00

DAYTONIA

The DAYTONIA complete (except tubes) with A & B batteries and special silent, built-in recharging equipment.....$285.00

EVERY set, regardless of price, has that important and distinctive DAY-FAN achievement

ALL DIAL SETTINGS THE SAME FOR EVERY SET, EVERYWHERE, ON EVERY ANTENNA

You don't have to log DAY-FAN sets. A complete list of all stations with corresponding dial settings for the wave length is given with each set. Simply turn the pointers to desired station—and listen in.

There is a model for every taste and purse, and each one embodies the same remarkable qualities of tone, volume, selectivity, simplicity of operation and beauty which distinguish the DAY-FAN OEM Receivers.

Write for literature

The DAYTON FAN & MOTOR CO.

Manufacturers of High-Grade Electrical Apparatus for more than 35 Years

DAYTON, OHIO.

Two sales in one for dealers who carry the RCA 3-A Set or the Crosley Trirdyn 3R3

In a few brief months the radio business has come to the same point that it took years for the talking machine business to reach.

High-grade phonographs are sold in high-grade cabinets.

So it is with the better radio receivers.

Sell the RCA 3-A and the Crosley Trirdyn 3R3 in these substantial cabinets and you make **two sales instead of one.**

Your turnover is doubled and up go your profits.

For interested dealers we have the most timely proposition of the year.

"QUALITY PRODUCT AT LOW LIST AND LONG DISCOUNT"

Special "R-5" Cabinet for the RCA 3-A Set

"R-5" Cabinet Open

Two-tone mahogany or walnut finish

Enabling the dealer to retail the complete outfit consisting of Radio Set, Cabinet, Loud-Speaker Unit, Ear Phones, Tubes and Batteries at $150.00 with a handsome margin of profit.

The Only Cabinets

Accommodating these sets with built-in loud-speaker horn of sound-board spruce bell.

(a) *Projecting the sound* out of the top of cabinet—

(b) *With the lid deflecting* the sound waves forward—

(c) Producing head-phone quality in loud-speaker volume.

The "R-6" Cabinet for the Crosley 3R3

"R-6" Cabinet Open

Two-tone mahogany or walnut finish

The set occupies the accepted and convenient slanting position. Ample space for batteries and charger. No corrosion—a gas-fume-tight partition separates the battery compartment from the set itself.

Binding posts in both compartments take care of all connections.

MANUFACTURERS PHONOGRAPH COMPANY, Inc.

GEO. W. LYLE, President

95 Madison Avenue **New York**

ZENITH RADIO

TRADE MARK

$550

The New 6-Tube Super-Zenith

(Non-regenerative)

Other Models $95 to $350

A Fixed Policy • that means real profits for Zenith Dealers

To make real money with radio, a music merchant must handle sets that sell readily, require a minimum of service, give permanent satisfaction, offer a liberal margin of profit. Zenith—made ***by*** music men, ***for*** music men, at a music man's ***discount***—completely meets these needs. Observe this parallel:

Your Needs • • •

1—A product that conforms unfailingly to standards of the highest excellence.

2—A product that can be depended on to set the pace in radio advancement.

3—A line wide enough to fit any prospect who really wants radio results.

4—Radio sets that look to be worth every dollar you ask.

5—Assurance against price-cutting.

6—A fair and equitable discount.

7—Extensive national advertising.

What Zenith Offers • • •

1—In point of performance, receiving sets of supreme distinction—witness Zenith's record with MacMillan at the North Pole.

2—Leadership in radio engineering sensationally witnessed in the new and distinctive Zenith circuit, Zenith tuning control, Zenith battery eliminator, Zenith duo-loud speakers.

3—Seven models, headed by the Super-Zenith shown above and ranging in price from $95 to $550.

4—Such artistry of design, such finished craftsmanship, that Zenith models hold equal place, in point of beauty, with the finest musical instruments in the merchant's store.

5—The absolute restriction of the Zenith franchise to legitimate merchants of real standing in their respective communities.

6—A margin amply sufficient to permit the dealer to render generous service and at the same time to make a handsome profit. And—one discount only, ***the same to every dealer.***

7—Powerful and continuous advertising in the leading national magazines and radio publications—which, in conjunction with Zenith's unique publicity, makes Zenith the most widely advertised radio on the market.

ZENITH

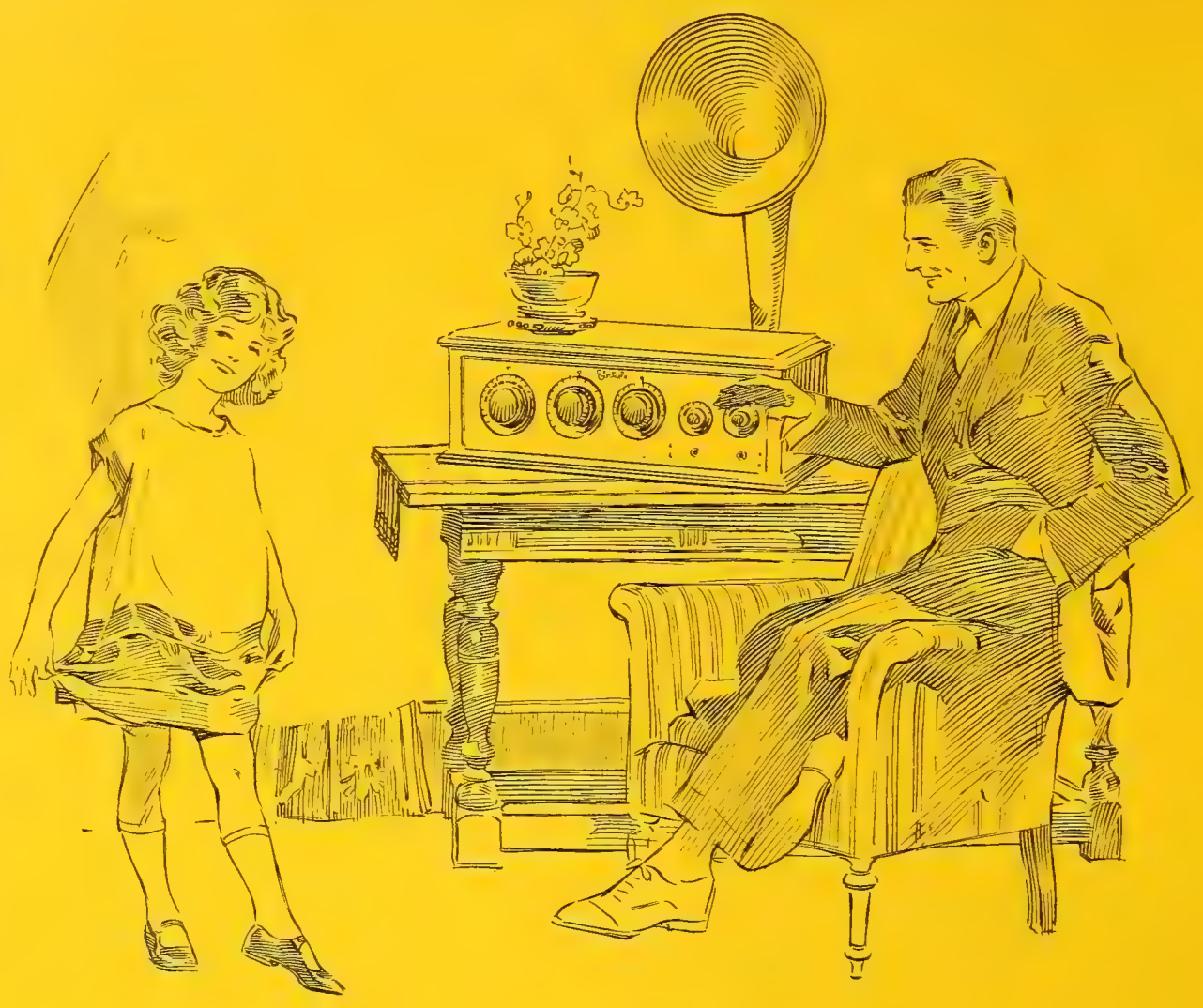
—the exclusive choice of MacMillan for his North Pole Expedition—Holder of the Berengaria Record

Within the past sixty days hundreds of the best-known and most aggressive music merchants have been quick to enlist under Zenith's banner. A few territories are still open—but—they are going fast. Wire about yours—today.

Zenith Radio Corporation, McCormick Bldg., Chicago

ElectrolaStandard a five-tube tuned radio receiver of great volume and tone beauty, $100.00.

Electrola Grand with self-contained loud speaker and battery compartments, $150.00.



"Our House Is Filled With Music"

When Electrola comes into the home, it brings into it something more than a fine radio receiver.

It brings such stunning and sonorous volume that, when desired, the whole house will be flooded with the rhythmic crash of the dance music, the boom of the drum, the silver jangle of the cymbals. Yet it brings also such sensitiveness that no slightest whisper will be lost of the voice of the orator, a thousand miles away.

Electrola is a five-tube tuned radio frequency circuit which does not employ or require the use of neutralizing condensers, potentiometers, or any such device to prevent oscillation. The stability is in the circuit itself, and not in any external balancing device.

Electrola is easily tuned and has the minimum number of controls. It can be used on any outdoor or indoor aerial.

Every piece of apparatus used in this receiver is made in our own factory and specially designed by us. This is not an assembled set made up of one part made here and another part made there. This is a set in which every part is made by us, and so we know all about the quality that goes into this receiver.

Electrola is, of course, a long distance receiver of great selectivity, and covers the broadcasting range of 250 to 550 meters.

Its distinctive characteristic is its sound-beauty, which has caused it to be called "The Symphony Orchestra of Radio."

Its next characteristic is its remarkable volume, accompanied by distance, range and great selectivity.

Talking machine dealers prefer Electrola because it is a musical instrument, giving their customers the same high quality service as a grand piano of standard make. The remarkably low price makes Electrola a quick seller—the liberal discounts make the Electrola line a profitable one to carry. Territories now being assigned—write, call or wire for full particulars.

THE AMERICAN SPECIALTY COMPANY

America's Oldest Manufacturers of Radio Parts

168 HOLLAND AVENUE, BRIDGEPORT, CONN.

Electrola

The Symphony Orchestra of Radio

Beauty—Volume—Quality—Low Price

Pittsburgh Retailers Turn Attention to Sales Promotion Plans for Holidays

Passing of Election Brings Feeling That Trade Conditions Are Due for Improvement—Joseph Horne Co. Displays Prove Effective "Salesmen"—New Lines Added—Changes in Standard Co.

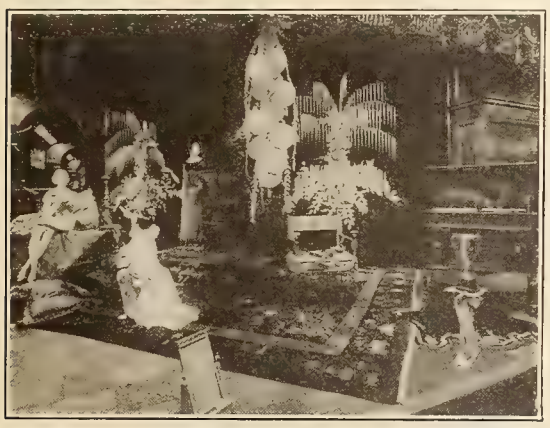
PITTSBURGH, PA., November 8.—With the election past and the glamour of campaign festivities history, the talking machine and radio dealers here have turned their attention toward the promotion of their businesses. Now the "decks are cleared for action" and there is a general feeling among distributors and retailers that from now on business will improve.

Bright Victor Outlook

At the Standard Talking Machine Co., Victor distributor, it was stated that the outlook for business is excellent. The general view of the jobbers is to the effect that retail dealers' stocks are rather low and that many of them have been doing business on a "hand-to-mouth basis." Now, with every indication of a brisk demand for talking machines, it is the opinion of the jobbers that the retailer should see that his stock of talking machines and records is in keeping with the demand that is bound to come.

Artistic Window Display

One of the most attractive window displays that have been seen in the show windows of any merchandising establishment of this city was



Attractive Window of the Joseph Horne Co.

that which recently occupied the store front of the Joseph Horne Co., Brunswick dealer. The accompanying illustration gives an idea of the beauty of the display. A black velvet drapery forms the background, with a mirror in a gold filigree frame hanging in the center. A Brunswick-Radiola occupies the center of the display, directly in front of the mirror, standing on a platform which is covered with a beautiful Chinese rug. A model dressed in a dark red velvet gown stands to one side. At each side of the instrument there is a gold-leaf tree with orange chenille sprays.

New Edison Agencies

A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributor, reports the outlook for the Fall and Winter season for the Edison line as very satisfactory. Three new Edison dealers have been added to the list of Edison retailers served by the Buehn Co. They are the Navenshegg Music Co., Conemaugh, Pa.; Aaron Furniture Co., Brownsville, Pa., and J. P. Perlman, New Castle, Pa.

Hardwick Music Co. to Incorporate

Application for a Pennsylvania charter will be made on December 1 by Mary T. Hardwick, Joseph E. Hardwick and Roy Cunningham, of Uniontown, Pa., for a corporation to be known as the Hardwick Music Co.

Standard Co. Is Featuring Radio

The Standard Talking Machine Co. has a showroom on the second floor of its large building set aside for the display of the radio outfits that are sold in connection with the Victrola. The Federal and Freed-Eisemann radio receivers are also on display.

Successful Business Trip

J. L. DuBreuil, manager of the Pittsburgh Phonograph Distributing Co., Sonora phonograph, Sonoradio and Vocalion record distributor, reports a very satisfactory volume of business for the three lines. Mr. DuBreuil, in company with J. A. Endres, who is associated as traveler with the company, returned from a business trip to northwestern Pennsylvania. Both Mr. DuBreuil and Mr. Endres stated that business conditions were much improved. As a result of their trip a full line of Sonora phonographs and the Sonoradio will be handled by the Frew Furniture Co., of New Castle, Pa., which has a modern and up-to-date department. They also secured the firm of W. C. DeForeest & Son, of Sharon, Pa., to handle the Sonora line, as well as the Miller Furniture Co., of Oil City, Pa.

Another firm which has taken on the Sonora and Sonoradio lines is George Solberg, of Jeannette, Pa.

Personnel Changes at Standard Co.

J. O. Callander has been placed in charge of the radio service department recently installed by the Standard Talking Machine Co. He is an expert in the radio line and is able to confer and advise with dealers in an intelligent manner relative to the radio-Victor installations.

E. A. Ferguson, for the past five years connected with the Standard Talking Machine Co., resigned to accept a position with the I. T. Holland Co., of Cumberland, Md. On leaving Pittsburgh, Mr. Ferguson was tendered a testimonial dinner by his former Standard associates, who wished him unbounded success in his new field of labor.

Player-Tone Co. Busy

"Our business is increasing right along and there is every indication that sales for the Fall and Winter seasons will be larger than ever," was the statement of I. Goldsmith, president of the Player-Tone Talking Machine Co., with offices at 632 Grant street. Mr. Goldsmith emphasized the fact that the Player-Tone "talker" and radio combinations, which are equipped with four and five tube sets, are proving "very brisk sellers."

Employes' Association Ball

The Eureka Stores Employes' Association, of the Eureka Stores, Windber, Pa., Victor dealers, held their annual masquerade ball in the Recreation Hall on October 28. More than 200 of the employes and their friends participated. The first prize was awarded to Mr. and Mrs. Ward Crist, who impersonated "Mr. and Mrs. Jiggs."

Ad Drive on Brunswick-Radiola

The Kaufmann & Baer Co. featured the introduction of the Brunswick-Radiola in its large store by an extensive advertisement in the daily newspapers. J. C. Wilson, manager of the talking machine department, stated that the demand for phonographs and records is improving.

The Esenbe Co. in New Home

The Esenbe Co., conducted by Swartz & Buehn, which was located at 37 Water street, is now located at 909 Penn avenue. The firm is exclusive wholesaler in the Pittsburgh district for the Colin B. Kennedy equipment, Atwater Kent equipment, Pooley radio cabinets and Jewel and Oro-Tone portable phonographs.

Satisfactory Music Master Sales

Frank Dorian, manager of the local offices of the Music Master Corp., stated that sales for October were away ahead of October of last year and that the outlook for future business was "exceedingly bright." Mr. Dorian returned from a visit to the general offices at Philadelphia, where he was in conference with Walter L. Eckhardt, president of the corporation.

News Gleanings

Announcement has been made by Pomeroy's, Inc., of Harrisburg, Pa., that it has purchased the entire Victor stock of the P. M. Oyler Co., of Harrisburg, and secured the Victor franchise. The Pomeroy Co. for some time past has been handling the Brunswick and Cheney.

George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Piano Co., stated that "the outlook for a brisk Victor business was never better."

H. C. Niles, of the Starr Phonograph Co., reports very satisfactory sales of Starr phonographs and Gennett records.

QUALITY RECORD
Pressing
SANDERS, Inc.
SPRINGDALE, CONN. Near Stamford
Telephone Stamford 3980

Exclusively Wholesale Service in the
PITTSBURGH DISTRICT

Colin B. Kennedy Equipment
Atwater Kent Equipment
Pooley Radio Cabinets
French Ray-O-Vac Batteries
Exide Storage Batteries
Gold Seal Homchargers
Music Master Loud Speakers
Weston Radio Plugs
Pennsylvania Radiophones
Brach Antenna Sets

Jewel and Oro-Tone Portable Phonographs

ESENBE CO.
SWARTZ & BUEHN
909 Penn Avenue Pittsburgh, Pa.
Catering especially to music dealers

1925 Advance
~featuring the
PhonoradiO

"VERDI"

In the PhonoradiO we offer the greatest selling opportunity of the year. It is one instrument that suits every taste. Both radio fan and music lover welcome this wonderful instrument.

The PhonoradiO is the ideal combination of phonograph and radio. It takes the music—the voices—the news out of the air, or makes the great artists of the past repeat their inspired moments. The PhonoradiO changes from radio to phonograph without attachments or detachments. It is one instrument that brings to the home all the great music of the past and present.

The PhonoradiO is the Complete Entertainer

The combination of famous makes of radio with the new Emerson Phonograph means the best of entertainment always. It is one instrument that suits every mood and every fancy. Often there comes a longing to hear one of the old-time songs—or to hear the opera when it is not "on the air." Then nothing can take the place of the phonograph. Or when over the radio you hear a catchy melody, it is a satisfaction to know that you can get a record and hear as many encores as you wish. Also, when radio concerts do not happen to strike your fancy, it is pleasant to hear again the music you love at the touch of a lever from the phonograph.

"MOZART"

"WAGNER"

Announcement

Three new console models—*Each one* equipped with new full-floating "Music Master" Horn

Nothing can take the place of Radio
Nothing can take the place
of the Phonograph

Each has its place. The Phonograph not only gives all the music of the past—but is the only means of hearing again the golden voice of Caruso and other great artists who have passed on. The Phonograph is the only instrument that immortalizes the voice of the artist. The Radio is the only instrument that enables people thousands of miles apart to hear a great speaker as he speaks—to listen in on a convention—to dance to an orchestra while it plays.

The PhonoradiO, therefore, has the greatest possible selling appeal to the greatest possible number of people because this one instrument gives all that the Phonograph and all that the Radio can give.

Three Propositions Concentrated on Three Console Models

Besides offering you a better deal this year—we have focused all our resources into offering you three definite propositions on three console models that cover the whole buying demand.

Proposition No. 1

The PhonoradiO. By far the greatest demand will be for the PhonoradiO, the ideal combination of the new Emerson Phonograph and Radio. The PhonoradiO is offered in three console models—the Mozart, Verdi, and Wagner with option of 4 Tube Federal Non-regenerative or 5 Tube Howard Neutrodyne. The PhonoradiO is the only combination equipped with the famous 5 Tube Howard, Coast to Coast Neutrodyne Panel.

Proposition No. 2

The new Emerson Phonograph—equipped for radio installation. This is offered in Mozart, Verdi and Wagner console designs. This includes the Duo-tone Controlla, Music Master Horn and loud speaking unit, battery compartment (with rubber mat) and rear door, also binding posts for antennae and ground connections. These consoles have all the features of the PhonoradiO except the set itself. You can readily see the opportunity for selling proposition to people who already have a radio or who have a preference for a certain set.

Proposition No. 3

This is, of course, the new Emerson Phonograph in Mozart, Verdi or Wagner Consoles. Each of these phonographs is manufactured so radio may be installed at any time, but the models are *not* equipped with the Duo-tone Controlla, loud speaking unit or antennae and ground connections. Battery compartment is obtained by taking out the removable record shelf. Cover on upper left side of console is separate with trimmings, including automatic lid support and a finished panel is shown on inside. Radio can be installed into this panel at any time.

WASMUTH-GOODRICH COMPANY, *Peru, Indiana*
Manufacturers of the PhonoradiO and Emerson Console Phonographs

Representatives of Wasmuth-Goodrich Company:
H. J. BLIGH, *Eastern Sales Representative*, 114 Chambers St., New York City
T. W. HINDLEY, *Central States Sales Representative*, Care of Wasmuth-Goodrich Co., 1022 Republic Building, Chicago, Ill.
L. W. FREEMAN, *Southern Sales Representative*, Box No. 250, Atlanta, Ga.
L. K. MARKEY, *Pacific Coast Representative* 180 New Montgomery St., San Francisco, Cal.

New PhonoradiO Features

1. THE MUSIC MASTER HORN, full floating is an exclusive feature of the PhonoradiO. It is the horn nationally advertised for radio amplification. Made of straight-grained spruce—the violin wood of the famous Stradivarius it gives both to the radio and phonograph that rich resonance and purity of tone that delights the musical ear. This full floating horn hangs suspended in perfect balance wholly free from contact with the cabinet—a feature of the utmost importance. The tone chamber is of cast aluminum, noted for freedom from blast or distortion. Remember no other phonograph radio combination has this feature.

2. DUO-TONE CONTROLLA. This is a patented feature of the PhonoradiO that makes it possible to change from phonograph to radio at the touch of the finger.

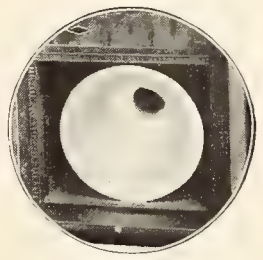
3. DECORATIVE COPPER SCREENED GRILL in front of horn.

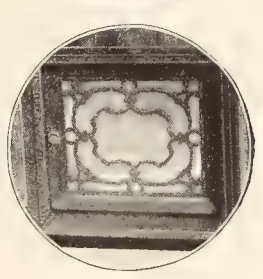
4. DISAPPEARING DROP DOOR. The door in front of horn drops vertically and disappears under Music Master Horn Chamber.

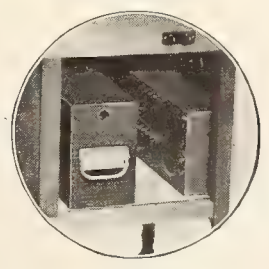
5. REAR BATTERY DOOR. On all PhonoradiO models and also on consoles equipped for radio installation, a door at the rear offers easy access to battery compartment.

These and many other features, such as improved automatic stop, flat top with automatic supports—Heineman guaranteed motor, velvet turntable covering assures you that in the PhonoradiO you have an instrument that will impressively convince any customer that it is the greatest value in the country.

Radio used comes to you fully guaranteed by the manufacturer







Think over these three propositions

Can you think of anything anywhere that offers you such unlimited sales opportunity in such a concentrated form?

There are only three console designs to stock. Yet these designs offer you PhonoradiO—Emerson "Specials for Radio Installation"—or Emerson Phonograph.

In the new Emerson Phonograph you have the peer of any phonograph in the world.

In the Federal and Howard Neutrodyne you have the peer of any radio. In the PhonoradiO Consoles—you have a value in dollars and cents that cannot even be touched anywhere else at the price.

Get busy to collect your profits.

Send Coupon for 1925 Special Offer on PhonoradiO

Wasmuth-Goodrich Co.,
Peru, Ind.

Gentlemen: Please send me details of your Special 1925 Offer on PhonoradiO.

Name.....

Address.....

Dinner to Introduce R. A. Weagant and W. H. Ingersoll

Howard W. Dickinson, of Geo. Batten Co., Host to Press Representatives at "Introduction Dinner" to New De Forest Officials

Howard W. Dickinson, vice-president of the Geo. Batten Co., one of the country's foremost advertising agencies, was the host to a gathering of newspaper and trade paper representatives at an informal dinner given on October 31 at Browne's Chop House. The Geo. Batten Co. is in charge of the advertising program sponsored by the DeForest Radio Co., and Mr. Dickinson gave this dinner in order that the members of the "Fourth Estate" might become acquainted personally with Roy A. Weagant and Wm. H. Ingersoll, of the DeForest organization. Mr. Weagant has just joined the DeForest Radio Co. as vice-president and chief engineer in charge of technical activities, and Mr. Ingersoll, who has been a member of the DeForest forces since last June, in charge of advertising and sales, was recently elected vice-president of the company.

Mr. Dickinson, who is widely known in advertising and sales circles throughout the country, officiated as toastmaster and in a semi-humorous address told the guests present something of the personal qualifications of the two new vice-presidents and, seriously speaking, told briefly of the important and far-reaching plans for expansion which had been perfected by the DeForest Radio Co. As the first speaker of the evening, Mr. Ingersoll, who is a recognized authority in the sales and advertising fraternity, outlined his plans for the coming year and paid a tribute to the work of the Victor Talking Machine Co. in the talking machine industry. Mr. Ingersoll pointed out that the field for the proper distribution of radio products was unlimited and emphasized the points of similarity between the merchandising problems confronting both the radio and talking machine industries.

Dr. Lee DeForest, internationally famous as an inventor, made one of his characteristic addresses, replete with reminiscences and good cheer. Roy A. Weagant, who for many years has been prominent in the radio invention world and who is a leading figure in the industry, made an interesting address that was keenly enjoyed by all present. He stated that there were three epochs in radio, the first one being when radio was used for communicating with ships at sea, the second the adaptation of radio for communication with the business world and third, the use of radio as a medium for entertainment.

In addition to the members of the newspaper and radio press, there were also present at the dinner Theodore Luce, president of the DeForest Radio Co.; Arthur D. Lord, Wm. Ingold, vice-president of Pynchon & Co.; Wm. Buchsbaum, Barstow & Co.; Walter Darby, Darby & Darby; Gail Murphy, Geo. Batten Co., Inc., and H. G. Layton, of the De Forest Radio Co.

H. Kamen's Successful Trip

Harry Kamen, New England representative for N & K products, made by the Th. Goldschmidt Corp., New York, returned recently from a very successful trip through this territory. He succeeded in closing arrangements with the great majority of well-known jobbers in New England who are equipped to distribute N & K products, and his trip was marked by sales totals far beyond all expectations indicating the popularity of this line.

The Victor foreign language releases for November include records in the following tongues: Hebrew and Yiddish, Greek, Italian, Bohemian, Finnish, Lithuanian, German, Mexican, including Spanish selections recorded for Mexico, Norwegian, Polish, Slovak, Swedish, and Ukrainian.

THE THIRD ANNUAL

CHICAGO RADIO SHOW

COLISEUM, NOV. 18, 19, 20, 21, 22, 23, 1924

Cordially Invites All

MUSIC and RADIO DEALERS

To Attend

THE GREATEST EXHIBITION OF RADIO PRODUCTS EVER HELD

VERITABLY

"A RADIO WORLD'S FAIR"

200 Manufacturers Have Reserved Every Foot of Space

JAMES F. KERR, *General Manager*

Plaza Co. Introduces the "Regal" Portable

The Plaza Music Co., manufacturer of the well-known Pal portable talking machine, recently introduced a new model portable called the "Regal" which is being marketed at an extremely popular price. According to the sales department of the Plaza Music Co. the Pal portables are selling almost as heavily at this season as during the Summer months. With the presentation of the new "Regal" portable, the combined sales have increased materially. Many dealers who are already handling the Pal portable are also including the new "Regal" model in their stocks. The retail prices of each model will appeal to different pocketbooks, therefore, the inclusion of both models by dealers does not make a competitive problem. The Plaza Music Co. intends to continue its drive on portables throughout the Winter months. Last year the Pal sales achieved a remarkable total during the Winter months and the Plaza Co. expects, if anything, a further increase in the demand for these popular priced machines.

The "Regal" Portable

Newport Radio Receivers Popular With the Trade

The Newport Radio Corp., of New York, has been enjoying an excellent demand for its product in the talking machine field under the direction of its new president, Robert H. Granzen, who for a number of years was associated with the Brunswick Co. The attractive appearance of the receivers, combined with their selectivity, range and tone quality, has made a strong impression on the public, and the fact that the receivers are constructed with a subpanel base so that all wiring is hidden, appeals to the dealer who has found that this arrangement discourages meddling by buyers inclined to experiment.

The Newport radio receivers are manufactured in three styles designed to meet various demands, and are merchandised under a plan that is calculated to protect the interests of the legitimate dealer and promote good will between manufacturer and retailer. A widespread advertising campaign in the leading national publications has had the effect of bringing a substantial volume of new business directly to the dealers' stores.

Tom Drier hit the nail on the head recently in Forbes Magazine when he said: "The man whose only hold on his customers is that his prices are a shade lower than his competitor's has a mighty insecure business. The wise man makes his service superior, and then the price element drops down where it belongs."

ARISTOCRAT MODEL

The Bestone V-60 five-tube receiver in beautiful, distinctive, antique polychrome cabinet, with built-in high-grade loud-speaker and battery compartment.

List, $165.00

BESTONE V-60

The Aristocrat of Radio

A Xmas Gift that will Thrill, Satisfy and Serve

Sell the finest of all Radio Receivers for Xmas trade—the one every one knows as the peer of them all—THE BESTONE V-60.

Gives a new meaning to the word Radio.

The public knows there is prestige in Owning a Bestone V-60, and also knows there is philosophy in buying the best.

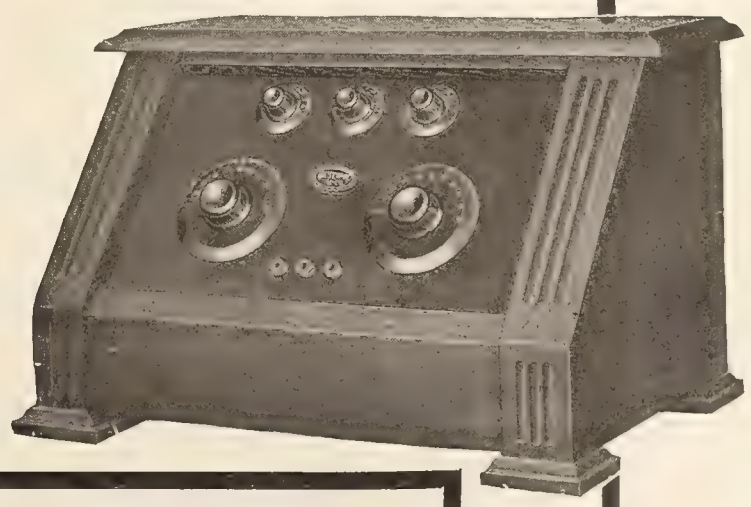
A piece of furniture worthy of the machine it contains.

Sold exclusively to the musical trade.

Manufactured, Guaranteed and Distributed by

Henry Hyman & Co., Inc.

476 Broadway NEW YORK — **212 W. Austin Ave.** CHICAGO



IMPERIAL MODEL

Bestone V-60 five-tube receiver, Imperial Model, in beautiful polished mahogany cabinet.

List, $115.00

Bestone V-60 receiver on panel for Victrolas and other phonographs. (five tube)

List, $85.00

SEE Opposite Page

It is a reproduction of a full page ad appearing in the Saturday Evening Post issue of November 8th.

The Speaker is a wonder—works on any radio set any other loud speaker works on, only it does it better.

The Q R S Mystery Speaker *is better*

NOTE THE TONE

Sold only through music merchants. Retail price will be maintained by every legal means. You avoid electric shop competition with the Mystery.

Note: Our advertising directs customers to Music stores only.

Write for discounts—you'll be surprised

THE Q R S MUSIC COMPANY

Jackson & Wabash Ave.

Department R CHICAGO, ILL.

This full page ad. appeared in the November 8th issue of the Saturday Evening Post

The NEW Mystery Radio Speaker

Sold on
Money-Back Guarantee
Through Music Dealers Exclusively

YOU don't have to walk on "tip-toe"—you don't have to watch your elbows to keep from knocking it over. The new MYSTERY Radio Speaker is compact and secure—small but artistic in appearance and performance.

Scientific construction with the *fiber reflex tone bell* gives it real volume and clear-cut, wonderfully sweet tonal quality.

Why the MYSTERY Speaker Is Sold Only Through Music Dealers

Radio is a musical instrument—it belongs in a music store, and that is the right place to make your radio purchases.

This, because the music merchant is a real judge of tone quality and bases his business on service. We sell the MYSTERY Speaker through the music trade exclusively because we believe that the music dealer is best equipped to select and serve you.

What's Back of the MYSTERY Speaker

The new MYSTERY Speaker is a product of the Q·R·S Music Company, with factories in New York, Chicago, San Francisco and Toronto, Canada.

For twenty-five years the Q·R·S Music Company has been making quality musical merchandise—the famous Q·R·S Player Rolls, favorably known and used all over the civilized world.

Regular Size $30, Complete
Extra Size $35, Complete

Canada Prices, $35 and $40

Clip and mail this coupon for full particulars of the Mystery Speaker.

The Q·R·S Music Co.
306 S. Wabash Avenue
Chicago, Ill.

Name .....

Address .....

.....

Town..... .....State.....

SEE THE MYSTERY SPEAKER AT YOUR MUSIC DEALER'S STORE

Campaigns on Ware Radio Products Widely Successful

Many Talking Machine Dealers Now Handling Line Distributed by Leading Firms

The Ware Radio Corp., New York, manufacturer of the Ware neutrodyne radio receiver, has been meeting with exceptional success in its sales and advertising campaigns throughout the talking machine industry, and numbers among its distributors some of the leading music houses of the country, such as Progressive Musical Instrument Corp., New York; Dalrymple-Whitney Radio Corp., New York; Cohen & Hughes, Inc., Baltimore, Md., Washington, D. C., Philadelphia, Pa., Pittsburgh, Pa.; Ohio Musical Sales Co., Cleveland, O.; Illinois Phonograph Co., Chicago, Ill.; Yahr & Lange Drug Co., Milwaukee, Wis.; New England Phonograph Distributing Co., Boston, Mass.; Lucker Sales Co., Minneapolis, Minn.; Commercial Associates, Inc., Los Angeles, Cal.; D. H. Holmes Co., Ltd., New Orleans, La.; Gibson-Snow Co., Syracuse, N. Y.; Kiefer-Stewart Co., Indianapolis, Ind.; Knight-Campbell Music Co., Denver, Col.; Kohler Distributing Co., San Francisco, Cal.; J. W. Jenkins' Sons Music Co., Kansas City, Mo.

Reports received from all over the country by the Ware Corp. indicate an energetic demand for its product. The type T three-tube neutrodyne radio receiver has won exceptional popularity throughout the music industry. The fact that this set retails at a price which puts it within the reach of practically every purse, combined with its satisfactory performance, has gone far toward establishing it in a unique position throughout the trade. The Ware type X four-tube Reflex receiver, possessing a greater range in power with one-tube Reflex, is enjoying proportionate popularity.

A. F. Beyer, talking machine dealer, San Antonio, Tex., recently moved his business from Commerce street to 318 Houston street, where he has leased a store.

THE REALLY SUCCESSFUL "B" BATTERY ELIMINATOR

FORDEC

$38.50

It's a wonder—rectifies both sides of the cycle with two standard ¼ ampere, 6-volt tubes—RCA, Cunningham or De Forest. Complete control of voltage—0 to 45 volts on the detector—0 to 140 on the amplifiers. Output sufficient to perfectly handle standard five-tube neutrodyne sets, or a super-heterodyne using the 199 tube and a C battery on the audio amplifier.

Transformer approved by the Fire Underwriters' Laboratories. Sturdily built—will last forever. Box is covered with acid-proof Fabrikoid.

For AC, 60 cycle, 110 volts, only. Not built for DC. Does everything claimed for it. Works on the detector tube as well as the amplifiers, Without hum. Wonderful on distance. Improves any set, and costs not over 3c a day to operate.

MOST IMPORTANT—you can use in the FORDEC B Battery Eliminator tubes which light but do not oscillate. Perfect tubes are not required for it. Think what a wonderful outlet this provides for the defective tubes which are so hard to have replaced!

Jobbers—dealers—write or wire for your sample and get started. Every demonstration of FORDEC means a sale.

Foreign and Domestic Electrical Commodities, Inc.

629-635 West 23rd St., New York, N. Y.

Western Office: 11502 Madison Avenue, Cleveland, Ohio

An Artistic Music Master Portfolio Sent to Trade

Philadelphia Manufacturers Issue Volume That Is Most Informative in Character

The Music Master Corp., of Philadelphia, has lately produced a Fall portfolio which ranks among the most imposing pieces of literature issued in the radio field. It is attractively illustrated, handsomely printed on super-calendered stock and bound with board covers. The frontispiece is entirely devoted to a large reproduction of the well-known Music Master horn, which is described as "The Musical Instrument of Radio." Thereafter follow a number of interesting articles covering merchandising of the company's products. The subject of the Music Master advertising campaign is dwelt upon in detail and following the story is a two-page tabloid of Music Master publicity and the circulation among various classes of people, the numerous national publications in which the Music Master horn is advertised and an analysis of the circulation into States, giving the population of the States and the number of people in each State making income tax returns. Pages are also devoted to descriptions of the farm and farm paper trade journal advertising being conducted by this company.

In addition to featuring the company's horn and cabineted speaker, the portfolio also describes and illustrates its head sets, phonograph attachments and loop aerials. Photographic reproductions are also given of the advertising cuts, folders, window and counter cards which are furnished to dealers as sales helps.

Thompson Co. Introduces Two New Radio Models

Two new particularly attractive models of neutrodyne sets are being introduced for the 1924-5 season by the R. E. Thompson Mfg. Co., Jersey City, which promise to create a great deal of interest in the minds of the radio buying public.

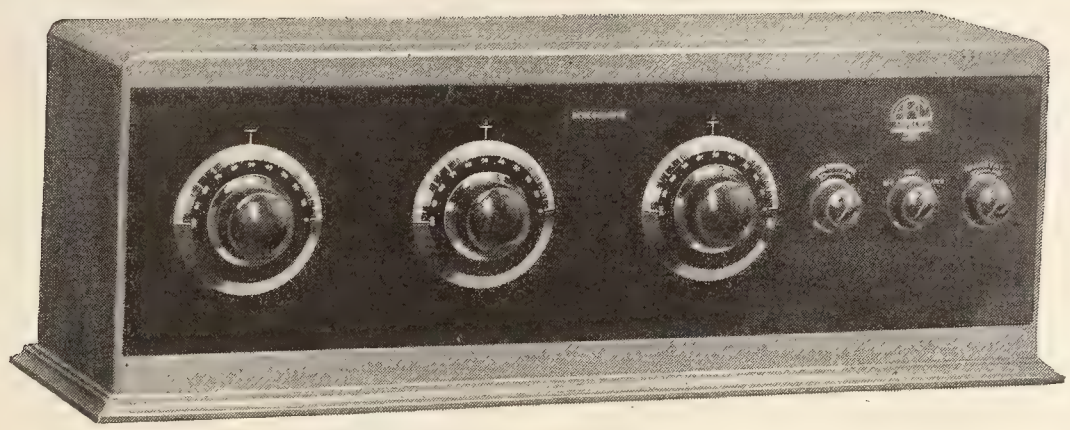
Concert Grand Neutrodyne, Model S70

In planning these two new models the Thompson organization decided to offer radio equipment which would prove particularly attractive in the home, and the result is that they now present two models known as "Parlor Grand" and "Concert Grand".

The "Parlor Grand" is a five-tube receiver, containing two stages of radio detector and two of audio frequency amplification. The "Concert Grand" model is a really de luxe radio receiver. It is designed for either dry cell or storage battery operation and is a six-tube set which comes in a two-tone mahogany cabinet, with all connections at the rear for storage battery use, and with a battery compartment in the base which contains "B" batteries when storage battery tubes are used.

500 Votes for Maria Ivogun

Maria Ivogun, Hungarian coloratura soprano, was chosen by popular vote from ballots sent to five hundred music-lovers as their favorite for the leading feature in the All-Star Concert Series, Des Moines, Ia. Miss Ivogun is an exclusive Brunswick artist. Among her latest isues are Strauss' "Blue Danube Waltz" and Kreisler's "Liebesfreud."



And now the Andrews Deresnadyne–

successfully *combines* tone quality and selectivity with distance and volume

Hitherto it has been possible to purchase in a radio set one of two groups of qualities—tone quality and selectivity on the one hand, and distance and volume on the other, but not both.

Now the Andrews Deresnadyne 5-tube Radio Receiving Set, using the exclusive principle of the *Deresonated Plate Circuit*, for the first time combines these absolute essentials of fine broadcast receiving. It secures the finest tone and high selectivity with increased distance and volume.

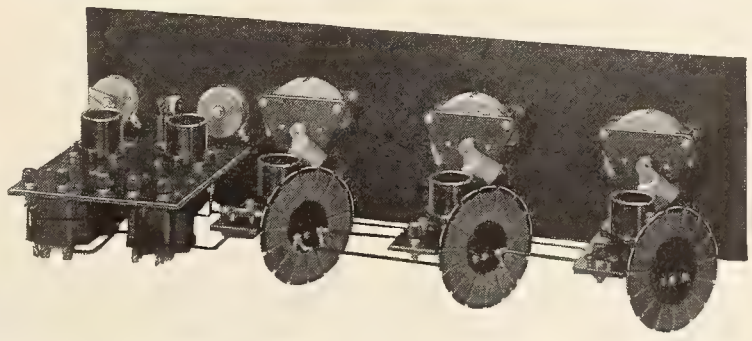
The Deresonated Plate Circuit is the only circuit which stops the oscillations that produce whistling and distortion at the source—the plate circuit. It does this by simply properly balancing the elements of the circuit—without the use of special devices in the grid, where all adjustments are very critical. *It stops oscillation, but allows signal strength to build up to a maximum.*

The result is a tone quality which in our belief has never been equalled by any radio set on the market. In volume the Deresnadyne will give anything from a mute tone to a volume that fills a large hall. It is highly selective. It has the ability to go through powerful local stations to reach out and bring in distant stations with perfect clarity and rich tone.

The Deresnadyne is extremely simple in operation and construction.

A unique and remarkable feature is the Deresonator, which enables you, by merely turning the knob, to pass by imperceptible gradations, from the maximum volume and power to the softest tone. It is easy to log. You can change from 1st to 2nd stage or turn off the set by merely turning the switch knob. The case is of genuine mahogany, hand-rubbed, with large handsome dials.

Combining for the first time *all* the essentials of fine reproduction the Deresnadyne will meet not only the requirements of the most exacting fan, but those of the owner who regards a radio set as a musical instrument of the greatest utility. *Write for literature.*



Interior view of the Deresnadyne. Note the extreme simplicity of construction.

ANDREWS RADIO COMPANY · 506 WEBSTER BUILDING · CHICAGO

Andrews
Deresnadyne
DĒ-RĚS'-NÀ-DĪNE · PATENTS PENDING
Radio Receiving Set

Price, $150 *without accessories*

Satisfactory Demand for All Lines Is a Feature of the Trade in Louisville

Machines and Records Move Briskly—Interest in Radio Intensified by Radio Educational Show—Portables Also Continue Active Sellers—Live Dealer Launches Sales Campaign

Louisville, Ky., November 7.—The month of October was satisfactory to the members of the talking machine trade in this city, viewed from all angles. Machines and records are selling briskly, radio sets are on the crest of the wave as far as public popularity is concerned and the indications are that the good business enjoyed is but a beginning and the next two months of the year will stand comparison with a similar period of any other year.

Interest in radio was stimulated to a great degree by the Radio Educational Show, given by the Radio Corporation of America at the Ha-wi-an Gardens here during the week from October 27 to November 1. In addition to attractive displays of the latest models and types of receiving sets, there were interesting exhibits showing the growth and development of the radio industry and the part which radio plays in modern civilization. The interest aroused by this show was felt not only by the dealers carrying Radiolas, but all merchants report that sets moved more briskly than formerly, the increased demand being attributed naturally to the effects of the exposition.

Records have been selling in consistent fashion, with the sales totals for the month being in advance of the total of record sales for October, 1923. Ben L. Lowenthal, president of the Louisville Music & Radio Co., states that the sale of records is helped materially by radio. He feels that while record sales are satisfactory, the absence of any real "natural" hits is the reason why the record department does not show a considerably larger volume of sales.

The local branch of the Wurlitzer Co. recently announced the opening of a radio department and for the first week of its operation a number of special offers were made. The opening of the department was advertised heavily in the local papers and a brisk business resulted.

The Belknap Hardware Co., local representative of the Outing Talking Machine Co., states that the demand for the Outing portable has not diminished in any way. Dealers who formerly regarded this instrument as a spasmodic seller, with the brisk periods in the Summer and at Christmas time, are realizing that the instrument is just as much in popular favor at all times during the year.

Trumbo-Schupp & Schmidt recently instituted a special campaign on the Pathé phonograph which resulted in the sale of a large number of these instruments and a corresponding large volume of Pathé records. Special terms were offered those customers who purchased during the period of the sale. The campaign was advertised in the local papers and, in addition to the sales closed, a large list of likely prospects was secured.

W. R. Finigan, of the Stewart Dry Goods Co., reports that business is considerably better than it was at this time last year, with the increased sales apparent in both machines and records. A large proportion of the record sales are of the classical and standard type.

The List of "Clear-o-Dyne" Distributors Is Extended

Radio Sets Bearing This Name Are Finding a Steadily Enlarging Market

The Cleartone Radio Co., Cincinnati, O., manufacturer of the "Clear-o-Dyne" receiver, is just entering its fourth year as a radio manufacturer. This company, which started in a conservative way, has consistently increased its production and enlarged its organization, and at the same time used care in expanding and in selecting its distributors.

This season it is increasing its list of "Clear-o-Dyne" retailers by appointing talking machine dealers as distributors. In addition to many talking machine dealers who now carry "Clear-o-Dyne" radio sets, the company has personal representatives in the principal cities, including New York, Chicago, Philadelphia, Boston, Norfolk, Denver and San Francisco.

The company co-operates in every way with its retailers. Its advertising campaign is supplemented by much circular matter, window display signs and other sales creators. Its advertising covers practically every field of radio activity and local papers are used in larger cities in mediums where the circulation is widespread.

The "Clear-o-Dyne" radio sets are in both four and five tube models. Several of these are of console type, with space for enclosed loud speaker. The cabinets are most attractive and the set carries a number of exclusive features which are not only sales assets but are of interest to radio enthusiasts.

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years Have Proved Outing Portables Are the Best

Belknap Hardware Co.
Louisville Kentucky
Outing Distributor

H. L. Welker Appointed Adams-Morgan Traveler

The Adams-Morgan Co., Inc., Upper Montclair, N. J., manufacturer of the Paragon line of radio receiving sets, has announced the appointment of Harry L. Welker as representative

Harry L. Welker

of the company for New York State and New England. Mr. Welker, for the last five and a half years, has been associated with a prominent radio publication as advertising manager, and is well known throughout the industry. Considerable interest was aroused as to the direction in which he would next turn his energies upon his resignation as advertising manager. Mr. Welker is known to thousands of radio amateurs as secretary of the National Amateur Wireless Association under whose auspices the first job of broadcasting the Dempsey-Carpentier fight was done. He is also well known to thousands of radio listeners-in who have heard the programs arranged by him and broadcast from WJZ.

F. Rocano & Son, 22 White street, phonograph and piano merchants of Danbury, Conn., have added the Columbia line.

FREED-EISEMANN
CROSLEY

A PHONE CALL to the Greater City will replenish your stock that same day.

A large and complete stock of all Freed-Eisemann and Crosley models combined with our own truck service makes this immediate delivery possible.

Dealers who do business with us know that they are linked up with a house whose promised service is a thing of absolute certainty.

Fitzroy
1446
1447
1448

Greater City Phonograph Co.
234 West 39th Street
NEW YORK

Your double page in the POST

It appears in the December 6th issue—just the time to influence actual Christmas buying

IT is *your* advertisement, if you make it so. We will gladly send you an advance print of it, and a copy in display-card form for your window or counter.

We will also send you copies of our booklet, "Buying a Radio," to send to your best prospects; de luxe display material, fit for the finest windows; and a bookful of helpful newspaper advertising suggestions, including text and illustrations.

Write us at once and get the local benefit of FREED-EISEMANN advertising.

FREED-EISEMANN RADIO CORPORATION
MANHATTAN BRIDGE PLAZA, BROOKLYN, NEW YORK

FREED-EISEMANN

The line that requires the minimum of service
—sold under a policy of strict market control

NEUTRODYNE

Sales Gains in Brooklyn and Long Island Territory Indicate Good Holiday Trade

Successful Sales Drives of Several of the Larger Stores, Inquiries and Other Factors the Basis of Optimism—H. Batterman Makes a 100 Per Cent Sales Gain—E. Blout Anniversary

The talking machine and radio business in the Brooklyn and Long Island territory lived up to all predictions and expectations in that it showed an appreciable pick-up the past month, but the increase is still far from reaching the figure which dealers and wholesalers expected to see. There is a very good reason for the slowness on the part of the buying public and that is the exceptionally fine weather which has allowed the residents of this section to stroll about in mid-Summer attire. Naturally they are taking full advantage of the extended warm weather and are staying in the open as much as possible to the disadvantage of dealers who are selling merchandise for the home. Another setback to a brisk business was the uncertainty which prevailed before Election Day.

That the demand for both the talking machine and radio is just as strong as ever was shown by the response to several sales drives that were held by the larger stores, and the number of "shoppers" who are visiting the warerooms of the dealers. The consensus of opinion of the dealers is that the first period of real cold or stormy weather will bring the hesitant into the stores to purchase the articles of their choice.

Bright Victor Outlook

The American Talking Machine Co., Victor wholesaler, reports that the month of October was satisfactory, with both machines and records moving steadily and indications for a much better November very bright. This prediction is caused by the reports of the outside men, who state that the dealers are enjoying good machine sales, but are failing to order in advance, so that the good business is not reflected as yet on the books of the wholesalers.

100 Per Cent Increase

The month of October was an exceptionally good one for the talking machine department of H. Batterman, which concluded the month with a 100 per cent increase over October of 1923. While the greatest activity was seen in the talking machine and record department, radio sets also sold satisfactorily. The bulk of the business attracted to this store is attributable to the heavy newspaper advertising program which is carried out.

Sonoradio Selling Well

The Long Island Phonograph Co., Sonora wholesaler, enjoyed a brisk business in all lines during the past month. The Sonoradio No. 242, the combination of the Sonora phonograph and the Ware receiving set, is selling particularly well, and the only difficulty is in keeping up with the demand. R. H. Keith, president of the company, expressed himself as being satisfied with the trend of the business and optimistic over the outlook for the remaining two months of the year.

Opens Piano Department

Vorbach Bros., Jamaica, report a brisk business in both the talking machine and radio departments. This enterprising firm recently added a piano department, and is now completely equipped to supply any and all musical needs of their clientele.

A. & S. Add Brunswick Line

The Brunswick line was recently added to the talking machine department of Abraham & Straus, Inc., and an immediate demand was apparent for the Brunswick-Radiola combination. This store is doing a brisk business in radio, with a big demand for the Atwater Kent in the Pooley cabinet. This is traceable to the advertising which the store is doing in conjunction with the manufacturer's advertising campaign.

Loeser Sells 500 Sleeper Sets

Immediate results were felt from the announcement of a sales drive on Sleeper Monotrol sets by Fred. Loeser & Co., large department store. The sales drive opened Saturday, October 25, and by Monday morning the entire stock of 500 sets was sold, with dozens of customers placing orders which the store was unable to fill. The Victor and Brunswick instruments are also moving well, and the total of sales for the month is well above that of last year.

E. Blout Celebrates Anniversary

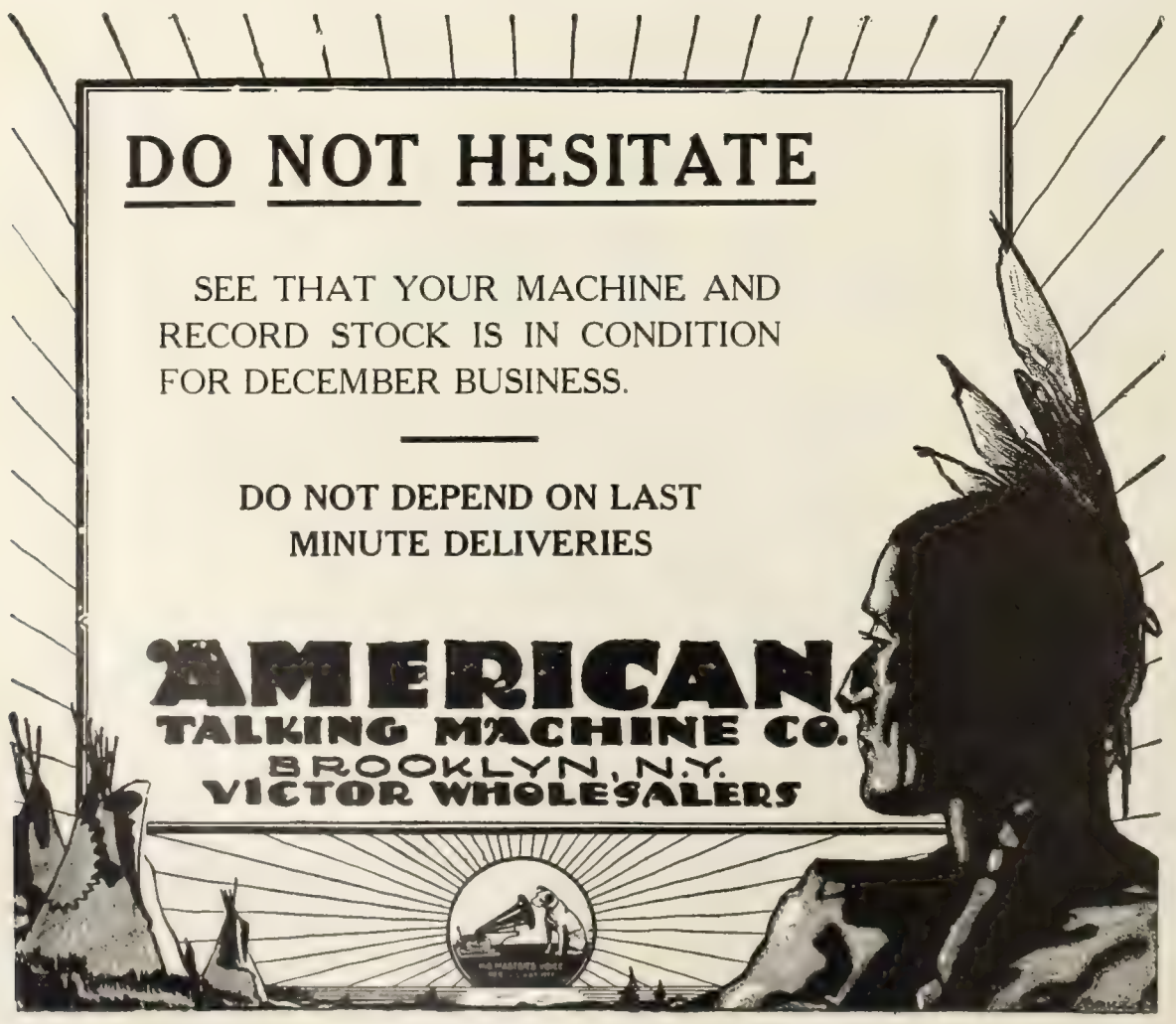
E. Blout, 904 Flatbush avenue, celebrated the first anniversary of the store at this address by a sale during the week of October 27, which resulted in moving a good number of talking machines and radio sets. Thousands of Flatbush residents were circularized and in addition to the sales made a number of likely prospects for future sales were gained.

Victor Albums Sell Well

The Kings Highway Music Shop, Henry Freyman, proprietor, reports an appreciable increase in the number of sales closed during the past month. The Atwater Kent in the Pooley cabinet was the most popular of the radio sets. Another good "seller" in this establishment is the Victor album containing the "Unfinished Symphony of Schubert." Local advertising and billboard posters are responsible in great measure for the success of this store.

Display Victrola With Radio Panel

A window display, featuring the Victor console talking machine with the removable panel for radio installation, attracted much attention at the store of Gibbons & Owens. The instrument was tilted forward and the pertinent points of the instrument were explained to the passers-by by means of small signs pasted on the window with ribbon streamers running to the part explained.



Popular Radio Salesman

The Freed-Eisemann Radio Corp., manufacturer of Freed-Eisemann neutrodyne products, has the distinction of including in its sales organization "the most popular salesman in the

Edgar K. James

radio industry." Edgar K. James is the man who has been honored to such a degree by his associates, and in the accompanying photograph Mr. James is shown with the cup which he received from the Radio World's Fair in recognition of his popularity.

"Jesse" James as he is usually called, with all due politeness, is an amateur brass-pounder from the earlier days when broadcasting was only a dream, and his enthusiasm regarding the radio industry has grown with the years. He is achieving signal success in the introduction of Freed-Eisemann products, and numbers among his friends jobbers and dealers throughout the industry.

Victor Chinese Records

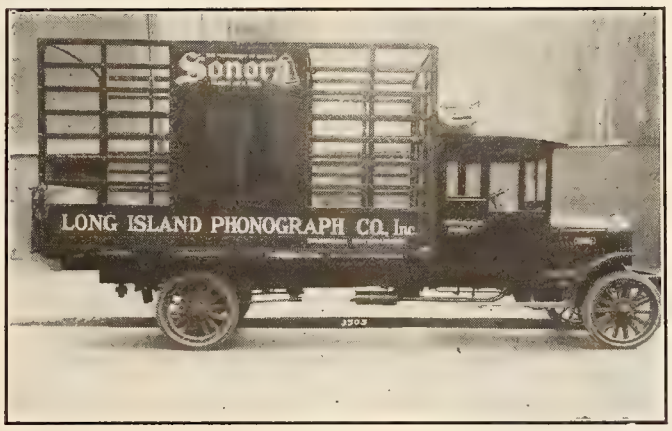
Victor dealers who number among their record customers any of the sixty thousand Chinese who are living in this country will be interested in the recent announcement of the four records of gospel hymns, sung by Theodore B. Tu in the Chinese-Mandarin dialect: "O Day of Rest and Gladness," coupled with "Praise Ye the Saviour's Grace"; "Lead, Kindly Light" and "Nearer, My God, to Thee"; "Thou Didst Leave Thy Throne" and "What a Friend We Have in Jesus"; and "Abide With Me," coupled with "How Shall the Young Secure Their Hearts."

Dolan-Morgan Expand

Springfield, Mass., November 7.—After a successful year of operating the Poole, Bridge street store music department, H. F. Dolan and Edward A. Morgan have broadened their field of endeavor and have taken over the music department of the Court Square store, which includes talking machines and records.

Helping the Dealer Sell the Greater Sonora Line

THE INSTRUMENT OF QUALITY — CLEAR AS A BELL



Our Delivery Service covers the entire territory, and ample stocks insure immediate goods.

The dealer can frequently take advantage of our attractive Show Rooms to sell models he does not carry in stock.

Sonora has always been famed for its beautiful and exclusive period designs

COMBINING the best of phonographs with the latest in radio receiving and reproducing equipment, the Sonora line offers greater sales possibilities than ever before.

For the dealer located in this territory, our long, successful experience and highly developed facilities represent a further asset worth immediate consideration.

We suggest that you visit our offices and learn in detail the value of the Sonora franchise and the careful plans already made to insure profitable fall and holiday business.

If more convenient, our representative will be glad to call at your office

Long Island Phonograph Company, Inc.

Exclusive Sonora Distributors for Brooklyn and Long Island

17 Hanover Place Brooklyn

Telephone Main 1217-18

Indianapolis Trade Optimistic Over the Outlook in Spite of Unfavorable Weather

Higher-Priced Instruments Prove the Best Sellers—Pearson Co. Reaching Bus-Riding Public—H. H. Graham in New Post—Noonday Concerts in Stores—Other News of the Month

INDIANAPOLIS, IND., November 7.—Sales of phonographs in October were somewhat behind last year's record although indications point to busy days during the remainder of the year. Unfavorable weather has had an adverse effect on sales. This is particularly true of the Pearson Piano Co., according to F. X. Donovan, manager, who says that the Radiola at this store has proved unusually popular. The higher priced instruments of the Brunswick, Victor and Cheney lines lead the demand here. If future prospects prove reliable, sales at this store will show a decided gain in the future, as it is starting a system of bus advertising of talking machines which should prove effective. This city is the center of an extensive motor bus service that covers a one hundred mile radius. This method will not only prove profitable to the Indianapolis store, but likewise to the Muncie, Anderson and Lafayette branches.

H. H. Graham has been added to the sales force of this store and will specialize in the sale of the Radiola.

Manager Herdman, of the Brunswick Shop of the Baldwin Piano Co., reports phonograph sales at this store as exceptionally strong. They have shown a gain each month over the last year's record. Records, on the other hand, have shown a slight backward tendency, due entirely, Mr. Herdman thinks, to the weather. The Brunswick-Radiola is also moving well here.

Russell Robinson and Al Bernard, recording artists for the Brunswick Co., gave a noonday concert at this store as well as at the other Brunswick shops.

Hal P. Shearer, president of the Indianapolis Music House, reports that the talking machine business at this store is running well with last year's record. Record sales also are satisfactory.

H. S. Hook, manager of the local Starr Piano Co. store, says that the record business at this store is better than at this time last year.

Visitors in this territory include A. H. Bates, vice-president of the Ohio Talking Machine Co.; B. K. Van Koon, Cheney distributor for the district, and Henry Wolff, of C. Meisel.

Aeolian Co. Distributed Tally Sheet for Election

Provided Owners of Radio Receivers on Its List With Special Printed Forms Upon Which to Enter the Presidential Election Returns

Shortly before election the Aeolian Co. sent to all owners of radio receivers on its list a number of specially prepared tally sheets upon which to enter the returns of the election as they were broadcast. On the tally sheet the various states were listed in alphabetical order, together with the number of electoral votes of each and the votes given both Harding and Cox in 1920. Columns were provided for the State votes for Coolidge, Davis and La Follette. One section of the tally sheet was set aside for the New York State returns, each county being listed, with space for recording the votes for Smith and Roosevelt. The company received numerous letters from its patrons expressing their appreciation of its thoughtfulness.

The "Sea-Tone" Reproducer Is of Unusual Attractiveness

A very unique, attractive and successful reproducer is being manufactured by Tonk Bros., 10 Boyden place, Newark, N. J., in which the amplification of radio reception is made through the use of a sea shell. The reproducer is manufactured with a metal base in the form of a statue closely resembling the figure of Liberty, the sea shell appearing in the position of the usual lighted torch, making a most attractive reproducer and at the same time one that gives exceptional results. The manufacturers are distributing the "Sea-Tone" reproducer through the talking machine trade, and sales are being created for this product through intensive advertising. In addition, the product lends itself admirably to display purposes, thereby attracting much attention and furthering retail purchases.

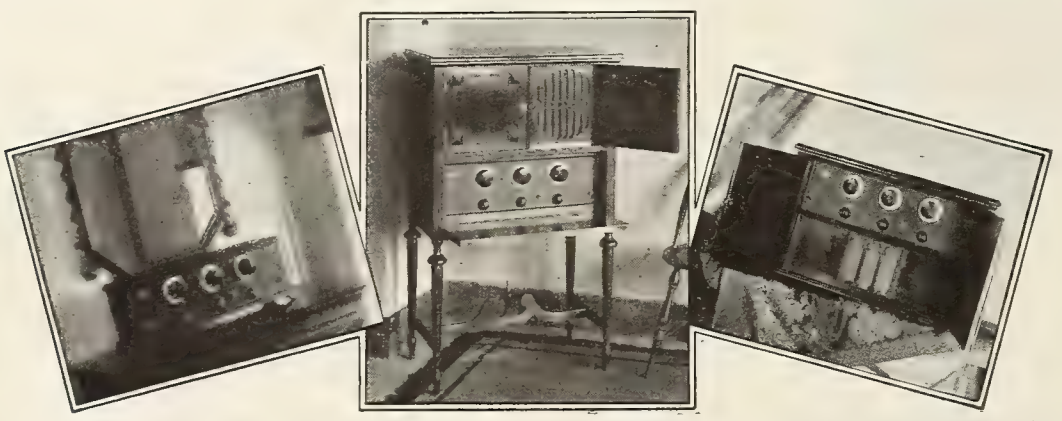
Preliminary Plans Completed

Preliminary plans have been completed for the fifth annual radio show and convention to be given by the Executive Radio Council at the Hotel Pennsylvania, New York City, for six days, beginning March 2 and extending to March 8, 1925. F. K. Doscher is general manager of the show committee, and the council has offices at 120 Liberty street, New York.

Louis Miller to Open Branch

Louis Miller, of Miller's Music Shop, 144 Congress avenue, New Haven, Conn., Columbia dealer, recently visited Ansonia and arranged for a branch store for that section where he will feature the new Columbia phonographs and New Process Columbia records, together with a complete line of musical instruments.

Extensive improvements in the warerooms of the Terry Music Store, on East Iron street, Salina, Kan., were recently completed, adding to the display space.



Successful Music Dealers realize the Christmas possibilities in Newport

The successful music dealer knows the Newport Radio Receiver. He has sold Newports to his clients and he knows what they think about this receiver. They like its ease of operation, its efficiency, and its performance. When they want distance they get it along with Tone Quality, Selectivity and Volume without sacrifice of any one of these four prime factors of radio reception. They never apologize for its appearance.

The Newport Radio Receiver is sturdily constructed of the best materials and, with ordinary care, it will give many years of satisfactory service. It has been designed by competent engineers; it has been subjected to rigorous tests; and it has been tested and approved by leading authorities in the industry. It operates at less by at least 30 per cent A and B battery than the average receiver. It will not squeal.

The Newport Radio Receiver is built in cabinets of three designs—designs that harmonize with fine appointments—designs that delight all lovers of fine furniture. This is another of the many reasons why discriminating persons are happy owners.

Responsible music dealers know that the Newport Radio Receiver makes every day a Christmas to discriminating owners.

Successful dealers are featuring the Newport in the showrooms.

* * *

It is built to harmonize with fine appointments.

* * *

It has been tested and approved by leading authorities in the industry.

* * *

It has been designed by competent engineers.

* * *

It combines the four prime features of radio reception. Tone Quality, Selectivity, Volume and Range.

* * *

It will not squeal.

* * *

It is inexpensive to operate (at least 30 per cent less A and B battery than the average receiver).

* * *

It is a good receiver built in cabinets that delight all lovers of fine furniture.

* * *

It makes every day a Christmas to discriminating owners.

Please
Address:
T. W. Campbell

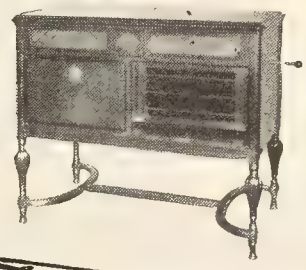
Newport Radio Receiver

The Newport Is a Good Receiver Built in a Piece of Fine Furniture

Newport Radio Corp.

250 West 54th Street,
New York City

These telling points ~ ~ ~ *are selling the New* Columbia



Here are the reasons *why*

The NEW Columbia has superior Tone ~ ~ ~

1. The New International Reproducer is a marvel of naturalness. The tone it creates is preferred by the majority of music lovers. It permits an ideal amount of volume.
2. Excessive vibration is absorbed by the tiny shock absorbers of the new reproducer As a result blare, blast and shrilling are prevented. Convince yourself of this by playing the record of a lyric soprano.
3. The bayonet tone-arm of straight, spun brass allows tone to expand without distortion. The new tone amplifier permits only the actual and correct number of waves.
4. The tone-control leaves are built on the pipe organ principle—the only correct system. No sound confusion from vibration in horn walls. No filtering of the tone through fabric or lattice work. Sound comes forth in just the volume you want it.
5. These features—reproducer, tone-arm and tone-control leaves reproduce the voice and sound of the instrument exactly as they are. A soprano is a soprano—not a contralto; a violin is a violin—not a cello. *Hearing is believing.*

The New Columbia is superior mechanically ~ ~ ~ *because*

1. It starts itself. As you move the tone-arm over to place the needle on the record the motor starts the turntable. No adjustments—the exclusive automatic start takes care of everything.
2. It stops itself: Regardless of what make of record is played, the turntable stops after the selection is finished. No previous adjustment or setting. The patented automatic stop device is never failing and fool-proof.
3. The New Precision Motor runs so smoothly that it insures perfect pitch of the tone. It is noiseless—strong—durable Speed never varies. The bronze and brass bearings act like jewels in a watch. Acknowledged to be the finest phonograph motor the industry has ever seen.
4. The regulator of the New Columbia can be locked. Dealers will appreciate this, because it prevents customers from tampering with the speed of the turntable. Take advantage of this exclusive device.
5. The perfect oiling system insures longer life of the motor. It is such a simple matter to oil the motor that every customer can be persuaded to attend to this important matter. As a result the phonograph will perform far better and thus maintain its owner's appreciation.

IT WILL pay you to read these points about the New Columbia Phonograph. To hear the New Columbia and to examine it is to be convinced that every one is true.

With these splendid features, the Columbia Dealer has an outstanding advantage in the phonograph business. They make the Columbia franchise valuable. Columbia Phonograph Co., Inc., 1819 Broadway, New York.

Write to the Columbia branch or distributor nearest you

Atlanta, Ga., 561 Whitehall Street
Boston, Mass., 1000 Washington Street
Chicago, Ill., 430-440 South Wabash Ave.
Cleveland, Ohio, 1812 East Thirtieth Street
Dallas, Texas, 2000 North Lamar Street
Kansas City, Mo., 2006 Wyandotte Street
Los Angeles, Cal., 809 S. Los Angeles Street
New York City, 121 West Twentieth Street
Philadelphia, Pa., 40 North Sixth Street
Pittsburgh, Pa., 632 Duquesne Way
San Francisco, Cal., 345 Bryant Street
Buffalo, N. Y., 700 Main Street
Detroit, Mich., 439 East Fort Street
Minneapolis, Minn., 18 North Third Street
Seattle, Wash., 911 Western Avenue

COLUMBIA WHOLESALERS, Inc.
205 West Camden Street, Baltimore, Md.

TAMPA HARDWARE CO.
Tampa, Fla.

COLUMBIA STORES CO.
1608 Glenarm Avenue, Denver, Colo.
221 S. W. Temple, Salt Lake City, Utah

W. W. KIMBALL CO.
Wabash Avenue and East Jackson Boulevard, Chicago, Ill.

COLUMBIA DISTRIBUTORS, Inc.
1327 Pine Street, St. Louis, Mo.
224 West Fourth Street, Cincinnati, Ohio
517 Canal Street, New Orleans, La.

Columbia

PHONOGRAPHS AND Columbia *NEW PROCESS* RECORDS

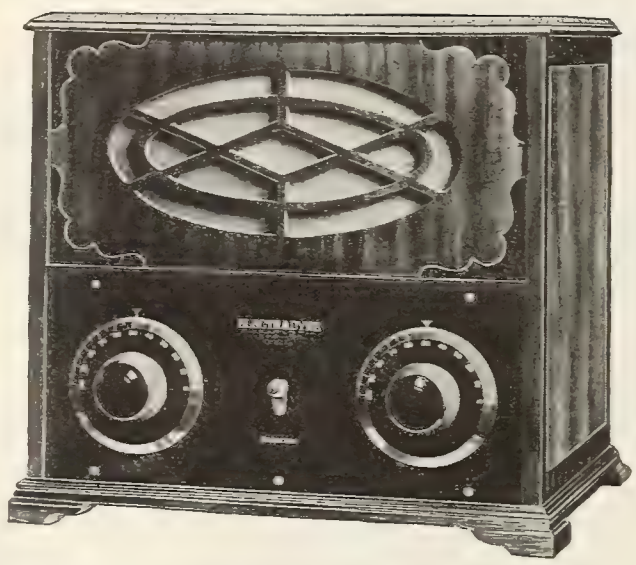
H. C. Cooley Tells of Outing Portable Expansion

New Models Make Hit With Trade and Size of Orders Proves Its All-Year Popularity—President Coté's Activities

Subsequent to his return from a trip which included a visit to many Outing jobbers in the leading trade centers, Harry C. Cooley, sales manager of the Outing Talking Machine Co., Mount Kisco, N. Y., discussed business conditions and the company's activities. Mr. Cooley said: "Getting out two new models for Fall trade is keeping us all busy at Mt. Kisco, for, besides the conventional black leatherette portables, we have added different finishes until our line now consists of nine portables. Ever since we started, some four years ago, we have continued to make the Senior model in oak, brown mahogany and red mahogany, all of which have been popular with the trade. With the introduction of our Junior model, which first appeared in oak and brown mahogany, we found the trade demanding something different, and we thereupon added a brown leatherette finish, which became popular at once. With these new finishes we had a total of seven models, giving the jobber and dealer a well diversified line, but to round out our Outing products we are now announcing a red mahogany Junior, together with a very attractive green leatherette Junior. These two models have been given the same careful attention as our Senior Outing, and the outside case, together with the record album, are both covered with a very fine grade of grained leatherette. The corner pieces and the carrying handle are in a different shade of green that matches perfectly, and our dealers are enthusiastic regarding the new model.

"If the first orders already received for these new models are any criterion, then the sales of the green leatherette Outing will be double our first estimates. During the past few months I have visited twenty-four of the Outing jobbers, all the way from Boston to Kansas City, and also called upon more than 200 dealers. There is a substantial spirit of optimism prevailing generally that indicates a large Outing business during the Fall and Winter. It is interesting to note that our sales for September and October of this year are more than double those of the corresponding months of the last year. One of our jobbers recently gave us an order for 1,200 machines, which is exceptional even in these days of big figures."

A. J. Coté, president and general manager of the Outing Talking Machine Co., and a pioneer in the manufacture of portable phonographs, is devoting his entire time to the development of the company's factory and executive divisions. Under his capable direction the Outing business has grown from a very small beginning to the important place it now occupies in the phonograph industry, and at the present time the Outing portable is being merchandised by successful jobbers and dealers from coast to coast.



The Set that uses the
HOUSE LIGHTING CIRCUIT
instead of "A" Batteries!

ELECTRADYNE

The Set Supreme

Volume–Quality–Distance–Simplicity–Selectivity–Economy

Just turn on the switch of your home lighting circuit and have the preferred broadcast of the nation at your disposal. Tone quality, selectivity and volume are unexcelled, regardless of price.

Operated on AC 60 cycle, 110 volts, ONLY—NOT ON DC. Will operate equally well on a storage battery where current supply is not available as in the country districts. Remember—96% of the house lighting current is AC, or alternating current. Operating cost, *three cents per day!*

The RADIO-POWR unit used in this set has been *tested* and *approved* by the Fire Underwriters Laboratories.

PRICE

$110

This includes beautiful built-in loud speaker and the RADIO-POWR "A" battery eliminator

Solid mahogany two-tone cabinet, with vibrationless wooden horn. Dimensions, 15" wide by 15½" high. The biggest value ever offered in radio.

Anybody can operate the Electradyne—anybody can install it. You can LOG YOUR STATIONS! Absolutely guaranteed—and no strings attached to the guarantee.

Distributors—write—wire—phone for territory. We give exclusive distributorships with complete territorial protection. Dealers—this is a wonderful merchandising proposition. Get it today from us or your distributor.

Foreign and Domestic Electrical Commodities, Inc.

629-635 West 23rd St., New York, N. Y.

Western Office: 11502 Madison Avenue, Cleveland, Ohio

Bristol's Complete Audiophone Line Is Now Ready

Waterbury, Conn., November 5.—The Bristol Co., of this city, is now ready with a complete line of new Bristol Audiophone loud speakers for the 1924-25 season. The line, well diversified and presenting a wide range of prices and styles, includes four horn types, models "S," "J," Baby Grand and baby. The latter model is the diminutive number of the line, and model "S" might be described as the model De Luxe Audiophone with a 14½-inch bell. Model "J" and Baby Grand provide excellent intermediate numbers.

In addition to the horn type the Bristol Co. produces a cabinet model known as model "C" which uses the same unit as model "S." The Bristol Audiophone loud speaker has proved a decided success, not only for the home but for commercial enterprises as well. Those using the northbound platform of the 125th street station of the New York Central and New York, New Haven & Hartford railroads must be impressed with the clarity with which the train announcements are made. The battery of horns used in this station is the Bristol Audiophone.

J. N. Adam & Co. Win Trade Through Windows

One of the means which J. N. Adam & Co., Buffalo, N. Y., find effective in creating sales of Brunswick products is by displaying them to the

Fine J. N. Adam & Co. Display

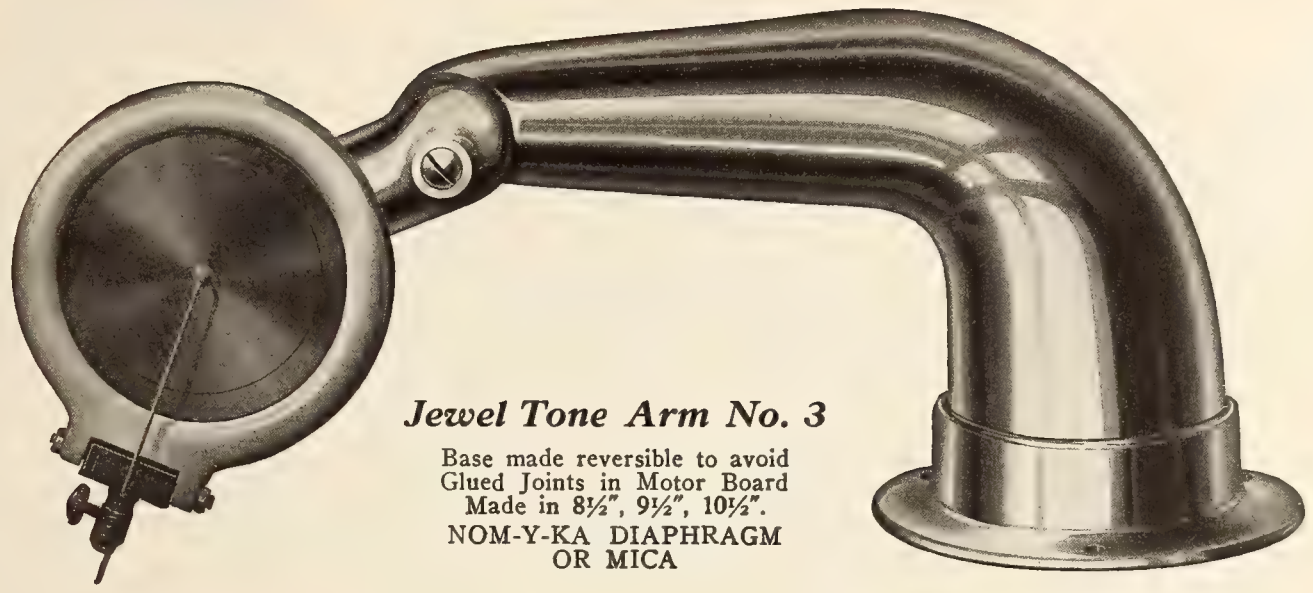
public through the medium of the show window. The accompanying illustration is typical of the attractive manner in which this company presents the Brunswick instrument to the many thousands who pass its windows.

Piser & Co.'s Anniversary

Piser & Co., 2887 Third avenue, New York, talking machine and general music dealers, recently celebrated the forty-seventh anniversary of the founding of the store. The occasion was the event of a sales drive in all departments, heralded by advertisements in all the local papers. Business was stimulated in all departments, with radio sets moving especially well.

The Lad Music Co., Cleveland, O., has been incorporated with a capital stock of $10,000.

The Jewel-Tone Reproducer and Tone Arm



Jewel Tone Arm No. 3

Base made reversible to avoid
Glued Joints in Motor Board
Made in 8½", 9½", 10½".
NOM-Y-KA DIAPHRAGM
OR MICA

ANNOUNCEMENT

Owing to recent improvements in the economical manufacture of our Tone Arms and Reproducers we have a much increased volume of production, while still keeping up the quality of workmanship, material, volume and tone to the very highest point of excellency.

We are pleased in being able to pass this saving on to manufacturers of phonographs.

It will pay you to get our greatly reduced prices and look into the matter of using the Jewel Tone Arms and Reproducers as your regular equipment.

Perfectly natural reproduction of what is on the record, plus great volume and the highest grade of material and workmanship in your tone arm equipment will greatly assist in the sales and repeated sales of your talking machines.

We will be pleased to send samples on memorandum for consideration to thoroughly responsible manufacturers, who are well rated or can give satisfactory proofs of reliability.

All Jewel products are guaranteed indefinitely in the broadest sense.

All repairs (except on broken Mica diaphragms) are made without charge, except for transportation, regardless as to whether breakage or defects are due to defective material or workmanship or to careless handling or accidents.

We take this opportunity of thanking our customers for their patronage in the past, which we appreciate, and we solicit the business of a few more manufacturers who are striving to make the highest grade phonographs they can consistent with reasonable economy.

It is possible that we might be of great assistance in regard to the proper balancing of Tone Chamber and Tone Arm equipment in your instruments.

Write us today for prices and samples.

JEWEL PHONOPARTS CO.

150—160 Whiting St., Chicago, Ill., U. S. A.

Business Improving in Twin Cities as Dealers Prepare for Holiday Campaigns

Entire Trade Is Optimistic Over Outlook—Wholesalers Urge Early Ordering in Preparation for Heavy Holiday Demand—Stone Piano Co. Gets Victor Franchise—Other Trade Activities

Minneapolis and St. Paul, November 7.—Twin City phonograph distributors are finding plenty of work for their staffs, for if there is a bit of a slack in local business, the out-of-town sales are excellent. All in all, business is good, with the brightest of bright prospects for November.

Warns of Need of Early Ordering

"Doc" O'Neill, manager of the Brunswick Co. phonograph and radiola department, sums up business in this way: "The regular phonograph and record business shows a very great improvement over October, 1923. Collections are better and a more optimistic feeling prevails throughout the entire Northwest. Merchants, however, are doing too much hand-to-mouth buying and it is very difficult for manufacturers to anticipate accurately the holiday demand. There is apt to be some disappointment in deliveries if the holiday business equals what present prospects indicate.

"The Brunswick Co. is working on back orders on the Brunswick-Radiola. The shortage is particularly acute in the larger models."

H. L. Davies, traveling representative of the Brunswick Co., who has just returned from South Dakota, reports that business is pretty good and that he has received many repeat orders since his trip there in August. The Brunswick-Radiola, he finds, is being particularly well received.

Bright Victor Outlook

Charles C. Bennett, vice-president and manager of the George C. Beckwith Co., Victor jobber, says: "We have large Fall orders booked and are making very large machine shipments. Out-of-town sales are especially good, and record business is particularly brisk. November is starting out auspiciously. We had machine orders on November 1 which equal 25 per cent of the October shipments."

Beckwith's have established forty-two of their accounts with radio in the last month. The company handles the Federal and Freed-Eisemann neutrodynes. Panels for Victor machines are the big sellers in the radio end of the business, and the company is doing well with the Dulce-tone, a loud speaker unit. The Beckwith Co. has just taken on the distribution of an antenna equipment, put up in a carton, which promises to become popular with retailers and public.

Lawrence H. Lucker Co. Busy

"Business is wonderful," said J. Unger, of the Lawrence H. Lucker Co., Edison distributor. The Lucker Sales Co., which handles the radio sets and equipment, is oversold on its biggest seller, a Ware set, type T. The Lucker Co. is doing excellent business, also, with the DeForest line.

Lucker's will exhibit the Ware and DeForest lines at the big Northwest radio show which will be conducted at the West Hotel, Minneapolis, November 25 to 29.

Milton Lowy, who has been connected with Mr. Lucker for twenty years as manager of the Minnesota phonograph department, has joined the sales staff of the Foster & Waldo Co.

The Cable Piano Co. has taken on the Edison line in its Minneapolis store.

Brunswick Dealers at Concert

One hundred and seventy Brunswick dealers and their friends attended the opening concert of the Minneapolis Symphony Orchestra, Brunswick artists, Sunday, October 26, as guest of Arthur J. Gaines, symphony manager. Two pages of co-operative advertising on the new Brunswick symphony records appeared in the Minneapolis Sunday papers on October 26. This is thought to be more advertising than has appeared locally on any single record.

Good Radio Publicity

At the leading clubs in this city Brunswick-Radiola brought in the news on Election Day. Many clubs and churches arranged with local dealers for this service, which proved very desirable from the dealers' standpoint, as it gave unusual opportunities for massed demonstrations.

Two "Brunswick" Daddies

Sam Hilde, Montana Brunswick representative, and Miles Harvey, Brunswick accountant, are the proud daddies of baby daughters, born in October.

Fred Nelson, formerly a Brunswick salesman and now phonograph department manager of Davis & Rupen, is blocking the sidewalks before the store when he entertains the crowd with the returns from the University of Minnesota football games Saturday afternoons by means of the Brunswick-Radiola.

Secures Victor Franchise

The Stone Piano Co., of Fargo, has recently taken on the Victor line, giving the firm an opportunity for a large opening when it had a half-page newspaper announcement and sent copies in letters to every customer.

Randall Webber, of Red Wing, bought the Victor line from the Steffens Studio and Ferrin's Furniture Co., and now is the only Victor dealer in the territory.

Otto May, assistant traveling manager for the Victor factory, recently spent a day in Minneapolis at the Beckwith offices.

Victor Dealers Football Fans

A large number of out-of-town Victor dealers were in Minneapolis for the Minnesota-Michigan football game on November 1, staying over the week-end. They were entertained informally at the theatre after a special dance program was featured at the Nankin Cafe in honor of the Victor guests by Dick Long and His Orchestra, which is shortly to make tests on Victor records.

Among the guests were "Jerry" Jeronimous, exclusive Victor dealer in Duluth, with Mrs. "Jerry" and their heir-apparent; R. W. Lane, with his wife and family, of Ladysmith, Wis.; Mr. and Mrs. Larry O'Dell, of Chippewa, Wis., and Paul Lewis, manager for Ted Barron, Victor dealer of Superior, Wis., and Mrs. Lewis.

Adds Line of Pianos

E. A. Scheiger, Inc., 1525 Broadway, one of the leading Victor talking machine stores of Brooklyn, N. Y., recently added a piano department, featuring the Ampico in the Chickering. Other lines carried include the Brewster and the Marshall & Wendell.

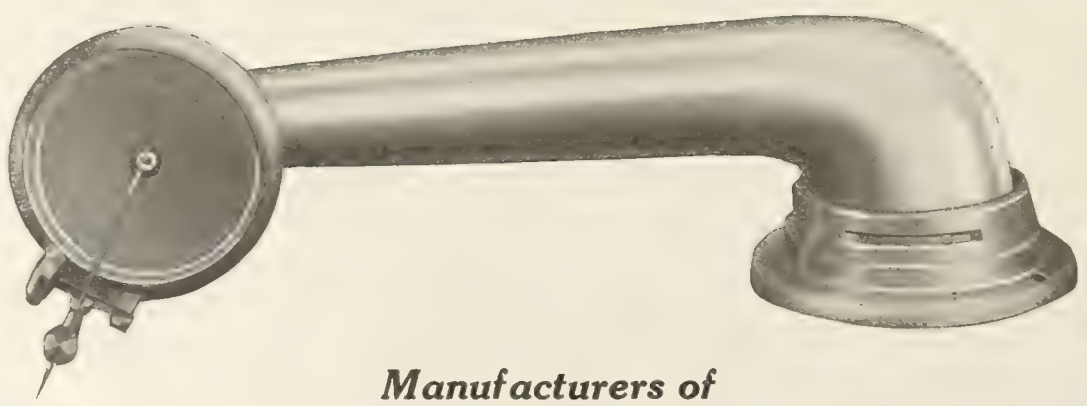
The Hirsch Jewelry Shop, Fairmont, W. Va., is rebuilding its establishment, the new addition to house a talking machine department.

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years Have Proved Outing Portables Are the Best

Edward G. Hoch Co.
27 No. 4th St. Minneapolis, Minn.
Outing Distributor

The Best Low Priced Portable Arm on the Market



Manufacturers of
Supreme Reproducers
High Grade Tone Arms

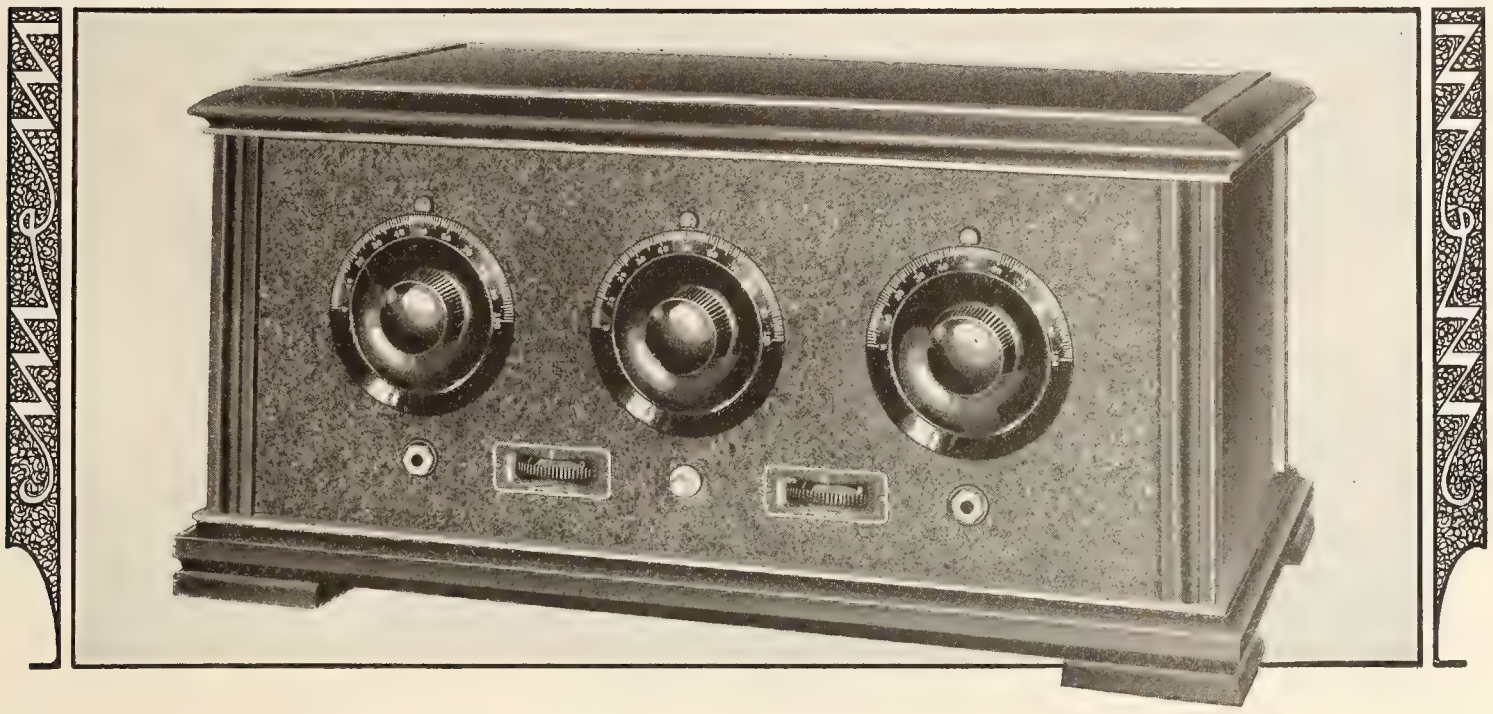
Also Originator of the Radio Tone-Arm

Samples of Portable Arm with Sound Box $1.50
With Silvertone Diaphragm

WM. PHILLIPS PHONO PARTS CORP.
145 West 45th Street CABLE ADDRESS "PHONOPARTS" New York City

EISEMANN

ELECTRICAL EQUIPMENT



A Wise Choice

SPECIFICATIONS

Circuit: Two stages of tuned radio frequency amplification, detector and two stages of audio frequency amplification. Non-oscillating. Non-radiating. Astatic transformers used to minimize mutual induction.

Tubes: Five in all. Jacks provided for either five or four tube operation.

Batteries: Either storage or dry-cells.

Cables: Complete set supplied for "A" and "B" batteries.

Wave lengths: 200 to 600 meters, with uniform efficiency of reception.

Aerial: 75 to 125 feet, single wire.

Panel: Aluminum, with attractive crystal black finish. A perfect body capacity shield.

Dials: Sunken design. Shaped to fit the hand and permit a natural position in tuning.

Rheostats: Adequate resistance for all standard base commercial tubes.

Condensers: Single bearing, low leakage losses.

Sockets: Suspended on cushion springs which absorb vibrations.

Cabinet: Mahogany, with distinctive lines and high finish. Ample space provided for "B" batteries.

Price, without Tubes and Batteries, $125.00

In selecting their lines, discriminating dealers compare actual, intrinsic values. Mysterious trick names and other non-essentials are secondary considerations.

Type 6-D combines the only three things that constitute true worth—efficient performance, attractive appearance and fair price.

Speech and music are reproduced without distortion. Far distant stations are received with generous volume. Selectivity is extraordinary—even powerful, local broadcasting stations tune sharply. The 6-D is non-oscillating and non-radiating, with unvarying reception efficiency at high and low frequencies.

In appearance, the 6-D is strikingly attractive—a handsome mahogany cabinet, symmetrical panel layout and perfectly proportioned interior construction.

EISEMANN

If your jobber cannot supply you, write to us.

EISEMANN · MAGNETO · CORPORATION

General Offices: 165 Broadway, New York

DETROIT · SAN FRANCISCO · CHICAGO

COHEN & HUGHES INC.
WHOLESALE DISTRIBUTORS of
RADIO PRODUCTS

Ware Neutrodyne Receivers
De Forest Reflex Sets
Crosley Receiving Sets
Music Master Radio Products
The Jewett Superspeaker
Atlas Loud Speakers
De Forest Loud Speaker
The Radialamp
Balkite Battery Charger
Brach Aerial Equipment
Burgess Batteries
Ray-o-vac Batteries
Philco Storage Batteries
Run-A-Radio
Phonograph Attachments
N & K Imported Loud Speakers
Accessories
Victrola Radio Panels

HEAD OFFICE-225W.SARATOGA ST., BALTIMORE, M.D.
BRANCHES-WASHINGTON, D.C.-PHILADELPHIA, PA.-PITTSBURG, PA.

Salt Lake Retailers and Wholesalers All Enjoying Much Improved Business

Higher Priced Instruments Lead the Demand—Radio-Phonograph Models Arouse Enthusiasm of Trade and Public—Falk Mercantile Co. Adds Brunswick Line—The Month's Trade Activities

Salt Lake City, Utah, November 5.—The phonograph business in this section is in a healthy condition. Fred Bain, of the John Elliot Clark Co., pointed out that business is quite a bit better than it was a year ago, and that the retail department is holding its own. Both departments, Mr. Bain said, were ahead of last month. He reported a tendency toward higher-priced Victrolas. The Brunswick Co. officials also reported a nice business. R. H. Perry, of this company, said the dealers are enthusiastic over the new Brunswick-Radiolas, first shipments of which have been made to the trade. The leading music stores of the city handling phonographs on a retail basis report business as fair for the season.

Isaac P. Thunnell, sales manager of the Daynes-Beebe Music Co. and formerly manager of the phonograph department, was startled recently during the great Mormon or Latter Day Saints Church conference here to be waiting on a customer and hear his own name over the radio calling him to the stand in the Tabernacle on Temple Square. Mr. Thunnell is an officer in the church, but was not scheduled for an address, but President Grant wanted him to come to the stand and address the throng, about 13,000 people, outside of the many thousands who were "listening-in" via radio. Mr. Thunnell went to the Tabernacle, two blocks away, and gave the address. This gathering stimulated interest in radio so much that the Daynes-Beebe Music Co. has had to enlarge.

John Elliot Clark, head of the John Elliot Clark Co., is in Denver, Col., on business.

G. C. Spratt, manager of the Brunswick Co. here, has a new daughter at his home. Mr. Spratt has also been made a member of the membership committee of the Chamber of Commerce.

The local offices of the Brunswick Co. announce the appointment of Falk Mercantile Co., Ltd., of Boise, Idaho, as Brunswick dealers in that city. Mr. Perry, of the Brunswick Company, who has just returned from Boise, states that Falk's will have the largest and most complete phonograph department in the State. Complete sets of Audaks have been installed in the new music department, which will be under the management of William Krull. Falk's also handles the Columbia line.

Claire Dux, Brunswick artist of the New Hall of Fame, sang before a very appreciative audience at the Mormon Tabernacle recently. Local Brunswick dealers had window displays featuring her Brunswick records.

Recent visitors to the local Brunswick headquarters were: Mr. Otte, of Hill-Otte Drug Co., Evanston, Wyo.; Edward Thoreson, of Palace Drug Store, Blackfoot, Idaho; Joseph Hansen, of Hansen Furniture & Music Co., Brigham City, Utah, and Herman Mangelson, of Lunt Pharmacy, Nephi, Utah.

The W. P. F. Radiophone Corp., New York, incorporated in Del. Capital stock, $20.000.

ITALIAN MATRICES FOR SALE
THE ITALIAN BOOK CO.
145-147 Mulberry Street New York, N. Y.
Has just received a number of
Samples of Phonograph Records, Mostly Popular Songs
Recorded in Italy by the best artists and can supply the MATRICES
WRITE FOR PARTICULARS

Latest Figures on Exports and Imports of "Talkers"

Figures on Exports Show Substantial Increase for the Nine Months Ending in September—Interesting Data on Exports and Imports

Washington, D. C., November 6.—In the summary of exports and imports of the commerce of the United States for the month of September, 1924 (the latest period for which it has been compiled), which has just been issued, the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during September, 1924, amounted in value to $19,854, as compared with $40,000 worth which were imported during the same period of 1923. The nine months' total ending September, 1924, showed importations valued at $296,333, as compared with $553,839 worth of talking machines and parts during the same period of 1923.

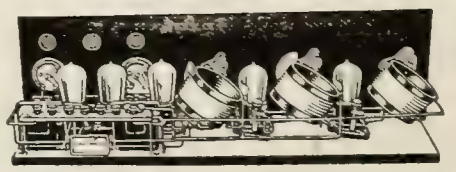
Talking machines to the number of 6,789, valued at $232,238, were exported in September, 1924, as compared with 5,419 talking machines, valued at $231,646, sent abroad in the same period of 1923. The nine months' total showed that we exported 52,240 talking machines, valued at $1,985,271, as against 45,426 talking machines, valued at $1,818,855, in 1923.

The total exports of records and supplies for September, 1924, were valued at $156,447, as compared with $93,074 in September, 1924. The nine months ending September, 1924, show records and accessories exported valued at $1,360,552, as compared with $1,024,565 in 1923.

The countries to which exports were made in September, 1924, and the values thereof are as follows: France, $1,081; United Kingdom, $7,232; other Europe, $13,569; Canada, $20,322; Central America, $8,731; Mexico, $9,732; Cuba, $6,751; Argentina, $16,427; Chile, $13,374; Peru, $8,916; other South America, $22,620; China, $3,439; Japan, $18,811; Philippine Islands, $8,597; Australia, $51,482; New Zealand, $10,715; other countries, $10,439.

Haag Line Going Big

The Haag Radeluxe line of radio-equipped cabinets, combination radio and talking machine-equipped cabinets and cabineted loud speaker, although only recently introduced, has already been taken on by several large department stores in this country. In Philadelphia a number of machines have been sold to Gimbel Bros., and the Snellenburg department store has ordered a number of every model of the line. This is in addition to the number of smaller individual talking machine retailers who have taken on the Haag line. Alfred H. Haag, president and general manager of the company, is an indefatigable worker and is putting his entire energy behind the promotion of this line, which is rapidly growing in popularity as is proved by the character of the accounts opened.


The De Luxe Coast to Coast 5 Tube NEUTRODYNE $27.00 NET
Using Standard, Genuine Licensed Hazeltine Parts Synchronized and Matched
DEALERS WRITE
For Quick Selling
KITS RADIO PARTS
Wholesale Only
HAROLD M. SCHWAB, Inc.
Dept. L26
55 Vesey Street New York, N. Y.

Ware NEUTRODYNE Receivers

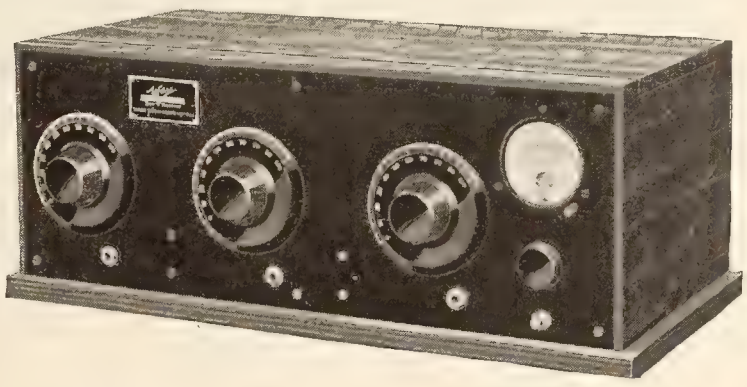
They're All Talking About the Ware

Everywhere folks are talking about the Ware Neutrodyne Receivers—their fair price, beautiful cabinets, range, and tone quality. Ware Receivers are their own best salesmen—they speak for themselves.

In our advertisements, we urge readers to hear a demonstration of the Ware and then to decide for themselves just what it will do. When they hear the Ware they want it. Its tone quality amazes them—tone quality which has made the Ware the talk of the country—tone quality based on sound design and expert craftsmanship.

Ware Type X Neutrodyne Receiver

Height—8½ inches
Width—21½ inches
Depth—10¾ inches



Price
$150.00
without accessories

Ware Type X Neutrodyne is a plain model, 4-tube, reflex receiver, operating on dry-cell batteries. Its range and volume are remarkable because one of the tubes is reflexed on an entirely new principle devised and used only by Ware, and the equivalent of a 5-tube circuit is thus secured —two stages of tuned radio frequency amplification, detector, and two stages of audio frequency amplification.

Type X is finished in beautifully figured walnut and presents a most attractive appearance. All batteries are concealed in a compartment in the back of the cabinet.

There are three tuning dials, and at the right-hand end of the panel a double-scaled voltmeter, indicating voltage of both A and B batteries; a filament rheostat, controlling all tubes, and a push-pull switch.

Type W is a 5-tube Neutrodyne, not reflexed, designed for those who desire the maximum in range and selectivity. Price $175, without accessories.

Write to any of our distributors for full information, or direct to

Distributors

Progressive Musical Instrument Corp.,
New York, N. Y.
Dalrymple-Whitney Radio Corp.,
New York, N. Y.
New England Phonograph Distributing Co.,
Boston, Mass.
Cohen & Hughes, Inc.,
Baltimore, Md.
Washington, D. C.
Philadelphia, Pa.
Pittsburgh, Pa.
Gibson-Snow Co., Inc.,
Syracuse, N. Y.
Kiefer-Stewart Co.,
Indianapolis, Ind.
Ohio Musical Sales Co.,
Cleveland, Ohio.
Illinois Phonograph Co.,
Chicago, Ill.

Ware RADIO CORPORATION
529-549 WEST 42nd STREET
NEW YORK

Distributors

Yahr & Lange,
Milwaukee, Wis.
Lucker Sales Co.,
Minneapolis, Minn.
J. W. Jenkins' Sons Music Co.,
Kansas City, Mo.
Mickel Bros. Co.,
Omaha, Neb.
Knight-Campbell Music Co.,
Denver, Colo.
Commercial Associates, Inc.,
Los Angeles, Calif.
Kohler Distributing Co., Inc.,
Los Angeles, Calif.
D. H. Holmes Co., Ltd.,
New Orleans, La.
C. A. Richards, Inc. (Foreign Distributor),
New York, N. Y.

Type TU. 3 tubes.
Same as Type T, except cabinet.
Retail price $150, without accessories.

Type T. 3 tubes, one reflexed, operating on dry cells.
Retail price $65, without accessories.

Type XU, 4 tubes, one reflexed, operating on dry cells. Same as Type X, except cabinet.
Retail price $275, without accessories
Type WU, 5 tubes. Same as Type W, except cabinet.
Retail price $300, without accessories.

Licensed by the Independent Radio Manufacturers, Inc., under Hazeltine Patents Nos. 1,450,080 and 1,489,228 and patents pending, and the trade mark "Neutrodyne" registered in the U. S. Patent Office, Certificate No. 172,137.

Paul F. Godley and C. L. Farrand Organize Company

Form Farrand Mfg. Co., Inc., to Make Radio Products—Members of Firm Well Known

Paul F. Godley, one of the outstanding figures of the radio world, recently announced that he and C. L. Farrand had formed the Farrand Mfg. Co., Inc., to build high-quality radio products. The offices and factory of the new company are at 28 South Sixth street, Newark, N. J., where excellent facilities are available for the production of the company's products.

Paul F. Godley

Mr. Godley is, perhaps, best known to the radio fraternity as the developer of the "short wave regenerative receiver" now so well known to radio enthusiasts. Two other widely known and spectacular accomplishments in Mr. Godley's long career are his splendid work for the Brazilian Government on the "Amazon-to-the-Andes" radio service and his reception in December, 1921, at Ardrossan, Scotland, of the first trans-Atlantic amateur radio signals.

During the war Mr. Godley was design engineer for the Marconi Wireless Telegraph Co. of America. During this period he designed and developed, for the use of the United States Army, the only American-built radio receiving apparatus mentioned by the chief signal officer in his report to the Secretary of War.

The Farrand Mfg. Co., according to Mr. Godley, has developed the first multiple tube, truly single-dial control radio receiver ever designed for home use. This receiver is reported to have the ability to amplify a weakly received signal one billion times. It is entirely new in appearance and design throughout.

Mr. Godley, in speaking of present-day radio merchandising, said: "It is our belief that the selling conditions of the radio business are constantly improving. We feel that the advent of the music and talking machine dealer into the radio field, bringing with him his organization of trained salesmen, his knowledge of the actual cost of doing business and his policy of guaranteeing his customers satisfaction and fair treatment, has perhaps done more to stabilize radio retailing than any other one factor.

"A few months ago the music and talking machine dealer represented a small field for the distribution of radio products; to-day this dealer is handling 50 per cent of all radio receivers of the better class. The radio department of his business is constantly increasing. The time is not far distant when the greatest volume of the better class radio receivers will be merchandised through music and talking machine dealers.

"The other desirable field is the radio dealer who is doing a legitimate business and following sound business policies. Such dealers as these will be the first to recognize the advantages to be derived from selling only high quality radio products of sound design. Such products always assure satisfaction to their customers.

"The public demand for simplified radio operation is going to smooth the way for the manufacturer who makes simplicity of operation a chief aim of his design. Distributors and dealers report that single-dial control is the greatest selling help that can be given them."

THE FALL SEASON IS HERE LET US HELP YOU DISPLAY YOUR GOODS TO ADVANTAGE

ZIMMERMAN · BITTER
CONSTRVCTION · COMPANY

FISHEW & WALMAN MUSIC STORES, Inc.
312 West 145th St., New York, N. Y.

A very good illustration of how the Z. & B. system can modernize your store into an up-to-date showroom for your merchandise, combining the best in design, workmanship and material with the least in cost to you.

quality ZB design

Record Racks — Display Cases
Hearing Rooms — Musical Instrument Cases, Etc.
Service Counters
Prices on request

ZIMMERMAN-BITTER
CONSTRUCTION COMPANY
3[illegible] 5-27 East 94th Street, New York
Telephone Lenox 2960

EVERY-THING FOR THE RADIO DEALER

ASK US ABOUT OUR SHEET MUSIC AND MUSICAL INSTRU-MENT CASES

E. Schenkel With Musical Products Distributing Co.

Placed in Charge of General Sales and Advertising—Plans Dealers' Service Department

The Musical Products Distributing Co., New York, distributor of Vocalion records, Crosley, Federal, Pooley-Atwater Kent and other radio products, announced recently the appointment of Emil Schenkel to take charge of the general sales and advertising of the company. Mr. Schenkel has been associated with the talking machine industry for a number of years and is well known throughout the trade in connection with the marketing of the Little Tots records, Pal portables, Regal records and other products. He will organize a department for special promotion and service ideas to assist dealers in the merchandising of their products. He is also planning to organize a special staff of retail salesmen to aid dealers directly to the end of increasing sales.

M. Mitchell Gruhn, vice-president of the Musical Products Distributing Co., is at present honeymooning in France, Italy and Switzerland.

C. D. Jourdan has been appointed manager of the radio parts and accessory department of the company. Mr. Jourdan has had wide experience in the electrical and radio fields.

The Music Products Distributing Co. is now occupying its greatly enlarged quarters at its new home, 22 West Nineteenth street. The increased space which the company now has at its disposal is being utilized to the best advantage. There are attractive display rooms which give dealers an opportunity to view the wide range of radio equipment carried in stock.

Court Hands Down an Interesting Radio Decision

The radio industry has evinced considerable interest in a decision handed down recently by Vice-Chancellor Vivian M. Lewis at Trenton, N. J., when he dismissed the temporary injunction restraining the De Forest Radio Co. from selling apparatus except under written agreement from the lessee or purchaser that it would not be used in the sending or reception of messages for pay. The injunction suit was brought by the Radio Corp. of America, which had rights of operation obtained from the Western Electric Co., subsidiary of the American Telephone & Telegraph Co. The dispute was over the agreement made between the De Forest Co. and the Western Electric Co. in 1917, by which the former reserved certain rights to sell parts for amateur use.

The Vice-Chancellor pointed out that no question had been raised as to whether the De Forest Co. was actually selling apparatus for use in the transmission of commercial messages. He also pointed out that the Radio Corp. of America was engaged in the sale of parts for amateur use and the attempt to compel the De Forest Co. to require written agreement from the purchaser that his newly acquired equipment would not be used for commercial transmission or reception was a distinct advantage to the Radio Corp., one that in equity it had failed to establish as its right. The court ruled that both companies had equal rights in the sale of such apparatus.

Smart Music Shoppe Opens

Hartford, Wis., November 8.—The Smart Music Shoppe was recently opened here on the second floor of the Heppe Shop. The new establishment will handle the Strand phonograph and the Okeh and Odeon records. Mrs. J. P. Smart, proprietor, is perfecting plans to add a complete line of musical instruments and radio sets, together with a sheet music department, making this attractive establishment a completely stocked general music store.

Duo-Vox

BUSH AND LANE

"Better than a Phonograph"

Style "20" Mahogany or Walnut

For natural, sweet, full-toned delivery of all the artistic detail of recorded vocal and instrument art, the Duo-Vox Bush & Lane sound reproducing instrument is the impartial choice.

The quality of Duo-Vox tone reproduction is surpassingly beautiful.

Patented reproducers, one for lateral and one for hill and dale recordings, have exclusive principles that effect that heretofore elusive achievement, a normal tone delivery.

Radio Duo-Vox is available in several regular combination models.

Write for Agency Data

BUSH & LANE PIANO COMPANY

HOLLAND **MICHIGAN**

Marked Improvement in All Branches of the Trade in Akron-Canton Territory

Sales Gaining Steadily and the Outlook for Prosperous Holiday Season Is Excellent—Appearances of Record Artists Boost Retail Sales—Stark Co. to Add Music Lines—Other News

Akron-Canton, O., November 7.—The talking machine and radio business in the Akron-Canton district is showing a decided improvement with the advent of November and sales thus far this month are far in excess of those last month, and from all sources come encouraging reports which indicate a brisk Fall and Winter business. What is more important in that it points to a continuation of good business was the re-election of President Calvin Coolidge.

Whiteman and Band Pleases

Paul Whiteman and His Orchestra appeared personally in Akron and Canton, playing to large crowds. In each instance Victor dealers fostered the concert and heavy record sales followed the appearance of the band. George Wille was responsible for bringing the orchestra to Canton, and Earle Poling was head of the movement in Akron.

New Department to Open Soon

The middle of November will see the opening of a complete new music department in the new store of the Stark Dry Goods Co., which is now practically completed.

Duncan Is Made a Director

C. J. Duncan, well-known Massillon Victor dealer, has been elected a director in the newly formed Massillon Merchants' Association, which recently held its organization meeting.

Takes Part in Arcade Anniversary

The Brunswick Shoppe, one of Canton's newest retail music dealers, was an active participant in the anniversary celebration of the Arcade Market, Canton, which event was one of the most successful held by merchants in that city in recent years. The Brunswick Shoppe in the entrance to the Harris Arcade held open house and all sales people were on hand to greet visitors. Special musical features were held in connection with the celebration.

Smith & Mitten Piano Co. Incorporates

The Smith & Mitten Piano Co., Akron, doing a large talking machine and record business, located at 78 Mill street, and also conducting a store in Barberton, has been incorporated with $75,000 capital. Ernest E. Smith has sold his business interest to C. A. Mitten. The latter is president-treasurer and general manager of the new company, and F. W. Van Scoyoc, vice-president and secretary. The company handles the new Edison and music rolls.

Presents Novel Radiola Displays

The George S. Dales Co., during its three-day opening observance recently, used two of its largest display windows to present new models of the Brunswick-Radiola, which helped swell the already large volume of business.

Vic Myers' Band in Ohio

Smith & Phillips Music Co., East Liverpool, O., got behind a two-day personal appearance of Vic Myers and His Brunswick Orchestra at Danceland, a large dance pavilion in the Pottery City, recently. The appearance of the Brunswick recording artists attracted large crowds.

New Front Finished

A new whitestone ornamental front has been installed at the store of the D. W. Lerch Co., one of the leading Canton music houses.

Now Has Cheney Line

W. E. Pyle, manager of the music department of the William R. Zollinger Co., announces that this store has taken on the complete Cheney talking machine line and is now showing all models. To date it is the only local agency for the Cheney line.

Emerson Phonograph and Radio Interests Combine

Consolidated Emerson Business to Be Known as Emerson Radio & Phonograph Corp.

The Emerson Phonograph Co., Inc., and the Emerson Radio Corp. recently consolidated their interests and the new firm, capitalized at $1,000,000 is now known as the Emerson Radio & Phonograph Corp. While the new company will market the same products handled heretofore by the two organizations, it will, in addition, immediately introduce four new Emerson radio sets under the Emerson trade mark. Its products now will include the Emerson records, Emerson phonographs, Emerson combination radio and phonograph and the new receiving sets. It will also distribute standard products such as loud speakers, batteries, tubes, etc. The officers of the company include B. Abrams, who has been an active manufacturer and distributor in the music field for many years and who early entered into radio activities. Max Abrams, who is also well known in the music field, is treasurer of the company; W. W. Watson, business man of long experience, is vice-president, and Louis Levy, a well-known attorney, is secretary. The plans of the company, due to added capital, will allow expansion of its activities on a large scale.

New Radio Distributor

A new distributing firm, known as the New Jersey Radio, Inc., with offices at Hill and Halsey streets, Newark, has been organized to take over the radio division of Barter-Oppenheim, Inc., radio and automotive jobbers of that city. B. J. Oppenheim will be in charge of the new organization, which will concentrate on Atwater Kent receiving sets, Pooley-Atwater Kent and radio Spinet-Atwater Kent combinations.

THE ONE BIG XMAS SELLER

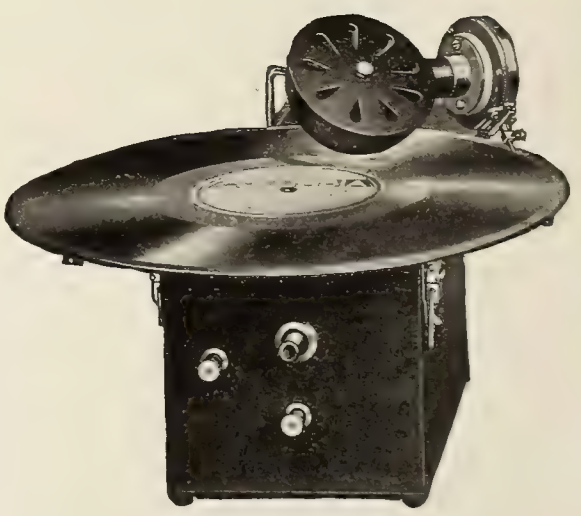
ONLY FIVE WEEKS UNTIL CHRISTMAS

Dimensions, 4¾x5¾ ins.
Weight, 4½ lbs.

Fill your window with Kameraphones and see them go.

The sensation of the Talking Machine Industry.

SEND FOR SAMPLE AND BE CONVINCED



FULLY PATENTED IN THE U. S. A.

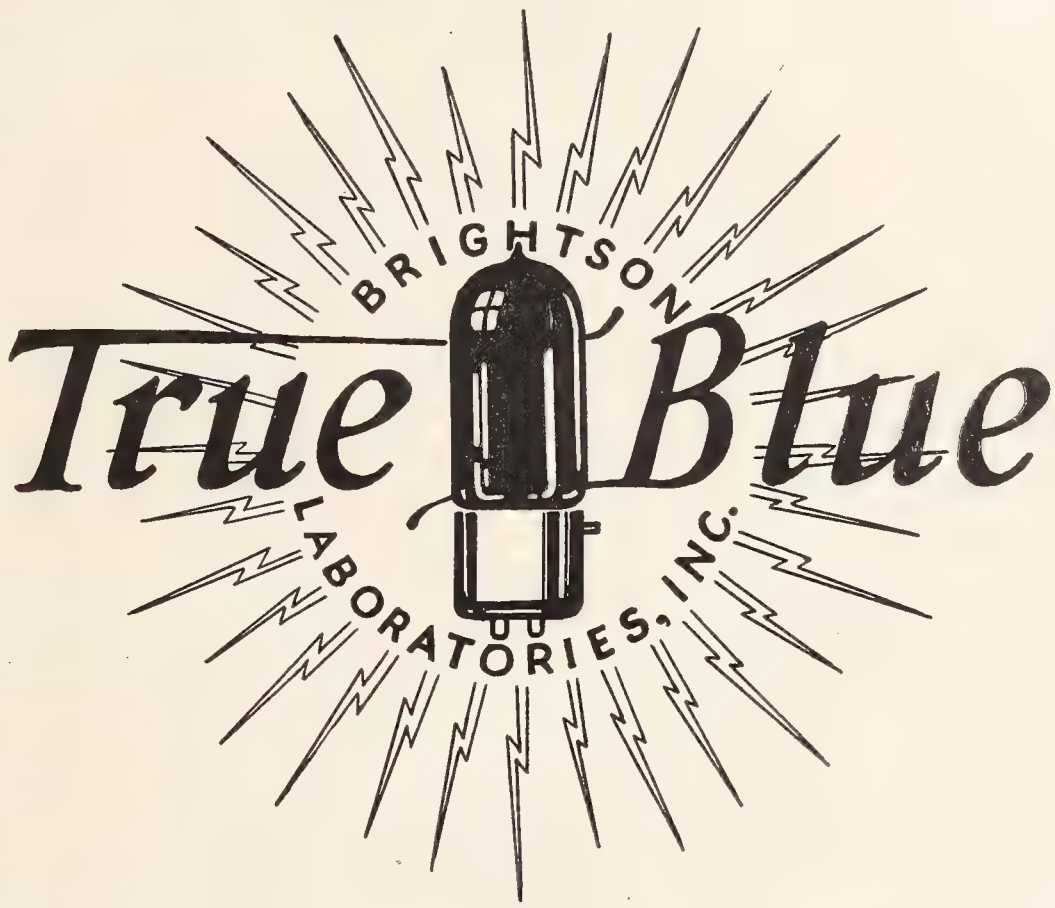
JOBBERS TERRITORIES NOW OPEN

Liberal Discounts to Dealers and Jobbers

Write or Wire to

SPECIALTY TRADING CO.

547 BROADWAY — EMIL BORNSTEIN, Inc. SOLO. SACHS, *Sec. and Treas.* — NEW YORK, N. Y.



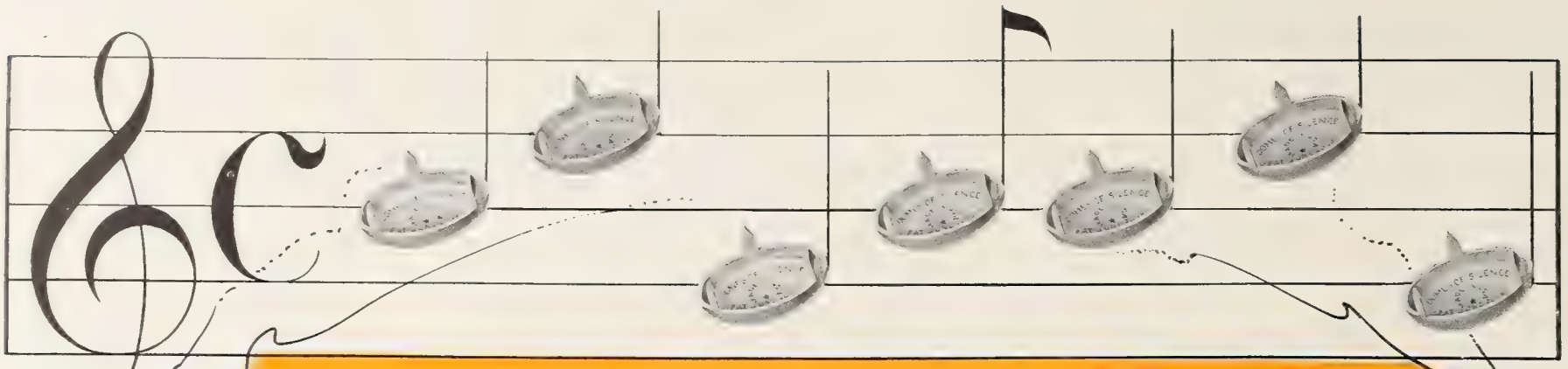
The Absolutely Uniform and Interchangeable Radio Tube

VASTLY SUPERIOR
TO ANY TUBE HERETOFORE MADE

Non-microphonic. Standard base. Non-corrosive contact points. Filament voltage 4 to 6. Plate voltage: detector 20-40, amplifier 40-150. Filament consumption ¼ ampere.

BRIGHTSON LABORATORIES, Inc.

67-73 Winthrop Street **NEWARK, N. J.**



A Big Hit On Any Talking Machine

DOMES of SILENCE are the best footwear for talking machine cabinets ever devised.

Period model Talking Machine makers use **DOMES of SILENCE** on their products in preference to all other forms of footwear.

They suit upright models as well as period styles.

DOMES of SILENCE

"Better than Casters"

have six big advantages:

They are economical
They are simple in construction
They are silent in use
They are invisible
They are adaptable to all styles and conditions of use
They give long wear

If you specify them in your orders, manufacturers will place them on all the models you carry.

DOMES of SILENCE *Division*
Henry W. Peabody & Co.
17 State Street, New York City

P-1678

Reg. U. S. Pat. Off. No. 995758 which will be strictly enforced

Starr Equipment Corp. Outlines Business Policy

Manufacturer of Starr Radio Products Plans to Further the Interest of Its Dealers

The sales policies, advertising campaign and some of the distinguished features of the Starr radio receivers are attractively set forth in the inside spread of a four-page letterhead being used by the Starr Equipment Corp., of Brooklyn, N. Y. The attractive appearance, the careful construction, tone, selectivity, volume and non-radiation features are all described. When it comes to performance it is left to the decision of the listener. It is stated that as a result of extensive experiment and experience the Starr line is being confined to five-tube sets exclusively. At present the line consists of two cabinet models, style D, in a standard cabinet form, and style C, a period console model. The Starr Equipment Corp. also produces a panel for installation in the Victrola.

In stating its sales policies it has announced that exclusive sale through jobbers is the keynote in the merchandising of not only Starr receivers but also parts and equipment. All dealer inquiries are promptly forwarded to the nearest jobber. As a protection to Starr distributors and dealers, it is also announced that models will not be changed during the course of any radio season. It is also promised that in the event of any necessary price reduction distributors will be rebated promptly for differences between old and new prices.

In addition to the trade advertising, the national consumer advertising plans of the company call for active co-operation with the dealer in local newspaper publicity carrying dealers' and jobbers' names. In addition, attractive folders, display cards and other highly valuable selling helps are supplied to jobbers. It is announced that an absolute guarantee of mechanical perfection accompanies every item in the Starr quality line backed up by immediate replacement from the factory of any returned imperfect part.

The Starr line is proving very popular throughout the talking machine trade and new dealers are being constantly added.

Court Refuses to Restrain Prosecution of Suits

Judge Winslow in the United States District Court last week denied an injunction sought by the Westinghouse Electric Mfg. Co. to restrain the De Forest Radio Co. from prosecuting filed suits to cancel patents on the alleged infringing Armstrong circuit controlled and manufactured by the plaintiff corporation.

The District of Columbia Court of Appeals recently held that the De Forest regenerative transmitter was the original invention of this device, reversing the Commissioner of Patents in his contention that the Armstrong patent held priority. As a result, actions were later filed by the De Forest Co. against the Westinghouse interests for cancellation of their Armstrong patents and will be shortly tried in the Federal Court, Eastern Pennsylvania District. A number of other suits are also pending.

Department of Commerce to Issue Credit Information

WASHINGTON, D. C., November 6.—A pamphlet giving the results of an investigation as to the available sources of credit information in every one of the foreign-trade centers, made by the foreign agents of the Government, is soon to be issued by the Department of Commerce. Much material has been received, and this is now being put into shape for distribution. These data should prove of great value to concerns which are carrying on export business as well as those which contemplate doing so.

A New and Better Radio Speaker!

The
Sea-Tone
Reproducer

Art and Utility Combined to Improve
RADIO RECEPTION

Science is continually discovering new uses for natural resources. Exhaustive tests have proved this combination of a natural sea shell with the newest Baldwin Unit (H Type) to be an advancement in Radio amplification.

The refined tone and exceptional attractiveness of this instrument also find a welcome in homes where there are already other speakers in use. Every set owner is a potential Sea-Tone Owner.

The list price is only $25 and liberal discounts to jobbers have been provided.

Selling rights now being allotted —write for sample and full details.

The Sea-Tone Reproducer is a specially picked and highly polished sea shell fitted to an artistically designed metal figure. An enclosed incandescent bulb, when lighted, throws into relief the brilliantly blended natural tints of the fossil.

TONKS BROS. CO.
High Street, Newark, N. J.

List Price
$25.00

Many Important Developments Feature Month in the Los Angeles Territory

Music Trades Association Elects Officers—Richardson's Holds Formal Opening—E. R. Darvill Made Vice-President of Munson, Rayner Corp.—Planning Big Columbia Drive—Other News

LOS ANGELES, CAL., November 3.—Election of officers for the ensuing year, 1924-25, took place at the October meeting of the Music Trades Association of Southern California. H. L. Nolder, western general manager of the Starr Piano Co.., was elected president by unanimous vote. Ed. H. Uhl, president of the Southern California Music Co., was elected vice-president; L. E. Fontron, secretary-treasurer of the Martin Music Co., was elected second vice-president; George B. Epstein, vice-president of the Platt Music Co., and A. G. Farquharson were re-elected treasurer and secretary, respectively.

G. P. Ellis in San Francisco

G. P. Ellis, Los Angeles wholesale branch manager of Sherman, Clay & Co., spent several days in San Francisco during the latter part of last month visiting his firm's headquarters and conferring with Messrs. Bird and McCarthy. He also met David Sarnoff, vice-president and general manager of the Radio Corporation of America, who was also spending a few days in San Francisco.

Richardson Celebrates Opening

Appropriate ceremonies were indulged in on October 27 and 28 celebrating the opening of the new three-story home of Richardson's Music Lover's Shop, 730 West Seventh street. This shop carries a complete line of talking machines, pianos and radio sets, in especially designed imported and custom-built cabinets. An attractive invitation to the opening ceremonies, describing the new home, together with an illustration of the handsome display rooms was sent to thousands of the store's customers.

E. R. Darvill Honored

E. R. Darvill, sales director of the Munson, Rayner Corp., distributor of the Cheney phonograph and Vocalion records, who has been elected vice-president of the company, has been with the Munson, Rayner Corp. over two years, since its formation; and his promotion has been deservedly given in return for his successful sales management and devotion to hard work.

New Brunswick Dealer Appointed

The Eastern Outfitting Co., on Main street, has secured the Brunswick agency for the music department, including the Brunswick-Radiolas.

Leo J. Meyberg in Music Field

Leo J. Meyberg Co., jobber and distributor of Radio Corp. of America products, is becoming more and more identified with the music business as time passes. This is another of the many indications of the increasing interest of the music trade in radio and the recognition by the wholesale radio trade of the music dealer. A year ago the Meyberg Co. had very few customers among the radio dealers, but now there are few music dealers who do not appear on their books.

Popular Orchestra Returns

Herb Wiedoeft's Cinderella Roof Orchestra has returned to Los Angeles and home after making an extended Eastern and Middle Western tour. Brunswick record fans are looking forward to the announcement and release of some new hits which have been recorded by this famous orchestra on Brunswick records.

Munson, Rayner to Handle Radio

After months of consideration and investigation the Munson, Rayner Corp., jobber and distributor of Cheney phonographs, Vocalion records and phonograph accessories, has decided to add a wholesale department to its business. The Eiseman Magneto Corp. products, Colin B. Kennedy sets and Thompson radio neutrodyne sets have been secured for distribution throughout the State and a very complete line of loud speakers, batteries and other radio accessories in addition.

Columbia Clears for Action

W. E. Henry, manager of the San Francisco and Los Angeles branches of the Columbia Phonograph Co., Inc., is preparing for an intensive drive throughout his extensive territories. He assumed his Los Angeles position on October 1 and took over his duties in San Francisco on November 1, at which time Manager Kantner left for the Kansas City Columbia headquarters. Carter B. Cordner, who is well known here, has been appointed Los Angeles city salesman by Mr. Henry and the latter is leaving for San Francisco November 1 for two weeks, after which he will return to Los Angeles. The new Columbia console art models are meeting with a very favorable reception by the trade and Mr. Henry's extreme popularity throughout the entire territory is doing much towards a still greater interest in the line.

New Crosley Panel Arrives

Sherman, Clay & Co., distributors of Crosley sets, announce the arrival of a new three-tube Crosley panel suitable for installation in Victrola console models.

NATIONAL PHONOGRAPH TOYS

Stock them for Christmas

Swift Sellers! Quick Profits!

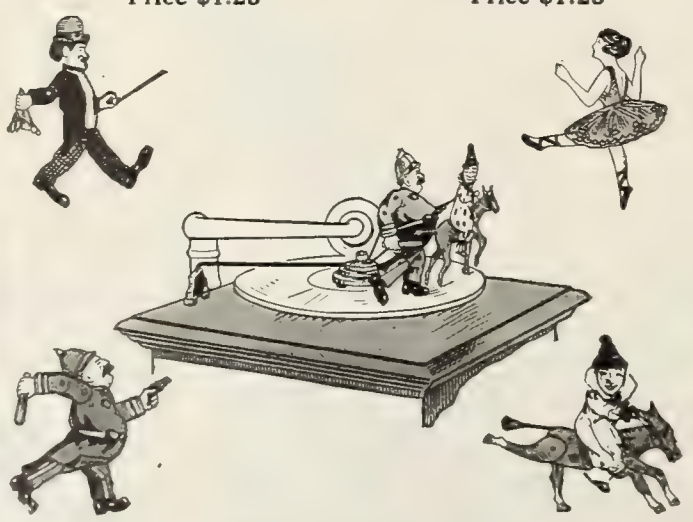
Order the Complete Assortment—Here it is:

Shimandy
Price $1.65

The Boxers
Price $1.25

Ragtime Rastus
Price $1.25

The Magnetic Dancers
Price $1.00



Phonograph Phollies
Price $1.00 per set

(Usual Trade Discounts)

Don't pass up this proposition. Give it your immediate attention. You will be glad you did. It takes just a minute to fix the whole thing. Get your letter in tonight's mail. Quick action at this end.

National Company, Inc.

110 Brookline Street **Cambridge, Mass.**

Discontinue Branch Stores

ALBANY, N. Y., November 7.—A. Page Smith, receiver for the Baker Music House, Inc., recently announced that the branch stores of the company at Utica, Hoosick Falls and Glens Falls will be discontinued and all the business will be transacted at Albany. The business of the company will be continued at its present location at 52 North Pearl street until after January 1 when the building will be sold. A building at 165 Central avenue has been leased and will ultimately become the main store, being utilized for salesrooms and storage facilities.

The Greater NEUTRODYNE EAGLE Balanced Receiver

Model "B," —five-tube Price $175

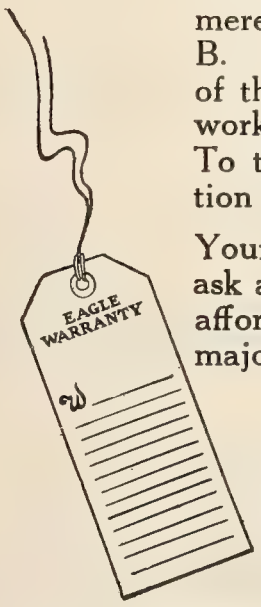
"My Choice this Christmas"

and the Choice of the Majority!

In the 1923 Holiday Season the "Eagle Neutrodyne" was the choice of those who knew. This Season even more people will buy the Greater EAGLE—the new Model B, with the **multiple (filament control) switch,** the **ball-bearing, die-cast condensers,** and the **improved rheostat**—all Eagle instruments, obtainable ONLY in the **New Model B** EAGLE.

Your customers will want the best receiver for Christmas. They do not rely on promises or mere claims when they buy the EAGLE Model B. The exclusive features and the reputation of the Eagle Set for quality of materials and workmanship are all the assurance they need. To that, however, is added the extra protection of the fairest possible GUARANTEE.

Your present and prospective customers will ask about the **New Model B Eagle**. Can you afford to sell any but "the choice of the majority?"

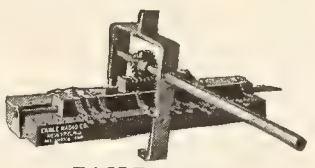


EAGLE GUARANTEE

The Guarantee that Accompanies Every EAGLE Receiver Fully Protects Your Customer!

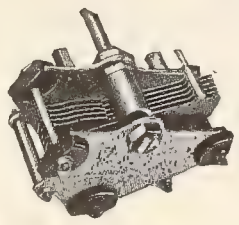
Write for Details TODAY.

Licensed by Independent Radio Manufacturers, Inc., under Hazeltine Patent Nos. 1,450,080, dated March 27, 1923, and 1,489,228, dated April 1, 1924. Other patents pending.



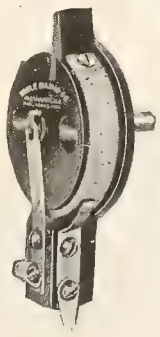
EAGLE Multiple Switch

Instead of several jacks, which are inherently weak, a smoothly operating multiple (filament control) switch controls all battery connections.



Ball-Bearing Die-Cast Condensers

An entirely new departure in condensers. Both rotor bearings are ball-bearing. Rotor and stator plates are die cast integral with their support.



Revolving Resistor Rheostat

The resistor element, instead of the contact, is the operating unit in the EAGLE rheostat.

MODEL BS A New Eagle Artistic Console Cabinet

Price $100

An artistic Console cabinet for the EAGLE, in American Walnut or Mahogany, with fume-proof compartments for battery and charger.

EAGLE RADIO CO.

22 Boyden Place — Newark, N. J.

WE SOAR ABOVE — EAGLE RADIO COMPANY — NEWARK NEW JERSEY

Radio
Cabinets and Stands
For
Apparatus
Horns and Batteries

200
Finished in Brown, Red or Duotone Mahogany. Height 30 inches, Top 30x15. Back bored for wiring. List price, $20.50.

200

201
Finished in Brown, Red or Duotone Mahogany. Height 30 inches. Top 30 x 15. Back bored for wiring. List price, $22.50.

201

204
Finished in Brown, Red or Duotone Mahogany. Height 30 inches. Top 30 x 16. Back bored for wiring. List price, $29.50.

204

203
Finished in Brown, Red or Duotone Mahogany. Height 30 inches. Top 30 x 16. Back bored for wiring. List price, $29.50.

203

Showing interior of 203 and 204.

204

SCHLOSS BROS.
A Corp.
Furniture Manufacturers
801 East 135th Street New York City
Telephone Melrose 1640-1641

George E. Brightson Is President of New Radio Tube Manufacturing Organization

Chairman of Board of Directors of the Sonora Phonograph Co., Inc., Is Now Identified With the Radio Industry as Head of the Brightson Laboratories, Inc., of Newark, N. J.

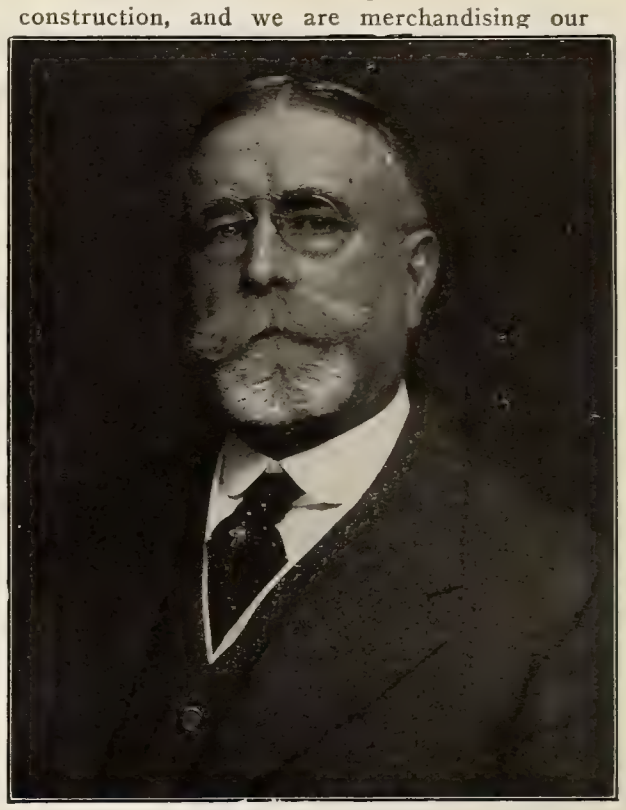
The talking machine trade will be interested to learn that one of the foremost members of the industry, George E. Brightson, has become identified with radio activities and is now the president of the Brightson Laboratories, Inc., with a factory and executive offices in Newark, N. J. Mr. Brightson is chairman of the Board of Directors of the Sonora Phonograph Co., Inc., and is widely known as a pioneer executive of the talking machine industry.

The Brightson Laboratories, Inc., is manufacturing a new radio tube which is known as "True Blue." This product was developed and perfected under Mr. Brightson's personal direction, together with several prominent engineers, who have been associated with radio activities for many years. The tube will be introduced to the trade through the medium of an extensive sales publicity campaign which is now being prepared. Sales plans are being worked out very carefully and will be reinforced by publicity of every conceivable type.

Through his many years' association with the talking machine industry, Mr. Brightson has become intimately familiar with the qualifications of the talking machine dealer as a merchandiser. When the "True Blue Tube" was perfected he immediately decided that the talking machine dealer was an ideal outlet for distributing this product and he has made arrangements accordingly.

The "True Blue" tube, as its name implies, is a blue tube, the color effect being achieved through use of blue glass. This special blue glass has qualities that are valuable, and are an aid to reception. It is distinctive in appearance and is radically different from any tube on the market. It has a genuine Bakelite base finished in mahogany color with sterling silver contact points that represent a new development in tube manufacture. Each "True Blue" tube is packed in an attractive container similar to a jewel case in appearance. This not only enhances the sales appeal of the product, but protects it in transit.

One of the technical heads of the Brightson Laboratories, Inc., in referring to the new tube said, "The 'True Blue' tube has several exclusive features which cannot fail to appeal to the radio expert as well as the fan. We have devoted particular attention to the subject of tone quality, and we are promising the trade absolute uniformity in the production of our tube. We have also perfected non-microphonic principles which represent a step forward in tube construction, and we are merchandising our tubes accompanied by a certificate of guarantee."



George E. Brightson

George E. Brightson needs no introduction to the talking machine trade as his association with Sonora interests dates back to 1913. He is recognized everywhere as a capable and keen executive whose study of the phonograph industry has enabled him to gain an intimate knowledge of every phase of merchandising. Mr. Brightson's associates in his new company include well-known manufacturers and engineers whose previous connections well qualify them to become identified with Mr. Brightson's plans and policies. Full details regarding the personnel of the organization will be announced in the near future.

Edison Business in Texas Most Satisfactory to Jobbers

Dallas, Tex., November 5.—O. G. Feltner, manager of the Texas-Oklahoma Phonograph Co., distributor of Edison phonographs and records for the Southwest, reports a record-breaking Fall business. Mr. Beatty, in charge of sales, has been working the territory thoroughly, and states that numerous new accounts have been opened and that trade conditions are most satisfactory. This section is in better condition financially than any other in the country, and this prosperity is reflected in sales.

Rausner Vorbach Co. Formed

Ernest B. Rausner and Joseph S. Vorbach recently organized the firm of Rausner, Vorbach & Co., Inc., to import and distribute musical merchandise. The warerooms and executive offices of the new concern are at 42 East Fourteenth street, New York. Mr. Rausner is a well-known musician and is possessed of a wide experience in the trade, having been connected with the Fred Gretsch Mfg. Co., Brooklyn, N. Y., and with the New York Band Instrument Co., New York. Mr. Vorbach has been engaged in the retailing of musical instruments, operating several stores, together with his brother, in the Brooklyn and Jamaica territory.

Hermann Thorens
Ste. Croix, Switzerland
Manufacturer of Europe's Most Celebrated Swiss Phonograph Motors

We are in a position to deliver to American phonograph manufacturers motors for use in upright and console model phonographs.

L. H. JUNOD & CO.
104 Fifth Ave. New York
Sole Agents for the U. S. A.

watch

THE SATURDAY EVENING POST

KEEP your eye on *The Saturday Evening Post*. You'll find FADA the most widely advertised of all Neutrodyne receivers. With public attention focused on "Neutrodyne" it means a preferred demand for FADA receivers. The first full-page FADA advertisement appeared September 27th. The second is due October 25th, the third November 8th and the fourth full page November 22nd. In the December 6th issue FADA takes the center of the stage with a two-color, two-page smash that will boom FADA sales for dealers who are ready with FADA Neutrodyne sets in stock.

Add to this *Post* advertising the tremendous circulation of *The American Magazine* and *The Literary Digest,* plus the big space in all the leading radio magazines, and you have an advertising and selling campaign that will make this your most profitable season.

Get behind this FADA publicity. Display the various FADA receivers in your windows and on your counter. Talk FADA, boost FADA —and FADA sales will increase your profits.

Distributors are ready with all six FADA Neutrodyne receiver models—three, four and five tube sets at prices that appeal to all. Order now.

F. A. D. ANDREA, INC.
1581 JEROME AVENUE NEW YORK

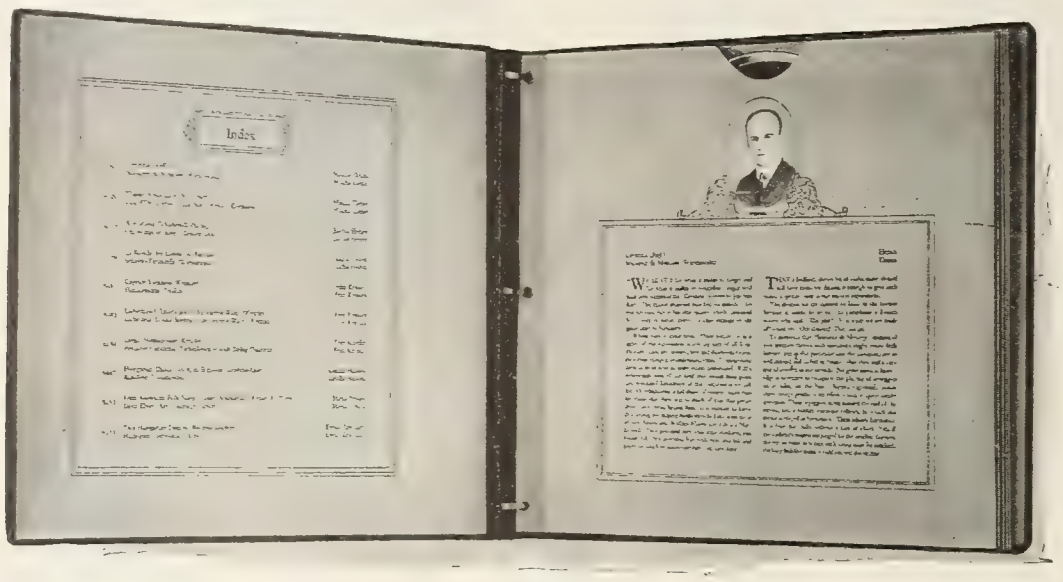
FADA Radio

Victor Co. Adds to the Art Library Record Series

Five More Albums Recently Added Make New Series Comprehensive in Scope

The Victor Talking Machine Co. recently issued five more albums of records, the second issuance of volumes of the Victor Music Art Library Series. This plan of selling records by groups in attractive albums, with explanatory footnotes of the music, the artists and the composer, was described in full in the October issue of The World. The first album, containing the "Unfinished Symphony" of Schubert and Schumann's "Quintette," was exceptionally well received, and the quality and appeal of the new albums should assure them of as ready a response. Each of the new series of albums contains ten double-faced records of certain groups, namely, "Concert Songs," "Light Overtures," "Operatic Arias," "Sacred Songs" and "Violin Selections."

Each of the groups contains those records which have been proved in the past to have a wide appeal, and the artists are of high caliber.



Victor Music Art Library Album, Showing Story of Records and Contents

Music Master Corp. Opens a Factory in Canada

The Music Master Corp., of this city, manufacturer of the Music Master horn and other radio parts and accessories, opened a Canadian factory on November 1 to take care of the large Canadian business conducted by this firm. This factory has been established at Kitchener, Ontario, Canada, and will be devoted entirely to production of Music Master products for Canada. The Music Master Corp. will place on the market a new Music Master variable condenser in both twenty-three and forty-three-plate sizes. Walter L. Eckhardt, president of the company, stated that this new Music Master product would in every way live up to the quality that has characterized the other numbers of the Music Master line.

All Plans Completed for Third Chicago Radio Show

Exhibits in the Coliseum to Be Thrown Open to Public on November 18—Feature Programs to Be Broadcast Nightly

CHICAGO, ILL., November 6.—All plans are completed for the Third Annual Chicago Radio Show, which will open in the enlarged Coliseum next Tuesday, November 18, and continue until midnight November 23. This show, which is under the management of U. J. Herrmann and James F. Kerr, promises to be even more successful than its predecessors, and last year's Chicago Radio Show set a new record for a successful trade exposition. There will be at least 200 exhibits in the coming show, and it is expected that at least 200,000 people will be in attendance. Feature programs will be broadcast every afternoon and evening, and full details of this broadcasting carnival will be announced by General Manager Kerr in a few days.

In accordance with the custom in vogue at the First Radio World's Fair in New York, sponsored by the same management, two hours each day, from 11 a. m. to 1 p. m., will be set aside for the exclusive use of members of the trade. The doors will be open to the general public from 1 p. m. to midnight daily. When the show opens Tuesday there will not be a foot of space vacant in the entire Coliseum, including the new addition, and notwithstanding the fact that the Radio World's Fair in New York broke all records for attendance, Mr. Kerr predicts that the Chicago show will exceed the New York figures by a substantial margin.

Glann's Music Shop, Palo Alto, Cal., handling phonographs and records, has recently removed from Liddicoat's Market to Brown 379 University avenue. The Shop will handle Vocalion Red records, as well as Gennett and Edison records.

For the Holiday Season!

The person of discrimination likes to give something a little out of the ordinary.

RIVOLI stands out as an article of individuality. The hand-inlaid decorations and the two-color RIVOLI HORN afford that distinction which render it apart from the average run of phonographs.

Every RIVOLI owner is satisfied that he has found the ultimate in music reproduction.

Here is no idle boast—it is the result of acid tests—RIVOLI'S TONE is the BEST afforded by any phonograph on the market today. This feature, along with its solid construction and superlative finish, tells a story that falls on willing ears—much satisfaction and no complaints.

Vincennes Phonograph Co.

VINCENNES :-: INDIANA

Distribution by

L. C. SAMUELS
930 Republic Building
Chicago, Illinois

MANUFACTURERS' AGENCY
314 Pan-American Bldg.
New Orleans, La.

Console Cabinet in which is shown the MA-15. This cabinet may also be used for the MA-20. The price of the cabinet without the set is $125.

The MU-RAD Line is a Complete Line of High Quality

Dealers all over the country are making money on MU-RAD Radio Receivers, and they are making it fast.

The new MU-RAD MA-20 which, in conjunction with the MU-RAD Recto-Filter, works without any "A" or "B" battery is causing a sensation, and is attracting buyers for other sets in the MU-RAD line.

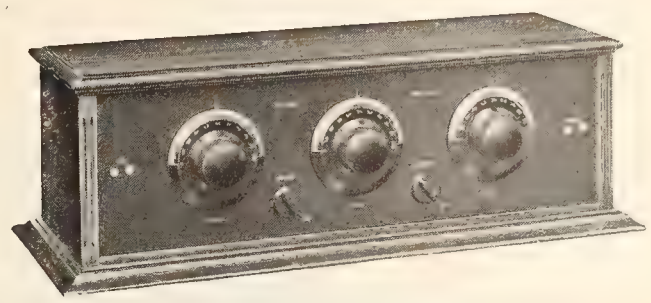
All MU-RAD Receivers are guaranteed for 1,000 miles reception but they are doing several times that distance right along.

Write to your nearest distributor for literature on the MU-RAD line.

DISTRIBUTORS

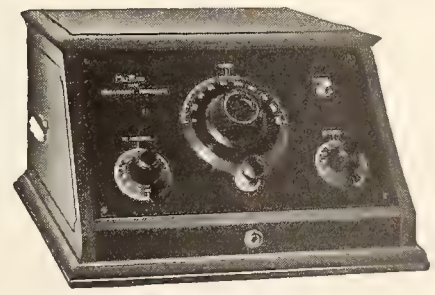
WIRELESS MFG. COMPANY, Canton, Ohio
CHICAGO RADIO APPARATUS CO. Chicago, Ill.
HOWARD PIANO CO., Syracuse, N. Y.
PIERCE ELECTRIC CO., Tampa, Florida
CHANDLER & FARQUHAR, Boston, Mass.
FRED. E. HOLMES CO., Detroit, Mich.
MARSHALL WELLS CO., Portland, Oregon
PEASLEE GAULBERT CO., Louisville, Ky.
REDFIELD ELECTRIC CO., Ogden, Utah
H. B. SHONTZ CO., New York City
RADIO EQUIPMENT CO., Dallas, Texas
AMERICAN RADIO MFG. CO., Kansas City, Mo.
STANDARD RADIO SUPPLY CO., Fort Dodge, Iowa
BENSON RADIO COMPANY, St. Louis, Mo.
PATTINSON ELECTRIC CO., Hutchinson, Kansas
HICKSON ELECTRIC CO., Rochester, N. Y.
RADIO STUDIO, Buffalo, N. Y.

MU-RAD
LABORATORIES, INC.
Asbury Park, New Jersey



The MA-20 which operates without "A" or "B" Battery. Hooks up with your electric light current. Price, $185.

The MA-15 which operates on an indoor loop aerial. Very easy to operate. Price, $180.

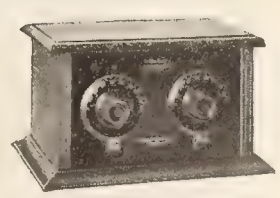


The MU-RAD MA-18 operates on single wire antenna. Only one tuning dial. Very easy to operate. Price, $118.

The MU-RAD Recto-Filter which when used in conjunction with the MU-RAD MA-20 will eliminate both "A" and "B" Batteries. It hooks up between the set and the electric light socket. Price, $60.

The MU-RAD B-Radicator which will eliminate the "B" Battery on any set now on the market. It turns your alternating electric light current into direct current. Price, $49.50.

The MU-RAD Rejector Unit Type R-12 which was designed for use with the MU-RAD MA-15 Loop Receivers, to eliminate strong interference from local stations. Price, $36.00.



USE OUR RESOURCES

to Capitalize your Sales Ability!

The **C. I. T. Radio Financing Plan** will enable you to—

SELL *on instalments without investing your funds in instalment accounts!*

RELIEVE *yourself of the expense and annoyance of collections!*

MAKE *as much profit on a time sale as you do on a cash sale!*

Music merchants know us from our activities in the financing of phonograph and piano "paper." Thousands of them can testify to the excellence of our service and the friendly, courteous attention they have received.

Our Radio Financing Plan carries the endorsement of leading radio manufacturers! It is based on sound principles and will help you develop *your* business along sound and economical lines.

Write us today for full details and an application

COMMERCIAL INVESTMENT TRUST INCORPORATED

41 East 42nd Street, New York City

Capital and Surplus $11,000,000.00

Federal Co. Inaugurates Nation-wide Dealer Service

Louis Gruen, Assistant Vice-President of Federal Tel. Mfg. Co., Outlines Its Radio Policy

In a recent chat with The World, Louis Gruen, assistant vice-president of the Federal Telephone Manufacturing Co., and widely known throughout the phonograph industry, gave interesting facts regarding the radio industry and his company's activities. He said in part:

"National distribution and national advertising demand that a product be good enough to meet competition all over the country, and good enough to stand up under the test of time. Our company is engaged in permanently establishing the name and the quality reputation of its products in the mind of every possible purchaser in the country.

"Radio has been taken on as a side line by many lines of business. Less trouble is being experienced with dealers who can give the proper attention and service, so that ultimately the field will become highly specialized. Radio manufacturers but a year ago were careless in the selection of local dealers, but this condition has changed. Attention to factors of distribution is as important as attention to equipment and manufacture, for the consumer places the blame upon the set if it does not function correctly, not upon himself or the dealer.

"Like many other industries, radio was spurred on by the needs of our country during the war until now it stands as the industry which commands the greatest attention of the nation's masses. The Federal Telephone Manufacturing Corp. makes radio equipment almost exclusively, and the following facts give an idea of the magnitude of its organization. The most complete and modern machinery obtainable has been installed to insure accuracy and precision. The machine shop never closes as there are so many different parts used in the manufacture of Federal radio sets that it is necessary to run the machine department night and day to keep up to the requirements of assembling. All of the output of the various departments is used solely in Federal equipment—no work is done for outside concerns.

"The Federal Co. is inaugurating a nation-wide service to the consumer through the appointment of a number of distributors as authorized sales and service stations, empowering them to recommend and appoint dealers in their respective territories, also as service stations. This is a step forward and we are the first radio manufacturers to offer this unusual consideration to the Federal consumer—namely, a clearly defined policy insuring to them service that is of real value.

Louis Gruen

"Our service stations will be furnished with suitable signs and other matter which they can use in their advertising to the public. The thought back of the service idea is that it is not a money-making plan, but that it will be self-supporting and that its principal value will be to establish more friendly and closer contact between Federal, its distributors, and the public. We have very ably trained service men in all of our branch offices who are delegated to instruct the men in charge of the service stations.

"Furthermore, the New York office is educating students who attend the City College of New York. This education consists of lectures on the part of the engineers attached to the New York office, practical courses in radio construction, and practical work in the shops and laboratories of the Federal factory at Buffalo. The object of this is to place at the disposal of Federal jobbers and dealers a class of radio men who have a good knowledge of radio in general, and Federal in particular, and who are able to function as sales and service men. This education of college men means a very great expense to the Federal Co., for the men who are being instructed all receive a salary.

"As plausible facts developed by a disinterested search would lead one to believe, there is and can be no such thing as a veritable bonanza of the radio art. The fundamental principles of the science have been developed as standard and very effectively applied. How strong and how wise a maker is, and not how miraculous are his originations, must be the measure of the worth of his goods. Not the peculiar genius of a firm, but its financial responsibility and sound knowledge of constructive merchandising methods are and always will be the saving factors toward success in business."

Open New Department

El Paso, Tex., November 3.—The phonograph and radio shop of the American Furniture Co., 112-122 South Stanton street, has recently been formally opened with a musical program. The store will carry the Brunswick and Sonora phonographs and several leading lines of radio goods.

The New VICTOR
Bubble Books

A new product, different and far better than any previous Bubble Books.

Self contained in a very attractive, substantial binding, the new Victor Bubble Books are sure to meet with instant approval both with the children and grown ups. Just the thing for parties, Holiday and Birthday presents.

FIRST TWO BOOKS OF THE SERIES NOW READY

Bubble Book No. 1—First and Mother Goose Book.

Bubble Book No. 2—The Singing Games and the Animal Bubble Book.

NEW YORK
TALKING MACHINE Co
521 West 57th Street

CHICAGO
TALKING MACHINE Co
12 North Michigan Ave

A. D. GEISSLER, President

Mid-West Point of View

Western Division of The World, Chicago, Ill., Nov. 8, 1924

Just how many orders were given to manufacturers during the last three weeks conditionally to be canceled in case Mr. Coolidge was defeated is a question which may never be satisfactorily answered. But the fact cannot be denied that there were a great many orders with so-called strings attached to them.

Let's Have a Business Landslide

And now there has been a Coolidge landslide, if one can judge as this is written during the morning after election. The Republican party seems to be firmly in the saddle and one may, therefore, expect that business will immediately wake up and with probable interferences removed will expand afresh born of the confidence that there is no likelihood of that kind of legislation so greatly favored by our so-called "Progressives" being introduced within the near future. All this works for stability and security, which, after all, are the foundations on which real business is founded. The gentlemen who have been campaigning about the country and who have been dilating upon what would happen if La Follette succeeded in jamming the machinery, or what would happen if Mr. Coolidge or Mr. Davis were elected, will now retire to their respective abodes and give themselves over to something useful. For that let us be thankful.

The amazing vote of confidence in President Coolidge given by the American people is one of which he may well feel proud, and it can be accounted for by the fact that our citizens are not inclined to favor radicalism and particularly attacks on the Constitution. This the La Follette crowd evidently forgot.

Well, now, the people have given the Grand Old Party a new lease of power and business men ought to be happy. The trend toward conservatism, as demonstrated by the election of Mr. Coolidge, is interesting in view of the fact that a similar revolution of sentiment occurred the week previous in Great Britain. On both sides of the water the so-called "common-sense" people have handed radicalism an awful jolt. All our progressively conservative citizens now have an opportunity such as they have not had for two generations to make good. Let us hope that the new administration and its policies will be to the liking of its supporters.

Those who talk about the difficulty of selling music to the masses of the people in these days of competitive handicaps ought to pause before they talk any more nonsense and read the story of Rudolph Fractman. Here is a man who started two and one-half years ago, during the height of business depression, a little music store on Chicago's great shopping thoroughfare, State street, for the exclusive sale of sheet music, records and music rolls. He has prospered so in this little cubby hole that he now opens a second shop up on the same street at the other end of the Loop, a shop equally small and equally exclusive. He finds that it is worth while doing this because the Loop crowds that he serves need to be taken care of from both ends of that amazing zone which ought to choke Chicago to death, but somehow has just the opposite effect upon her. Mr. Fractman keeps his stores open from early morning to late at night and he sells during every hour of that time. He sells records of all kinds and has built up a big foreign-record business. He sells music rolls in large quantities. He sells sheet music. And now he is beginning to sell small musical instruments and "small goods" generally, as well. Neither store is more than a "hole in the wall," as stores generally go. How, then, does he do it? Simply by going where the crowds are, by putting up his sign to tell those crowds that he has for sale the thing that everybody wants, which is music; and then by being on the job all the time. That is how he does it. There is a moral here somewhere, but to point any save political morals on the days after a general election is a waste of time. Wherefore . . . as it were . . . we shall say to the inquiring reader: If you don't believe all this or if you want to know how it is done, go and ask Rudolph himself—Rudolph Fractman of North and South State street, Chicago.

Clever Mister Rudolph

The Piano Club of Chicago really belies its name this year, for it appears to be much more of a Talking Machine Club, not meaning any obscure jokes, either. The fact that the new president and treasurer are both talking machine men, and that members of the more important committees are this year largely drawn from the same honorable company, almost seems to call for a change in name. Assuming, however, that the Piano Club will continue to run along under its old name for some time yet, we have to point out that the facts as to its membership simply illustrate the extraordinarily important situation of the talking machine business in Chicago. The talking machine men are important in the club which represents most completely our local music trade, because the talking machine has come to be an enormously big thing in music. That is the reason; and no one who knows anything at all about the facts can doubt for a moment that the conditions now existing will continue to exist, and, in fact, will become intensified as time goes on. It is a talking machine age quite as much as it is a radio age. For that matter it is a general musical age, a fact which not every one seems clearly to understand. It is a musical age in every sense of the term, for it is an age which needs the expression which music gives of its ideals, more than it needs that expression through any other art.

It Sure Is Truly Wonderful

Still another record manufacturer announces the production of a group of negro, or "race" records—records of negro melodies sung by people of that race—and designed primarily for distribution among persons of color. It is surprising that these so-called race records have been exploited so strongly as a late development in the record branch of the trade, inasmuch as we have had for years records produced for their particular appeal to the foreign-born elements of our community. Whether the individual be German, French, Italian, or even Chinese, he has been able to find in the well equipped talking machine store records of his homeland melodies rendered in his native tongue. And here we have a very substantial proportion of the population, native-born, but with melodies individual both in their construction and rendition, who have only recently received official recognition from record makers.

Record Trade Possibilities

Naturally it is to be assumed that the negro is so much a definite part of our native population that he is expected to find his music desires completely fulfilled in the regular domestic catalogs. But through the medium of "race" records he is given something that is distinctly his own, with the additional advantage that some hundreds of thousands of whites might be expected to, and as a matter of fact do, purchase these race records for their peculiar melodic value. Naturally, to remove the influence of the negro from American music as it is constituted to-day would weaken the structure to a dangerous degree.

The recent announcements by several well-known tone arm and sound box manufacturers, relative to the production of radio loud speakers represent an interesting development that is very gratifying. The announcements in themselves indicate a move along the line of business expansion that is logical and very likely well advised, but the real importance lies in the fact that those manufacturers who have spent years in the successful production of sound reproduction devices for talking machines are able to give to the radio division of the trade, through the medium of the loud speaker or loud speaker units, the benefit of years of research and experimenting in the field of acoustics.

Sound Reproduction Factors

Much of the value of radio lies in the clarity and faithfulness of the reproduction of music and the voice, and the experience of talking machine sound box manufacturers in reproducing the vibrations of the talking machine record with naturalness should prove of value in presenting properly to the ear of the listener the broadcasted sound as caught by the radio tubes.

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EUGENE F. CAREY, Manager

Middle West Dealers Ordering Heavily in Anticipation of Big Holiday Business

Retail Stocks Lower Than in Years—Improvement in General Business Felt in Talking Machine Trade—All Lines Moving in Satisfactory Manner—Month's Activities of the Trade

CHICAGO, ILL., November 8.—Notwithstanding the deterrent effect of the presidential campaign and an unusually warm October, last month made a gratifying business showing in many respects. With retail stocks throughout the West at the lowest point they have been for years, largely as the result of the rigid cleaning up which has been pursued by dealers, orders for immediate delivery have grown in volume and advance orders for November and December delivery assumed important proportions.

Throughout the Middle West general business has picked up materially in all lines. The country districts and small towns have at last begun to feel the actual effect of the influx of funds as a result of the improved prices of agricultural products, and in the larger cities and manufacturing towns an expansion of manufacturing activity and increased employment of labor is generally in evidence.

Generally speaking, the situation in the manufacturing trade in this city, so far as phonographs are concerned, is very gratifying. Quite a number of well-known manufacturers, principally those making console phonographs, are working to capacity to take care of the requirements of their trade, and in a few instances three shifts are being used to keep pace with the jobbers' and dealers' requirements. This activity is reflected, of course, in the business being closed by manufacturers of motors, tone arms and sound boxes, and almost without exception the manufacturers of parts are doing a healthy, substantial business. The Western manager of one of the leading concerns manufacturing parts states that his sales figures for the month of October compare very favorably with the totals of the banner years of the industry. This statement applies to the Western division, and the company as a whole closed the month of October with a total business exceeding the figures for any October in years.

Some marked novelties are promised in time for the holiday trade. As the Fall advances the combination talking machine and radio increases in popularity and, as a general rule, follows the experience of the biggest and strongest producers of this type of machine which is that the demand is principally for the higher priced models. The radio manufacturers are having an excellent business from all reports, the demand being, as a whole, for the better grades of sets. The condition is favorable to the music stores to which this class of business largely gravitates.

Portable machines promise to be just as strong a factor in the holiday trade this year as last, and the larger retailers seem to be strongly sold on the portable and are preparing for a good trade. Record sales are exceptionally good. Many jobbers say that the business in October was very nearly on a par with that of last year. Not only is this true of popular records, but the efforts to increase the sales of classical and standard records by the leading companies are evidently meeting with success and are stimulating the purchase of the better class of records. Here, no doubt, as in the case of the popular record, the influence of the radio is proving a constructive force.

Evidence of Stability of Phonograph Industry

"Very encouraging deductions can be made from recent statistics regarding the number of talking machines owned in the United States," said A. J. Kendrick, general sales manager of the phonograph division of the Brunswick Co., in the course of a chat with The World. "If nine million of the twenty-one million homes in this country are equipped with phonographs that means that there are twelve million yet to be sold and that is by no means all as there are a million and a half marriages in the United States each year. But, the nine million are not lost to us by any manner of means. Instead of clinging to a certain general type of case architecture the tendency now is to follow the furniture markets and to adapt the styles and finishes of cabinets to the change in styles of home furniture. This means former owners will con-

(Continued on page 136)

Style M
One of several beautiful console models

Kimball Style X—Tudor

KIMBALL PHONOGRAPHS

Superiority of Construction
Reliability

DEALERS buy the Kimball because it satisfies customers and is thoroughly reliable.

The Kimball is "Best by Comparison" and noted for perfection of sound reproduction.

Now is the time to buy for holiday trade.

Style J
Mahogany
One of several beautiful upright models

W. W. KIMBALL CO.

Established 1857

Kimball Hall 306 So. Wabash Ave.

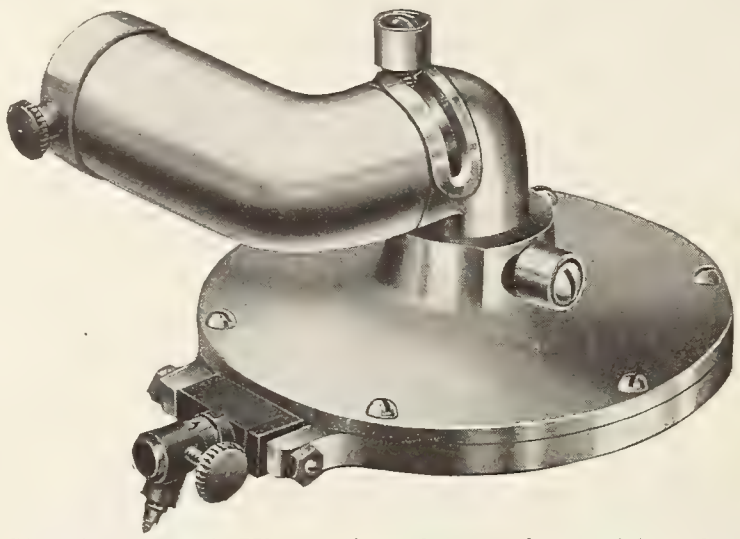
CHICAGO, ILLINOIS

Manufacturers of
Phonographs, Pianos, Player Pianos, Reproducing Pianos, Pipe Organs, Distributors of Columbia Records

KIMBALL PHONOGRAPHS PLAY ALL RECORDS

Why be Limited to Only One Make of Records?

The Popular Edison Broadway Hits
Can also be enjoyed on the Victrola



Showing Jewel Victor Attachment in position for playing Edison and Pathé Records

by using the

Jewel Attachment for the Victor

(EQUIPPED WITH THE NOM-Y-KA DIAPHRAGM)

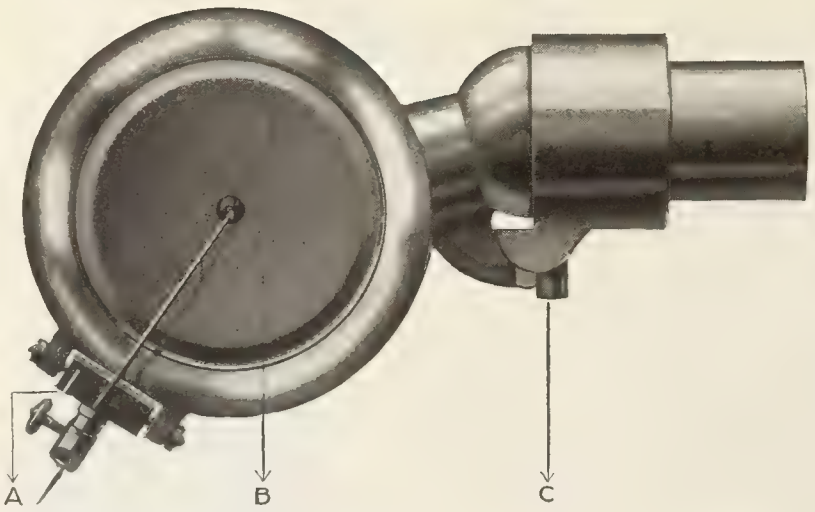
for playing

Edison Pathé

And All Other Records on the Victrola

Jewel
NEEDLE EQUIPMENT

For the New Edison Phonograph



[A] Our patented slotted stylus bar.

[B] Our patented indestructibleNom-Y-ka Diaphragm.

[C] Our patented positive automatic adjustment.

Perfectly Balanced
for playing
All Records on the Edison Diamond Disc Phonograph

When you sell a Jewel Attachment you not only make a profit on the sale but also create a new record customer

Write for prices and descriptive circulars.

JEWEL PHONOPARTS CO.

150-160 Whiting Street, CHICAGO, ILL.

THE JEWEL-TONE

Baby Grand Phonograph

A real musical instrument equipped with 9½ inch bell base Jewel Tone Arm, and the well known Jewel reproducer.

Makes a Splendid Christmas Present

Suitable for That Small Apartment

Only the best of material and workmanship used in its construction. With our special tone chamber the Jewel-Tone Phonograph produces a quality and volume of tone equal to most upright and console talking machines.

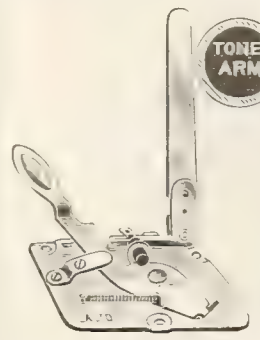
Sample sent on approval to responsible dealers.

Write for specifications and prices.

JEWEL PHONOPARTS CO.

150-160 Whiting St. **CHICAGO, ILL.**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 133)



THE ALTO
Automatic Stop

For Phonographs.

Nothing needs to be screwed unto the tone arm. Simple in construction. It fits under the turn table. Our customers say it is the most accurate stop they found yet in spite of its low cost.

ALTO MFG. CO., 1647-51 Wolfram Street CHICAGO
Canadian Distributor Phono Parts Supply Co., Toronto, Ont.

tinually be in the market for the newer models.

"Of course the phonograph is here to stay, and the enormous accumulative advertising of past years, in conjunction with the great publicity work being done, brings assurance of this.

"The radio will not and is not to-day displacing the phonograph, although its influence is strongly evidenced in many ways. The increase in the average value per unit is remarkable. Generalizing, I can say that on the same number of instruments sold last Fall, and the same number sold this Fall, the sales results, that is the volume in dollars and cents this year, will be two and one-half times that of last year's figures, because of the higher average price owing to the Brunswick-Radiola as a factor.

"We are selling plenty of straight phonographs, of course, numerically they are enormously in the ascendancy but the demand for the combination instruments of more expensive type, viz., from $500 and up is crowding our capacity to the utmost; in fact, I can tell you that in the limited territory covered by the Chicago office we have 650 Brunswick-Radiolas of one type alone that retail at $550 on back orders, and taking the country over it will amount to something like 3,000 to 4,000 of that particular type alone. Think of it— on instruments running above $500. That is vitally the interesting thing about it.

"As to the record business, it has certainly not suffered, from our viewpoint. Our sales this year have been 28 per cent ahead of the corresponding period of last year. Certainly the influence of the radio has not been a deterrent here but it has been a matter of better records and better service. Notwithstanding this increase, these, our branch stocks, are to-day 700,000 records less, something which gives an idea of the rapid turnover. It is hardly necessary to say that we are decidedly optimistic regarding the future of the phonograph industry."

Oro-Tone Home Records Ready

The Oro-Tone Co. is now in active production on the attachment for home recording and reproduction on Edison phonographs, which was announced last month and which, judging from inquiries and orders already received by it, it believes it is going to be a very large seller. Besides its value for home recording, the attachment, according to Manager Leigh Hunt, is the best and loudest attachment for playing lateral cut records on Edison machines that it has ever produced.

How They Got the Returns

The Brunswick Co. sent out to dealers all over the country before the election, a suggestion regarding the opportunity for placing the Brunswick-Radiola in clubs, churches, hotel lobbies, theatres and movie houses for the purpose of giving the returns on election night. The idea was taken up by many of the dealers, with excellent results. In many cases the dailies were used to announce the places where returns would be heard through the Brunswick-Radiola.

New Fletcher-Wickes Departure

While not ready as yet for any announcement as to technical detail or as to when it will be ready for the market, the Fletcher-Wickes Co., well-known manufacturer of tone arms and reproducers, has in an advance stage of development what those who have heard it think will take as notable a place in the way of radio loud speakers and horns as its reproducers and tone arms occupy in the field of talking machine reproduction.

The loud speaker unit in fact incorporates the Fletcher-Wickes mica sound box, and is designed to overcome the hard mechanical noises often heard in radio transmission and the distorted nasal inflections in the case of the human voice. The horn itself is of equal value and is absolutely unique, while very artistic in appearance.

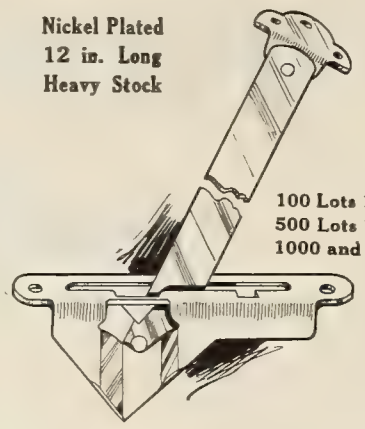
Death of Famous Impresario

F. Wight Neumann, famous impresario of America, widely known to the music trade of Chicago and the country at large, died at his home on Michigan avenue, on October 23 after a few days' illness. For a quarter of a century the majority of Chicago appearances of the great musicians, both vocal and instrumental, were under his management, and practically all the more famous record artists were intimately acquainted with him and have benefited as a result of his conduct of their Chicago recitals.

Attends Traffic Bureau Meeting

Alfred L. Smith, of New York, general manager of the Music Industries Chamber of Commerce, was in Chicago the middle of last month attending the meeting of the consolidated traffic bureau, at which he presented the organization's application for the retention of a freight rate on talking machines for combination radio and talking machine cabinets.

No. 1027 One Hand Console Support



Perfectly Simple—Simply Perfect

Lakeside Supply Co.
73 W. Van Buren St.
CHICAGO, ILL.

Telephone—Harrison 3840

Send Us Your Inquiries on Phonograph and Radio Hardware

R. Fractman Leases New Store

Rudolph Fractman, operating the Rialto Music Shop, 330 South State street, has leased another store in the new Butler Building, 168 North State street, for a period of years at an aggregate rental of $165,000.

A. G. Ogren Co. Chartered

The A. G. Ogren Music Co., 415 Seventh street, Rockford, Ill., was recently incorporated with a capital stock of $30,000 to deal in musical instruments and radio sets. The incorporators are A. G. Ogren, O. L. Brundine and I. O. Lutzhoff.

Winners in "Beat the Summer Slump" Campaign

The Gulbransen Co., which conducted a very interesting campaign during the past Summer, has announced the winners in the "Beat the Summer Slump" campaign as it was called in a recent issue of the Gulbransen Bulletin. A

(*Continued on page* 138)

An Exceptional Line
for
Wide Awake Dealers
COLUMBIAN BABY GRAND

Elastic touch. Faultless Action. Mahogany Finish Only. Size, 59" x 56".

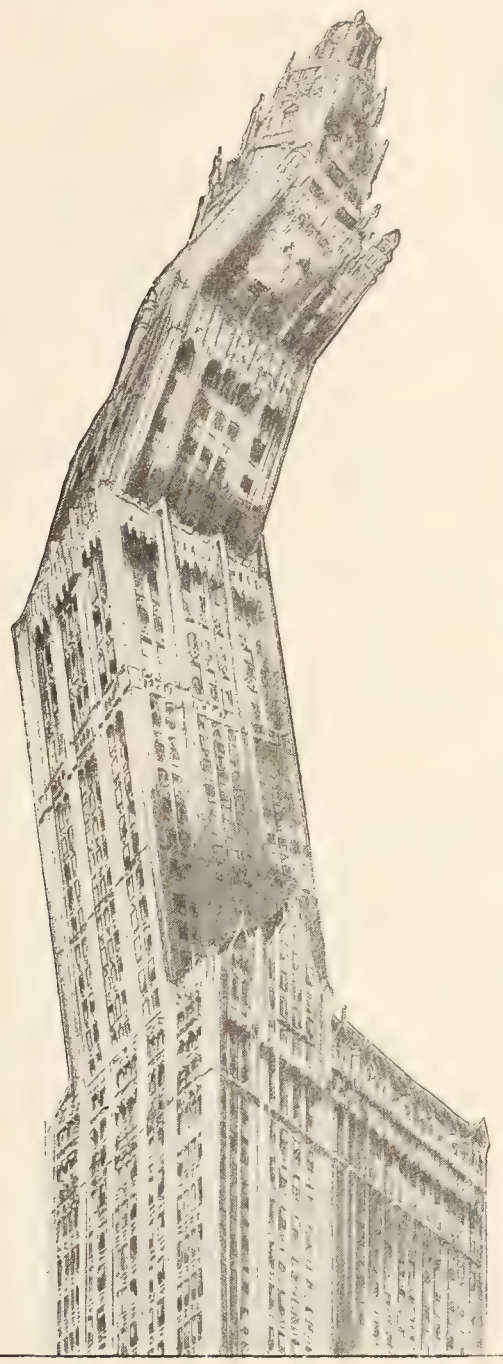
EXCEL PHONOGRAPH CO.
Manufacturers
400-412 West Erie St. CHICAGO, ILL.

Above are shown some of our best sellers. Styles 1 and 3 can be had in mahogany and oak finishes. Styles 10, 40 and 50 in mahogany and Walnut.

Order Now to Insure Immediate Delivery

Dealers! Nth the full page in THE SATURDAY EVENING POST

2½ million circulation



A VIOLIN *could crash it!*

TUNE a violin exactly to the tremors of the greatest of skyscrapers. Amplify sufficiently—and rock whole buildings to the ground.

Unthinkable? Hardly more so than the proportionally greater amplification which is Radio itself.

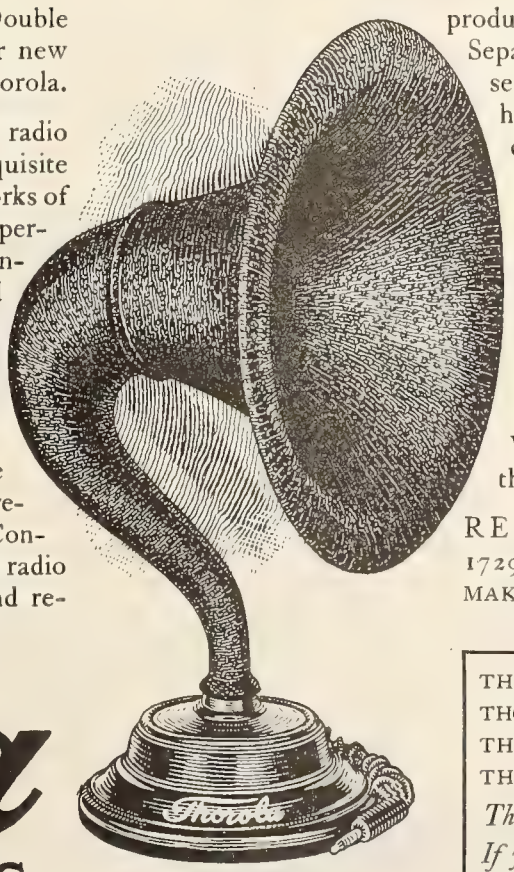
Out of the air your antennae sifts infinitely tiny impulses. Your receiver nurses them along; amplifies them stage by stage; and transforms them into sound waves—whispers which can be made audible a city block distant by Thorola Loud Speaker.

The extreme volume which only Thorola makes possible, allows you to tune down for local stations, and it does bring in weak, distant signals with strength never known before. Double the power of your set and hear new stations for the first time with Thorola.

Thorola power alone marks a radio epoch. Even greater is the exquisite reproduction. Famous operas; works of greatest composers; entertainers' personalities all come to you with unprecedented fidelity. Such marked advancement results only from the many Thorola betterments new to radio, but fundamental in a great musical instrument.

The Thorola reproducer, in size and design, really permits true precision construction. Thorola Controlled Mica Diaphragm brings radio the highest development in sound reproduction. The exclusive Thorola Separix eliminates blurring and preserves every overtone. The Thorola horn compound, Thorite, ends compromise with acoustical laws. And, finally, the exclusive Thorola Synchronizer harmonizes *your* Thorola with *your* receiver.

Whatever your opinion of radio now, go hear Thorola. New character of entertainment; new stations most likely await you. The Thorola 10-Day Refund Warranty is a guarantee to users that Thorola fulfills every claim.



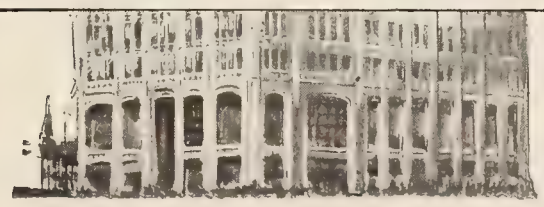
No External Battery Needed. Simply Plug in Same as Headphones.

REICHMANN COMPANY
1729-35 West 74th Street, *CHICAGO*
MAKERS OF THE FAMOUS THOROPHONE

Thorola
THE SPEAKING LIKENESS

THOROLA 4, $25	THOROLA 3, $20
THOROPHONE *Powerplus Speaker*	$45
THOROLA 6, *Phonograph Attachment*	$15
THOROLA 9, *Cabinet Loud Speaker*	$40

Thorola demand outpaces distribution. If your dealer is not stocked, we ship any model direct on receipt of price.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 136)

MODEL NR 20
List Price,
$175.00

VICTROLA PANEL
Nos. NR 215
NR 400
List Price,
$95.00

Freed-Eisemann

NEUTRODYNE RECEIVER

BEAUTY of appearance together with long range and clarity of tone have gained a place for Freed-Eisemann Neutrodyne Receivers in thousands of American homes.

At the left are illustrated two popular models:—at the top the NR 20, a five tube receiver contained in a beautifully finished mahogany cabinet; and below the four tube Victrola Panel, No. NR 215—NR 400.

If you are now selling radio apparatus, or if you are planning a radio department, you will find the Freed-Eisemann line a profitable one to handle.

Write today for further information and description on the various Freed-Eisemann models.

HARRY ALTER & CO.

Wholesale Electrical and Radio Supplies

OGDEN at CARROLL AVE. ·:· CHICAGO

rule of the contest was that sales reported would have to be the result of outside sales work and solicitation, not "drop-in" trade nor regular sales made on the floor. The first group of winners is pictured in the latest issue of the bulletin and it is announced that subsequent issues will carry pictures of the other winners.

Among the salesmen from all over the country, the high man was Earl A. Jones, of G. W. P. Jones' Music Co., Washington, Pa. No prospects were given Mr. Jones. In every case he found the prospect and closed the deal himself. The sales were to people who do not "drop in" and the nearest one to the store is twenty-six miles and the farthest forty-seven miles.

Produce Negro Record

An instance of remarkable progress is that of the Ajax Record Co., of 110 W. Lake street, this city, which, in the course of six months, has built up a country-wide business on negro records. By dint of scouring the South for the most popular singers of blues, and numbers especially in favor with the negro people, it has succeeded in building up a wonderful specialized catalog.

Among the people who have made the Ajax records especially popular are Mamie Smith, known as the original "Blue Singer," Johnson, of Cole & Johnson, of the famous Keith circuit, and many others. Manager Thos. Nash has depended not merely on getting favorite artists in a specialized line and producing records of superior quality, but has organized a sales campaign which has succeeded in making the Ajax records known wherever negro records are sold. He has built up a list of hundreds of dealers with standing orders for everything the company produces. Practically all the negro papers in the country are utilized and in the leading ones space running 600 lines per issue is used.

An effective dealer service has been organized and shipments of records are not only made the day that the orders are received but those received in the morning are shipped in the morning and those received in the afternoon are likewise shipped the same day.

H. S. Tay Sales Co. in New Quarters

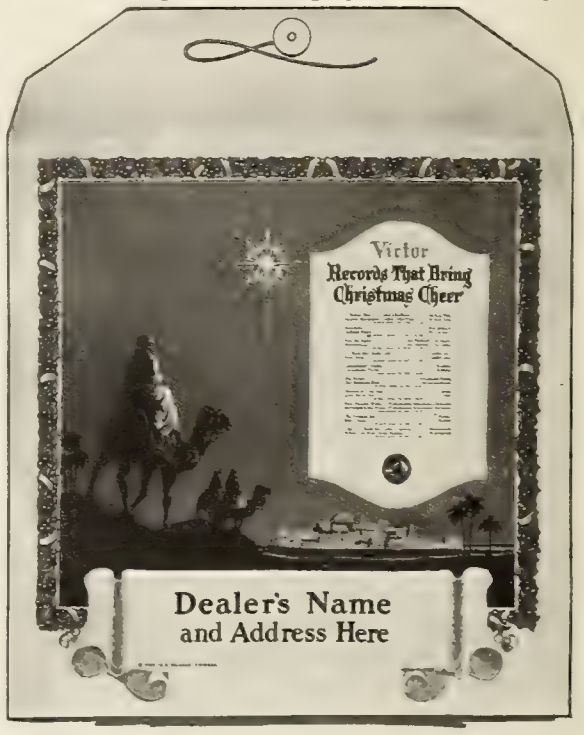
The H. S. Tay Sales Co. are now thoroughly settled in their new quarters at 6 No. Franklin street, and are having an excellent demand on the extensive line of radio and accessories which they handle. Mr. Tay is a talking machine man of long experience and is naturally equipped for advising dealers as to the best methods for use in handling the radio department. He has a strong sales organization and has six men on the road, four of them traveling out of Chicago and two of them out of the St. Louis branch.

In addition to the Howard and Crosley sets which they have been featuring strongly the company has handled a new popular priced set named the Liberty, made by the Liberty Transformer Co.

Christmas Record Delivery Envelopes

The Reincke-Ellis Co., 215 North Michigan avenue, this city, advertising specialists, recently sent out samples of their 1925 Christmas record delivery envelope to about 6,000 Victor dealers.

The envelope is of a highly attractive design,



Reincke-Ellis Christmas Record Envelope

beautifully printed in four colors, and effectively gets over the idea "Victor Records Make Ideal Christmas Gifts." They are supplied with button and string fasteners.

On the face of the envelope is an appropriate listing of ten standard records under the heading "Victor Records That Bring Holiday Cheer."

The 1924 Christmas bag promises to be even more popular than the one put out by the Reincke-Ellis Co. last year, when many Victor dealers were disappointed because the supply did not meet the demand.

Leon C. Samuels Returns From Europe

Leon C. Samuels, exclusive distributor for the Vincennes Phonograph Co., returned from his European trip last month decidedly improved in health, and he looked it. His journeyings covered England, Germany, France, Italy, Switzerland and Holland. He found conditions generally much better than he had anticipated and is convinced that European reconstruction is well under way. Mr. Samuels found the factory at Vincennes working overtime to fill some very large orders recently received, with the expectation of continuing this way until the first of the year. He is now enjoying a trip among his good friends in the Eastern territory.

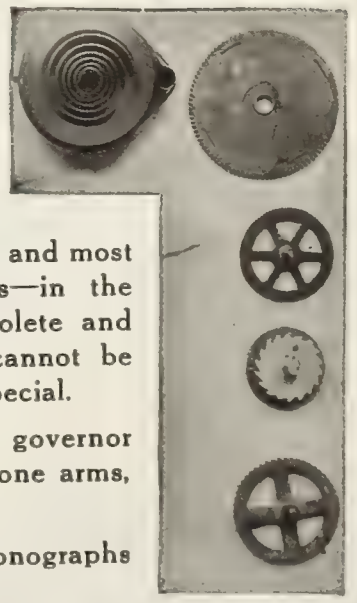
Widespread Portable Campaign

One of the notable successes of its history has been made by the Consolidated Talking

(*Continued on page* 140)

Repair Parts

For All and Every Motor That Was Ever Manufactured



We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

Manufacturers of

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

TRADE MARK "CONSOLA"

CABLE ADDRESS "CONSOLA"

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Arctino Co.

227-229 W. WASHINGTON ST., CHICAGO, ILL.

Branches: 2857 Gratiot Ave., Detroit, Mich. 1121 Nicollet Ave., Minneapolis, Minn.

VITANOLA

The Phonograph of Marvelous Tone

We are prepared to handle your

"Hurry Up" Orders

with merchandise that was NOT hurried

¶ We've planned ahead to take care of that "last minute" rush that always comes before the holidays.

¶ So send us your order by mail, or wire, right now.

¶ You'll get quick shipment—fast service all through, but without any sacrifice whatever of quality.

¶ Because, as already said, we've planned ahead. So when we send in answer to your plea for quick shipment, six Vitanola phonographs of this model, and twelve Vitaradio combination phonograph and radio cabinets of another model, you can rest assured you will get instruments *made with all the care and painstaking that have made Vitanola famous for QUALITY.*

¶ In other words, you will get "last minute" service BUT NOT "last minute" merchandise rushed through with a "last minute" tag on it.

¶ To dealers who know us, and appreciate Vitanola's policy of *high quality, yet low price,* we need say no more.

¶ To dealers who haven't yet tied up with the Vitanola line—we invite you to get in touch with us right now, and test our service and the salability of our merchandise.

¶ You'll be surprised—agreeably so.

Vitanola Talking Machine Company

829 American Furniture Mart

666 Lake Shore Drive Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

Machine Co. in the Swanson, Jr., portable which was put on the market last Summer and which met with such instant success that arrangements for a strong national campaign were made and a list of jobbers of exceptional strength was built up who have taken hold of the Swanson, Jr., with great enthusiasm. Orders are coming in not only from jobbers already established but from dealers in the covered territory, who are evidently preparing for an excellent holiday business on this instrument.

The Swanson, Jr., is characterized by durability of construction, excellent quality and unusual volume of tone and attractive appearance. It weighs but 12½ pounds, is but 12¾ by 11 by 6½ inches in size, has a compartment for 17 records and is a marvel of compactness.

In addition to the jobbers already secured a number of applications are being considered and some exclusive territory is still open. The present list of distributors is as follows: Chicago: Lyon & Healy, Cheney Talking Machine Co., Consolidated Talking Machine Co.; New York City: General Phonograph Corp.; Buffalo: Wm. A. Carroll; Cleveland: Record Sales Co.; Detroit: Consolidated Talking Machine Co.; Cincinnati: Columbia Distributors, Inc.; St. Louis: Artophone Corp.; Kansas City: Artophone Corp.; Minneapolis: Consolidated Talking Machine Co.; Portland: L. D. Heater; New Orleans: Junius Hart Piano House; Atlanta: A. J. Wismer.

Demand for Jewel Attachments

The Jewel Phonoparts Co. is highly satisfied with the manner in which business is progressing since early Fall. Not only is its business with domestic manufacturers of satisfactory proportions, but the foreign demand, especially from Australia, New Zealand and Japan, is excellent, some large orders having been received recently.

Further than this the business with the dealers for Jewel attachments for playing all records on the new Edison phonograph and for playing Edison records on the Victor has increased wonderfully the last few weeks, and indicates that the trade is preparing for a good strong holiday business.

The company has recently produced some very attractive wall hangers exploiting the attachments especially adapted for display in talking machine booths. A number of the very largest retail dealers in the country have recently added the Jewel attachments and are advertising and pushing them aggressively.

Petition in Bankruptcy Filed

A petition in bankruptcy and the appointment of a receiver was filed in District Court of U. S. by creditors of the Fenton Music Co., 4736 North Racine avenue, on October 24. The petitioners are Tom Brown Music Co., American Rug & Carpet Co., Wallace G. Clark, all with claims against the Fenton Music Co.

Davidson's Adds Starr Line

Davidson's Talking Machine Shop, exclusive Victor dealer, located at 234 South Wabash avenue, has added the Starr line of pianos. The shop is being remodeled and arrangements are now being made to install a piano department to feature the complete line of Starr pianos. Davidson's Talking Machine Shop has been located in "piano row" for the past seventeen years, and the addition of the Starr pianos virtually adds another general music store to the "row."

Art Gillham to Record

Art Gillham, sales manager for the Ted Browne Music Co., Inc., 218 South Wabash avenue, has just signed a contract with the Columbia Phonograph Co., Inc., to record twenty-four numbers a year. The publications of this house have won a great deal of favor.

Gulbransen Activity Indicates Progress

At a meeting of directors of the Gulbransen Co. held Wednesday, October 15, at the company's offices in this city, a dividend was declared of three per cent on common stock. The dividend was payable on or before October 22 to stockholders of record October 15.

Reports read at the meeting showed that the earnings of the company continue very satisfactory, and it is assured that there will be an even greater volume of business as grand piano production gets into full swing.

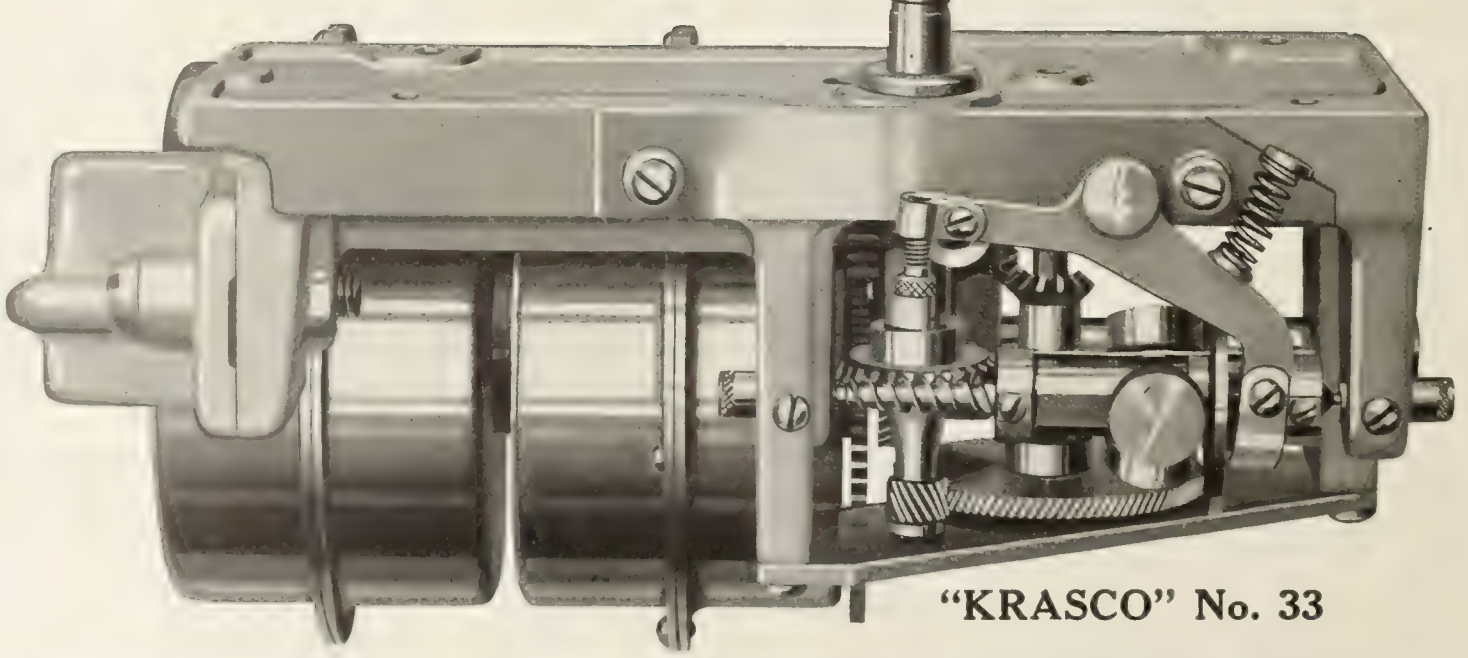
Very favorable reports of the Gulbransen grand have come from places where it has been shipped. However, in line with the regular Gulbransen policy, the company is more anxious to make the instrument so there will be no developments that will cause construction troubles later on, than to get into quick production. The company reports that while the new six-story factory is fully completed and there has been no hitch in getting it equipped and in operation, yet the manufacture of grands is proceeding cautiously in order to assure the quality of every instrument being right.

It is further announced that there is an active call for Gulbransen straight pianos, while a tremendous demand continues for the Gulbransen Registering pianos, and the orders in hand are crowding the factory to very large production figures. Fortunately the new double

(Continued on page 142)

A Better Fibre Needle Cutter for Less Money
RETAIL PRICE $1.00
The ALTO

Manufactured by
ALTO MFG. CO.
1647-51 Wolfram St. CHICAGO, ILL.

KRASCO
A Revelation in SMOOTHNESS and QUIETNESS
The "OLD RELIABLE"
Nearly 2,000,000 KRASCO Motors in Use Today.

"KRASCO" No. 33
No matter what your motor requirements are KRASCO will fill the bill. If your trade wants reliable motors to play from four to ten ten-inch Records at one winding KRASCO will do it. Write for literature on KRASCO MOTORS. Types 2, 3, 4, 22, 33 and 41.
KRASCO MANUFACTURING COMPANY
451 East Ohio Street CHICAGO, ILL.

OKeh and Odeon Records

When you're in a pinch—
when you need these popular, fast-selling records—and
you need them quickly—
then comes true appreciation for the dependability of

"Consolidated Service"

Consolidated Talking Machine Co.

227-229 West Washington Street CHICAGO, ILL.

Branches:

2957 Gratiot Ave., Detroit, Mich. - - 1121 Nicollet Ave., Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 140)

switch-track at the outgoing freight platform and the battery of four new dry kilns are in use, which tends to speed up production and the handling of it to a great extent.

Gulbransen national advertising for October, which appeared in full-page form in the Saturday Evening Post of October 18 and as a four-color second cover in the Literary Digest of October 11, emphasizes the fact that good piano music is available to all in the home where there is a Gulbransen Registering piano. In the farm field, the company announces the addition of the following mediums: Capper's Farmer, Kansas City Weekly Star, Atlanta Tri-Weekly Constitution.

Kimball Adds Radio

The talking machine department of the retail store of the W. W. Kimball Co. has added radio, representing Eagle neutrodyne, Garod, Echophone and Crosley products.

Introduces "Mystery" Radio Speaker

One of the notable events of the month in trade radio circles was the announcement by the Q R S Music Co., prominent music roll manufacturer, of the "Mystery" radio speaker.

The "Mystery" is self-contained and unique in many ways. Not only because of the fibre reflex tone-bell horn and the acoustical results obtained from it but because of the smallness and compactness of the attractive cabinet, which is made in two models, respectively 9¼" and 11½" in height. It has a specially made loud speaker unit for which decided merit is claimed. Q R S company states that the Mystery will be sold through the music trade exclusively.

"Because radio is a musical instrument—it belongs in the music store" runs the appeal to the consumer made in a page advertisement in the Saturday Evening Post of November 9, "and that is the right place to make your radio purchases."

The whole merchandising strength of the Q R S Co. is to be put behind the Mystery radio speaker and it will be vigorously advertised. Arrangements are made with the dealer whereby the Mystery is sold to him on a "money back" guarantee.

A very attractive colored broadside illustrating the Mystery is being sent out, and is particularly adapted for use in windows or in connection with an interior display.

President T. M. Pletcher and Sales Manager E. J. Delfraisse are decidedly enthusiastic regarding the outlook for this latest aspirant for music trade favor.

The Victor at Marshall Field's

Marshall Field & Co., who for many years have handled the Cheney phonograph exclusively, in the talking machine department at their big retail store, have added Victor talking machines and records; and hereafter the department will be devoted entirely, so far as machine sales are concerned, to these two distinguished instruments.

The Field department is one of the handsomest and best equipped in the country and both in its booths and in the general reception and sales room an artistic atmosphere is maintained that only exquisite furnishings and decorations can produce.

The department has always been unique in various ways. In the first place, no instalment business has ever been done and sales have been made only for cash or an open account to regular credit customers.

No outside salesman has ever been employed, but the prestige of the house and newspaper advertising have been depended on to bring customers into the department. These policies will be vigorously maintained in the future as in the past.

W. E. Kennedy has been made manager of the Marshall Field talking machine department. He has been associated with the house in important executive positions for some years and brings a wealth of experience in merchandising affairs which will no doubt be to the benefit of the department.

No other change in the personnel of the department is announced, all the former sales force being retained. Mrs. V. Drainey, who has been with the department for a long time, is second in charge under Mr. Kennedy. The department recently made a sale which is certainly worthy of mention: An order was taken from one of the wealthy patrons of the house for a wonderful cabinet to be made in the firm's furniture plant, which will combine phonograph, radio compartment, and accommodation for the owner's extensive music roll library. It is of Chinese style of architecture and will cost $2280

Chicago Talking Machine Co. Activities

At the Chicago Talking Machine Co. a very encouraging October business is reported, with more of a tendency to place orders for future delivery than had been noted for some time.

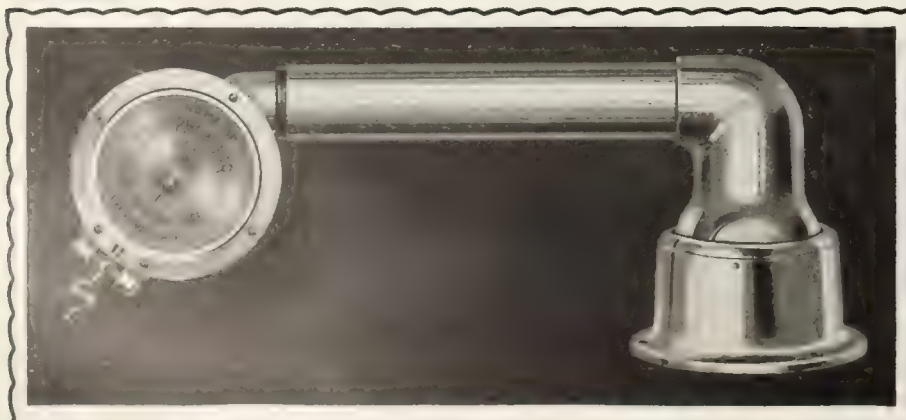
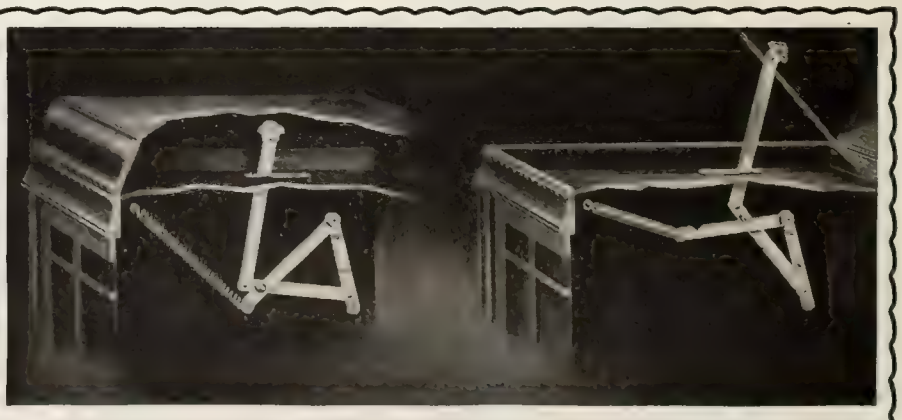
A great deal of enthusiasm for the Victor Bubble Books and the new Victor Music Arts library is being shown by dealers.

Vice-President Dan Creed spent a couple of weeks last month at French Lick Springs, taking his first vacation in five or six years, and on his return left with W. C. Griffith for New York to attend the meeting of the joint directors of the New York Talking Machine Co. and the Chicago Talking Machine Co.

New Quarters for Rialto Music Shop

One of the most notable leases recorded in this trade in some time came to light with the announcement that Rudolph Fractman, proprietor of the Rialto Music Shop, 330 S. State street, had leased the store at 168 N.

(*Continued on page* 144)

Scotford Tonearm and Superior Reproducer

cManufactured under patents of Louis K. Scotford. Plays all makes of records. Famous for tone—without the usual metallic sharpness and without the scratch. Standard length 8½ inches center of base to needlepoint—can be made to order longer or shorter. Base opening 2 inches diameter.

Fine quality Nickel and Gold Plate finishes

Supplied to manufacturers of high-grade phonograph cabinets in the United States and all foreign countries

Samples sent anywhere for trial

The Superior Spring Balanced Lid Support

cA touch of one finger lifts or closes the lid which stops, balanced, at any point desired. Does not warp lid. Noiseless in operation. The simplest spring balance made—and easiest to install. Can be made to fit any type and weight of lid. Furnished complete with escutcheon plate and all necessary screws.

Low quantity Prices quoted on application

BARNHART BROTHERS & SPINDLER SUPERIOR SPECIALTIES FOR PHONOGRAPHS **MONROE & THROOP STS., CHICAGO**

THE VOICE OF THE WORLD
TRADE MARK
RADIO MASTER
CORPORATION OF AMERICA
BAY CITY, MICHIGAN

THE RADIO BEAUTIFUL

Burl Walnut, With or Without Diamond Inserts. Attractive Design. Enclosed Loud Speaker and Horn. Also Compartments for All Batteries.

Operates on a fifty-foot aerial, which can be installed inside the house. Complete instructions for installation with each machine.

MODEL No. 375—Complete Less Tubes and Batteries. *List* $250.00

EASY TO OPERATE

Radio Panel Designed for Simplicity of Operation. Stations can be charted and turned to with ease whenever desired. Very efficient Five-Tube Set employing the latest developments in Radio Frequency Amplification—

Coast to Coast reception on loud speaker under ordinary favorable conditions.

Liberal Proposition to Dealers.

WRITE FOR CATALOG SHOWING OTHER MODELS

PHONO-MASTER MODEL No. 8
Two-tone Brown Mahogany or Walnut. Radio adapted. 36-in. long, 21¾ in. wide, 34 in. high.
Price to dealers.....$50.00

NEW MODELS
RADIO
ADAPTED
PHONOGRAPHS

PHONO-MASTER MODEL No. 10
Two-tone Mahogany or Walnut. 40 in. long, 22 in. wide, 35 in. high. Radio adapted.
Price to dealers.....$60.00

RADIO-MASTER CORPORATION
OF AMERICA

BAY CITY, MICHIGAN

F. B. WARD, President

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 142)

Packed in attractive Colored Display Cartons

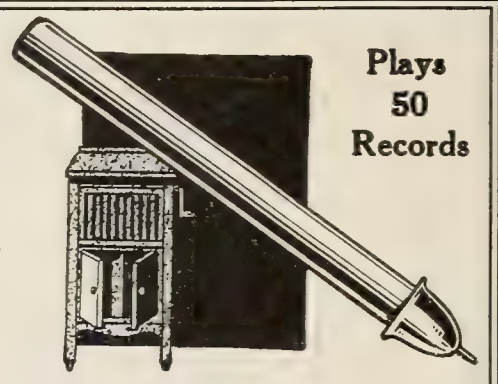
Retail Prices:
Box of 12 needles - 25c
Box of 4 needles - 10c
100% Profit to Dealers

Tonofone

FOR NEARLY A DECADE A SYNONYM OF EXCELLENCE IN SEMI-PERMANENT NEEDLES

It Stands for Accurate Tonal Reproduction and the Practical Elimination of Surface Noises.

TONOFONE NEEDLES ARE SOLD BY OVER 8,000 DEALERS and 26 WHOLESALE DISTRIBUTORS



Plays 50 Records

Cannot injure the finest record!

The stylus point is made of a material softer than the record substance, therefore wears the needle and *not* the record.

If you do not have complete stock on hand, order from your Distributor

THE TONOFONE COMPANY *Makers* 110 S. Wabash Ave., Chicago, Ill.

State street, in the Butler building, for ten years at an aggregate rental of $165,000.

The new store, which is but 15 feet in width, will be opened during the middle of November and like the present Rialto Shop will run daily from eight o'clock in the morning until midnight. The two stores will be devoted entirely to the merchandising of talking machine records, music rolls, sheet music, and small goods. The new store is near the State Lake Theatre, across the street from the Chicago Theatre, and thus will benefit greatly from the night trade of theatre patrons.

Mr. Fractman opened the Rialto Music Shop two and one-half years ago, this being his first venture on his own account, and he has made a success which is the talk of the trade.

He specializes very largely in foreign records, and has built up a business on Mexican records alone which must reach annually a very high figure.

Visits Eastern Distributor

President A. C. Harper, of the Cheney Talking Machine Co., returned the first of the month from a short trip which took him to Philadelphia and New York on a visit to the Cheney Sales Corp., Cheney distributor in those centers. Mr. Harper found business prospects, especially in New England, very encouraging. President G. Dunbar Shewell, of the Cheney Sales Corp., reported the establishment of some very desirable new Cheney accounts in his territory.

Helps for the Kimball Dealer

The advertising department of the W. W. Kimball Co. has always been strongly organized to aid Kimball dealers in the sale of the company's products, and it is working more actively along these lines now than ever.

A strong feature of this work has been the various splendid series of slides for driving home the message of Kimball phonographs to movie audiences. Series No. 5 has just been issued, and eclipses in artistic nature and strength of appeal all its predecessors. There are seven slides in the series, and they will be furnished free to dealers wishing to use them, with their name and addresses inserted.

Of the various Kimball console styles the Tudor model in walnut in the two-tone finish is proving one of the strongest sellers of the line and encourages attendance, as the beautiful instrument retails at $250.

New Broadcaster Line Wins Favor

The Broadcaster Corp., whose offices are at 2414-20 W. Cullerton street, this city, has just issued a very attractive catalog showing the entire new line of console and wall models introduced to the trade this season and including straight phonographs, combination phonograph and radio cabinets, and straight radio cabinets.

Sales Manager S. L. Zax emphasizes the fact that the new line marks an epoch in the history of the country and that it represents the realization of the idea maintained by the company to produce a really artistic and thoroughly dependable line of instruments and cabinets at a price that gives them exceptionally strong merchandising value.

Dealers the country over have accepted the new line with delight and the factory is exceedingly busy.

S. S. Schiff, of Vitanola Co., on Conditions

In a recent chat with The World, Samuel S. Schiff, general manager of the Vitanola Talking Machine Co., of this city, gave an interesting résumé of the company's activities. Mr. Schiff, who had just covered the Eastern territory, spent several days at the Saginaw factory in order to stimulate production and, referring to business conditions, he said: "While orders are coming in at a rapid pace, we are giving our trade excellent service, due to the fact that we made a careful survey of business possibilities for the Fall and holiday season of 1924 and during the Summer months made plans to take care of our trade. We have not only received good-sized orders from concerns already on our books, but have opened important new accounts with dealers needing merchandise in a hurry and yet insisting upon dependable products that have not been rushed through a factory haphazardly. For three months past we have been cutting and finishing stocks of all our regular numbers, enabling us to give a twenty-four-hour service to our dealers. Between now and Christmas we expect a very large business on straight phonographs and combination radio phonographs, and we are prepared to give our trade exceptional service. Our new customers are keenly enthusiastic regarding the merchandising possibilities of Vitanola products, while our old customers have remained with us in full force."

Fibre Needle Distributed

At the Hall Mfg. Co. considerable satisfaction was shown by Manager Fiddelke over the fact that the W. W. Kimball Co. has arranged to become wholesale distributors of Hall fibre needles and is starting a result-producing circularizing campaign in the trade.

Okeh Record Makers Score Success

Sargent and Marvin, the clever Orpheum Circuit vaudeville team, who have put over the "Go 'Long, Mule" novelty duet so successfully on Okeh records, were at the Palace Theatre in Chicago for a week last month, and featured the number in a manner which boosted the sales of the record immensely for Okeh dealers all over town.

While it was impossible on account of the city ordinances to do the dramatic publicity

AJAX

"Blues Records"

MAMIE SMITH
Exclusive AJAX Artist

AJAX is a *quality* line where nationally known Race Artists are backed by national advertising and excellent dealer service.

Mamie Smith — *Rosa Henderson* — *Josie Miles*
Helen Gross — *Susie Smith* — *Millard Thomas*
J. Rosamond Johnson

The Quality Race Record

Some Dealers' Territory Still Open

Ajax Record Company, 108 W. Lake St., Chicago, Ill. Phone State 1927

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 144)

stunts pulled in some towns during the appearance of Sargent and Marvin, yet the Consolidated Talking Machine Co. aided its dealers immensely in arranging for them attractive displays of the team's record, together with the sheet music of "Go 'Long, Mule." Even if the mule itself was not in evidence on our thoroughfares, the effect was positive and remunerative.

Phonoradio Offers Attract

The Wasmuth-Goodrich Co., of Peru, Ind., is concentrating on a limited number of models and has announced its new 1925 line of instruments. The first is the Phonoradio, the company's famous combined phonograph and radio, and, next, the Emerson phonograph, equipped for radio installation at the purchaser's option in three specially distinctive console models. There is also the straight Emerson phonograph. All three lines have unusual individuality and style, characterized by exceptional excellence of cabinet work and beauty of finish. Because of the economies effected by concentrating on a limited number of styles and the consequent quantity production, it is possible to offer these instruments at figures representing very high merchandising values for the dealer.

The line consists of three console models, the Mozart, the Verdi and the Wagner. The designs are the work of one of the best-known experts in the country. All the resources of the cabinetmaker's art have been devoted to making these consoles a triumph of artistry and of dollar-for-dollar value, according to Mr. Hughes, the production manager of the plant.

The dealer is offered three propositions covering every merchandising opportunity:

First is the complete Phonoradio in Mozart, Verdi and Wagner console models, equipped with either the Howard five-tube coast-to-coast neutrodyne, the Federal or the super-Regenodyne radio receivers.

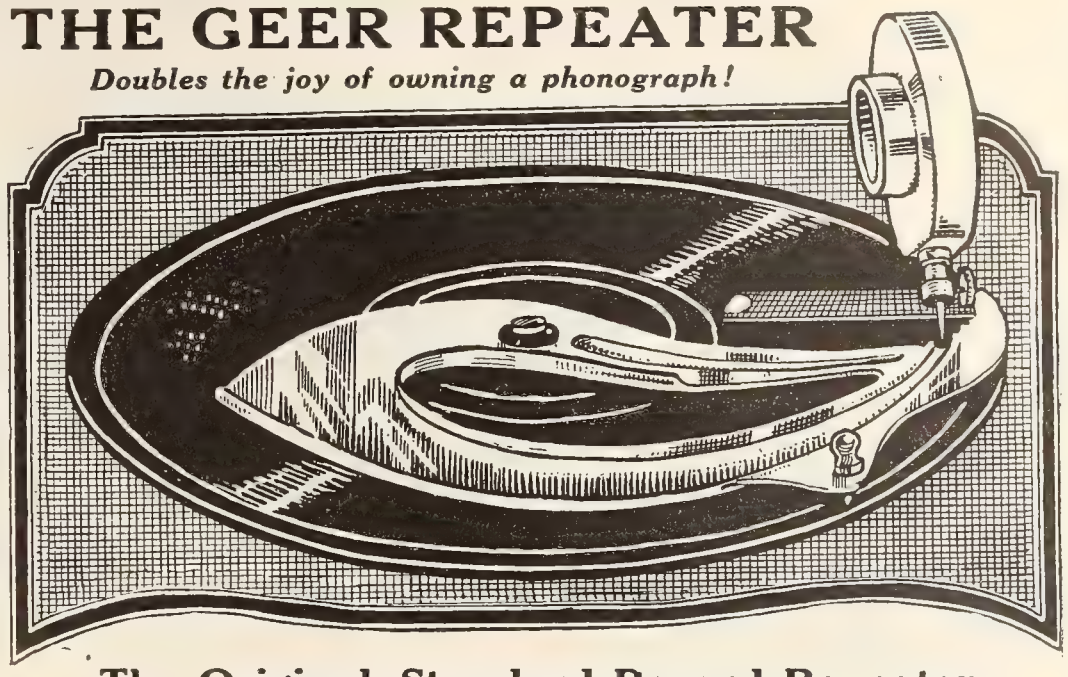
Among the distinctive features of the Phonoradio already known to the trade is the Duo-tone Controlla, a device which enables the operator to change from phonograph to radio without attachments or detachments. The Phonoradio is the only combination of phonograph and radio using the nationally advertised full-floating Music Master horn. The same horn is used both for radio and phonograph amplification. The Duo-tone Controlla enables the operator to switch from phonograph to radio at a touch of a lever.

The new burnished copper screened grille in front of the horn, the vertical drop disappearing door and the rear door battery compartment are betterments in the new line in which the trade and public will no doubt be interested.

(Continued on page 148)

THE GEER REPEATER

Doubles the joy of owning a phonograph!



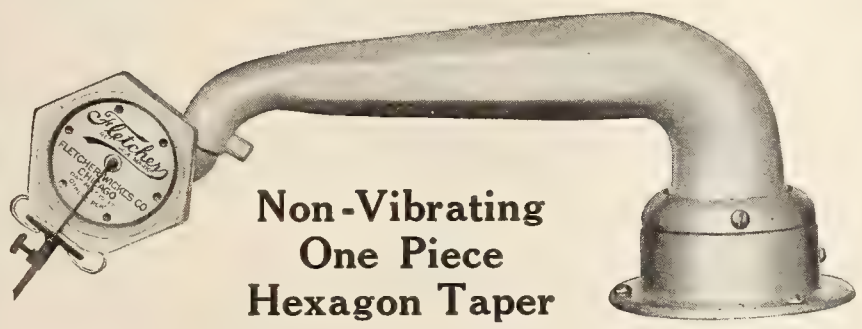
The Original, Standard Record Repeater

REPEATS a phonograph record instantly and accurately without slightest injury to record, reproducer, or needle. As easy to use as a record. Operates on any phonograph having a free swinging tone arm. List, each $1.50

THE WALBERT MANUFACTURING COMPANY

925-941 Wrightwood Avenue **Chicago, Ill.**

Fletcher No. 3 Brass-Drawn Tone Arm



Non-Vibrating
One Piece
Hexagon Taper

Fletcher
REG. TRADE MARK

Reproducer
and Connection
for
NEW EDISON
Plays all Records

The best that money and skill can produce is now ready for the market at a minimum price. Plays all records and is equipped with the regular Fletcher Reproducer, which is scientifically constructed, and which *really reproduces* either vocal or instrumental music.

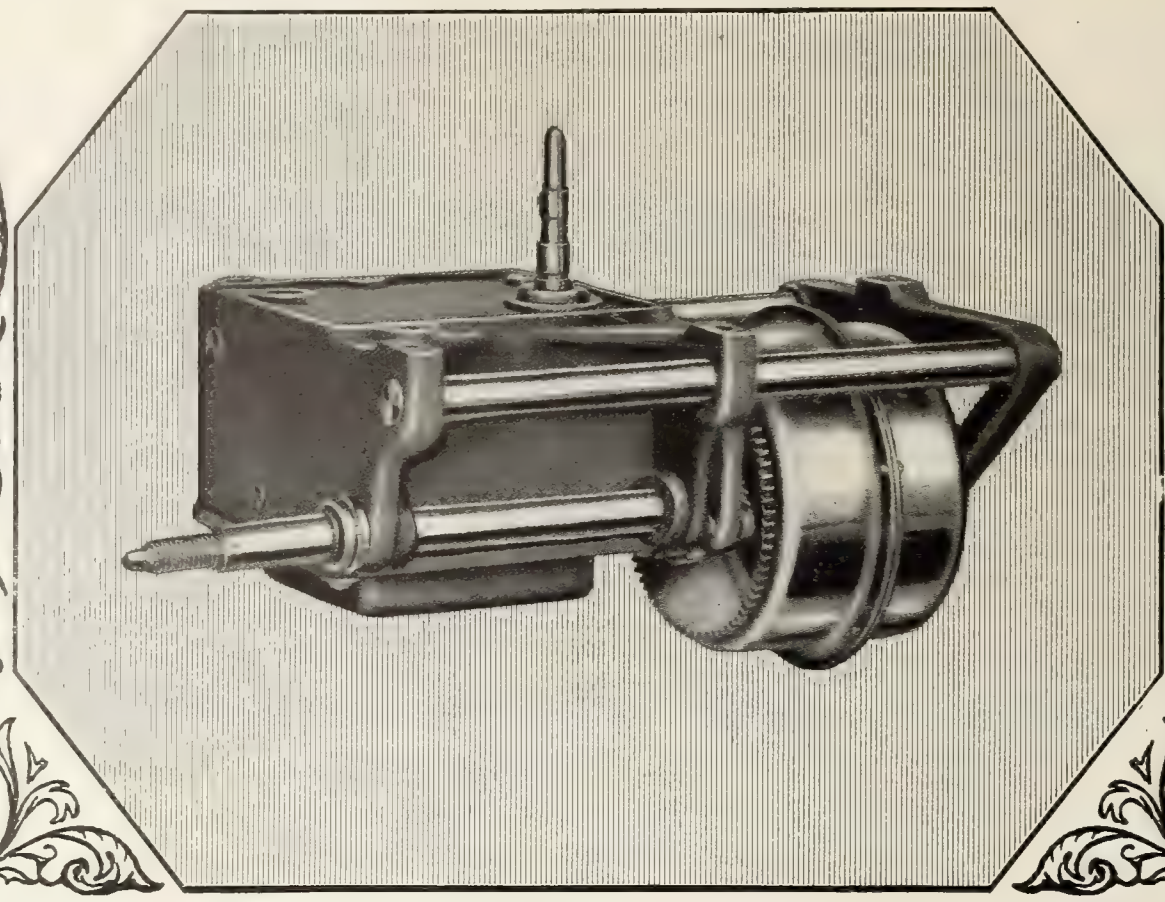
Write for samples and quantity quotations specifying 8½" or 9½" length.
Money back guarantee covers all sample orders.

Dealers, Send for Prices and Terms

Fletcher "Straight" and Fletcher "Universal" still made and carried in stock

FLETCHER-WICKES COMPANY

116-122 WEST ILLINOIS STREET, CHICAGO



In-Built Character In Every Motor

¶ It never need occur to a manufacturer that he should be concerned about the mechanism of his United Motors. ¶ He never thinks of them in terms of springs and gears—he thinks only in terms of enduring service and performance. ¶ He knows only that United Motors will make his phonographs superior in many ways, that they will sell easier and that they will stay sold.

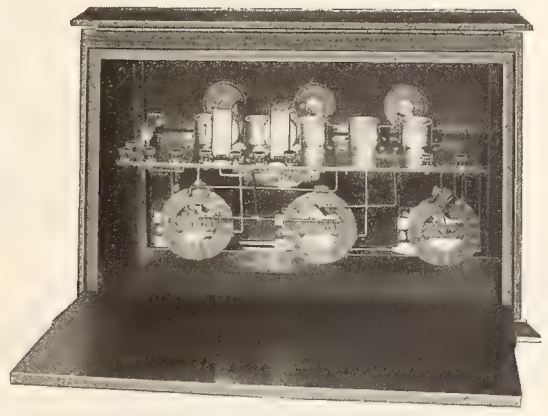
UNITED MANUFACTURING AND DISTRIBUTING CO.
9705 Cottage Grove Avenue, Chicago, Illinois, U. S. A.

UNITED

Largest Independent Manufacturer of Phonograph Motors in the World

MODEL SU-5

Super-Unidyne—A five-tube super receiver. Two stages of tuned radio frequency amplification, detector and two stages of audio amplification, all in one beautiful solid walnut cabinet. Price (exclusive of tubes and batteries) $130



REAR VIEW

Super-Unidyne—showing neat and substantial construction. New type low-loss condensers and coils. Dial settings can be logged—plenty surplus power.

We are proud to be able to

Announce

this entirely new and superb line of United Radio Instruments

DELIVERIES are now ready on all the new Super-Unidyne and Improved Unidyne radio receivers and phonograph panel units.

Great Performance

There's a new thrill waiting for you. Just spend an evening roaming the country with one of these new Super-Unidyne receivers and the ease and clarity, selectivity and volume of the reception from near and far will amaze you.

Easy to Operate

Just as simple to operate as anyone could wish. A new design of vernier dial makes tuning gentle and smooth.

Unmatched Value

The new Super-Unidyne *looks* the thoroughbred, too. The beautifully grained, solid black walnut cabinet with its fine hand-rubbed finish is a real piece of furniture.

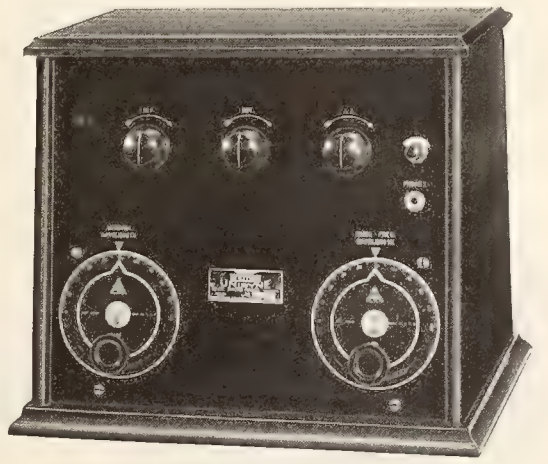
Test this new line—compare it with others in every detail.

United dealers are profit making dealers.
Write TODAY—tomorrow never comes.

UNITED MANUFACTURING & DISTRIBUTING CO.
CHICAGO

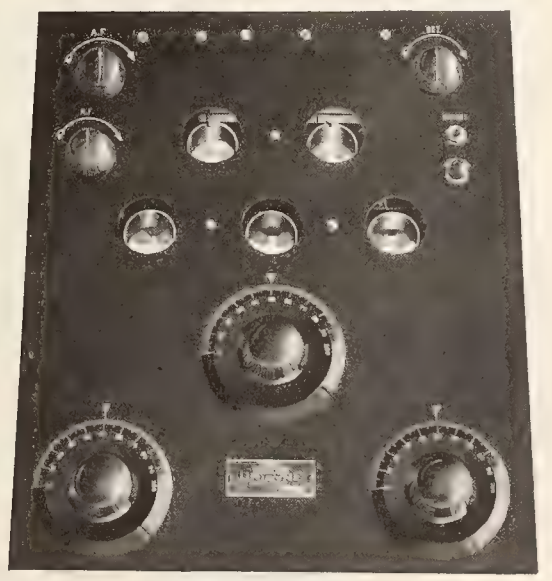
UNITED

Quality Radio



MODEL U-4

Improved Unidyne—four tubes, using one stage of tuned radio frequency amplification. Improved construction, low-loss parts, solid walnut cabinet, at a new low price.....$75



MODEL HSU-5

Horizontal Super-Unidyne—principally the same as model SU-5 except adapted to horizontal mounting for combination radio-phonograph console cabinets. Price of panel only ready for installation $100

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 145)

The second proposition is the new Emerson phonograph in the three above-mentioned Music Master consoles, but equipped for radio installation, including Duo-tone Controlla, Music Master horn and loud speaker unit, ground and antenna connection and rear door battery compartment with corrugated rubber lining.

The third proposition consists of the straight Emerson phonograph in the three Music Master models. By removing the record shelves and installing panel on left top, radio sets can easily be installed even in these models.

The Verdi and Wagner cabinets are furnished in beautifully figured mahogany or stump walnut and the Mozart in mahogany only. All models are supplied in the attractive Duo-tone finish and should prove exceptionally attractive drawing cards on any dealer's floor.

Tom Hindley, the general sales manager of the company, has moved his Chicago warerooms to new quarters on the fifth floor of the Republic Building with window frontage on both State and Adams streets. The space occupied is more than double that of the old location on the tenth floor and the new models make an exceptionally fine display in their attractive environment.

Strand Phonographs in Demand

E. A. Fearn, president of the Consolidated Talking Machine Co., reports that the demand for Strand phonographs throughout the territory covered by the Chicago and branch houses has shown a marked improvement the past month and that he has established quite a number of desirable new agencies. Orders are encouraging and they show that the bulk of the business is on the $150 console.

Announcement by the Manufacturer's Phonograph Co., Inc., of its new style of radio cabinets is of special interest, and Mr. Fearn anticipates a particularly good trade on these models.

Holds Sonora Exhibit

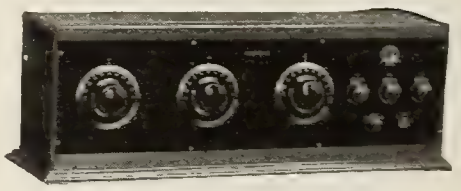
The Illinois Phonograph Corp., 616 South Michigan avenue, during the week of October 27 to 31, inclusive, held an exhibit in room 1170, Congress Hotel, showing a complete line of Sonora phonographs, Sonora radio speakers, Sonoradio combinations and Ware neutrodyne receivers which this company represents in this territory.

Sonora dealers and merchants were invited to attend the exhibit, which was held for the purpose of showing the new developments in Sonora radio combinations and the Ware neutrodyne sets, as well as in all Sonora instruments. There was a record attendance of visiting dealers during the week, not only from Chicago but many from out of town.

Various features of the Sonora instruments were explained by J. A. Read, of the Sonora factory, who was in attendance, as well as A. R. Rowday, president of the Illinois Phonograph Corporation; L. Golder, sales manager, and the mid-Western representatives, R. V. Barnes and J. W. Smith.

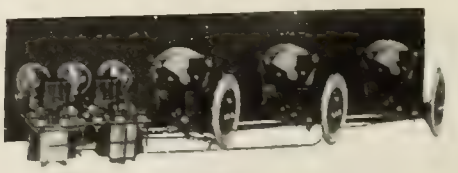
Deresnadyne Receiver Grows in Popularity

The Andrews Radio Co., of this city, manufacturer of the Deresnadyne receiver, is meeting with considerable success in the introduction of its products to the talking machine trade. Jobbers and dealers are now being appointed, and in a recent chat with The World



Deresnadyne Radio Set

one of the executives of the company commented as follows regarding the Deresnadyne receiver: "The Deresnadyne introduces a new principle in radio reception, being the invention of E. F. Andrews and E. A. Beane, of this city. The first sets embodying the Deresnadyne principle were constructed in the early part of 1923 and development work has been carried on continuously since that time. In perfecting this



Showing Deresonated Plate

receiver it was decided first of all that it must combine all of the essentials of satisfactory broadcasting reception, including distance, volume, tone quality and selectivity. We have been informed by jobbers and dealers that we have accomplished these purposes, particularly tone quality.

"We use on the Deresnadyne three tuning dials, which are all set to practically the same number in order to tune in a particular station, and this station can always be found in the same position. We have made very careful tests for distance and, with a receiver located in

(Continued on page 150)

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

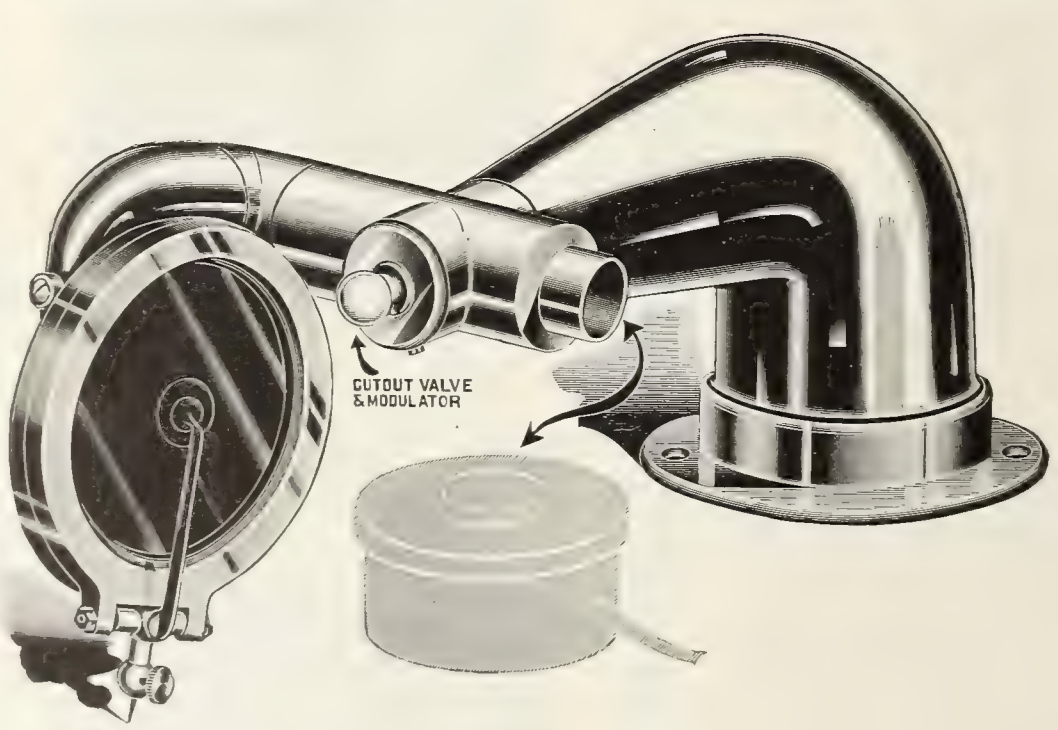
4 Years Have Proved Outing Portables Are the Best

Targ & Dinner Music Co.
229 W. Randolph St. Chicago, Ill.
Outing Distributor

The Blood Tone Arm Co.

Invites you to become acquainted with the merits of the

Blood Radio Tone Arm



We also suggest that you build for a continued demand for *all* your Phonograph products by its installation.

Thus *your Dealer* will be enabled to interest even the most radical radio enthusiast in the fact that *your product* will act as a Radio Loud Speaker of unusual merit as well as being an admirable Talking Machine.

BLOOD TONE ARM CO.
222 W. Madison St. CHICAGO, ILL.

C 5
Specifications:
34″ wide, 20½″ deep and 33½″ high
Two-tone

C 4
Specifications:
36″ wide, 22″ deep and 35½″ high

C 3 SPECIAL
Specifications:
40″ wide, 23″ deep and 35½″ high

RP 1
Radio Phonograph Combination
Specifications:
34″ wide, 20½″ deep and 33½″ high

BROADCASTER

Life's Voices

1—Attractiveness

Beautiful, symmetrical, elaborate designs.

2—Tone

A scientifically constructed amplifying chamber renders an incomparable, clear tone of volume.

3—Quality

Skillful workmanship.
Finest selected woods and panels.
Superb finish.
Guaranteed equipment.

4—Price

Value for value we will not be undersold. Our extremely low prices open a new avenue of success—for live wire dealers.

Write for our new 1925 catalog and price lists.

The Broadcaster Corporation

2414-2420 W. Cullerton Street
Chicago, Illinois

Established 1913 **Incorporated 1923**

RADIO CABINET A
Specifications:
Outside Measurements:
36¼″ wide, 16⅛″ deep and 42″ high
Equipped with loud speaker horn.

E 1
Specifications:
34″ wide, 20½″ deep and 34″ high

E 2
Specifications:
36″ wide, 22″ deep and 35½″ high

C 2
Specifications:
40″ wide, 23″ deep and 35½″ high

RP 2
Radio Phonograph Combination
Specifications:
37″ wide, 23½″ deep and 35½″ high

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 148)

the heart of Chicago, we received an average of two California stations on the loud speaker for ten consecutive nights with sufficient volume to fill the room and with the local stations going full blast. During the Summer a Deresnadyne receiver in Chicago brought in twenty-five out-of-town stations, including New York, New England and Dallas.

"The Andrews Deresnadyne is the only set using the principle of the Deresonated plate circuit, which enables us to combine distance and volume with selectivity and tone quality. It also permits of the manufacture of a set of extremely simple construction, and radio fans generally have evinced keen interest in the technical features of the Deresnadyne plate circuit, which, we maintain, in addition to its other qualities, stops oscillation, the primary cause of distortion and whistling."

Announces Olympic Records

The Capitol Phonograph & Record Co., which was announced in the August issue of The World as producing Olympic records in the plant at 715 Kedzie avenue, is out with its first bulletin. This is in effect a small catalog, and covers about 100 selections—operatic, sacred, and standard vocal numbers among them, with a particularly good selection of instrumental numbers. The popular records are greatly in evidence and the recording laboratory which is located in the building has been quite busy of late.

Lakeside Supplies in Demand

The Lakeside Supply House is experiencing a strong demand for its entire product in the way of talking machines, radio cabinets, and the full line of phonograph parts, cabinet parts, etc.

Antipodeans Like the "Blue"

That our cousins in the Antipodes are certainly marching in the line of progress is evidenced to the mind of Jack Kapp, of the Chicago branch of the Columbia Phonograph Co., by an order received the other day from the Collin Music House in Melbourne, Australia. It was for fifty of Art Kahn's "Sobbin' Blues" records and carried "rush!" instructions.

Tribute to Whiteman

The appearance of Paul Whiteman and His Orchestra in Chicago last month produced not only some very large sales of Victor recordings of the orchestra, as a result of the clever tie-up engineered for the dealers by the Chicago Talking Machine Co., but succeeded in bringing out some very remarkable tributes by the leading local critic on the artistic standing of the organization. The Chicago Talking Machine Co. took advantage of the newspaper encomiums and reprinted them in the booklet which they are supplying their dealers for distribution to the trade.

New Federal Tel. & Tel. Co. Manager

Lester Noble, who some months ago went from the house of Wurlitzer to the management of the Federal Telephone & Telegraph Co. with headquarters in Buffalo, now occupies the position of assistant to the president. U. J. Jones, formerly in charge of the Pittsburgh branch and a man of wide experience, has succeeded Mr. Noble as manager of the Chicago office.

United Co. Works at Top Speed

A visit to the plant of the United Mfg. & Distributing Co. at Burnside avenue found the big institution working at top speed and Sales Manager F. W. Paul stated that business in both motors and radio apparatus last month was not only far ahead of October of last year but was one of the largest in their history, while the manner in which orders are coming in is eloquent of continued prosperity. The plan of reorganization referred to in last month's World is well under way and consummation will be announced in a very short time. The officers are all highly pleased with the output.

Chicago Columbia Manager Well Pleased

At the Chicago office of the Columbia Phonograph Co. Manager C. F. Baer, who has been spending a great deal of time on the road in the territory the past few weeks, expressed himself as highly satisfied with the manner in which the business has developed during the past three months and said that October had shown a considerable increase both in phonographs and records over the corresponding month of last year.

General Manager W. C. Fuhri spent a day at the Chicago office last week.

The first shipment of the new Master-Works record sets in albums has been received in Chicago and it is expected that it will be strongly in demand by lovers of music.

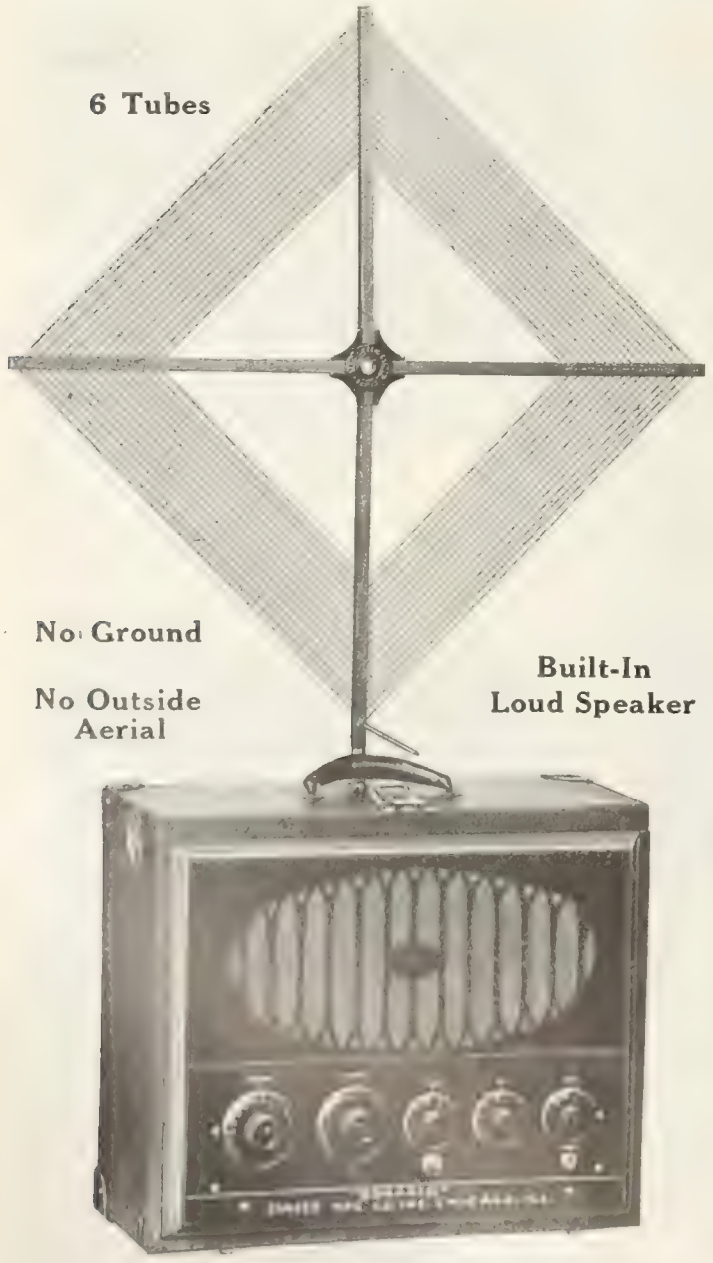
It is announced that W. L. Sprague, manager of the Minneapolis branch and W. F. Warren, who is traveling in Minnesota, have resigned their positions. Their successors have not yet been determined.

Krasco Mfg. Co. Pushes Its Monarch Set

The Krasco Mfg. Co. has reported that the demand for the Monarch portable radio set with which it has had such wonderful success has reached such volume as to necessitate the doubling up of the output. It will show for the first time the new 1925 model and the six-tube

F. A. D. Andrea, Inc., Opens Office in Chicago

F. A. D. Andrea, Inc., New York, manufacturer of Fada neutrodyne products, announced recently the opening of a Chicago office to take care of the company's rapidly growing trade in the Middle West. The new office, which is located at 326 West Madison street, will be in charge of L. J. Chatten, who has been associated with the Fada organization as district sales manager. In making the announcement the company stated that it felt that the opening of the Chicago office under Mr. Chatten's direction would bring about an even closer co-operation with jobbers and dealers than has existed heretofore.



The Monarch Portable Radio as Seen in Operation

Monarch PORTABLE Radio

Long Distance Receiving Set

Reception Any Place—Any Time

See the new 1925 Monarch model and also the Monarch Jr. at the Chicago Radio Show at the Coliseum Nov. 18 to 23

DEALERS AND JOBBERS!

The biggest business today is radio. Our six-tube portable is the most complete and best radio set on the market. Gives finest tone, greatest distance, absolute selectivity. No outdoor aerial or wiring, no ground, no outside batteries. Can be carried like a suitcase. The season is here. Join us now and make a big clean up. New installment selling plan makes very quick sales. We have company that will handle the paper. Wire or write at once for particulars and temporary territory reservation.

Your MONARCH Enclosed Ready to Be Taken With You

Write for Descriptive Literature of the New 1925 Models

KRASCO MANUFACTURING CO., Inc.

451 East Ohio Street, Chicago, Illinois

monarch portable at the Chicago Radio Show, and also the Monarch, Jr., a four-tube set for which they expect a wide demand. In the talking machine motor department, great activity is also reported and the fact is that it has been necessary recently to work overtime to take care of the demand.

Piano Club Activities

The new administration of the Piano Club of Chicago, with the talking machine element in the ascendency, as usual, started in last month with an energy which foreshadows some wonderfully interesting times in store for the members.

President Harry Schoenwald, Treasurer Harry Bibb and all the officers and members of the board of governors are wading into their jobs with a most enterprising spirit. Right from the start it was decided that the Monday noon meetings at the Illinois Athletic Club should not only begin promptly at 12.15 but should close promptly at 1.45 or sooner, a departure which is thoroughly appreciated by the members and which is being enforced, too, even though the ever-popular Van and Schenk were the feature at the first meeting under the new regime. Ex-Mayor Thompson, who was the speaker on the 20th, was also rigidly held to the mark, although he is a long-distance speaker of wide reputation.

The chairman of the Speakers Committee, by the way, is a man widely known in the talking machine trade, E. V. Sill, of the W. W. Kimball Co., while Axel Christenson is chairman of the Music Committee. We also now have a song leader in the person of Alex King, who has started pepping things up in a very commendable manner.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 150)

Vitanola Doings

An atmosphere of optimism pervades the entire organization of the Vitanola Co. in its attractive new general headquarters and warerooms in the Furniture Mart Building at 666 Lake Shore Drive. The demand for Vitanola products, which has been of very fair dimensions, took a decided upturn the latter part of October, and the encouraging thing about it, according to Sales Manager Illing, was the stress on the higher priced merchandise, furnishing proof positive that the new line of art models has gone to the trade with a strong quality appeal. S. S. Schiff spent nearly two weeks at the plant in Saginaw whooping up production in an effort to secure delivery on some numbers on which the demand has been particularly strong. He brought back with him news of some exceptionally attractive novelties which it is expected will be ready for the holiday trade and on which announcement will shortly be made.

Issues New Cole & Dunas Catalog

The Cole & Dunas Music Co. has just issued a new Fall catalog covering a very complete line of talking machines, radio cabinets, radio sets and supplies, talking machine repair parts, accessories and a full line of musical merchandise, including stringed instruments, accessories and band instruments.

Among the new lines this Fall for which the company is having an especially excellent demand are the Little Tots' books of children's records of the Regal Record Co., New York.

Another entirely new line on which the company is making a special and exclusive campaign is the Alumitone, an aluminum shell tenor banjo. Special merit is claimed for this in that the shell cannot warp, buckle or crack. Unusual length of vibration and a greatly sustained tone are also claimed as a result of the aluminum shell construction.

President Joe Dunas, of the company, says that business in all lines they handle has shown a very marked improvement since October 1 and that he is looking for a normal Fall business.

To Revise "Ye Old Victor Almanac"

"Ye Old Victor Almanac," declared by Victor distributors to have proved one of the most effective pieces of Red Seal direct dealer publicity in 1924, will be revised and continued in 1925, it was recently announced.

The Almanac is an art calendar giving a daily record of great musical anniversaries and events and naming an appropriate Red Seal record for that date. The 1925 calendar of the Reincke-Ellis Co., this city, publisher of sales plans and helps for the Victor trade, is crested with small pictures of great Victor artists. An illustration beneath carries out the historical idea of the calendar pad. In the illustration, J. T. Armbrust, the artist, has produced a composite picture, using characters of various periods to make up the group. The calendar is artistic and is, therefore, valued by recipients.

Brisk Sales of Talking Machines and Radio Enjoyed by the Trade in Dallas

Outlook for Holiday Business Is Bright—Concerts and Other Activities by Dealers in Preparation for the Coming Music Memory Contests—W. A. Watkin Co. Adds Lines—Month's News

Dallas, Texas, November 8.—October lived up to expectations as regards the talking machine and radio business, which is to say a brisk, steady trade was enjoyed by all dealers. The uncertainty of the election day results, it is true, had a detrimental effect on business, but, in spite of this handicap, dealers report October of this year comparing most favorably with the same month of last year.

The coming music memory contests are being given much attention and the children of the public schools are being given copious and informative notes based on the selections which are to be used. Miss Sudie Williams, who has prepared these notes, has copyrighted them and they are not to be used outside of Dallas. Sanger Bros.' department store is giving weekly musical concerts free of charge, based on the numbers to be used in these contests. The talking machine is playing a prominent part in the concerts. An average of a hundred people attend the weekly concerts each Saturday.

W. H. Humphries, manager of the local office of the Brunswick-Balke-Collender Co., states that business has been satisfactory in every way. Sales for each month show an increase over the same month of last year, and from present indications this favorable condition should exist well into 1925.

The radio business is progressing in wonderful shape, according to L. M. Willis, of the talking machine department of Bush & Gerts. The Brunswick-Radiola in particular is meeting with popular favor. This company worked in conjunction with the Brunswick Co. exhibit at the Texas State Fair recently.

The Will A. Watkin Co. recently secured the agency for Vocalion and Columbia phonographs and records. This company formerly carried the Brunswick line exclusively. It has started advertising heavily in the local papers—advertising of the highest type, which results not only in sales but in building up name value.

Fred Erisman, manager of the Columbia Phonograph Co., reports that business has been good throughout the entire year, with each month showing an increase over the month preceding, but he states that it should reach even larger volumes, attributing the failure to do so to the fair weather, which keeps the cotton pickers in the fields and which induces autoists to spend so much time in the open.

The Texas Radio Sales Co., representative of the Outing Talking Machine Co., states that the sale of Outing portables has been up to the standard, which can be taken as conclusive that there has been a steady and brisk demand for the instrument, for in this territory the Outing has proved one of the best "sellers," according to dealers handling the line.

The appearance here last month of Wendell Hall, the "Red-headed Music Master," was the occasion of a big business in the Victor records featuring this popular radio artist. He broadcast from station WFAA, and the dealers in all sections reported an immediate demand for "It Ain't Goin' to Rain No Mo'" and the other Victor hits recorded by Hall.

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years Have Proved Outing Portables Are the Best

Texas Radio Sales Co., Inc.
2005 Main St. Dallas, Tex.
Outing Distributor

Hayes Appears in Recital

Roland Hayes, the prominent negro tenor who has won great success in recital both in Europe and the United States and who records for Vocalion records, is making a number of public appearances during the present season. He sang at Carnegie Hall, New York, on October 25, and will again sing there on November 28.

Ress & Sons Add Radio

Youngstown, O., November 8.—L. M. Ress & Sons, talking machine and piano dealers, of this city, recently added a complete radio department, featuring the Zenith, Atwater Kent, Freed-Eisemann and Pathé receiving sets, and they are planning a drive on these products.

Opportunity for increased profits is offered through a New Edison dealership. Perhaps a dealership is open in your town.

The NEW EDISON
COMPARISON WITH THE LIVING ARTIST REVEALS NO DIFFERENCE

TEXAS-OKLAHOMA PHONOGRAPH COMPANY
2025 JACKSON STREET DALLAS, TEXAS

Harvesting an Extra Crop of Holiday Profits Through the Sale of Portables

Wide Appeal of Portable Machines Makes the Sales Promotion Drive on This Product a Dividend Payer—Extra Profits Through Holiday Sales—Continuous Profits Through Record Sales

The holiday season is at hand and most dealers are already planning intensive drives for business. In these campaigns the portable types of talking machines should not be neglected. These instruments have demonstrated their salability the year 'round and there is no reason why the holiday buying season should not bring with it a decided stimulation in the demand for portables. Of course, the extent to which individual dealers profit by this demand depends to a large extent on the effort made to make sales and arouse interest in these small but excellent machines.

Everything is in favor of a large sale of portables for gift purposes. The field is probably wider than in the case of any other product which the dealer handles, with the possible exception of records. Portables make ideal gifts for many purposes, which have often been mentioned in The World. Many persons who would hesitate or cannot afford to purchase a larger talking machine will spend the comparatively small sum necessary to secure a portable.

Portable sales are not only in a sense extra business, but dealers should not lose sight of the fact that every portable sold means another record customer, from whom considerable revenue can be derived if the right kind of sales promotion effort is put forth.

In view of these facts the importance of retail dealers making a strong bid to sell the public on the idea of portables as Christmas gifts is obvious. This instrument should be brought to the attention of the public through advertising, window displays and effective store displays. Just one portable in a window will do much to promote interest, and the resulting profits will indicate how worth while the effort is. Show the public how convenient is a portable instrument in the children's playroom, in the den—in any room in the home. Point out how inexpensive a portable really is, that any person, even those of very limited means, can own a portable, the small down payment and small instalments making this possible.

Remember, portable sales represent extra profits. No one purchases a portable who desires a larger instrument. Those who do buy it are the ones who want a good product, but are not in a financial position to secure the larger and more expensive talking machines or those who desire it for a special purpose. Thus with the portable the dealer is really reaching out into an entirely different field for business, one which is wide open for intelligent exploitation.

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years Have Proved Outing Portables Are the Best

A. C. Erisman Co.
175 Tremont St. Boston, Mass.
New England Outing Distributor

Radiola
REGENOFLEX
and the NEW ENGLAND PHONOGRAPH DEALER

900 talking machine dealers in New York City are handling radio; two-thirds of the entire number.

Since there are 1500 talking machine dealers in New England, there should be 900 dealers in New England adding to talking machine profits by selling the right kind of radio.

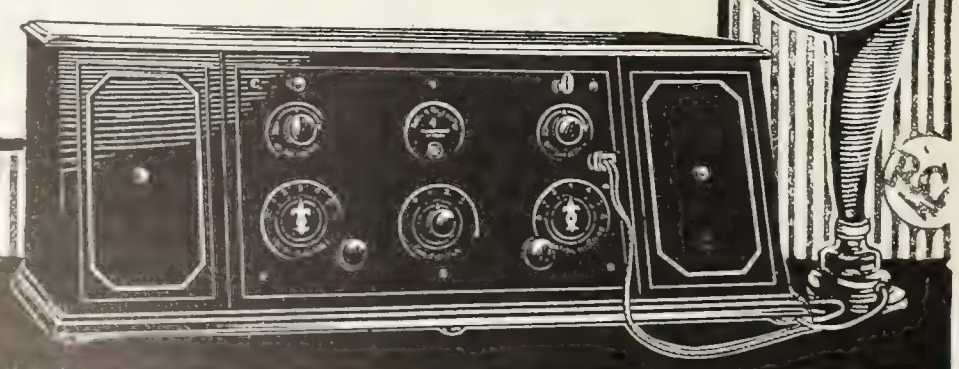
Not all of this number can secure "The Radiola"—recognized as the country's greatest line. But the progressive dealer will want "The Radiola."

And you should secure it from The F. D. Pitts Co., New England's largest exclusive radio distributor. We specialize in radio distribution and concentrate our activities to New England. Furthermore, we wholesale only.

So our entire energies to serve you properly will be bound up with yours if we and those dealers now using *Pitts Co.* Service use a loud speaker when mentioning our co-operation.

Don't put off the question of handling radio another minute. The year's best season is here and you should cash in on the times.

Write, wire or telephone and you will receive full particulars about the quickest selling and most satisfactory radio merchandise—"Radiola!"



F. D. PITTS COMPANY Inc.
219 Columbus Ave. BOSTON, Mass.
RADIO MERCHANDISE - EXCLUSIVELY - - - WHOLESALE

New Audak Sales Plan Is Announced to Trade

The Audak Co., 565 Fifth avenue, New York City, manufacturer of the well-known record demonstrating product marketed under the trade name Audak, announces a new plan of selling its equipment to the trade.

The Audak product has proved successful in thousands of retail establishments throughout the country. Most of the retailers are recommending it and, to further increase its use, the manufacturer has arranged a deferred payment plan which is now available.

Maximilian Weil, inventor of the Audak and president of the company, states that under the new arrangement thousands of additional installations of Audak record demonstrators will be made in the near future. The deferred payment plan not only shows the confidence the manufacturer has in his product, but is an indication of the widespread recognition of these instruments.

Amrad Set Interests Public

Medford Hillside, Boston, Mass., November 5.—The American Radio & Research Corp., manufacturer of Amrad receiving sets, is experiencing a decided demand for the new Amrad neutrodyne set. This is a five-tube set, but has only two dials. Particular care has been exercised in the selection of a suitable cabinet, and the result has been a set calculated to prove popular in the warerooms of the talking machine retailer.

Open New Store

The formal opening of the new music store of Rupert & Tewart, in the George A. Woods block, New Bethlehem, Pa., was held recently, and was marked by a musical program.

The Trade in BOSTON and NEW ENGLAND

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

Passing of Election Clears Business Atmosphere and the Outlook Is Bright

Wholesalers Anticipate Shortage Before End of Year and Urge Timely Ordering—Difficulty in Meeting Demand Already Prevalent on Some Models—New Lines Added by Many Dealers

BOSTON, MASS., November 8.—Business has not until just about now taken on any kind of a boom, but with election a matter of history there is every indication that there will be a quick turn in the tide. The election, by common consent—that is, in presidential years—is used as an excuse for that lack of pep one experiences in trade; but, be that true or not as a four-year excuse for dull conditions, it is a fact that the stock market is beginning to reflect the expected conditions, and those accustomed to presage the situation week by week are confident that there is to be a big demand for goods in every line. In the talking machine trade jobbers are strongly of the opinion that, despite discouraging talk one hears among dealers, there will come a time before the year ends when desired goods cannot be had and that the rush will come all at once, with everyone clamoring for certain models when they should have taken the advice of the trade and made reasonable preparations for meeting this demand.

Difficulty in Meeting Cheney Demand

F. Dunbar Shewell, local manager of the Cheney Sales Corp., is sore pressed these days, he says, to get enough goods to satisfy the demand for Cheney machines. As for business, that is, orders, he is more than pleased, but he is unable to get the goods. He reports the month of October as the biggest one the company has ever had in this territory. He is completely sold out of $135 consoles, and this is true also of the $165 types. In the meantime, there is a large demand for the $200 models. Mr. Shewell has just signed up the Outlet Co., of Providence, to handle the Cheney line, and Tutein & French, of the same city, is another house that has been contracted with to take on the line. A notable and convincing feature that is making for eventual big business is the series of sales talks which Mr. Shewell is giving at the several places where the Cheney is carried. Thus, one day the latter part of the month he was at the talking machine department at the Shepard Stores, where the sales force gave close attention to what he had to say touching on the quality of goods and methods of promotion. Mr. Shewell's talks are bearing results in no uncertain manner.

Scarcity of Sonoras

Joe Burke, of the New England Phonograph Distributing Co., went over to New York for a meeting of the Sonora Co. the first of the month. Business, says Joe, has been going along in mighty good shape, and the phonograph combinations are finding a larger market all the time. He reports a scarcity of goods, to secure more of which was one of the purposes of his trip to New York. Incidentally, he says that the loud speaker mentioned on several occasions in this department is making friends everywhere. Mr. Burke's traveling staff is finding business very good wherever they go, and dealers are looking for a drive from now till the end of the year.

Paul Zerrahn an Inventor

Paul Zerrahn, who has had considerable experience in the talking machine business, and who is intensely interested in radio, has developed a tuning dial which is attracting considerable attention. The pointer on the dial is moved by means of a small knob on a long panel on which are one hundred spaces, figured numerically, and the pointer can be made to stand directly over the letters of the station wanted. The one hundred spaces mentioned are for the logging of many other stations outside the leading ones, of which there are ten or so. The device can be applied to any standard set and only requires a fairly fixed aerial arrangement. Mr. Zerrahn may decide to put his invention on the market himself, although he states that he has had several offers for it.

Rearrangements at Steinert's

The downtown warerooms of M. Steinert & Sons are just now undergoing extensive rearrangements, which will mean a change in departments. The changes affect the ground floor and second floor, which are to replace each other; that is to say, the retail record department, heretofore on the second floor, will hereafter be on the street floor, and there also will be the Victrolas. The second floor will be given over to wholesale radio offices, stock and repair departments. This is a change that Manager Kenneth Reed has had in mind for some time, as it always has been his idea that the demands of business called for the machines and records being at the most convenient point for those passing through Arch street. The changes are likely to be completed within a fortnight.

Warns of Impending Shortage

Kenneth Reed, manager of the wholesale Victor department of M. Steinert & Sons, spent several days at the Camden factory the middle of October, and he says the latter is working 100 per cent, and he quotes some of the officials as believing that business is going to go with a

(*Continued on page* 154)

HORTON-GALLO-CREAMER CO.
NEW HAVEN

VICTOR WHOLESALERS
who serve a small clientele of preferred dealers especially well.

VICTOR SERVICE

The Musical Season—and You

Scores of Victor recording artists and organizations, and other scores singing and playing selections appearing on Victor records, are going to entertain the music lovers in *your* section during the next few months. Is your record stock in shape to capitalize this opportunity?

OLIVER DITSON CO.
BOSTON, MASS.

CHAS. H. DITSON & CO.
NEW YORK

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 153)

Victor Retailers of New England

Order **Now.**

Take your quota.

You can't sell Victrolas you haven't got.
Distributor's stocks?

Moving fast now—and when the holiday buying really starts—they'll be gone over night.

Get more from the factory?

How?

There won't be cars enough—nor time enough.

Take your quota—take it **Now.**

We have the types—you want—**today.** Tomorrow may be too late.

Take your quota—Do it today. We're here to serve you.

M. STEINERT & SONS

35-39 Arch Street **BOSTON, MASS.**

New England's Victor Distributors

"STEINERT SERVICE SERVES"

"Proven by Deed—Not Word"

rush from right after election until the end of the year. Mr. Reed, who has been widely congratulated on the circular sent to the trade early in September in regard to the urgent need of stocking up early, is sending out a second letter of somewhat the same character, again calling on dealers to stock up, as they will of necessity need goods at a time when they cannot get them. Mr. Reed says that retail stocks are at their lowest ebb and he predicts a last-minute shortage if dealers do not heed his advice. He says he knows of two models, always popular ones, that it will be hard to get.

Mr. Reed has had to play host to quite a number of representatives in the trade these past few weeks. Among the callers was Wendell Hall, facetiously called the "red-headed music master," who made famous the song "It Ain't Goin' to Rain No Mo'," who broadcast from WEEI a few evenings ago; J. J. Handy, proprietor of the Handy Music Co., of Camden, Me.; Frank Hale, manager of Barney's Music Store at Newport, R. I.; George Avery, of the C. C. Beedle Piano Co., of Keene, N. H.; Earl Le Roe, of Le Roe's Music Store, Woonsocket, R. I., and J. J. Geehem, of Carroll's Music Store, Westfield.

Gray, Dunphy & Gray Open

A new Victor and radio wareroom has been opened at 163 Massachusetts avenue, the firm of dealers being Gray, Dunphy & Gray. James J. Dunphy was formerly for four years in the employ of M. Steinert & Sons. Rockwell Gray, of the firm, also was with Steinert's, in the radio department.

Activity With Eastern Talking Machine Co.

With the Eastern Talking Machine Co. both the talking machine and radio business has picked up most appreciably the last two weeks, and a healthy demand for goods is looked for from now on. President Charles H. Farnsworth, of the Eastern Co., was over in Philadelphia lately and while there was elected an officer of the Lumbermen's Insurance Co. of that city. Edward Kilgore, who has been on several trips lately into the New England territory, found dealers quite hopeful for the rest of the year.

H. L. Baker Welcomed

Some of the Victor jobbers were glad to have a call recently from H. L. Baker, of Hyannis, a talking machine dealer on the Cape, who had come to Boston for the first time in several weeks. The reason for his absence was a bad accident which he sustained a while before which kept him off his feet for some time. As it is now, he is only getting around by means of crutches. Mr. Baker's place of business is known as the Hyannis Music Shoppe.

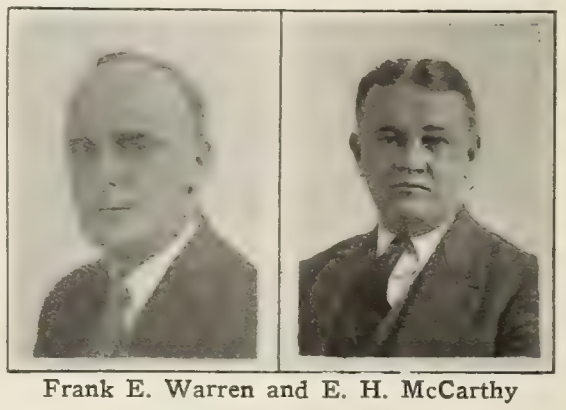
Prominent Victor Men Visitors

Walter J. Staats, treasurer of the Victor Co., and W. W. Clark, who has just returned from abroad, where he held an executive position with the Gramophone Company of London, a Victor subsidiary, were recent Boston callers on the Victor jobbing houses. Mr. Clark has joined the Victor concern and is very happy in his new association.

Royal Line With Thirty New Dealers

As was recently announced in The World, the Royal Line Sales Corp., of Boston, Mass., representative of the Adler Mfg. Co., making Royal phonographs and neutrodyne radio products had closed arrangements with thirty new dealers in New England territory within a week. This enviable record was accomplished by three men who, at the same time, took care of the requirements of their established trade.

The latest acquisition to the staff of the Royal Line Sales Corp. is Frank E. Warren,



Frank E. Warren and E. H. McCarthy

well known in the talking machine industry, particularly in western Massachusetts, Vermont and New Hampshire. Mr. Warren was until recently general sales representative of Kraft-Bates & Spencer, Brunswick wholesalers in New England, and previous to that connection had extensive retail sales experience. He is thoroughly familiar with the particular problems facing New England dealers, and he is keenly enthusiastic regarding the sales possibilities for Royal products in this territory.

The Royal staff in New England has grown considerably since P. A. Ware opened the office in July. One of the first recruits to the organization was E. H. McCarthy, formerly connected with the Columbia organization in New England. Mr. McCarthy is now treasurer of the Royal Line Sales Corp., and Mr. Ware was recently elected president. Another important figure in the Royal organization is Miss Helen Smith, who is in charge of the office and who is credited with knowing more dealers in Boston territory, together with their street addresses and telephone numbers, than almost any member of the Boston phonograph trade.

F. H. Daniels in New Post

F. H. Daniels, formerly manager of the talking machine department at Kincaide's store in Quincy, is now associated with the Walter H. Sturgis Co., of Quincy. He has been succeeded at Kincaide's by Gus Weston.

Halloween Windows

Two of the most attractive Halloween windows seen in Boston toward the end of October were those of the C. C. Harvey Co. and Vocalion

OKeh and Odeon Records

OUR policy of giving you "what you want when you want it" holds true for the holiday rush, too. Our stocks have been increased and we're ready whenever you are!

General Phonograph Corporation of New England

126 Summer Street **Boston, Mass.**

BUY OKEH NEEDLES—They Keep Record Sales Alive!

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 154)

Federal
Garod
Thorola
Knott
Philco
Burgess
Holtzer-Cabot
R. C. A. Tubes
Brach
Rectigon
Accessories

Wholesale

The Eastern Talking Machine Co.
85 ESSEX STREET
BOSTON MASS.

Hall, in both of which the usual features of the season were happily arranged, with, of course, Brunswick, Edison and Victor instruments in attractive surroundings.

H. H. Parkis Opens New Store

Henry H. Parkis, whose place of business in Gardner was burned out last April, and who subsequently took a several months' trip abroad, is back home and now has a new Victor store in the town, which was officially opened on October 18. The opening was attended by numerous people in the trade.

Delighted With Brunswick Demand

Harry Spencer and his brother, Platt Spencer, of Kraft-Bates & Spencer, 80 Kingston street, went over to New York the latter part of October to attend a conference of Brunswick executives and jobbers. Mr. Spencer is most enthusiastic over the business that the Brunswick is enjoying, and he says the house has not been able to adequately supply all the calls for the new Brunswick-Radiolas to handle which a number of dealers have signed up. A new salesman just placed in the field by Mr. Spencer is Edwin Richardson, of Brookline, who began his new duties the latter part of October.

Columbia Activities

William S. Parkes, manager of the Columbia Phonograph Co., in discussing the business situation, said: "The phonograph business is showing a steady increase in New England. Despite the fact that in October we were entirely out of our most popular console model, we had a nice increase over September. In fact, since June we have shown a very substantial increase each month over the preceding one.

"The new Master Works series of instrumental records are being most enthusiastically received by dealers whose clientele already include real music lovers. Our initial stock did not last very long, and we have many good orders awaiting the receipt of a new supply. These will certainly prove wonderful Christmas gifts, and we are anticipating a large volume as a result. Undoubtedly, after Coolidge is elected, buying will be increased, and my only fear is that we won't be in a position to supply the demand. We have a number of large orders contingent upon his election which we consider as good as shipped."

G. P. Donnelly, who came with the Columbia Co. at the time E. H. McCarthy resigned, has proved a very valuable acquisition in the actual business he has secured, in addition to the good will he brought with him—always a great service.

Leo Reisman, whose orchestra is undoubtedly one of the most popular in New England, has just returned from New York, where he made a number of new recordings. Several phonograph dealers who previously had not sold Columbias have recently stocked them because of the insistent demand for Reisman records.

Brief but Interesting

C. Lloyd Egner, manager of the traveling department of the Victor Co., spent a couple of days in Boston early in October.

James J. Ahern, a Victor dealer at Franklin, has removed his store to larger quarters in the town, the new location being one he occupied in the early part of his business career.

Victrola
Radio
Combinations

Exclusively

Wholesale

Send for Folder

The Eastern Talking Machine Co.
85 ESSEX STREET
BOSTON MASS.

KRAFT-BATES AND SPENCER INC.
New England Distributors of
Brunswick
PHONOGRAPHS AND RECORDS

All The World Is Turning to Brunswick

Maximum Discounts and Community Leadership Bring Brunswick Dealers Bigger, More Profitable Business

A Brunswick franchise will mean more money and a bigger prestige in your community. Compare the advantages with those you now get.

1—Maximum discount. More profit per sale, per month, per year. **More profit on your present volume of business.**

2—Direct contact with us. Controlling our own distribution, all dealer transactions are direct.

3—Ample protection of your franchise because distribution is controlled directly by us. Hence the unusual value of a Brunswick **protected** franchise.

4—A wide variety of instruments in all types. Prices ranging from $45 to $775.

5—LEADERSHIP IN MERCHANDISING enabling you to be the leader in your community.

KRAFT-BATES and SPENCER, Inc.
80 Kingston Street Boston, Mass.

Audaks for Demonstrating the Popular Recordings

J. P. Middleton, the well-known talking machine dealer of Pittsfield, Mass., has a series of Audaks for the purpose of demonstrating popular records. Although these instruments have been in operation for many months and are used frequently, owing to their position in the forepart of the store, the durability of the products has not been impaired. In a recent letter to the Audak Co. Mr. Middleton said: "It has been necessary to replace a listening cord on the Audak near the street door, as this instrument is most frequently used. The cord in this instance was simply worn out through its use in a great number of demonstrations."

Pierce Co. Opens Store

SPRINGFIELD, MASS., November 7.—A new music store, handling the Sterling line of pianos, has just been opened by the Pierce Music Co., at 254 Worthington street. The location is a central one and is opposite Stearns Square. In addition to pianos, the new firm will carry phonographs, records and player rolls.

Satisfactory Business in San Francisco Territory as Holiday Season Approaches

California Industries Exposition Responsible for Stimulated Trade—Walter S. Gray Adds Music Master Line—David Saranoff a Visitor—Other Important News and Trade Activities

San Francisco, Cal., November 5.—The talking machine and radio business in San Francisco and northern California is hitting along on all cylinders and dealers are expressing themselves as being pleased with the present volume of business and the indications for November and December. They are also predicting a good year for 1925, basing this prediction on the abundant rainfall, so necessary for a good agricultural year, and also on the report of snow in the mountains, assuring the farming districts of a reservoir for irrigation purposes for the summer of 1925. With this cheering prospect of future business, it is but natural that an optimistic feeling is the outstanding characteristic of the trade.

California Industries Exposition Helps Trade

The California Industries Exposition, which closed recently, was responsible for many of the sales closed by those firms which had exhibits at this monster exposition. More than a million people visited the show and were interested by the attractive displays of the music houses. Sherman, Clay & Co.'s booth bore the message "Musical Instruments Make Appropriate Xmas Gifts," suggesting to the visitors the approach of the holiday season. A complete array of the different lines of instruments carried by this house was displayed, with the Victrola in special models being featured.

David Saranoff Visits the Coast

David Saranoff, vice-president and general manager of the Radio Corporation of America, was a recent visitor to this city, and a banquet in his honor was given at the Hotel Claremont, at which the leaders of the radio trade of the city were gathered. Mr. Saranoff broadcast an address from station KGO on the subject of super-power.

Help Finance California Boosters

Californians, Inc., an organization which advertises San Francisco, central and northern California, is raising a fund of $400,000 to finance the 1925 campaign. A committee from the music trade to assist in raising the money has been appointed, consisting of Shirley Walker, of Sherman, Clay & Co.; James J. Black, Wiley B. Allen Co., and Beeman P. Sibley.

Victor Albums in Great Favor

Robert Bird, of the Victor wholesale department of Sherman, Clay & Co., reports that the "Unfinished Symphony," the first of the series of albums being issued by the Victor Talking Machine Co., was exceedingly well received in this territory. The indications are that the other albums will meet with as gratifying a reception.

Music Master Line With Walter S. Gray

The Walter S. Gray Co. is now handling the Music Master loudspeaker in addition to the Timmons line. This firm reports a consistent and heavy demand for the Outing portable from dealers in all sections. At no time during the year has the popularity of the instrument waned and it is regarded by dealers as being one of the most profitable of the lines carried by them.

Wiley B. Allen Co. Features Brunswick

The Wiley B. Allen Co. recently presented its annual grove play, which was broadcast over station KPO. The Brunswick-Radiola is being pushed vigorously by this firm and a recent advertisement attracted much attention. It was captioned "Radio" and read: "The night air is alive with music. Across Winter winds it comes through driving rains. Long evenings become all too short. All the family rallies 'round the radio." The advertisement, after stressing the Brunswick-Radiola as being especially fitted for receiving concerts on the air, says, "Or, at a turn of the lever, play your favorite record," thus also drawing attention to the phonograph part of these instruments.

Tells of Conditions in the Northwest

L. W. Sturdevant, manager of the radio department of Sherman, Clay & Co., has returned from the Northwest, and reports a great interest in radio goods there. He has been attending to the installation of radio departments in the various branches of Sherman, Clay & Co. in that territory.

New Columbia Models Please

New models of Columbia phonographs in art designs were recently placed on display at the Pacific Coast headquarters of the Columbia Phonograph Co., and they have met with the approval of those dealers who have made special trips to inspect them. P. S. Kantner, district manager, states that there has been a long-felt want for high-priced consoles, and the new models are expected to meet with general favor with retail dealers and the public.

The Sonoradio Demand Grows

The Sonoradio is meeting with general favor, reports O. N. Rothlin, in charge of Sonora distribution for the north Pacific Coast. The dealers are unanimous in acclaiming the combination unit as being a wonderful value. The Sonora loud speaker continues to move briskly.

Here and There in the Trade

Geraldine Farrar is scheduled to appear in this city during this month with her opera company, and as she is a prime favorite with music lovers of San Francisco, Victor dealers are anticipating a brisk demand for her records and are stocking up to meet the demand.

The San Francisco grand opera season was a suscess and sales of operatic records were very heavy, particularly of those artists who appeared locally. The Wiley B. Allen Co. arranged for the personal appearance at the store of Tito Schipa, who autographed records for his admirers. Naturally, this piece of publicity resulted in the sale of a great number of this artist's recordings.

William Berry, who was formerly with Philip Werlein, Ltd., New Orleans, has joined the wholesale Victor department of Sherman, Clay & Co., taking the place of Andrew Love, who has gone to the Oakland Victor factory.

A new branch in the Mission district is being opened by Sherman, Clay & Co. It is in the heart of the district, being on Mission street, between Twenty-first and Twenty-second streets.

The Wunderlich Piano Co., Kansas City, Mo., has opened a broadcasting station in the store.

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

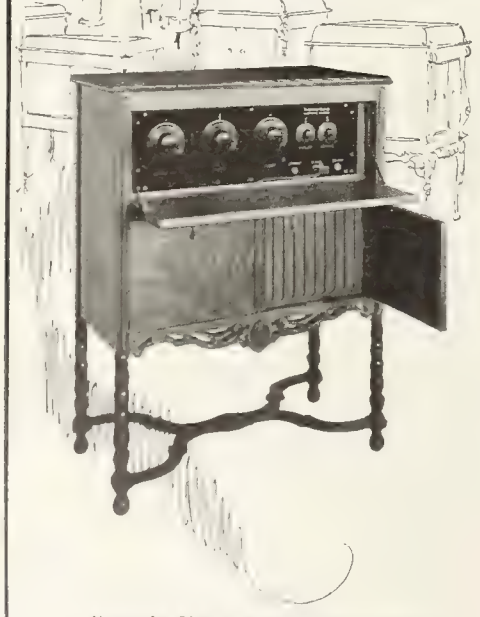
4 Years Have Proved Outing Portables Are the Best

Walter S. Gray & Co.
1054 Mission St. San Francisco, Cal.
Los Angeles, Portland, Seattle Outing Distributor

Stromberg-Carlson

Neutrodyne Radio Receivers

A Line with a reputation *for* Beauty *and* Performance



Build good-will and increase your volume of business by stocking the dependable Stromberg-Carlson Receivers.

In appearance these superb instruments are an adornment to any home; in performance they are unexcelled for bringing in programs over long and short distances with clarity of tones and volume.

Made by a firm of 30 years' experience manufacturing high-grade telephone and radio apparatus—a guarantee of dependability.

Nationally adve tised; excellent dealer cooperation. A limited number of dealers in each territory.

Console No. 2 Type Neutrodyne Receiver

Has built-in Loud Speaker, spaces for "A" Battery, "B" Battery and Battery charger. In choice American Walnut or Adam-Brown Mahogany.
Write for our plan of Dealer Service.

Portable Type No. 1-A

Portable 5-tube Neutrodyne Receiver in richly finished Adam - Brown Mahogany Cabinet. Arranged to operate with No. 1-A Loud Speaker.

Stromberg-Carlson Telephone Mfg. Co.
1060 University Avenue, Rochester, N. Y.

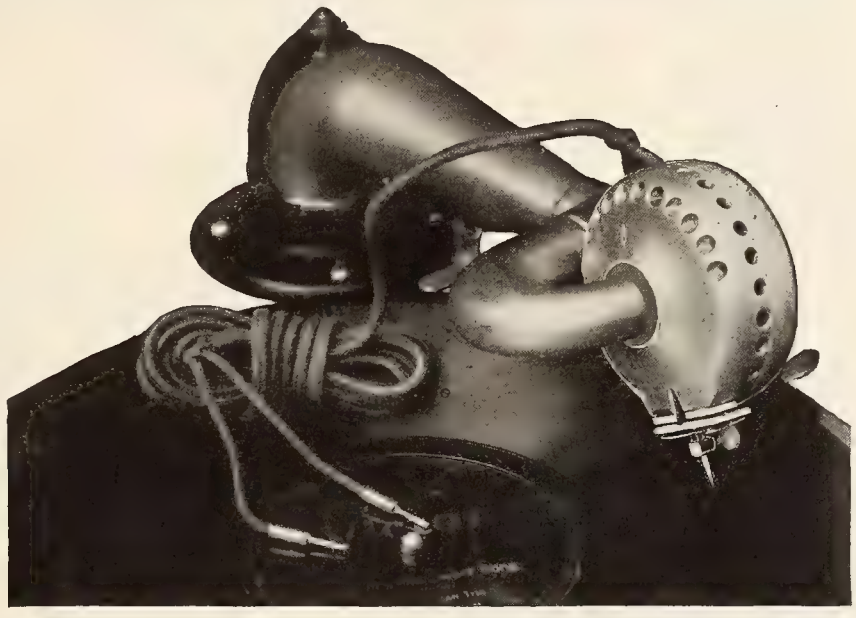
First Announcement

The Del' Marmol

Combined Radio-Phonograph Reproducer

They said "It can't be done." But!!

Here it is



3 in 1

Radio *Loud Speaker* for Phonograph
Re-cords Radio on Phonograph Records
Plays Phonograph Records

Attaches to the tone arm of any make talking machine, replacing the sound box.

Requires no extra batteries, no radio horns, no special tone arms or other attachments. No adjustments to make, no changes to make on your talking machine and at a price within the reach of everybody.

Every owner of a talking machine is a prospect. It converts the talking machine into a loud speaker for the radio. It provides a sound box of remarkable tone value. Best of all it fills a long felt want in making possible the recording in the home of that radio reception that you want to make a permanent record of. The recording does not interfere with the reception and you listen to the radio concert while recording.

Regardless what price you pay for a receiving set, its efficiency means nothing if your loud speaker fails to render exactly as the artists are broadcasting, and with this reproducer you get a perfect reproduction, both of radio and phonograph records, the superb tone quality is, indeed, a revelation, the timbre of voice or instruments is inconceivable, free from all those blasting, harsh, ear splitting notes, no distracting noises, no distortion and with that perfect natural full tone.

Send to-day for full information,
or send $15.00 for a sample.

We are also manufacturers of the well-known D'Lyte-Ful-Tone reproducer for the talking machine.

DEL' MARMOL RADIO-PHONOGRAPH CO.

3522 FRANKFORD AVE. **Phone, Frankford 2886** **PHILADELPHIA, PA.**

"One handle handles it"

Outing

TRADE MARK

"Master of movable Music"

4 YEARS HAVE PROVED OUTING PORTABLES ARE THE BEST

SENIOR, $37.50
finished in
Red Mahogany, Brown Mahogany and Oak

JUNIOR, $25.00
finished in
Brown or Red Mahogany—Oak — Black, Brown or Green Leatherette.

DISTRIBUTORS

A. C. ERISMAN CO.....175 Tremont St., Boston, Mass.
GENERAL PHONOGRAPH CORP....15 West 18th St., New York, N. Y.
BRISTOL & BARBER CO., INC.....3 East 14th St., New York, N. Y.
NYRAD DISTRIBUTING CO., INC..250 West 108th St., New York, N. Y.
LINCOLN BUSINESS BUREAU.....1011 Race St., Philadelphia, Pa.
JAMES COWAN CO.....18 West Broad St., Richmond, Va.
BELKNAP HARDWARE CO.....Louisville, Ky.
J. K. POLK, INC.....294 Decatur St., Atlanta, Ga.
IROQUOIS SALES CORP.....210 Franklin St., Buffalo, N. Y.
STERLING ROLL & RECORD CO.....137 West 4th St., Cincinnati, O.
OHIO MUSICAL SALES CO.....1747 Chester Ave., Cleveland, O.
C. L. MARSHALL CO.....514 Griswold St., Detroit, Mich.
TARG & DINNER MUSIC CO.....229 West Randolph St., Chicago, Ill.
EDWARD G. HOCH CO.....27 No. 4th St., Minneapolis, Minn.
MAJESTIC MUSIC SHOP.....16 South 7th St., Minneapolis, Minn.
STEWART SALES CO.....502 Occidental Bldg., Indianapolis, Ind.
THE DUNNING CO.....303 Second St., Des Moines, Iowa
RENIER MUSIC HOUSE.....545 Main St., Dubuque, Iowa
JUNIUS HART PIANO HOUSE.....703 Canal St., New Orleans, La.
TEXAS RADIO SALES CO., INC.....2005 Main St., Dallas, Texas
CARL FLORINE.....514 Charles Bldg., Denver, Colo.
WALTER S. GRAY & CO.....1054 Mission St., San Francisco, Cal.
WALTER S. GRAY & CO.....926 Midway Place, Los Angeles Cal.
WALTER S. GRAY & CO.....2602 Fourth Ave., Seattle, Wash.

OUTING TALKING MACHINE CO., Inc., Mt. Kisco, N. Y.

Export Department
No. 44 Whitehall Street
New York City, N. Y., U. S. A.
Cable Address "OUTING" New York

Representatives in:

Sydney, New South Wales; Melbourne, Brisbane and Perth, Australia; Wellington, New Zealand.
Havana, Cuba.
Buenos Aires, Argentine Rep.
Santiago de Chile.
Barranquilla, Colombia.
Genoa, Italy.
Dublin, Ireland.

The Trade in PHILADELPHIA and LOCALITY

Holiday Buying of Dealers Starts Slowly in Quaker City and Shortage Is Probable

Distributing Houses Warning Dealers of Impending Holiday Shortage of Machines—Warm Weather Holds Up Retail Holiday Sales, but Season Is Expected to Start With a Rush

PHILADELPHIA, PA., November 8.—Varied are the reports of the business in the talking machine trade in summarizing the past month's activities in the local distribution and retail divisions. Some of the distributors have been enjoying better demand than for many months. The mild and balmy Indian Summer has prolonged the outdoor season and with the public enjoying these advantages of automobiling, sports and other open-air diversions, talking machine sales are affected to a certain extent. The dealers are being warned by the local distributing houses of the possibility of being caught short on their Christmas stocks because of this tendency to delay orders and are urging buying so that stocks may be replenished to take care of last-minute demand which the distributors feel is bound to come, as it did last year, especially for the popular selling models. However, orders for holiday stocks are far behind those of last year at this time and if a shortage is brought about by this tardiness it will be more acute than that of last season. Holiday buying is principally in the medium-priced models of the period styles so popular in house furnishings this year and which are being brought to harmonize with the furniture.

Record sales also have been affected by these conditions. Wholesalers are preparing special lists for the accommodation of the retailers, so that their Christmas wants may be anticipated and their stock adjusted to the holiday demands for those special numbers adapted for Christmas time use in religious selections, carols, dance and other entertainments.

O. F. Jester Rejoins Columbia Co.

Trade circles learned with regret of the retirement from the local distribution field of O. F. Jester, district manager, of the Brunswick Co., who severed his connection with the Quaker City branch to take charge of the Detroit territory of the Columbia Phonograph Co., Inc. Though the severing of his relations with the Philadelphia house was one to be regretted, the trade, however, extended its best wishes for a continuance of the prosperity which has marked his association with the Brunswick firm in his new venture, and is assured that the new position offers equally fertile fields for his sales ability and supervision and brings him back to the fold of the Columbia, where he made marked progress during the many years of his former connection with that company in its Southern States territory. His resignation from the Brunswick Co. became effective on November 1. While no permanent manager has been assigned to the local house of Brunswick it is temporarily being managed by Joseph Graham, a capable member of the sales organization.

Planning Another Co-operative Ad Drive

A packed house greeted the personal appearance of the Eight Popular Victor Artists, who were the main attraction at a special concert given on election night by the distributors and dealers in the Philadelphia district for the purpose of obtaining funds to carry on the co-operative advertising campaign, which was helpful in advancing the sales of records during the past year. The concert was financed by the local dealers, and those who gave practical support to the inauguration of the concert will be permitted to share in the broad newspaper campaign, their names being inserted in the list of dealers featuring the Victor and records exploited in the advertising. These selections will be supplemented by the Sterling Trio, the Peerless Quartet, as group attractions. A long program of offerings has been arranged.

Almost 100 Per Cent Columbia Gain

Practical evidence of the betterment in the business of the Columbia Phonograph Co., Quaker City branch, came in the accounting of the October orders for both records and machines, which showed an increase of almost 100 per cent over the September demand. While these figures are the record of present-day activities, they are not to be compared with the normal markets, but they do show that the trend of business is on the up-grade.

John Neldine, who covers part of the Philadelphia and southern New Jersey trade, during

(*Continued on page* 160)

The Louis Buehn Company
of Philadelphia

VICTOR
VICTROLAS

VICTOR
RECORDS

WHOLESALE EXCLUSIVELY

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 159)

Velvaloid Record Cleaners Are Delivering the Dealers Message Every Day in Millions of Homes Thruout the World.

Their BUSINESS STIMULATING VALUE is fully attested to by the amount of our sales and repeat orders received daily.
For a CHRISTMAS SOUVENIR the dealer cannot make a mistake BECAUSE in presenting a VELVALOID RECORD CLEANER personally to a customer or a prospect, GOOD WILL IS CREATED and that cannot be BOUGHT.
Your advertisement can be imprinted so artistically that such a gift is valued, kept and used. Your name registers every time a record is cleaned and played. What more could be expected for the amount invested.
Raw materials have advanced, but we will guarantee to fill your Holiday orders at the present low price. DON'T DELAY. Order thru your jobber. You will want them before Christmas. If you haven't sample and prices, write us at once.

Philadelphia Badge Co., Manufacturers 942 Market St., Philadelphia

the month responded to the call of wedding bells. His wedding took place in early October, when he took as his life partner Miss Marie Bird. Following a two weeks' honeymoon in New York, Atlantic City and Southern points the young couple returned to Philadelphia, where they will make their home.

Eagle Sales Manager a Visitor

Albert B. Ayers, sales manager of the Eagle Radio Co., Newark, N. J., visited the recent Radio Show here. Mr. Ayers spent some time at the booth of the Eagle Radio Co. and visited the Wanamaker radio department, where Eagle model B receivers and the Eagle consoles are on sale. Mr. Ayers is well known to radio men all over the country and the Radio Show proved an ideal place to meet members of the trade.

Penn Co. Compiles Christmas Record List

In keeping the dealers' stocks adjusted to the Christmas special numbers of Victor records in all the languages, which that company records, the Penn Phonograph Co. has been active in extending a helpful service. There has been compiled by the Penn Co. a Christmas list of more than 200 numbers, for every possible occasion and in almost every language of the Christian tongues, which will give the dealers first-hand information of the available records in the respective nationalities. The list was compiled by Harold B. Cregar, manager of the record department, with the assistance of Harold Smith, of the Victor Co. It will be distributed to the dealers this month so that stocks may be brought up to date in preparation for the holiday season. President T. W. Barnhill, of the Penn Co., journeyed to Harrisburg, Lancaster and other towns in the central section of Pennsylvania for a personal and friendly visit with the dealers in that territory during the closing days of the month.

Secures Outing Jobber in Philadelphia

The Outing Talking Machine Co., Mount Kisco, N. Y., manufacturer of Outing portables, announced recently the appointment of the Lincoln Business Bureau, of this city, as an Outing jobber. This company is well known in Philadelphia territory as it has been identified with the talking machine trade for a number of years and its sales staff has already started an energetic campaign in behalf of Outing portables.

First Shipment of Victor Bubble Books

The first shipment of Victor Bubble Books, No. 1 and No. 2, was distributed during the early days of November by the Louis Buehn Co., and almost all the incoming stocks of these newest of Victor products were disposed of in the initial orders from the trade. There will be received during the month the new No. 35 portable Victor machines, with a large order of these being placed in the warehouses so that the holiday demands can be met. A visitor from the Great Lakes regions to the Buehn headquarters was C. N. Andrews, Victor distributor of Buffalo, who stopped over for a friendly call enroute to the Victor factory in Camden.

Strand Exhibit at Radio Show

Among the exhibitors at the Radio Show, complete details of which appear elsewhere in this issue, held in the Second Regiment Armory, Broad and Susquehanna avenue, during the mid-October days, was that of the E. B. Shiddell Co. The company featured the Strand radio cabinets. These cabinets recently were placed on the market by the Strand Phonograph Co., whose machines are distributed by the Shiddell Co. There are two cabinets adapted to large and small radio equipment and known as R. 1 and R. 2 Strand radio cabinets. They were featured in the booth of the H. C. Roberts Electric Co.

Witlin Co. to Retire From Retail Field

Confining its future business entirely to the wholesale trade the Witlin Musical Instrument Co., local distributor of Gennett records and the Starr phonographs, will retire from the retail field this month. For the past four years the firm has been engaged in the wholesale and retail business on Walnut street, featuring the Starr pianos, Gennett records, Starr phonograph and radio combination, phonographs and music rolls. The new policy of wholesale distribution only will become effective the middle of November, the firm having secured offices and a warehouse to take care of its future business. The sales offices are located on the second floor of the old quarters while the warehouse will be in a large building to be leased later. President Benjamin Witlin will make his headquarters in the sales offices in the rear of the second floor at 904 Walnut street. With the retirement from the retail distribution the firm proposes to greatly extend its wholesale business and will carry larger stocks. It may later extend its lines to include musical instruments of the string and brass variety and accessories. One of the newest additions to the phonograph department is that of the radio loud speaker, made of silver grain spruce with horn of the same material used in the Starr phonograph construction. These new loud speakers will be one of the main factors in the new wholesale distribution plans and will be broadly exploited.

National T. M. Co. Expanding

The National Talking Machine Co., which just has completely settled in its new branch

A New Victor Product!

Victor Bubble Books for Children

Two Books Now Ready

The First and the Mother Goose Bubble Books
"Tom, Tom, the Piper's Son"—"Mary Had a Little Lamb"—"Jack and Jill"—"Simple Simon"—"Little Bo-Peep"—"Old King Cole"
7-in. List price $2.00

The Singing Games and the Animal Bubble Books
"Miss Jennia Jones"—"The Farmer in the Dell"—"Lazy Mary"—"Three Little Kittens"—"Three Little Pigs"—"Three Blind Mice"
7-in. List price $2.00

H. A. WEYMANN & SON, INC.

1108 Chestnut Street Philadelphia, Pa.

VICTOR WHOLESALERS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 160)

store at 103 North Ninth street, is now able to develop its plans for the expansion of business as a dealer in accessories, a full line of repair parts and the Good Luck mainspring, catering to the trade requirements, as a wholesaler. The old quarters at 123 North Tenth street will be continued as formerly, but the main offices of the firm will be confined to the greatly enlarged new quarters. Samuel Berman will manage the Tenth street store, while the new location will be under the supervision of Leo Marks.

Crown Co. Plans to Expand

The Crown Talking Machine Co. is planning to expand its business in a financial way in order to take care of stock extensions. It is the intention of the present owner, E. Berger, to incorporate the business after the first of the year and to increase the personnel. The Crown Co. has been engaged in the sale of talking machines and accessories, both retail and wholesale, for more than eight years, dealing in the Columbia, Victor, Vocalion and Okeh records and machines.

Berger Bros. Purchase Building

A new home has been purchased by the progressive Camden talking machine and music store, Berger Bros., 900 Broadway, dealers in Vocalion, Columbia, Victor and Okeh products. The new home is a three-story structure occupying the opposite corner from the present location at 845 Broadway and formerly was the original home of the firm eight years ago. The newly purchased quarters will be converted into a modern music store.

Personal visitations now are being made by John R. Leckey, manager of the Vocalion wholesale distribution in the Philadelphia territory, through the local firm of the Lincoln Business Bureau, 1011 Race street. Formerly Manager Leckey confined his efforts to the inside sales, but now is making the rounds of the stores on the outside and has been very successful in developing the distribution of the Vocalion in this part of the country. Since the appearance of Irving Kaufman, who records for the Vocalion, at the newly opened Cafe Claridge on South Broad street here, for the past three weeks, his records have extensively increased in sales.

J. L. Martin in New Post

J. L. Martin, who for many years has been manager of the Victrola department of the G. W. Huver Co., is now managing the small goods department of the store. The Huver Co. for the first time in thirty years of business history has engaged in the retailing of musical instruments of this sort, having heretofore confined its sales to the piano and talking machine lines. Manager Martin will look after both departments.

C. J. Heppe & Sons Elect Officers

Stockholders of C. J. Heppe & Sons, retailers of pianos and Victor wholesalers, met in mid-October and elected the following officers: President and treasurer, F. J. Heppe; vice-president, R. Frank Lehman, and secretary and assistant treasurer, George W. Witney. The board of directors includes the officers and M. F. McDowell Heppe and Marcellus Heppe. The usual six per cent dividend was declared. During the month the Heppe company opened a radio department, featuring all the well-known makes.

To Open Victor Department

A Victrola department will be opened this month in the new central city store which made its debut to the Philadelphia trade in early November and will be known as Knabe warerooms, 1020 Walnut street. The new house will be controlled by David Jacobs, of the firm of S. Jacobs & Son, 820 West Columbia avenue, but will be conducted as a distinct organization.

Estey Masquerade Ball

With Mrs. Therese M. Quimby, manager of the phonograph department of the Estey Co., as the charming hostess of a masquerade ball, the employes of the company and their friends were delightfully entertained on October 25 in Estey Hall with a program of dancing, games, and refreshments. Over one hundred guests were present and opened the evening's revelries with a grand march, followed by several numbers in the modern dances, and then adjourned to the refreshment booth to partake of the good things on a seasonable menu of Halloween-time dainties. From the New York headquarters President G. W. Gittins, Advertising Manager O. C. Stone and Archibald White journeyed to Philadelphia to participate in the gaieties. Among the local houses represented were Albert C. Weymann and W. J. McCormick, of the talking machine department of H. A. Weymann & Son, and F. M. Fox, of the Crispin Co., Salem, N. J.

F. W. Lockwood Entertains

Frank T. Nutze, special representative of the Eagle Radio Co., Newark, N. J., was the guest of F. W. Lockwood, distributor for the Eagle Radio Co. in Philadelphia during the recent Radio Show in that city.

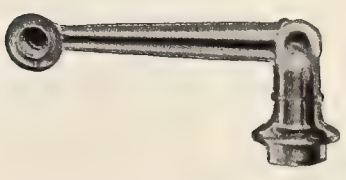
Atwater Kent Sales Promotion

One of the newest pieces of literature emanating from the headquarters of the Atwater Kent Mfg. Co., in this city, is an attractive folder entitled "An Advertising Campaign That Will Create Thousands of Buyers. Why Not Sell Them What They Want?" and carried to the inside

(*Continued on page* 162)

JOBBERS
REPAIR PARTS
GRAPHITOLEO
ALBUMS
BRILLIANTONE
GILT EDGE
RENOL POLISH

GUARANTEE
TRADE MARK



TONE ARM FOR COLUMBIA AS PICTURED
Sample $1.75
Lots of 12 . . . . . 1.50
Lots of 100 . . . . . 1.00

GUARANTEE TALKING MACHINE SUPPLY CO.
109 N. TENTH STREET, PHILADELPHIA
Write for our latest Main Spring Chart

JOBBERS
MOTORS
TONE ARMS
SOUND BOXES
ADDATONES
3-IN-1 OIL
ATTACHMENTS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 161)

of the spread appears the entire Atwater Kent radio equipment, with illustrations of the complete line. Similar to other literature sent out by the Atwater Kent Co., a return postcard is included. The frontispiece visualizes the large group of national magazines in which the Atwater Kent message is being presented throughout the country, and shows at a glance the energetic method in which the Atwater Kent Co. is developing prospects for its dealers.

Everybody's Co. Okeh and Odeon Distributor

Everybody's Talking Machine Co., of this city, well known for its line of Honest Quaker main springs and complete line of repair parts, and which recently became a distributor for Okeh and Odeon records, reports good business in all departments. The offices of the company at local headquarters have been re-

J. A. Fischer

S. Fingrutd

modeled, providing for the maximum efficiency of the conduct of the increased business which it is handling. The Okeh and Odeon record department has been advantageously placed at the main entrance to the office where Philip Grabuski, one of the members of the firm, has installed his headquarters. Mr. Grabuski, who is general manager of this new record department, has given up traveling and will henceforth remain at the headquarters of the company. He is devoting particular attention to rendering service to dealers in Okeh records, and the enthusiastic commendations regarding Everybody's service, together with the increased orders being received and new dealers established, point to the popularity of Everybody's Talking Machine Co. as an Okeh and Odeon distributor.

J. A. Fischer, president of Everybody's Talking Machine Co., and S. Fingrutd, treasurer of the company, are giving their attention to the promotion of both ends of the business and the Okeh and Odeon record department is bound to feel the effect of their intensive efforts.

Wilson Co. Buys Presser's Victor Interests

The J. R. Wilson Co., Victor retailer of this city, has purchased the stock and good will of the retail Victor division of the Theodore Presser Co., at 1711 Chestnut street, this city, and will continue the business of retailing Victor merchandise at this address. The J. R. Wilson Co. conducts four other Victor stores in this city and the addition of the fifth will add materially to the already good business being done.

Demand Continues Active

The Guarantee Talking Machine Supply Co., of this city, reports that the demand for talking machine repair parts is active. Business in all sections has shown a decided increase, with marked improvement noticeable in western Pennsylvania. This company has added the Red, White and Blue needle to the lines it distributes.

National Record Album Popular

The National Publishing Co., of this city, producer of the National record album, informs The World that this Fall season has seen greatly increased demands for its product. Business this year is comparable with that done in 1923 and a still further increase in business is expected as the season progresses.

New Pooley Models Popular

B. R. Stauffer, president of the Pooley Furniture Co., of this city, reports that the popularity of the new models of Pooley radio cabinets recently produced has exceeded all expectations. The factory is working night and day in order to fill the large volume of orders being received. These cabinets were the principal exhibits at the New York and Philadelphia radio shows, and not only created considerable attention but developed a large number of orders. The new line of cabinets includes the model 600 R-2, an attractive cabinet of the William and Mary period, equipped with the Atwater Kent model No. 10 set, with space for batteries and a self-contained loud speaker. These cabinets are made in a variety of finishes. The next number, and perhaps the most popular of the line, is a somewhat larger cabinet in the English period, known as model 1100 R-2. The model de luxe of the line is the attractive 1200 R-2 in the Louis XVI period.

The Pooley Co. is also producing a cabinet to house the Federal set and an attractive combination Pooley console phonograph equipped with the Federal four-tube panel.

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years Have Proved Outing Portables Are the Best

Lincoln Business Bureau
1011 Race Street Philadelphia, Pa.
Outing Distributor

Thousands View Exhibits of Leading Radio Lines at Third Philadelphia Radio Show

Third Annual Show Held in the Quaker City Proves an Unqualified Success—Armory Crowded With Those Interested in Radio, Including Many Retailers—Broadcasting a Feature

Philadelphia, Pa., November 5.—The third annual Philadelphia Radio Show was held in the Second Regiment Armory, Broad street and Susquehanna avenue, from October 18 to 25, inclusive. Although situated some distance from the center of the city, it proved a decided success and drew immense crowds.

A feature of the show was the broadcasting of the program furnished by the show orchestra, not only throughout various parts of the armory itself, but to all outside points. This feature was provided by the Radio Corp. of America.

Most of the well-known makes of radio receivers were found in the exhibits of the local distributors. A few of the manufacturers, however, were personally represented, such as the Radio Corp. of America, which had an attractive display of the RCA line prominently located in the center of the armory; the Sleeper Radio Corp., Henry Hyman & Co., Inc., manufacturers of the Bestone radio receiving sets; C. D. Tuska Co., the Splitdorf Electrical Co. and the Adler Mfg. Co.

Among the lines shown by distributors were:

The Garod Corp., of Newark, N. J., had an attractive exhibit of the Garod "V" and the Georgian in the booth of the K. S. Byrd Co., Philadelphia distributor.

The Atwater Kent line, with both its open and cabineted models in three, four and five tubes, was seen in the exhibits of a number of local distributors, such as Jones-Beach Co., J. H. McCullough & Sons and others.

The Pooley Furniture Co., of this city, had a large exhibit similar to the one shown in New York, featuring the Pooley line of radio cabinets to house the Atwater Kent open sets. Three models were shown, 600-R2, 1100-R2 and 1200-R2. A Pooley cabinet equipped with the Federal set was also included, as well as a model of the Pooley combination radio and phonograph.

In the exhibit of the Music Master Corp., of this city, was the now very familiar mammoth replica of the Music Master horn. The exhibit included the Music Master horn and the new cabineted model of the horn, the Music Master phonograph attachment and Music Master loop aerial. The Music Master Corp. also exhibited the various lines for which it is distributor, which included the RCA, Zenith, Work-Rite, Sleeper and Thermiodyne.

The Haag Radeluxe Corp. was present with a new line of both radio and combination talking machine and radio cabinets, and the Radeluxe cabineted loud speaker as well. The combination cabinet differentiates from others on the market in that the horn is subdivided, one for radio and one for talking machine. The talking machine equipment is its own and Atwater Kent open sets are provided for radio equipment. Each combination cabinet is also equipped

(*Continued on page* 164)

THE PENN VICTOR DOG

Awaits your call to service in promoting Victor business and hopes to make you his friend.

MORE THAN 250,000 SOLD IN 1923

PENN PHONOGRAPH CO., Inc.
Victor Wholesale Only
913 Arch Street Philadelphia, Pa.

Federal "Executive Service" — acclaimed by phonograph dealers

PHONOGRAPH dealers have been enthusiastic in their praise of the intensive, practical course in radio which Federal is giving to executives in each phonograph shop operating under the Federal Franchise.

Through this executive service, phonograph retailers are given the personal assistance of a Federal representative who not only instructs fully upon the operation of Federal equipment, but who also gives comprehensive lessons in the rudiments of radio so that the dealer is fully equipped to take his position as the counsellor of radio enthusiasts in his sales district. While this service is costly to Federal, it is entirely in keeping with the traditions of the organization.

For over a quarter century Federal has cherished its leadership in the field of electrical communication devices. It came into the field of radio with definite ideals backed by an experience unlike that of any other radio manufacturer. It has constructed radio equipment which for beauty of design, simplicity of operation and exceptional tone qualities is second to none in the industry.

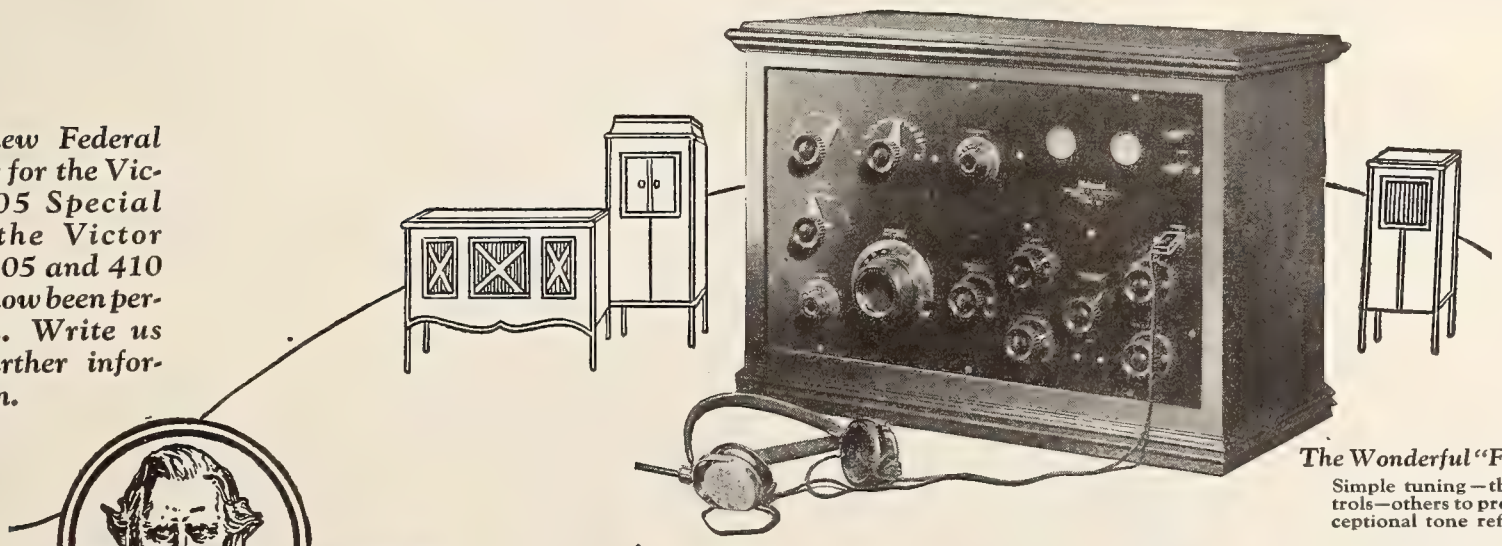
Therefore, it is fitting that Federal should now seek to enhance the value of its Federal Franchise by making each Federal dealer an authority on radio in his sales territory.

Phonograph dealers who have not already been instructed by the Federal representative are urged to write the nearest Federal branch office at once. Phonograph dealers who are anxious to gain the advantages offered through the Federal sales franchise and the Federal deferred payment plan are also invited to write us.

FEDERAL TELEPHONE AND TELEGRAPH COMPANY
BUFFALO, N. Y.

Boston New York Philadelphia Pittsburgh Chicago
San Francisco Bridgeburg, Canada

The new Federal panels for the Victor 205 Special and the Victor 400, 405 and 410 have now been perfected. Write us for further information.



The Wonderful "Fifty-Nine"
Simple tuning—three controls—others to produce exceptional tone refinement.

Priced at
$177
With headphones.

For Loop Reception (No 61)
$46 extra

Federal
Standard RADIO Products

The Philadelphia Radio Show

(Continued from page 162)

with the Haag record file, a touch on a lever producing the desired record.

The Grebe Synchrophase made by the A. H. Grebe Co., Richmond Hill, L. I., was attractively displayed at the show by the Philadelphia Wireless Sales Co., local distributor.

The Multiple Electric Products Co., Newark, N. J., exhibited the Atlas line of loud speakers and phonograph units, as well as the line of phonograph attachment couplings.

The Del'Marmol Radio Phonograph Co., of this city, made an initial showing of the new Del'Marmol combined radio phonograph reproducer, which in one unit combines the talking machine and radio diaphragm. This permits the reporting of radio reception upon a blank record by simply resting the needle upon the record.

The De Forest line, including the De Forest Reflex radiophones, De Forest loud speaker and De Forest tubes, was attractively displayed in the exhibit of the Girard Phonograph Co., of this city, De Forest distributor. The display was attractively arranged and a feature was the De Forest D-12, reflex set.

The H. H. Eby Mfg. Co., of this city, which has a wide reputation in the radio field as the manufacturer of binding posts, displayed the complete line of Eby engraved posts in all popular markings. The Eby line was also to be found in the exhibit of the Motor Parts Co., distributor.

The Bristol Co., Waterbury, Conn., displayed the four new Bristol Audiophone loud speaker models designated as Models S, J, Baby Grand and Baby. The Bristol Co. also exhibited the Bristol receiving set and one-stage power amplifier.

The Splitdorf Electrical Co., Newark, N. J., featured the Splitdorf R-100 receiver five-tube set, and also the line of Splitdorf phonos, in both horns and cabineted, head sets and radio parts.

The American Electric Co., Chicago, Ill., was present with the Burns radio reproducer and phonograph unit.

The Philadelphia Storage Battery Co. had an attractive display of the entire Philco line of both A and B batteries. Of particular interest were the Philco A batteries in glass cases and the B batteries in their beautiful mahogany cases. The Philco Storage Battery Co. also showed Philco chargers.

The Thompson neutrodyne line, manufactured by the R. E. Thompson Mfg. Co., of New York City, was shown at the exhibit of the Sayre-Level Radio Co., Inc., distributor. The exhibit included the Thompson Concert Grand, Grandette and Parlor Grand with the Thompson loud speakers.

The National Carbon Co., Inc., Long Island City, N. Y., had a complete display of Eveready batteries.

H. C. Roberts Electrical Supply Co., this city, distributor of the RCA line, had a particularly attractive exhibit which also featured Freed-Eisemann radio receivers, showing models NR-6, NR-20 and NR-12. Also FE-50 cabineted type loud speaker. The FE neutrodyne Victrola panel was also shown. The Gould Uni-power batteries, both A and B, were also featured in the H. C. Roberts exhibit.

The Electric Storage Battery Co., this city, had an exhibit featuring the popular Exide line of batteries, both A and B, and the Exide rectifier.

The Adler Mfg. Co., of New York and Louisville, Ky., was on hand with the Adler Royal neutrodyne, featuring type 201-A. The exhibit drew much attention and was well attended. Robert Harris, factory representative of the company, with headquarters in Philadelphia, was in charge of the exhibit and no small credit for its success was due to his efforts.

The Heteroplex receiving set, which is one of Philadelphia's local products and attracting much attention, was featured in an exhibit of its own at the show. The model displayed in a glass case clearly visualized the hook-up of the instrument.

Trilling & Montague, local distributors, in addition to a wide line of radio parts, featured the Grimes Inverse Duplex set, made by David Grimes, Inc., New York City.

John L. Gately Drops Dead in Hotel in Nassau, N. Y.

Former Talking Machine Jobber Had Been in Ill Health for Some Time—Was Well Known in the Talking Machine Industry

Albany, N. Y., November 8.—John L. Gately, formerly an active factor in the Victor wholesale trade as a member of the Gately-Haire Co., for a number of years Victor jobber here, dropped dead in the Nassau Hotel, Nassau, N. Y., on Monday afternoon. Mr. Gately had been stopping at the hotel for several weeks and had recently been under the care of a physician.

Before organizing the Gately-Haire Co., which was dissolved several years ago, Mr. Gately was a traveler for the Victor Talking Machine Co. and had a wide acquaintance in trade circles. He was forty years old and a veteran of the Spanish-American War.

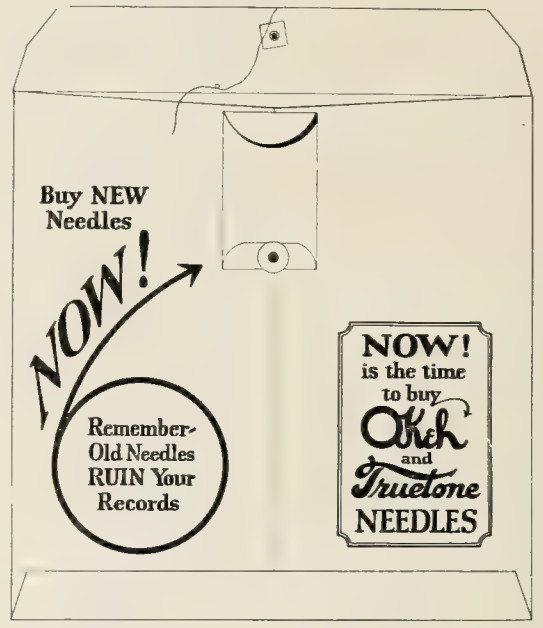
First Gabrilowitsch Record Released by Victor Co.

The first exclusively pianistic record made by Ossip Gabrilowitsch was released by the Victor Co. on November 7 and created much discussion in musical circles throughout the country. This world-famous Russian artist has an exceptionally large following by virtue of his position as leader of the Detroit Symphony Orchestra and through his numerous appearances as soloist on the concert stage. This record couples Moszkowski's "In Autumn" with Schumann's "Novelette."

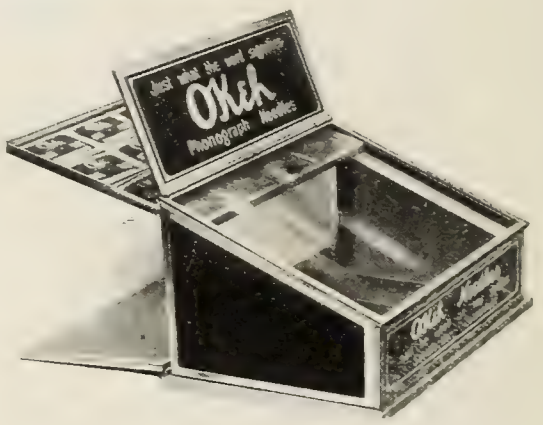
Announce Two Plans for Increasing Needle Sales

General Phonograph Corp. Introduces Automatic Reminder Delivery Bag and an Attractive Needle Display Case

The General Phonograph Corporation, New York, manufacturer of Okeh and True Tone needles, has just announced two plans for increasing needle sales that are meeting with a cordial welcome by the trade. The first idea, designated as an "automatic reminder delivery bag," was originated by J. A. Sieber, advertising manager of the company. It consists of a small envelope attached to the back of a regular delivery bag. The attention of the customer is immediately brought to focus on the little envelope by a large arrow and the words "Buy New Needles Now" stand out forcefully.



Automatic Reminder Delivery Bag



New Okeh Needle Display Case

The second idea is a needle display case, which, according to Mr. Sieber, has many unusual features. "In the first place," said Mr. Sieber, "it is impossible for customers to help themselves, and, secondly, it has strong advertising value. Under the glass top sixteen packages of needles can be displayed and the blue and gold color of the case itself makes it stand out on the counter. Beneath the removable display tray is storage space for 180 packages of needles. We are giving these display cases to our dealers without charge on every purchase of 100,000 Okeh needles." Okeh dealers are now receiving a broadside which sets forth in detail the value of these two sales helps.

Good Victor Publicity

The Victor Talking Machine Co. recently sent to its dealers a bird's-eye view of the company's main plant at Camden, N. J. The picture is printed in colors and is suitable for hanging in the warerooms or for display in the store's windows. It is twelve inches high by thirty-three inches wide.

The "All-Year" Portable that sells and stays sold

The Portophone Franchise is a money maker and a business builder for your record department.

We are in a position to give exclusive territory to reputable dealers. Write for full particulars now and cash in on the big Holiday demand.

THE THOMAS MFG. CO.

Dayton, Ohio, U. S. A.

Established 1905

RADELUXE PRODUCTS

INDIVIDUALITY
CHARACTER
UTILITY

"Speak for Themselves"

CLOSED

Patents Allowed. Others Pending

OPEN

Radeluxe Universal Radio Cabinet

with built-in loud speaker and battery compartment provided with movable shelf. Takes receiving sets up to 32 in. long, 10 in. high, 12 in. deep. Dimensions: 36 in. long, 48 in. high, 16 in. deep. A handsome cabinet in two-tone mahogany. List price **$120.00**

RADELUXE

Equipped with Atwater-Kent Model 10 Receiving Set

ATWATER KENT

Combined Radio and Phonograph with Atwater-Kent Model No. 10. Receiving set and highest grade gold-plated phonograph equipment, playing all makes of records. Patented duplex horn gives finest tone quality for both radio and phonograph. No parts to change. A practical and handsome cabinet. Highest class workmanship. Two-tone brown mahogany.

Battery compartment in rear of cabinet. Size, 52 inches high, 42 inches long, 21 inches deep.

List Price, **$450.00**

Without tubes or batteries.

Radeluxe Loud Speaker

Exceptional tone quality in a beautiful brown mahogany cabinet. Dimensions: 17½ inches long, 10 inches high, 10 inches deep. List Price **$27.50**

A FEW JOBBERSHIPS OPEN

HAAG RADELUXE CORP., Estey Building, **PHILADELPHIA**

St. Louis Dealers Enjoy a Satisfactory Business as the Holiday Trade Starts

Overcome Obstacles and Sales Volumes Commence to Climb—Tie-up With Artists Aid Record Sales—Columbia Distributors, Inc., Open New Home—Famous-Barr Co. Holds Radio Show

St. Louis, Mo., November 7.—In spite of a number of factors which militated against good business during October, the sales totals of both the talking machine and radio business were satisfactory to dealers and showed an increase over September and compared favorably with October of 1923.

Tie-up With Current Events

The local branch of the Brunswick Co. took advantage of the visit of Al Jolson, popular comedian and Brunswick artist, to the White House, to impress on the Brunswick dealers the benefits of a tie-up with the publicity on the event. The company suggested that dealers mention the fact in their advertisements, and offered a specimen advertisement emphasizing the mirth-inspiring qualities of this popular artist's recordings.

Columbia Opens New Quarters

The Columbia Distributors, Inc., have opened quarters at 1327 Pine street, in charge of A. B. Creal. C. R. Salmon, formerly with the Columbia offices here, has charge of the city territory, the same work that he did when with the Columbia Co. before.

Famous-Barr Has Radio Show

The second annual radio show of the Famous-Barr Co., given late in October in conjunction with the talking machine department, was a pronounced success. More than one hundred manufacturers were represented. There was continuous broadcasting. Manager Geissler's talking machine forces co-operated by demonstrating the combination machines, and the show brought quite a lot of straight talking machine business.

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years Have Proved Outing Portables Are the Best

Marks Radio & Phono. Corp.
2215 Pine St. St. Louis, Mo.
Outing Distributor

Feature Victor Record Albums

The Kieselhorst Piano Co. has been doing some special advertising on the Victor Music Arts Library, containing the Schubert "Unfinished Symphony." Coupled with an attractive window display, a neat 5x7 card in tan and brown was mailed to the entire mailing list. The Stix, Baer & Fuller Victor department sent out personal letters concerning this set to the St. Louis Symphony subscribers.

Interesting News of the Month

Mrs. Margaret R. Moore, who left the Kieselhorst store last Spring to go to the Wurlitzer branch in East St. Louis, is back at Kieselhorst's.

The Aeolian Co. of Missouri has been having a special sale of the talking machines taken over when the firm bought out the Mengel Music Co.'s community store at Olive street and Boyle avenue. Victrolas, Brunswicks and Sonoras were included in the offerings. A. F. Mengel, who had conducted the business for several years, has taken a position with the Aeolian Co. of Missouri.

The recent appearance of Paul Whiteman and His Orchestra here stimulated the sale of Whiteman Victor records.

A. Niehaus, a talking machine dealer at Granite City, Ill., has filed a petition in bankruptcy in the Federal court at Springfield. He lists his liabilities at $11,444 and his assets at $8,974.

Tie-up With Artists' Appearances

The appearance of Herb Wiedoeft and His Cinderella Roof Orchestra of Los Angeles at the New Grand Central has been instrumental in popularizing to St. Louis dancers this latest of Brunswick dance orchestras. Dealers have tied up their windows and newspaper copy with the recordings made by the orchestra, with satisfactory sales results in records. Al Bernard and Russell Robinson, Brunswick artists, have been broadcasting from Station WCK and their records took a decided upward trend in sales.

Changes in Kieselhorst Co.

W. E. Locke, of New York, has been placed in charge of the radio department of the Kieselhorst Piano Co., succeeding Walter Herman, who resigned to go into another line of business. C. J. Schmitt, formerly of the main store force of the Kieselhorst Co., has been placed in charge of the branch store at 3111 North Grand avenue.

Geoffrey Manne With Brunswick Co.

Geoffrey Manne was recently added to the sales force of the phonograph division of the St. Louis branch of the Brunswick Co., replacing C. A. Reynolds, who resigned recently to enter another field of activity. Mr. Manne will cover territory comprising the Memphis, Tenn., district. Mr. Manne has been traveling this territory for the Edison Co. for some time. He is

(*Continued on page* 168)

The Artophone Corporation

A Very Profitable Proposition

The OKeh *and* Odeon

Record Agency

THERE are a number of different fields open for the OKEH dealer. We call your particular attention to the following big selling types of records. We have a complete line which includes the most popular artists:

Blues by Popular Negro Artists
Dance and Popular Song Hits
Hill Country Music
List of All Foreign Languages

Rare Record Importations (Odeon Records)

Our stock is complete and we will give you TWENTY-FOUR HOUR service. Prepare now for a BIG PHONOGRAPH and RECORD trade this fall.

The Artophone Corporation
1103 Olive Street, St. Louis, Mo.
203-5-7 Kansas City Life Building, Kansas City, Mo.

Complete stock of radio, phonographs, phonograph supplies and accessories

GILFILLAN NEUTRODYNE

Beautiful Radio Sets of Experienced Manufacture that the Music Trade can recommend with confidence

"What a lovely tone this set has"

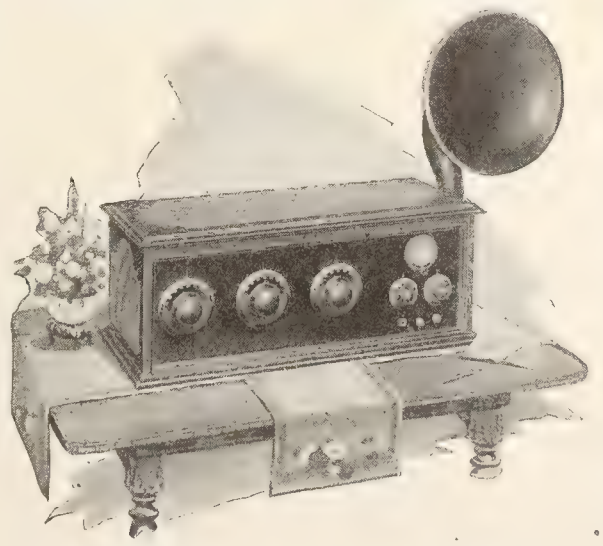
THE clear true tone of the Gilfillan Neutrodyne brings out the finer shadings of musical reproduction. With the aid of the finding chart anyone can tune in quickly without howls or squeals. Distant and difficult stations are easily brought in even while locals are playing.

The Gilfillan Neutrodyne is extraordinarily sensitive to faint signals and has an almost uncanny power of selectivity. This is especially desirable where many stations are broadcasting and the interference is great. The volume, clarity and ease of operation of these sets is a revelation. Gilfillan Neutrodyne cabinets are rich in finish and dignified in design. They will add to the charm of any interior.

We invite a comparison of the workmanship and performance of these sets with any others. Their excellence is due to the years of experience in the manufacture of radio equipment. Manufactured at three factories conveniently located to supply the music trade anywhere.

Send for Literature to Nearest Office

STYLE GN-1 In an artistic, American Walnut Cabinet; price without accessories **$175**



STYLE GN-2 Same Neutrodyne construction and features in smaller cabinet; price without accessories **$140**

GILFILLAN BROS. INC.

KANSAS CITY
2525 W. PENNWAY

1815 W. 16th Street, LOS ANGELES, CAL.

NEW YORK CITY
225 WEST 57th ST.

GILFILLAN RADIO CORPORATION
LICENSED BY
Independent Radio Manufacturers INC
NEUTRODYNE
Reg. U.S. Pat. Off.
Pat. Mar. 27, 1923 and April 4, 1924
Hazeltine Pats. NOS 1,456,060-1,489,228
Other Patents Pending

Unusual Publicity Material for Holiday Use Being Distributed by the Victor Co.

Colored Cut-outs and Lithographed Posters Provided for Artistic Christmas Window Displays—Christmas Folder for Distribution to Prospects—Special Record Folder, Etc.

Within the past week or ten days, Victor dealers have received from the Victor Talking Machine Co. advertising material of a diversified and comprehensive character with which they can inaugurate their Christmas campaigns. No angle of the business has been overlooked and in the matter sent the dealers the appeal has been made to the owner of a Victrola, to the likely prospect who is interested in purchasing but who has not decided on any one model and, lastly, to those people who had not contemplated purchasing a talking machine but whose interest will be attracted by the desirability of the Victrola as illustrated and described in the publicity matter.

The window trim is the outstanding feature of the campaign. This consists of cut-outs with easel backs, of thirty-six famous Victor artists who make records for this company, of whom sixteen are represented individually and twenty in groups of from three to eight. The majority are in favorite operatic costumes and are lithographed in nine colors. Another part of the trim is a streamer, in an appropriate Christmas design, bearing the message "Victrola, the Christmas Gift that is New with Each Victor Record." Included with the material for the window dressing is a four-page folder, describing in full three methods of effectively dressing the window. Illustrations are given and it is evident that any shape or form of window can use the material with the most satisfactory results.

The Christmas folder to be sent to prospects who do not own a talking machine is a gem of comprehensiveness. It contains illustrations of twenty-six models of Victrolas and pictures of a gallery of Victor artists, together with selling talks, prepared by experts and illustrations depicting the instrument in many settings. This folder is of a size that can be mailed in a sealed envelope under a two-cent stamp.

For the owners of Victrolas, a folder of Victor Christmas records has been prepared. This folder catalogs the leading records, appropriate to the Christmas season, and also lists the Bubble Books as being suitable for gifts to children. In its letter to dealers the Victor Co. also stresses the profit-making possibilities of pushing the new albums of the Music Arts Library series as Christmas gifts. Hangers, listing the leading Christmas records, for display in booths and in prominent places in the store, are included in the shipment of advertising matter.

St. Louis Trade Is Improving

(*Continued from page* 166)

possessed of wide experience in the talking machine field.

To Give Series of Children's Concerts

The St. Louis Symphony Orchestra will give a series of six children's concerts this season. The preparation for these concerts is made in the music classes in the public schools. Miss Blanche Rosebrugh, of the Victor educational department of Scruggs-Vandervoort-Barney, has been retained to give a special series of seven lectures in preparation for the concerts by the Community School.

Deeken Music Co. Opens Branch

The Deeken Music Co. has opened a third neighborhood Victor shop in St. Louis. The new store is located at 3593 West Florissant avenue, and is managed by Miss Ann F. Deeken.

Eight Victor Artists Give Concert

The Eight Popular Victor Artists gave their fifth annual concert to a St. Louis audience recently. The Victor dealers had been busy for two weeks selling tickets and advertising the coming of the artists. Much special advertising was carried in the newspapers, about 1,400 lines of this being co-operative advertising. All dealers mailed special announcements to their customers and carried large window cards.

F. H. Brant, of the Artophone Corp., has returned from a trip through Northern Missouri.

A Trade Wedding

Mr. and Mrs. Tom Taylor surprised their many friends in St. Louis by announcing their marriage, which took place in Chicago several weeks ago. Mrs. Taylor was Miss Laura Williams, and was formerly a Victrola saleswoman at Kieselhorst Piano Co. and more recently an employe at the Victor Shop in Atlantic City. They are now at home in this city.

Third National Radio Show

(*Continued from page* 98*f*)

Marmol combined radio phonograph reproducer. This new reproducer combines in one unit the talking machine diaphragm and the radio loud-speaker unit. It also permits the recording of radio reception on blank records. C. J. Del'Marmol, inventor of the reproducer, and M. J. Del'Marmol, general sales manager of the company, were personally present to demonstrate the device.

Herbert-John Corp.

The Herbert-John Corp., New York, distributor for many standard radio products, showed some of the popular lines it represents, including Run-A-Radio, the Jewett superspeaker and the following sets: Zenith, Thompson, De Forest, Ton-A-Dyne and Malone-Lemmon. Herbert A. Weil, Jr., was in charge of the exhibit, assisted by Joseph Kerr, A. D. Robbins and A. F. Macoun.

Gross-Brennan Co.

The Gross-Brennan Co., New York, manufacturers' representative, displayed in its booth the products of the H. H. Eby Mfg. Co., Philadelphia, Pa., and the Beacon Radio Mfg. Co., Brooklyn, N. Y. The Stromberg-Carlson neutrodyne, for which this concern is the sales representative, was exhibited in an attractive booth, sponsored by John Wanamaker, New York, which handles this line as a retailer. Benjamin Gross and Herbert A. Brennan were in charge of the exhibit.

Knickerbocker Radio Co.

"True Blue" tubes, manufactured by the Brightson Laboratories, Inc., were on exhibition in the booth of the Knickerbocker Radio Co., distributor of electrical goods. These tubes, which are marketed in attractive individual cases, were among the most prominent of the newer products shown during the week.

Royal Eastern Electrical Supply Co.

The Eagle neutrodyne receiver in period design cabinets was shown in a booth conducted by the Royal Eastern Electrical Supply Co., metropolitan distributor for the Eagle Radio Co. The Eagle multiple switch filament control, Eagle variable condenser and Eagle rheostat were also described and shown. S. Goodman, advertising manager of the Royal Eastern Co., assisted by R. Weil and W. Autenrieth, officiated.

Progressive Musical Instrument Co.

The Progressive Musical Instrument Co. attracted attention through the use as a background of a cross-word puzzle, the words of which comprise the various lines handled by this well-known distributing organization, including the Ware neutrodyne, De Forest tubes and sets, Garod sets and Philco and Exide batteries. The heading on the cross-word puzzle carried the caption "The dealers' puzzle solved." The idea was the work of Edward Biel, advertising manager of the company. The exhibit was under the management of Mr. Biel, L. Hunt, P. C. Fielder, J. Neurath, A. Maharem and J. Laning.

H. P. Baran & Co.

The David Grimes Inverse Duplex radio sets, Re-Vi-Vo batteries and the Silver Voice loud speakers were exhibited by H. P. Baran & Co. as distributor for these products. H. P. Baran, John W. Lindsey and Mrs. W. H. Harrison were in charge of the booth.

International Mica Co.

The International Mica Co., of Philadelphia, manufacturer of Imico mica diaphragms, exhibited its complete line of diaphragms in various sizes for use in loudspeaker units. L. H. Crabtree, general manager of the company, was personally in charge.

Nyrad Distributing Co.

Cass B. Riddle, general manager of the Nyrad Distributing Co., assisted by S. Semels, Otto Goldsmith, John Shephard and Harry Ansell, greeted the trade in the Nyrad Distributing Co.'s booth in which were shown Music Master horns, Atwater Kent, Pooley, Sleeper and Garod receiving sets.

Dual Loud Speaker Co., Inc.

The Charmitone loud singer, which has many unusual features, including the stethoscope attachment, was attractively displayed by the Dual Loud Speaker Co., manufacturer of this product. The Charmitone is made in two models and the company advertised it as an instrument that combines the loud speaker with the efficiency of the head phones. A. G. Ritchie and A. S. Hecht, members of the firm, as well as B. St. George, advertising manager, and H. Solonache, sales manager, were in attendance.

Wholesale Radio Equipment Co.

The Wholesale Radio Equipment Co., New York City, distributor of radio products, maintained a display principally devoted to the receiving sets that it distributes, although this company also is a wholesaler of accessories and parts. Magnavox, Gilfillan, Kennedy and the Grebe Synchrophase sets were exhibited in an attractive layout. The Magnavox line of loud speakers and tubes was also shown. M. Salzman was in charge of the exhibit, assisted by O. P. Graffen and the sales staff of the organization.

Twentieth Century Radio Corp.

The Twentieth Century Radio Corp., of Brooklyn, distributor of radio products and factory representative in New York and New England for the Garod Corp., manufacturer of Garod neutrodyne radio receivers, featured this company's products, together with those of the Allen D. Cardwell Co., for which it is factory distributor in New York State. The O'Neil Audiophone loud speaker, which is distributed by the Twentieth Century Radio Corp., was also on display. Grant Laying, vice-president of the company, was in charge of the exhibit, assisted by H. K. Kelley, engineer for the Cardwell Co.

H. B. Shontz Co.

The H. B. Shontz Co., New York City, distributor of radio and electrical products, displayed several models of the Mu-Rad receiving sets, including the Mu-Rad MA-20 and Mu-Rad MA-15. The MA-20 operates on ordinary house current, attaching the set to the electric light socket. The Shontz Co. also showed the Ful-Wave battery charger, a product of the Liberty Electric Corp. H. B. Shontz officiated, assisted by A. W. Howard, William Plews and W. H. Gridlestone.

Noyes Electrical Supply Co.

The Dayton Fan & Motor Co.'s Day-Fan receiving sets, Jewett speakers and the Brandola were among the exhibits shown by the Noyes Electrical Supply Co. in its exhibit.

POLY PLUG

A Wonderful Feature

of the PolyPlug—and only the PolyPlug—is the tension slot enabling the phone cords to be pulled and jarred without the slightest disturbance to the actual contact.

75c.
"WORTH IT"

Write for particulars

POLYMET MFG. CO.
70-74 Lafayette St. New York

THE SHELTON Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Operating on AC or DC current of 110 volts. Specify type of current when ordering.

SHELTON ELECTRIC CO., 16 East 42nd Street, New York

"I want to handle your line"

An authentic telephone message recently received from a radio dealer in Greater New York. Name on request.

"I heard your Starr Quality Radio Set last night at the home of a friend. I have never heard anything like it. The tone is remarkable, so clear and so natural. *I want to handle your line.* Send your salesman to see me."

STARR EQUIPMENT CORPORATION

368 Hamilton Avenue Brooklyn, New York

STARR QUALITY *Radio Receivers*

Model D, Starr Quality Receiver, shown above, comes in an exquisitely finished cabinet of matched burled walnut. The B batteries and wiring are completely concealed. Retail list $150.

STYLE NO. 400
List $160
FIGURED MAHOGANY
OR WALNUT
Height 34¾"
Width 36¼"
Depth 22½"

The Pooley PHONOGRAPH

Every dealer owes his customers quality and value equal to the cost. The Pooley Phonograph is acknowledged and recognized to be unequaled in the combination of these qualities.

Fine Veneers
Beautiful Finishes
High Grade Cabinet Work
Mechanical Perfection
Liberal Discounts to Dealers

The Greatest Phonograph Value Obtainable for the Money

C. L. MARSHALL COMPANY, *Wholesale Distributors*

514 Griswold Street **Detroit, Mich**

Pooley Phonographs, Pooley Phonograph and Radio Combinations, Pooley Radio Cabinets and Outing Portables.

Holiday Activities Are Increasing the Sales Volume in the Detroit Territory

Christmas Clubs Bringing People Into the Stores—Detroit Edison Shop Celebrates Its Tenth Anniversary—Wide Interest in Scheduled Appearance of Record Artists—The News

Detroit, Mich., November 8.—Each day shows a slight improvement in talking machine business, taking the industry as a whole. Some dealers report a good increase in sales over a year ago at this time, while others say the holiday boom has not yet started. Quite a number of dealers who are featuring their "Pay $1 and Join our Christmas Club" say it is bringing in a lot of people who would not otherwise buy. All dealers are optimistic, however, and believe that there will be a brisk demand sometime before the holidays and as long as it comes they don't mind whether it is sooner or later.

Detroit Edison Shop Anniversary

The Detroit Edison Shop last month celebrated its tenth year in business in the City of Detroit. Thomas A. Edison sent a telegram of good wishes, which was prominently displayed in the window and reproduced in all the company's newspaper ads. The store took on a sort of "Celebration Month" and Manager Sweeney stated that October was one of the best months the store ever had, from the standpoint of business. H. B. Alling, general manager, of the store as well as The Phonograph Company of Detroit, which is the Edison distributor for this territory, came to Detroit ten years ago and still occupies the same positions. As an indication of the confidence he has in the line, he has renewed the lease of the quarters on Woodward avenue for another term of years, at an annual rental considerably in excess of $35,000.

Charles Grinnell Optimistic

Charles Grinnell, manager of the Victor wholesale department of Grinnell Bros., reports a splendid year so far, with indications that the remaining months will bring the total sales for 1924 to a record breaking point. Mr. Grinnell is in an excellent position this year to handle State business, having already in stock a tremendous number of every style of Victor machine, so that dealers can have goods immediately upon ordering.

In the local drive for funds for the Detroit Community Fund, which takes care of local charities for the year, C. A. Grinnell, president of Grinnell Bros., donated $1,200.

Artists to Appear Here

The Eight Popular Victor Artists, who are on a recital tour, will make their appearance in Detroit some time this month, and the advance seat sale indicates a big crowd. Dealers are planning tie-ups.

Monthly Business Gains

Edward K. Andrew, manager of the J. L. Hudson talking machine department, reports an excellent year so far and says there is no doubt that sales will be considerably ahead of 1923. Every month has shown a substantial increase. The Hudson store handles the Victor, Brunswick and Cheney lines, and is doing a good business with radio equipment, separate and in combination with phonographs.

S. E. Lind Co. Pushing Royal

Sam Lind, of the S. E. Lind Co., distributor of the Royal line of phonographs and radio, is having no difficulty whatever in selling the line both in the city and State. Mr. Lind is concentrating his efforts on the talking machine trade,

(*Continued on page* 172)

SPRINGS

VICTOR		
1¼"x.022x17', bent each end	No. 6543	$.57
1¼"x.022x18' 6" marine ends	No. 3014	.58
1¼"x.022x17' bent arbor	No. 5362	.57
1¼"x.022x13' bent arbor	No. 5423	.50
1¼"x.022x9' bent arbor	No. 5427	.42
1¼"x.022x9', bent each end	No. 6542	.42
1"x.020x13' 6" marine ends	No. 2141	.32
1"x.020x15' marine ends	No. 3335	.35
1"x.020x15' bent arbor	No. 5394	.38
1"x.020x15', bent at each end	No. 6546	.43
COLUMBIA		
1"x.028x16' crimp arbor, new style	No. 20009	.67
1"x.028x10' Universal	No. 2951	.34
1"x.028x11' Universal	No. 2951	.36
1"x.030x11' hook ends		.45
1"x11' for motor No. 1	No. 1219	.35
HEINEMAN		
1"x.025x12' motors, Nos. 33 & 77		.35
1 3/16"x.026x19', also Pathé		.75
1 3/16"x.026x17'	No. 4	.59
MEISSELBACH		
⅞"x10' motors, Nos. 9 & 10		.29
1"x9' motors, Nos. 11 & 12		.31
1"x16' motors, Nos. 16, 17 & 19		.49
2"x.022x16', rectangular hole, 18k10		1.20
SAAL-SILVERTONE		
1"x.027x10', rectangular hole	No. 144	.42
1"x.027x13', rectangular hole	No. 145	.48
1"x.027x16', rectangular hole	No. 146	.58
BRUNSWICK		
1"x.025x12', rect'gular hole, regular	No. 201	.43
1"x.025x18', rect'gular hole, regular	No. 401	.58
KRASBERG		
1"x12' motor 2A; 1"x16' motor 3 & 4; 1"x18' new style	Pear-shaped and rectangular holes on outer end	.45 .55 .60
EDISON		
1½"x.028x25' regular size disc motors		1.25
1"x.032x11', Standard		.55
1 5/16", Home		.70
1 5/16"x18' type A 150, old style disc		1.28
1" Amberola 30-50-75		.56
1 1/16", B 80		1.15
SUNDRIES		
1"x.025x9', pear-shaped Stewart		.34
1"x.025x16', Sonora, Style 30		.52
25/32"x.026x10', P.S. Swiss Motors & Pathé		.36
1¼"x.025x17' round hole, Mandel		.75
¾"x.022x9', pear-shaped small motors		.26
1"x.025x16', pear-shaped hole or rect		.50
⅞"x.023x10', marine ends, Hein. Col., etc.		.29
¾"x.025x10', marine ends, Hein. Col., etc.		.27
⅝"x.020x9', marine ends		.21
½"x.020x9', marine ends		.18
Victor Gov. springs, No. 1729	per 100	.95
Victor Gov. balls, n/style, No. 3302	each	.07
Victor-Columbia Gov.sp.,screw washers, 100		.72
Columbia Gov. springs, No. 3510	per 100	.95
Columbia Gov. ball, lead, flat and spring		.08
Columbia Gov. ball, new style & spring		.08
Turntable felts, wool, green, 10", 15c; 12"		.18

Terms, 2% cash with order.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.

ROYAL PHONOGRAPH-RADIO

SPANISH No. 30

WOLVERINE PHONOGRAPHS
THE CAMP-FONE
CAMP'S DAILY DOZEN
REDUCING RECORDS

S. E. LIND, Inc.

Manufacturers and Wholesale Distributors

2765 West Fort Street
DETROIT, MICH.

Tel. West 2161

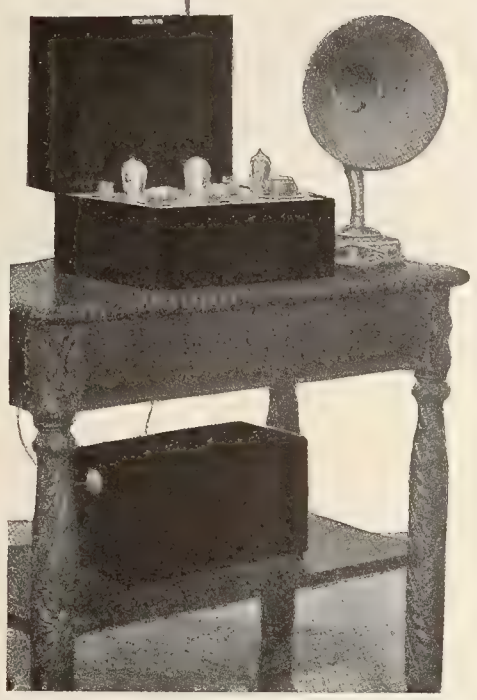
VOCALION RED RECORDS

FIBRE, VOCALION
BRILLIANTONE,
PETMECKY and
GILT EDGE NEEDLES

DYNERGY

The Radio Receiver Without Batteries

House Current Furnishes Power—Plug into Light Sockets



D. C. $185
A. C. $235

Without Tubes and Speaker.
In Mahogany and Two-Tone Dupont Leather.

this is all you need

"And, dear, isn't it wonderful? No more batteries, and ruining of your rugs and furniture. Just turn on the light switch."

"Yes, and my home looks clean again and you have no more upkeep expense and I, too, love to operate the Dynergy because it is so simple to tune, and the tone so clear and sweet. Dynergy is certainly marvelous. How happy I am."

Buy DYNERGY—and U Buy a Power-House
Buy Batteries—and U Buy Trouble!!

There are but two radio receivers to buy:

1. The Battery set—that needs A, B or C batteries;
2. The Electric set—that needs no batteries at all, that works from your electric light socket, like your electric iron or other attachment.

When purchasing your radio have that in mind, and remember—Batteries dissipate, fade out, need replacement, re-charging, upkeep expense, and cause annoyance and disgust. They make of your home a work-shop, spoil your rugs and furniture, and require you to be, become or hire an electrician. Why invest your money—whether it be $50 or $500—in a battery set, which is full of nuisance and continual expense? There is only one electric radio—DYNERGY.

DYNERGY is *dynamo energy,* not energy from dying batteries.

DYNERGY gives you steady service, constant joy, and a real radio, with ability at all times, at any place, to obtain sweet, clear tone, immense volume and distant and selected stations out of the air and into your loud speaker, at a cost of less than half a cent per hour.

DYNERGY means "First Cost—last cost."

DYNERGY is a complete five tube set, not a unit or attachment.

DYNERGY is a musical instrument you or a child can operate; it is not a technical struggle. Women love Dynergy, and detest batteries.

DYNERGY is basic, permanent, built to last a lifetime; it is not a temporary affair, like a battery set, hastily to be discarded. Customers do not hesitate to invest in Dynergy.

Manufactured by

DYNAMOTIVE RADIO CORP.

47 Ninth Avenue, New York

UNDER LEVENBERG INVENTIONS

The greatest appeal to put radio in the home is Dynergy. Over 20,000 sold in 3 months. Thousands of delighted users in homes and stores throughout country.

Dealers and Jobbers should communicate immediately with distributor in their territory, or with the factory direct.

Distributors

Western Dynergy Radio Corp.
Executive Offices, 320 Broadway, N. Y. C.
For States of Illinois, Wisconsin and all States West of Mississippi River to Pacific Coast.

National Dynergy Radio Co.
Executive Offices, 61 Whitehall St., N. Y. C.
For all other States.

Capitol Distributing Co., Inc.
25 W. 18th St., N. Y. C.
For States of New York, New Jersey and Pennsylvania.

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years Have Proved Outing Portables Are the Best

C. L. Marshall Co.
514 Griswold St. Detroit, Mich.
Outing Distributor

Holiday Activities in Detroit

(*Continued from page* 170)

as he says "the present dealers in phonographs should have first choice at radio." He contends that the radio is really a department that goes hand in hand with the phonograph dealer. "Of course, if the phonograph dealer is going to keep away from radio then we distributors will have to look for other channels of distribution for our product, but I am first going to the regular phonograph dealer and giving him every opportunity and I believe this is the attitude of other firms handling combination machines," he added.

Brunswick Shop Launches Drive

Manager Quinn, of the Brunswick Shop, has started a very active sales and advertising campaign and is out for record business from now until holiday time. Mr. Quinn believes that the bulk of the new business will come from the combination phonograph and radio machines. He has fitted up the basement for display and demonstration purposes and this new department is certainly attracting a lot of people. Sales have been good for the past thirty days on the higher-priced sets, and Mr. Quinn says the only thing that can keep the store from creating a record in sales is not being able to get the combination machines fast enough to meet the demand.

Ends Successful Trade Trip

Louis J. Unger, general manager of Reflexo Products, Inc., returned recently from an extensive trip covering the country as far as Omaha, Neb., and a return swing through the Southern territory to New York. Mr. Unger called upon wholesalers and retailers in the interest of Reflexo products in all the principal cities en route and returned, not only with a satisfactory volume of orders, but with an optimistic report on the attitude of those in the trade on general conditions.

Eagle Radio Co. Issues Informative Handbook

The Eagle Radio Co., Newark, N. J., has issued a handbook for the owners of Eagle balanced neutrodyne radio receivers. The contents include a foreword thanking purchasers for their patronage, which is closely followed by a reproduction of the Eagle warranty which assures Eagle owners a year's guaranty under normal use and service. Illustrations of the model "B" receiver in both table and console cabinet are shown and the exclusive Eagle features are reproduced and described. These include the multiple switch filament control, ball-bearing die cast condenser and the Eagle rheostat.

There are several pages of instructions for installation, operation and care of the Eagle sets. The causes of all troubles are covered and suggested remedies are given. By closely following the questions and answers it is possible for the novice to get the very finest clear full-tone reception.

There are two pages of favorable comment by Eagle owners. The book concludes with a lengthy list of broadcasting stations of the United States, their call numbers, wave lengths, etc., and two pages for logging stations.

Atwater Kent Dealer Helps

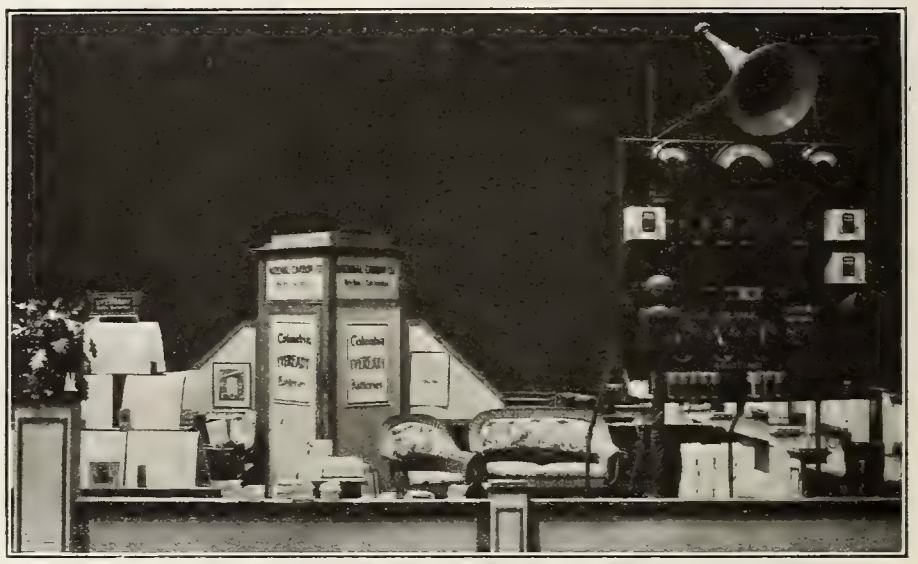
A new series of dealer service material has emanated from the headquarters of the Atwater Kent Mfg. Co., Philadelphia, Pa. An attractive four-page folder in colors for redistribution to prospects, entitled "A Land Lubber's Log," has been prepared. An eight-page folder of electrotyped advertisements in various sizes for dealers' use is now ready, as well as a fourteen-page booklet on dealer helps, which includes wareroom display material. This material is very effective and dealers handling the line can use it with profit.

A Popular Bristol Model

The Bristol Co., of Waterbury, Conn., manufacturer of the Audiophone Loud Speaker, is particularly featuring model "C," which is cabineted. It recently issued an attractive folder in colors on this new model. It has the same unit that has made the Audiophone line so popular in the past, and is encased in genuine mahogany.

National Carbon Exhibit at Radio World's Fair

One of the most interesting exhibits at the recent Radio World's Fair in Madison Square Garden, New York, was the booth sponsored by the National Carbon Co., Long Island City, N. Y., manufacturer of Eveready radio batteries and a complete line of batteries for other purposes. This company for the past few years has been an outstanding figure in educating the public to a proper appreciation of radio and its carefully planned exhibits at the various radio shows have attracted universal attention.



Fine Exhibition of the National Carbon Co. at Radio Fair

During the course of the Radio World's Fair interesting lectures were given regarding the economical use of batteries, and these lectures were broadcast to radio fans everywhere. In the foreground of the booth there was shown a large panel board telling in detail how "C" batteries can be used to decrease the power utilized by "B" batteries. H. A. McMullen, of the National Carbon Co.'s advertising division, was in charge of the exhibit.

New Special Record Listing

The first fifty records featured by the Victor Co. in its standard record sales plan inaugurated some months ago, have been listed together in a special sheet under the caption, "Victor Records Which Should Be in Every Home." This listing will prove particularly convenient for the dealer and continue to keep before the public those records featured in the weekly campaigns.

Opens New Store

Ashland, Ky., November 6.—A branch of the Summers & Son Music Co., which operates a number of music stores through this State, has been opened here recently. This is the sixth branch store of the company, which is one of the most successful in this territory.

Have You Prepared for what promises to be the best Radio year in the history of the industry?

DISTRIBUTORS FOR

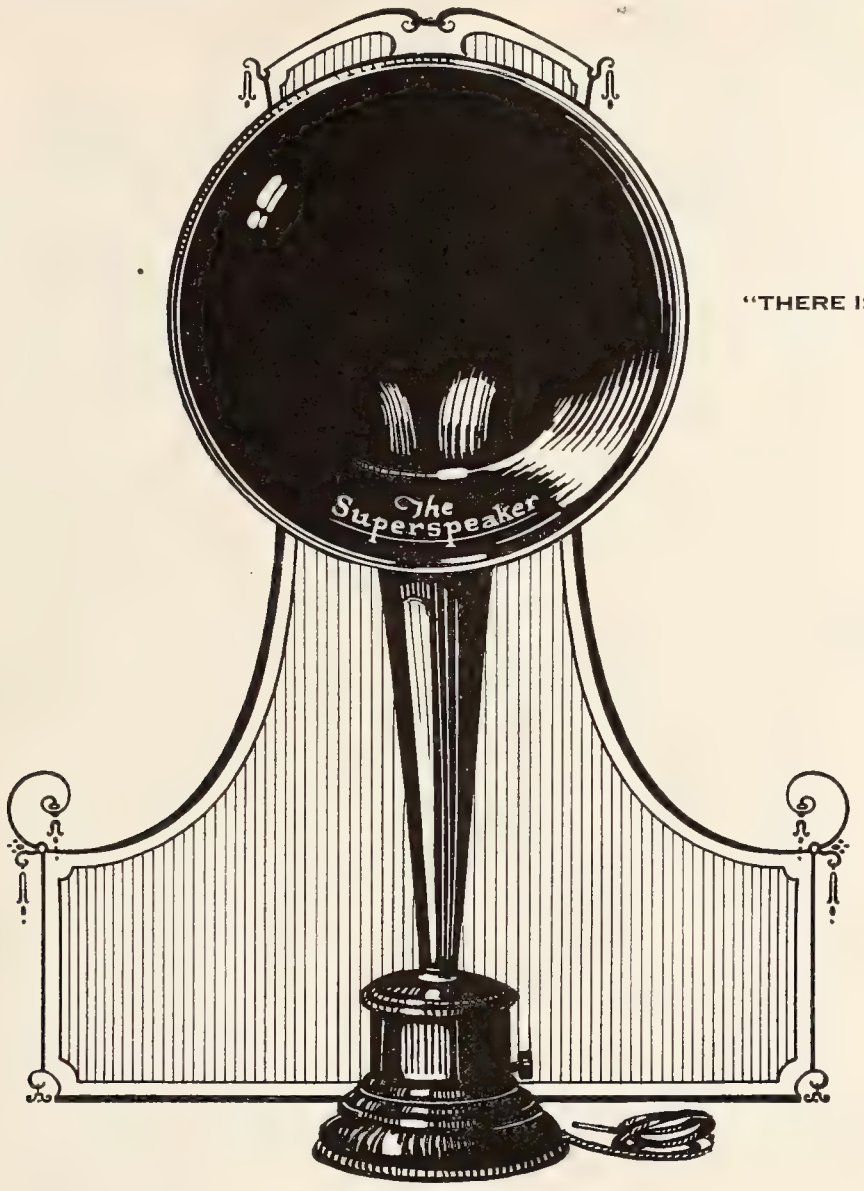
Run a Radio
De Forest Reflex Sets
De Forest Vacuum Tubes and Accessories
De Forest Loud Speaker
R. E. Thompson Neutrodyne
R. E. Thompson Magnaphone
Resas Tone-a-Dyne Receiver
Zenith Receivers
Jewett Super Speakers
Jewett Parkay Cabinets
Eveready Batteries
Westinghouse Batteries
Neidich Batteries
Dymac Phones & Talkers
Vemco Phonograph Units
Morrison Units
Ward-Leonard Chargers
Rectigon Chargers
Eagle Chargers
Jewell Meters
International Meters
Sterling Meters
Na-ald Accessories
Marco Accessories
Duplex Condensers
Peerless Phones
Testrite Hydrometers
Fleron Insulators
Radio Cabinets of Various Types

WE are in a position to give YOU the utmost in expert service, sales and merchandising assistance, in addition to offering you nationally advertised quality merchandise at best discounts. It will pay you to have our representative call.

JOSEPH A. KERR,
A. D. ROBBINS and A. F. MACOUN
Special Representatives to the Phonograph Trade

THE HERBERT-JOHN CORPORATION

Office Telephone Longacre 1200
560 Seventh Avenue, New York City
Service Telephone Morningside 3984



"THERE IS NO SUBSTITUTE FOR THE BEST"

ANNOUNCEMENT

Jewett's Open Door Policy is in Full Force

To avert all possible misunderstanding, and to make Jewett Sales Policy a matter of public record everywhere, we hereby announce that all Jewett Superspeaker distributors are—and always have been—free to handle as many other types of loud speaking devices as their business judgment may dictate.

Jewett dealers are similarly encouraged to handle other lines as well.

This open door policy is helpful, we have found, to all concerned. For the Superspeaker sells best when sold in competition. The broader the competition, the more striking is always its superiority.

Such a sales policy is, in our belief, the only path to permanent success.

Should there come a time when any Jewett product cannot meet and beat its competition, we will surely replace it with a product that can.

Distributors who can merchandise, but who find themselves handicapped by products on which manufacturers fear competition, and demand exclusive representation, are invited to get in touch with us regarding the Jewett franchise.

The JEWETT RADIO & PHONOGRAPH CO.
5660 TWELFTH STREET · DETROIT, MICHIGAN

Superspeaker

Trademark Registered

Happenings in the Dominion of Canada

Manufacturers Meet With the Canadian Freight Association to Discuss Rates

Application for Revision of Rates on Phonograph Shipments to British Columbia Refused—Canadian Radio Trades Association Meets in Toronto and Elects Officers—The News

Toronto, Ont., November 8.—A meeting was held recently to consider the question of freight rates on phonograph shipments to the Province of British Columbia when a deputation of the members of the Canadian Phonograph Manufacturers' Association journeyed to Montreal and appeared before the Transcontinental Committee of the Canadian Freight Association. S. J. Cook, of the McLagan Phonograph Corp., president of the Association, outlined negotiations that had been going on for some time with the Freight Association, and emphasized the fact that the apparent concession granted, viz., a minimum weight of 24,000 pounds, brought no relief, and urged upon the meeting the need of an influential deputation going to Montreal to present claims to the railway representatives. The conference partook of a round-table discussion, at which members of the phonograph industry were granted a most courteous hearing, but at this writing it is learned that the Canadian Freight Association has denied the phonograph men's application.

The annual meeting of the Canadian Radio Trades Association was held recently at the Prince George Hotel, this city. The business session was preceded by a dinner. The election of officers for 1924-25 resulted as follows: President, J. D. Ford; vice-president, S. C. Thornton; second vice-president, B. E. Carey, Hamilton; secretary, Herbert Lewis; treasurer, J. M. Van Atter, of the Carter Radio Co., Ltd. Executive Committee: B. L. Leech, H. Lightbown, S. B. Trainer, C. F. Eaton and H. E. Pollock.

An important appointment to the sales staff of Musical Merchandise Co., Ltd., has just been made in placing J. F. Bain in charge of Ontario sales of Brunswick phonographs, records and Brunswick-Radiolas, with headquarters in this city.

A recent trade visitor to Toronto was Louis Unger, of the Reflexo Products Corp., of New York, who takes in the leading towns and cities in the Dominion twice a year.

E. L. Gramlich, of the Brunswick Co., Chicago, was among late trade visitors here, where he visited his firm's Canadian factory and sales organization, the Musical Merchandise Co., Ltd.

E. A. McMurtry, general manager of the Columbia Phonograph Co., Ltd., is at present visiting Columbia dealers in the principal cities of the Western provinces.

The Brunswick Co., Toronto, is marketing the Brunswick-Radiola and the standard Radiola sets, made by the Canadian General Electric Co.

The Q R S Music Co. of Canada, Ltd., exclusive distributor in Ontario for De Forest-Crosley Radiophones, is putting out some powerful and effective radio advertising of the result-producing kind.

Trade in Montreal Territory Continues to Improve as the Holidays Draw Near

Victor Talking Machine Co. of Canada, Ltd., Working Nights to Meet the Growing Demand—C. W. Lindsay, Ltd., Adds Radiola—Layton Bros. Enlarge Department—Month's News

Montreal, Can., November 7.—Victor Talking Machine Co. of Canada, Ltd., this city, is working overtime, three nights of each week being devoted to an effort to overtake the demand for Victrolas. Present indications give promise of even greater activity being necessary, and it will not be surprising to see every night in the week devoted to increased production of Victrolas for the ever-growing demand.

C. W. Lindsay, Ltd., has added to its stock of radio sets the Radiola in all styles. The popularity of radio in the home has reached a point where the selection of an outfit is of interest to every member of the family. To facilitate such a selection the firm has provided a department where every member of the household can enjoy a demonstration in strict privacy.

During the recent visit to Montreal of H. R. H., the Prince of Wales, Layton Bros., Ltd., supplied the royal suite at the Ritz-Carlton Hotel with a Radiola Super VIII, also a Victor model No. 410.

Owing to the wonderful development of their radio department Layton Bros., Ltd., are devoting their entire mezzanine floor to this end of the business, and alterations are now in order. When completed a number of booths will be available for demonstration purposes, as well as a large recital hall to be used also for the same purpose. They will concentrate their sales efforts on De Forest, Crosley and RCA sets.

The singing of Miss Ruby Green, Victor ("His Master's Voice") artist, at the Palace Theatre, Montreal, recently, proved a strong attraction.

An interesting talk on the Musical Appreciation Movement was delivered by Mrs. Waddington Mason, of Toronto, recently of the Columbia Phonograph Co.'s educational department, at the annual convention of the Provincial Association of the Protestant Teachers of Quebec.

Brown's Talking Machine Shop reports a heavy call for "Sportmanship," "His Master's Voice" record, by H. R. H., the Prince of Wales.

Billboards of C. W. Lindsay, Ltd., emphasizing Sonora phonograph quality will shortly appear in choice locations throughout the city of Montreal.

The recent radio show held in Montreal, under the auspices of the Montreal District and Radio Club, was a most successful event as viewed from every point. It is roughly estimated that over 80,000 visitors attended the show.

Activities of the Trade in Winnipeg Territory

Winnipeg, Man., November 7.—The Winnipeg Piano Co., Ltd., in a half-page newspaper advertisement recently announced its appointment as an authorized Brunswick dealer, and invited the public to the opening of its new Brunswick department.

The J. J. H. McLean Co., Ltd., has arranged with the Manitoba Government Telephone Co. to broadcast a series of concerts over the radio this season.

George Brennand is severing his connection with the Hudson's Bay Co., Calgary, Alta., to take charge of the radio division of Motor Sales, Ltd., Calgary.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY *NONE LOWER IN PRICE*

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

"The Retail Handbook" a Volume of Much Value

New Book by Walter S. Hayward Offers Practical Advice and Suggestions on All Matters Relating to Conduct of Retail Business

In "The Retail Handbook" by Walter S. Hayward, the McGraw-Hill Book Co., Inc., New York, is publishing a volume that should prove of great interest and considerable practical value to the retail merchant in any line of business, whether he is a beginner and seeks elemental knowledge of retail practice, or whether he is well established, but in a frame of mind to profit by sound advice in business matters.

In the 600 or more pages comprising the volume there is offered detailed information on the location, layout and equipment of the store, the organization of the sales staff, together with their training and remuneration, suggestions on buying, pricing, stock control, turnover and general salesmanship, window and storeroom display, advertising in its various phases, credits and collections, service to customers, financing and accounting, etc. All the various subjects are carefully captioned so that the desired information may be found readily.

In presenting his facts regarding the conduct of a retail store Mr. Hayward does not depend upon theories, but outlines methods of various sorts that have been worked out successfully by merchandising concerns of recognized standing, and throughout, the volume impresses the reader with the practicability of the ideas presented. It is a volume that should find a permanent place in the retail dealer's library for it will help him with many of his problems.

Alterations, increasing the floor space, have been completed in the store of the Pacific Music Co., Modesto, Cal.

The Starr Piano Company

STARR PIANOS for over half a century have represented highest ideals of craftsmanship. Each Starr Made Grand, Playerpiano and Upright represents a value known the world over.

STARR PHONOGRAPHS from the smallest table style to the elaborate console model possess musical worth which is the result of a careful coordination of each part into a perfect symmetry.

GENNETT RECORDS represent the highest attainment in the art of sound recording. Their variety, perfect reproduction and real musicianship of the artists have made them musical gems of rarest charm. Released every week.

THE STARR PIANO COMPANY

Established 1872 *Factories: Richmond, Indiana*

NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO, PORTLAND, KANSAS CITY, BIRMINGHAM, NASHVILLE, DETROIT, CINCINNATI, BOSTON, CLEVELAND, INDIANAPOLIS.

Entire Baltimore Trade Optimistic Over Outlook for Busy Holiday Season

Wholesalers Expect Largest Holiday Business in Years—Complete Lines on Hand Insure Dealers Diversified Stocks—Zenith Jobbers Dined—Trade Members Pass Away—The News

BALTIMORE, MD., November 10.—Phonograph retailers and wholesalers here report business for the past month as either holding its own or slightly ahead of the same period last year, and generally speaking are optimistic over the outlook for the holiday trade. W. C. Roberts, manager of E. F. Droop & Sons, Inc., Victor distributors, and incidentally the only talking machine wholesaler in Baltimore who has not taken on a line of radio, made the following statement regarding the outlook:

"I am looking for the biggest holiday business in the history of the firm, not excepting the peak of 'wartime prosperity' when we could not get the goods, for the reason that for the first time in years the jobber has a complete line of machines on hand and is in a position to supply the demands of the trade. The demand so far shows an unmistakable trend toward the higher-priced machines. Record sales have also been remarkable, especially of Red Seal records. Christmas buying started up a little later this year than usual, but orders have been coming along in very good shape since and, while dealers are buying speculatively, they are buying more frequently and are carrying a more complete line of both machines and records than has been the case for a number of years."

W. H. Swartz, vice-president of the Columbia Wholesalers, Inc., is another jobber with a message of cheer. He stated: "Phonograph sales in the biggest part of the three States which the Columbia Wholesalers cover during the past month have been ahead of October, 1923, and business seems to be about evenly split between sales of machines and records. Orders for the holiday trade are coming in in very good shape and the outlook is bright.

"The demand for the $125 and $150 consoles keeps up and at the same time the upright machine is selling better to-day than last year, although the console is outselling the upright among our dealers. The new models are proving very popular. We are almost daily receiving applications for Columbia franchises and during the past month have turned down six in the city of Baltimore, feeling that the city is very well covered with the existing thirty-three Columbia dealers here.

Add Columbia

"New accounts opened by the company during the past month include the Wilson Music Shop, Gay and Asquith streets, this city, which has just opened a fine store; W. F. Shrively, Fairly, Va.; Ellis Music Shop, Brunswick, Md.; Brawner's Music Shop, Winchester, Va., and Milnes' Music Shop, Lynchburg, Va.

"Our dealers report big sales on the new series of 'Master Works' records, consisting of the wonderful symphony recordings made by English orchestras."

Brunswick-Radiola Shortage

C. F. Shaw, manager of the local Brunswick agency, reports business as being fully up to expectations and a large shortage on practically all types of the Brunswick-Radiola, which has made a big hit in this territory. "We had applications for numbers of machines for use Election night that we were unable to fill," said Mr. Shaw, "but in co-operation with a number of Brunswick dealers managed to serve a large number of prominent hotels, clubs and theatres. Christmas trade, while a little late starting up, will be up to that of last year."

Zenith Co. Host to Distributors

One of the outstanding features of the Baltimore Radio Show, held here recently, was a dinner given on Thursday, October 23, by the Zenith Radio Corp. to the sales force of the Joseph M. Zamoiski Co., distributor of Zenith products in this city, and one of the leading local concerns.

Addresses were made by Joseph Zamoiski, head of the company, and by representatives of the Eastern office of the Zenith organization. Mr. Zamoiski pledged his company to the Zenith grade "A" distributorship.

Distributors at Dinner Given by Zenith Radio Co.

Cohen & Hughes Report Improved Conditions

Cohen & Hughes, Inc., Victor distributors, find that as the season progresses the volume of orders for Victor merchandise is correspondingly increasing, comparing very favorably with the business records of last year. Record business is very brisk and substantially ahead of the previous year.

The radio division of Cohen & Hughes, which is conducted practically as a separate business with separate management and sales staff, also reports good business in this field. A representative line of well-known sets and accessories together with specialized service rendered to the dealer has made this department of Cohen & Hughes very popular in the territory they cover.

Members of the Trade Pass Away

P. E. Hofferbert, Sr., proprietor of the music shop at 3133 Greenmount avenue, died at his home on November 1. He was 62 years of age and was well and favorably known to the trade.

William H. Frick, one of the pioneer talking machine dealers of the city, was another victim of the grim reaper this month. He was engaged in the talking machine business at 1051 South street.

Radio Show Unqualified Success

The Radio Show, October 18 to 25, which was held under the joint auspices of the Fifth Infantry, Maryland National Guard, and the Radio Board of Trade of Maryland, was an unqualified success from every angle. The Show itself was one of the largest ever held in this section of the country.

As a starter the broadcasting station WEAR, formerly operated by the Baltimore News, was purchased and operated during the week from the armory. The big night of the Show naturally was Wednesday night, when Roxie and "His Gang" came down from New York and took charge of the program for the evening. The list of exhibitors, in part, follows: Amsco Products Co., Atwater-Kent Co., L. F. Brach Mfg. Co., Bristol Co., Cohen & Hughes, Inc., Columbia Wholesalers, Inc., De Forest Radio Tel. & Tel. Co., H. H. Eby Mfg. Co., Freed-Eisemann Radio Corp., Jewett Radio & Phonograph Co., Magnavox Co., Music Master Corp., National Carbon Co., Polymet Mfg. Co., Radio Corp. of America, Radiolamp Mfg. Co., Sanders & Styman Co., Ware Radio Corp., Pooley Furniture Co., Inc., Dual Loudspeaker Co.

One of the big features of the Show was the

(*Continued on page* 178)

Prestige and

VICTOR

To be a Victor dealer is half the battle.
Victor products inspire confidence—and
confidence means *sales*.

Cohen & Hughes
INCORPORATED
VICTOR PRODUCTS
WHOLESALE EXCLUSIVELY
His Master's Voice

BALTIMORE WASHINGTON

"Noted *for* Service"

RADIO REPRODUCER

Better Than a Loud Speaker!

CLARAVOX products need no introduction to the phonograph trade. In two short years they have become internationally known and recognized as the finest devices for the accurate reproduction of recorded sound.

AND NOW

the CLARAVOX RADIO REPRODUCER is again demonstrating the superior reproducing qualities of Claravox products in the field of radio.

A CLARAVOX RADIO REPRODUCER will be forwarded to reputable dealers on five days' trial.

The Claravox Company
Youngstown, Ohio

CLARAVOX

CLEAR VOICE

In Radio Service and Quality

are the principal requirements in a jobber

The following names represent the best quality merchandise on the market today.

DEFOREST	FEDERAL	BURGESS	KING
FADA	BALDWIN	BRACH	CARTER
CROSLEY	ATLAS	WESTON	THOROLA
MAGNAVOX	PHILCO	APCO	

COLUMBIA NEW MODEL PHONOGRAPHS
COLUMBIA NEW PROCESS RECORDS

The following names represent the best jobbing service obtainable in the trade.

COLUMBIA WHOLESALERS, Inc.

L. L. Andrews — Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St. — Baltimore, Md.

Baltimore Business Improving

(*Continued from page* 176)

appearance of Miss Baltimore, who won the beauty contest in this city last Summer and who represented Baltimore in the Atlantic City contest, at the Atlas booth, where she acted as hostess and each night presented to some fortunate visitor one of the Atlas loud speakers.

Gotham Victor Dealers Meet

The Metropolitan Victor Dealers' Association held its regular monthly meeting at the Café Boulevard on Wednesday, November 5. The feature of the meeting was a discussion of means to expedite the collection of instalment accounts. Following the meeting, the members visited the Third Annual Radio Exposition at the Grand Central Palace.

Fire recently damaged the Davis, Burkham & Tyler Co. store, Wheeling, W. Va.

Recordion TRADE MARK

Phonographs
Consoles
Art-Cabinets
Radio-Speakers

Reg. U. S. Pat. Off.

MODEL D
RADIO-ART-CABINET

For Atwater-Kent, Freed-Eiseman and other sets

COLUMBIA MANTEL CO.
175-177 Powers St. Brooklyn, N. Y.

Real Merit Wins—The "Recordion" has it

Victor Folder Features Old-Time Fiddlin' Tunes

Popularity of That Type of Music With Record Buyers Prompts Listing of a Number of Selections in a Special Folder for Dealers

The old-time fiddler has come into his own again with the music loving public and this fact is reflected in the demand for records of the music of the old fiddlers. The Victor Talking Machine Co. has taken cognizance of public interest to issue an attractive four-page folder for dealer distribution with a cover design showing the fiddler presiding over the old-time barn dance and a caption of "Olde Time Fiddlin' Tunes."

In the folder are listed four records by Fiddlin' Powers and family, three records by A. C. (Eck) Robertson, and two Southern mountaineer songs on a record by Vernon Dalhart with fiddle accompaniment. The back of the folder is used to call attention to a negro spiritual record by ex-Governor Taylor of Tennessee and his Old Limber Quartet, and two novelty records.

Davega Stores Feature Agfa

Agfa Products, Inc., producer of Agfa films, reports that increasing numbers of talking machine dealers are adding Agfa roll films and pack films as a side line to the merchandise which they carry. Aside from the sales profits, dealers are finding that film sales bring many prospects regularly into the warerooms. One of the best known chains of retail talking machine stores to recently take on Agfa films were the Davega stores in New York City, every one of which carries this product. From the reports of reorders that have been received it would seem that the line is proving profitable.

Improved Type of K-E Loud Speaker and Phono. Unit

The Kirkman Engineering Corp., New York City, is producing an improved type of K-E loud speaker and phonograph unit which is proving very popular. H. M. Linter, general sales manager of the company, reports that the remarkable performance of this speaker has resulted in many new dealers and distributors.

Effective Joseph W. Jones Radio Mfg. Co. Publicity

The Joseph W. Jones Radio Mfg. Co., New York, manufacturer of the Joseph W. Jones radio sets and parts, issued recently an effective two-colored broadside giving the trade an idea of the publicity which it is using to feature these products. Advertising is being used in several popular radio magazines and in various newspapers, and a series of window and counter display cards has also been prepared for dealers handling this line. All of these activities are under the personal direction of Col. S. H. Mapes, general sales manager and assistant to the president of the company.

Among the newspapers carrying advertising featuring this line are the leading daily papers in New York, Philadelphia and Boston, and the copy makes a direct appeal to radio fans. Full pages are also being used in Radio News and Popular Radio, and the campaign is proving a decided success.

Interesting Record Data for Brunswick Dealers

Starting with the November release of records the Brunswick Co. is inaugurating a plan which should stimulate the record sales of those dealers who take advantage of the manufacturer's co-operation. This plan is in the form of explanatory notes concerning each record released,—newsy, authoritative features of the composition, the artist who records the number and of the composer. The company feels that the public will buy more readily from the dealer or salesman who shows a familiarity with the product which he is selling.

The Dunlap Music Store, Ossining, N. Y., now located at 135 Main street, is planning to move into larger and better-appointed quarters at 149 Main street, about the first of next month.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,
Of THE TALKING MACHINE WORLD, published MONTHLY, at NEW YORK, N. Y., for October 1, 1924.

State of New York, County of New York, ss.

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared J. B. Spillane, who, having been duly sworn according to the law, deposes and says that he is the Editor of The Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, Edward Lyman Bill, Inc., 383 Madison avenue, New York City; Editor, J. B. Spillane, 383 Madison avenue, New York City; Managing Editor, J. B. Spillane, 383 Madison avenue, New York City; Business Manager, Lee Robinson.

2. That the owner is: (If the publication is owned by an individual his name and address, or if owned by more than one individual the name and address of each, should be given below; if the publication is owned by a corporation the name of the corporation and the names and addresses of the stockholders owning or holding one per cent or more of the total amount of stock should be given.) Edward Lyman Bill, Inc., Caroline L. Bill, Edward Lyman Bill, Raymond Bill, Randolph Brown, Carleton Chace, Lee Robinson, J. B. Spillane, B. B. Wilson, all located at 383 Madison avenue, New York City; Edward Van Harlingen, 209 South State street, Chicago, Ill.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is ..... (This information is required from daily publications only.)

J. B. Spillane.

Sworn to and subscribed before me this 1st day of October, 1924.

Wm. A. Low, Notary Public, New York County, No. 619, Register No. 5466. Certificate filed in Queens County No. 3920. (My commission expires March 30, 1925.)

(Seal)

A Straight "Tip" on the Carryola Master

Big Christmas sales of the Carryola Master are sure! Carryola is priced to appeal to the big majority of buyers. It plays like a big costly cabinet machine. It "looks like a million dollars." It's the ideal portable phonograph for quick turnover—a real money-maker.

The Carryola Master has built up an enviable nation-wide reputation. Leading dealers throughout the country are handling it—featuring it strong. They know the Carryola proposition is without an equal—right in every way!

Consider these facts: The Carryola Master is sold only through recognized channels. The company behind it is firmly established, financially strong, progressive. The Carryola Master merchandising plan is complete. Makes sales—it's a winner.

The Carryola Master is built right throughout. It's the only portable with the Add-A-Tone Reproducer, famous for big volume and clear tone. The Silent Motor is used—easy-winding, quiet, plays in excess of two selections, plays all records. Sturdy, 3-ply veneer case is covered with Genuine Du Pont Fabrikoid. Nickeled trimmings; felt protectors. Fully equipped. Wonderful value. Sells fast. You can't beat it for Christmas sales.

Send for the Carryola Master proposition today!

THE CARRYOLA COMPANY OF AMERICA

547 Clinton Street **Milwaukee, Wis.**

New York Sales Office:
37 West 37th Street

San Francisco Sales Office:
57 Post Street

The CARRYOLA MASTER

Talking Machine and Radio Men, Inc., Meet at Palace

November Session of Local Dealers' Organization Held in Connection With National Radio Show—R. W. Lawrence and E. S. Fink Speak

The monthly meeting of The Talking Machine and Radio Men, Inc., was held in the auditorium of the Grand Central Palace on Thursday, November 6, during the progress of the National Radio Exposition and attracted a very substantial attendance, both of those present at the show in various capacities and those who came for the meeting alone.

After the handling of the usual routine matters there was introduced Richard W. Lawrence, president of the Bankers Commercial Securities Co., New York, who explained to the dealers the facilities offered by his company for the financing of radio instalment paper. Mr. Lawrence told in detail of the method by which the dealer could finance his instalment business and pointed out the advantages of discounting with established finance companies a certain percentage of that paper to provide liquid capital for carrying on activities. In view of the increasing tendency to sell radio outfits on instalments Mr. Lawrence's talk was particularly pertinent.

Another speaker was Evert S. Fink, secretary of the Ware Radio Corp., New York, who made an excellent address on the sound principles of merchandising adopted by his company. He stated that the Ware Corp. regarded the music merchant as a logical outlet for better-grade radio apparatus and that its sets were designed and finished to go into stores where the highest class of trade is handled. Mr. Fink stated it was the policy of his company to confine the distribution of its products to those music merchants of the better class who were inclined to maintain prices and do business on a legitimate basis.

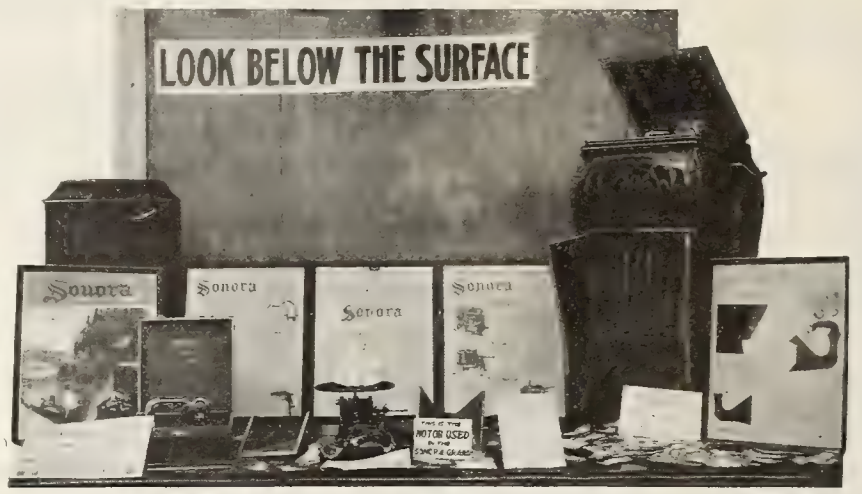
Mr. Fink also took occasion during the course of his talk to explain briefly the product of his company and the manner in which it is manufactured, and he described what it is designed to accomplish in radio reception.

President Irving Kurtz, of the Association, presided at the meeting, and, as usual, kept things moving smoothly and rapidly. The usual monthly luncheon was omitted owing to a desire to hold the meeting in the Grand Central Palace.

"Look Below the Surface" Window Attracts Public

E. C. Fisher & Co. Attract Attention to Line Through Unusual Window

Battle Creek, Mich., November 5.—E. C. Fisher & Co., Sonora dealers here, are attracting considerable attention to this line of phonographs through the medium of excellently conceived window displays. The accompanying illustration shows a recent display which was somewhat unusual. The slogan "Look Below the Surface" was the theme of the display, which showed the various parts of a Sonora.



E. C. Fisher & Co.'s Effective Sonora Display

Amos E. Russell Describes His Impressions of Europe

Talking Machine and Radio Man Called Upon to Address Kiwanis Club and other Organizations Regarding Recent Experiences Abroad

Troy, N. Y., November 10.—Amos E. Russell, formerly active in the talking machine field in this city and most recently connected with the Joseph W. Jones Radio Mfg. Co., as special sales representative, has been called upon to make several addresses here before the Kiwanis Club and other organizations regarding his observations during an extended tour of Europe which he made last Summer, in the course of which he attended the convention in London of the Advertising Clubs of the World.

Positive Proof That Advertising Really Pays

Results of a Test Prove Most Illuminating and Convincing to Skeptics

To settle an argument as to whether it pays to handle advertised goods or not, a survey was conducted. Two similar articles, one advertised and the other unadvertised, were placed on sale at the same price in a hundred quality stores, says Tom Dreier in Forbes Magazine. No attempt was made by the store clerks to influence the decisions of the customers. What actually happened was this:

87.6 times a customer bought advertised merchandise.

6.3 times the customer purchased unadvertised merchandise.

8.8 times the customer bought non-preference.

And further, when the unadvertised merchandise was priced lower of the two:

60.6 times the customer bought advertised merchandise.

24.2 times the customer bought unadvertised merchandise.

12.2 times the customer bought non-preference.

To Market Teletone Products in Music Field

Teletone Co. Opens New Manufacturing and Distributing Quarters in New York—Planning Big Publicity Drive in Interest of Line

In preparation for an aggressive campaign directed toward the merchandising of its products to the phonograph dealer and throughout the music trade generally, the Teletone Co., of America, has opened extensive new manufacturing and distributing quarters at 449 West Forty-second street, New York. Here, in addition to splendidly lighted factory space, the concern will have its executive offices and artistically arranged demonstration studios, covering in all 55,000 square feet of floor space.

Heretofore the company has been located at 7 East Forty-fourth street, where it has been perfecting its instrument, and developing a product aimed to appeal, through efficiency of performance and distinction of cabinet design, to the most discriminating buyer. The head of the organization is R. Richard Spira, who can be regarded as something of a veteran in the youthful radio industry, and has already, though a young man, been associated with some of the leading concerns.

The radio set of the Teletone Co. represents perfected standard circuits. Through radio frequency varying from two to five stages of amplification a high degree of selectivity is attained, ample volume and particularly clear musical tone. The leading unit in the line is a Tudor cabinet of individual design enclosing a five-tube set, which is controlled by only two dials. This set has proved exceedingly popular among New York dealers, and Mr. Spira states that the reorders from dealers are coming in at a highly satisfactory rate. A strong sales force is being developed by the company and there are now men in the field covering a radius of 500 miles around New York.

The Teletone Co. has embarked on a widespread advertising campaign, using newspaper, magazine, trade paper and other publications in presenting its product to the trade and consumer. The company plans to greatly extend its publicity activities and will shorty announce a national display of Teletone posters, painted signs and other advertising mediums.

NATHANIEL
BALDWIN
RADIO
PHONO-SPEAKER

Uses the Phonograph for Radio Amplification

NATHANIEL BALDWIN INC.

Radio-Speakers, Headphones, Units, Phone-Speakers

EASTERN DISTRICT SALES OFFICE
227 Fulton Street New York City, N. Y.

Visit Booth No. 82 at the National Radio Exposition
Grand Central Palace, Nov. 3 to 8 inclusive.

WELCOME!!

TO THE RADIO FOLD

The New

TELETONE

RADIO RECEIVER

(FIVE TUBES)

In Handsome Period Cabinet

TOMORROW'S RECEIVER CREATED TODAY

TELETONE Features

IMPORTANT
¶ DRY CELL OR STORAGE BATTERY TUBES MAY BE USED—

¶ all accessories encased in the cabinet—
¶ no visible wires—horns, etc.—
¶ beauty of the room unmarred—
¶ an indoor aerial around the picture moulding or behind draperies — suffices — insuring perfect reception—splendid volume—
¶ MODULATOR eliminates all microphonic noises producing exquisite tonal beauty—
¶ in design and structural superiority

STANDS ALONE

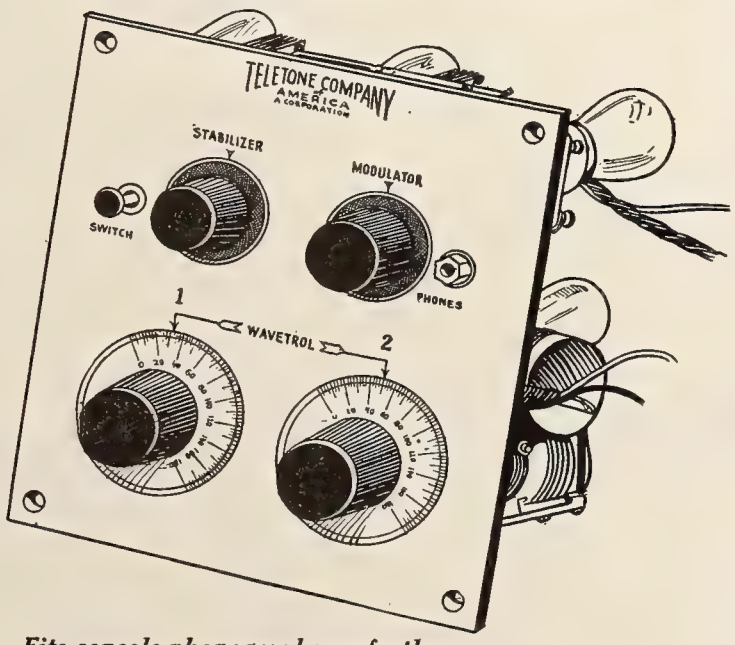
¶ for advanced mechanical principles—

UNEQUALLED

¶ selectivity extreme—
¶ simplicity of operation—
¶ consistency of control obtained—
¶ each setting of the two tuning dials gives the desired station

INSTANTLY—

TELETONE RECEIVING PANEL



Fits console phonographs perfectly—
Remove the four screws of the panel in the cabinet—
Insert the TELETONE RECEIVING PANEL instead—
Fasten it down with the same four screws—Easy—Quick—

© T. Co. of A. MCMXXIV

Created by a group of Engineers with an enviable record of Radio achievements

Teletone Tudor
40″x27″x18″
Solid Walnut

List Price

$225.00

Special Horn and Loud Speaker Unit included

Two Stages Tuned Radio Frequency
—Detector—
Two Stages Audio Frequency Amplification

MUSIC DEALERS!!

¶ the ADVENT of the TELETONE spells an EVENT for you—
¶ install one in your store—then note with delight unprecedented sales follow—

A BEST SELLER for 1924-1925—

¶ call — phone — write — wire for details IMMEDIATELY—

An Intensive Advertising Campaign Has Begun!

In all the leading newspapers and magazines Teletone advertising will regularly appear.
Posters on street corners will display Teletone features.
Cuts and mats—window displays, etc., furnished to Teletone dealers. The cooperation of the finest radio organization in America can be counted upon by Teletone dealers.

TELETONE COMPANY of AMERICA
A CORPORATION

RADIO

R. Richard Spira
President

Sales Rooms and Factory
449 W. 42nd St.
New York

Telephone
Penn 7860-1-2
Cable Address
TELETONE

F. K. Dolbeer, Sales Manager of the Victor Co., Reviews Business Outlook

Gives Some Optimistic Views on the Business Outlook as Well as Pertinent Suggestions to Retailers Regarding Merchandising Policy in a Statement Issued to the Trade

F. K. Dolbeer, sales manager of the Victor Talking Machine Co., Camden, N. J., reviews the present business situation in a statement just sent to the trade, under the caption "A Forward Look with Timely Suggestions." It reads:

"A prosperity wave which may exceed all records in this country's economic history seems to have started as the direct result of the recent election.

"Prior to November 4, it was apparent that business was holding back in fear of what might happen. Factories were running cautiously, wholesale houses were keeping just ahead of their diminished orders, department stores and most other retail houses were buying from hand to mouth.

"The bugaboo of our national election is now behind us. The depressing effect of uncertainty is removed with the result that we may safely anticipate that every factory in the country will be flooded with orders, that railroads will release orders that were being held for equipment and construction work, that all of this demonstrates supreme confidence on the part of everyone, that prosperity is on its way and that the danger of stagnation or worse has been averted.

"It now remains for each and everyone to do his part, the manufacturer to supply the goods, the wholesaler to see that they are properly distributed, and last and most important, the retailer to see that the buying public are permitted to make their purchases easily, among pleasant surroundings, and are accorded fair and courteous treatment.

"Kindly permit just a few suggestions for merchandising:

"We believe in building customers for tomorrow instead of merely a sale for to-day.

"We sell quality goods only, carefully avoiding merchandise that is built to sell on price alone.

"We do not attempt to confuse the customer by handling too many makes or brands.

"We recognize the value of outside sales effort—not making the mistake of depending on customers to come into the store.

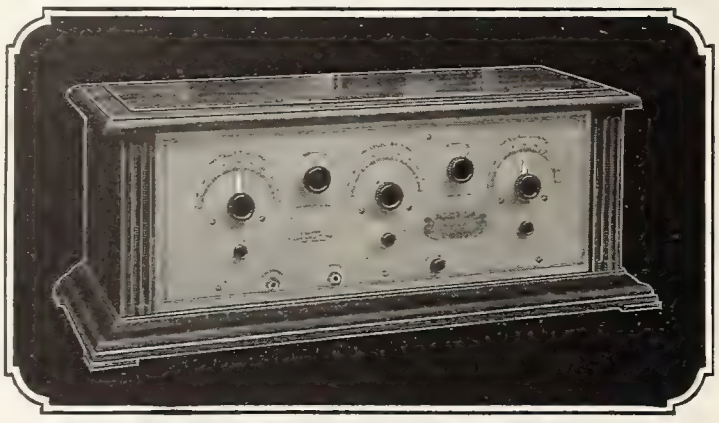
"We do not consider a sale completed when the instrument is delivered to the buyer, but go further and see that a real service is rendered to the customer.

"We believe in using advertising effectively.

"We keep the store attractively arranged, clean and orderly, with attractive window displays at all times, and keep the store looking businesslike.

"We talk quality instead of price when closing a sale.

"If our trade will do what is now expected of them the results will prove to be mutually satisfactory and profitable."



Five-tube Tuned Radio Frequency Set $120.00

The Powerful Coast to Coast

SUPER

CLEAR-O-DYNE

LOUD speaker signals that will fill your house over distances of 3,000 miles in good radio weather! The greatest selectivity that is possible in any set. Stations always come in at the same settings—a child can get distance!

Solid mahogany cabinets and gold finished panels—a set that harmonizes with the richest furnishings.

You can't buy more in any radio set! At the astonishingly low price of $120.00 this is the greatest purchase in radio today!

Clear-O-Dyne is a sensation. It is going big. Quick deliveries on your orders.

The Super Clear-O-Dyne in a console cabinet, $190.00.

Clear-O-Dyne Model 70	$ 75.00
Clear-O-Dyne Model 71	90.00
Clear-O-Dyne Model 72 Console	135.00
Clear-O-Dyne Model 80	120.00
Clear-O-Dyne Model 82 Console	190.00

Other Sets from $60.00 up

THE CLEARTONE RADIO COMPANY

CINCINNATI, OHIO

"Cleartone" THE CLEARTONE RADIO CO. CINCINNATI, O. U. S. A.

Increased Production of Audiophone Speakers

The O'Neil Mfg. Co., West New York, N. J., manufacturer of the O'Neil Audiophone, has in recent weeks increased production of its loud speakers considerably. This company, which was formerly a manufacturer of loud speakers and other signal devices for such exacting duty as used on railroads, has, it is stated by an officer of the company, made considerable progress in the development of what is described as "A heavy duty speaker."

During a recent address before some distributors and dealers of the O'Neil Audiophone, the following features of this instrument were pointed out:

"The actuating mechanism of the Audiophone consists of a large permanent magnet, the electrical impulses of which influence what the manufacturers call a 'three-way control balanced armature', which in turn actuates an India mica diaphragm. The air gap can be regulated by an adjustment on the exterior of the base.

"The secret of the Audiophone's heavy duty capacity is this 'three-way control balanced armature'. Other important features of the Audiophone are the laminated electro-magnet (voice core) to intensify the magnetic field, space wound coil with extra heavy enameled wire, layer insulated, vacuum treated and impregnated with wax, and a heavy diecasting assembly plate which resists self-contained vibrations."

Four New Dynergy Radio Distributors Appointed

The Capitol Distributing Co., New York, factory distributor for the Dynergy radio sets, made by the Dynamotive Corp., New York City, announces the appointment of additional distributors for the line. They are as follows: Allied Electric Co., Pittsburgh, Pa.; Cord Tire Sales Co., Washington, D. C.; Leary L. Walker, Detroit, Mich.; Champion Electric Co., Philadelphia, Pa. These appointments are the result of a flying trip recently made by Ira Greene, president of the Capitol Co., through the Eastern territory. Mr. Greene left again for another trip during the early part of the week, this time through upper New York State and the Middle West.

The Terafone Radio Corp., New York, was recently incorporated at Albany, with a capital stock of 1,000 shares of common stock of no par value. The incorporators are C. W. Williamson, F. L. R. Satterlee and A. J. Ford.

Of Course It's a CROSLEY
Better-Costs Less Radio

This strikingly portrayed message of Crosley quality and Crosley value is reaching millions of people throughout the United States and helping to sell them Crosley radio receivers. Appearing in general magazines such as The Saturday Evening Post and American, in farm publications, in radio papers, in technical journals and newspapers, the forceful Crosley messages are reaching every type of human nature that is a radio prospect.

Get Your Share of the Crosley Business

If you are a Crosley dealer, you are getting a big share of the business that the quality of the instrument and the advertising create. If you are not a Crosley dealer, it will pay you to become one as soon as possible.

Crosley Franchise a Valuable Asset

So complete is the Crosley line, so well and favorably known, that it satisfies the radio wants of everyone at a price within the reach of all.

Starting with the one-tube Armstrong Regenerative Receiver at $14.50, without accessories—$22.25 with tube and head phones—the lowest priced regenerative set on the market, and equivalent in reception to many two-tube receivers. Then as more volume is desired, it can be added to at a very low cost.

Or, your customers can purchase the three-tube Crosley Trirdyn Regular, which has come through the summer period of comparatively poor reception with colors flying—for only $65. In Special Mahogany cabinet to house necessary accessories—$75, or the beautiful new Crosley Trirdyn Newport as shown herewith—$100. The combination of one stage of tuned radio frequency, with regenerative detector and reflexed amplification, has proven beyond a doubt that the features of selectivity, volume and ease of operation can be obtained with three tubes better than heretofore has been possible with five tubes. We believe that no other set on the market combines these features so well incorporated in the Trirdyn.

In addition there is the Crosley 51, the two-tube Armstrong Regenerative Receiver that became the biggest seller in the world in just twenty-four days, price $18.50. This set will at all times bring in local stations on the loud speaker and distant stations under fair receiving conditions. Distant stations can at all times be heard with ear phones. The three tube Armstrong Regenerative Receiver Crosley 52, that brings in distant stations with loud speaker volume under practically all conditions, price $30, and the Crosley 50 and 51 in portable cabinets at $18 and $25.

These receivers, each in its own class, though assuring as good or better reception than any other instrument of the same number of tubes, are by far the least expensive ever offered to the public.

BEFORE YOU BUY—COMPARE. YOUR CHOICE WILL BE A CROSLEY

For Sale By Good Jobbers Everywhere

Crosley Regenerative Receivers are licensed under Armstrong U. S. Patent 1,113,149

***Prices West of the Rockies—Add* 10%**

Write for Complete Catalog

THE CROSLEY RADIO CORPORATION

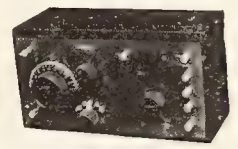
Powel Crosley, Jr., President

1126 Alfred St. Cincinnati, O.

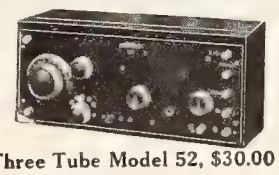
Crosley Owns and Operates Broadcasting Station WLW

Crosley One Tube
Model 50, $14.50
With tube and Crosley Phones $22.25

Crosley Head Phones
Better—Cost Less
$3.75



Crosley Two Tube Model 51, $18.50
With tubes and Crosley Phones $30.25



Crosley Three Tube Model 52, $30.00
With tubes and Crosley Phones $45.75

Crosley Trirdyn Regular, $65.00
With tubes and Crosley Phones $80.75

Crosley Trirdyn Special, $75.00
With tubes and Crosley Phones $90.75

Crosley Trirdyn Newport, $100.00
With tubes and Crosley Phones $115.75

Mail This Coupon At Once

The Crosley Radio Corp'n.
1126 Alfred St.
Cincinnati, O.

Mail me, free of charge, your catalog of Crosley receivers and parts.

Name_____

Address_____

Prizes Awarded to Winners in Starr Gennett Record Window Display Contest

Dealers in All Parts of the Country Competed in Contest Which Was Won by Murphy Music Co., Mulberry, Kan.; Neft Melody Shop, Los Angeles, and Grunden's, Harrisburg, Pa.

Enthusiasm is running at a high pitch among Gennett record dealers with the announcement by the Gennett record division of the Starr Piano Co. of the prize winners in its national window display contest. Announcement of the window display contest was made the early part of last month by F. D. Wiggins, head of the Gennett record department of the company, to all Gennett dealers that three prizes would be awarded to the dealers who submitted pictures of window displays which best featured Gennett records. Gennett dealers were permitted to send in any number of different displays. Small as well as large ones were given consideration.

M. J. Murphy Music Co.'s Display Which Won the First Prize

Of the hundreds of pictures sent in the first prize was awarded to the Murphy Music Co., Mulberry, Kan. This display stood out in a most attention-compelling way and attracted attention from hundreds of passers-by.

M. J. Murphy, of the Murphy Co., said: "The idea of using regular records to spell out the name Gennett records was a novelty to the community. We used 228 records to make up the whole display. We had a rambler of roses running over the top and down the sides of the background and this, together with the ferns and flowers, produced a most artistic effect, we thought. Many came in to congratulate us, and school children would stand and spell out the letters. Of course, it is impossible to tell how many Gennett records we sold from the special interest created by our window, but we know it has done our business a world of good."

The second prize was awarded to the Neft Melody Shop, Los Angeles, which effected an interesting window by means of Gennett records and sheet music. The sheet music of the melody on each record was used as a background to the record. This, with an effective velvet drape in the foreground, produced a most pleasing result.

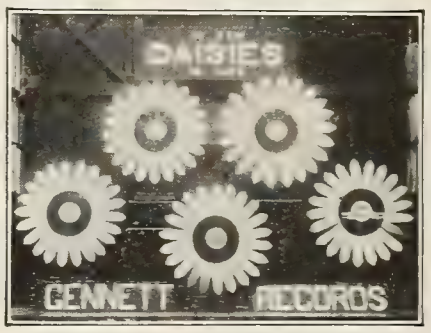
A somewhat smaller display, but one which caused much local comment, was awarded third

Window of Neft Melody Shop

prize. This was the window of Grunden's, at Harrisburg, Pa., who used five Gennett records as the center of as many daisies. Above the records was the sign, "A Few Daisies in Late Gennett Records."

These pictures do not do justice to the original displays, of course, but give an idea of the interest and effort shown by enterprising Gennett dealers who propose to make the season a big one. The Gennett record department is well pleased with results of the contest and with the enthusiasm shown.

Another window contest will immediately be announced for a display appropriate to the Christmas season. Prizes for this event will be larger than the first, on account of the special significance an event of this kind means to the trade at this time of year.



Grunden's Display

The Tube With the
UNCONDITIONAL GUARANTEE

Every VOLTRON tube has a refund value at the factory, under the wide terms of

The VOLTRON GUARANTEE

"VOLTRON tubes are guaranteed against manufacturing defects. Return for free replacement, if defective, before thirty days from purchase; after thirty days return for an adjustment based upon actual usage. IN EVERY CASE AN ALLOWANCE WILL BE MADE regardless of condition of tube. Return direct to the VOLTRON Manufacturing Company."

VOLTRON SALES COMPANY
227 Fulton Street New York City, N. Y.

VOLTRON MANUFACTURING COMPANY, Newark, N.J.

New Model Victrola

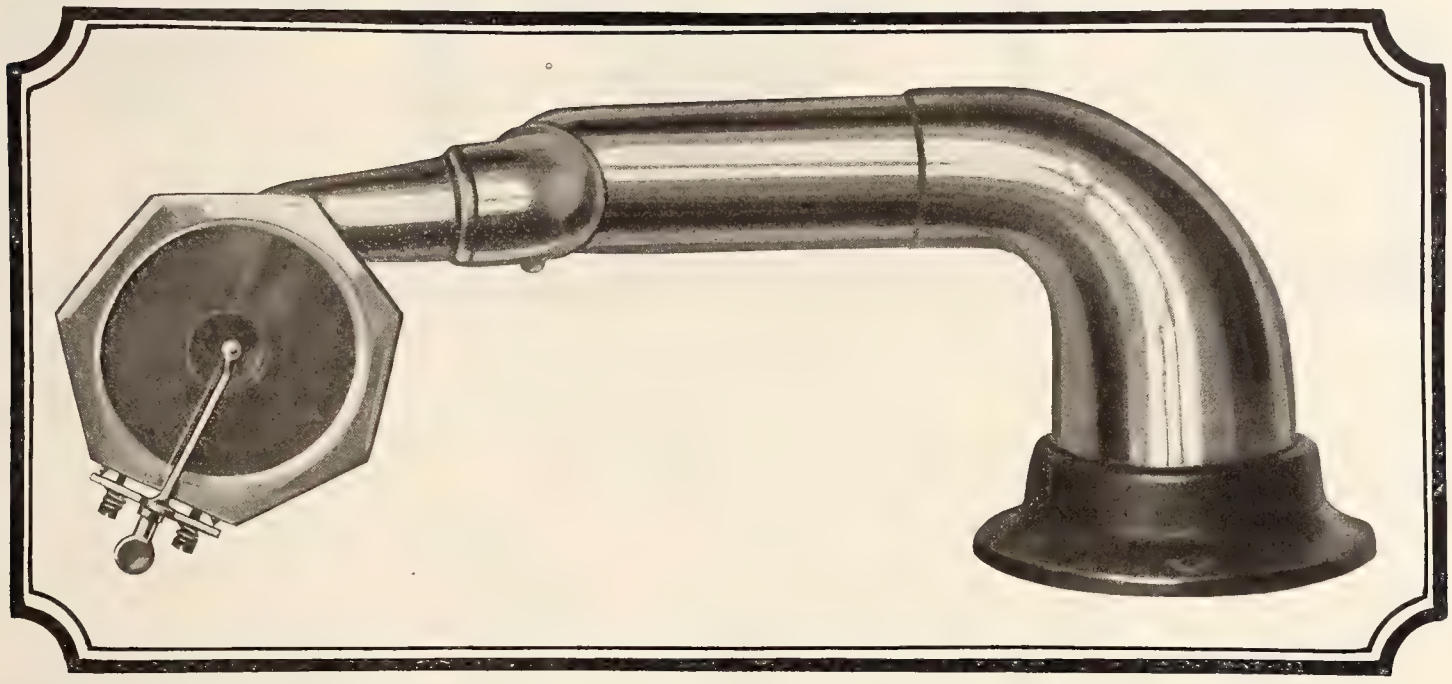
The Victor Talking Machine Co., Camden, N. J., has just announced a new model upright Victrola to be known as No. 107. The new design has several practical advantages which should appeal to the buying public, among which are: it makes possible a large cabinet without the impression of oversize; gives a large amplifying chamber, with corresponding excellence of results; increased filing space is provided, being equipped with ten albums, giving a capacity of one hundred records. In addition, there is a convenient drawer for accessories and a new container for Tungs-tone Styli.

The list price for the new model is $200. First deliveries of the instrument will be available in about seven weeks. For some months production will be confined to mahogany finish.

New Government Booklet on Measuring a Retail Market

Washington, D. C., November 8.—How to give the consumer what he wants is discussed in "Measuring a Retail Market," the third of a series of pamphlets dealing with retailers' problems, just issued by the domestic commerce division of the Department of Commerce. The object of the pamphlet is to show merchants what factors to consider in attempting to analyze their possible markets.

The Sign of EMPIRE Good Tone Arms



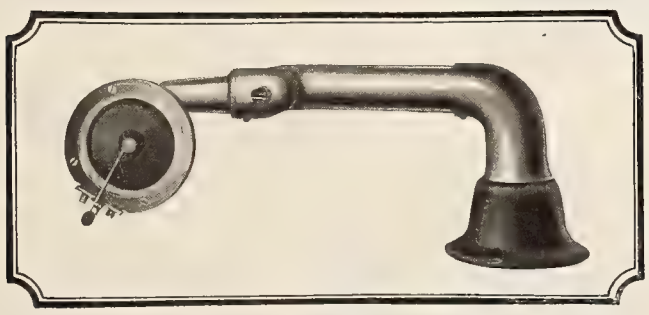
The Proper Tone Arm Means More Phonograph Sales For You

IT is an acknowledged fact that the tone arm and reproducer are the most vitally important parts of a phonograph.

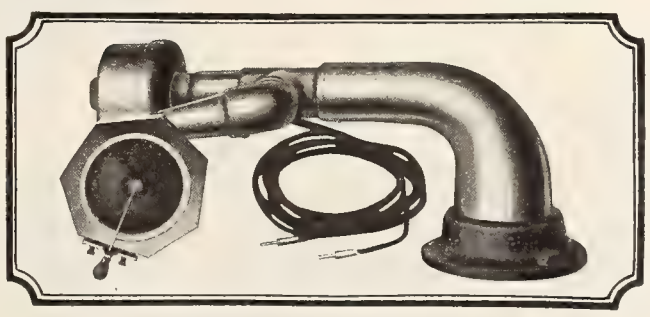
For sweetness and clearness of tone EMPIRE TONE ARMS are conceded by more than fifty phonograph makers to be unequalled.

Nothing we could say about EMPIRE TONE ARMS would be so convincing as actual comparative tests—and we invite you to make these tests on the instruments you build and sell. EMPIRE TONE ARMS will win you on merit alone, and their decidedly low prices will interest you.

Sample tone arms and quotations will be furnished upon request.



Empire No. 10
Tone Arm



Empire Combination
Radio Phono Tone Arm

EMPIRE PHONO PARTS COMPANY
2261 EAST FOURTEENTH STREET - CLEVELAND

Justin Ring Now Director of Okeh Laboratories

New Recording Head Well Known as Musical Director and Composer

Otto Heineman, president and founder of the General Phonograph Corporation, New York, announced recently the appointment of Justin Ring as director of the Okeh recording laboratories. Mr. Ring, who has been identified with the Okeh organization for many years, occupying the post of musical director, is a pianist and composer of note and has won particular success as an arranger of melodies for phonograph recording. Mr. Ring brings to his new position an intimate knowledge of every angle of recording, and his ability as a musician will be utilized to excellent advantage in the future lists of Okeh recordings.

Outing Co. Appoints New Distributor in St. Louis

Marks Phono & Radio Corp. Plans Lively Portable Campaign in This Territory

The Outing Talking Machine Co., Mount Kisco, N. Y., manufacturer of Outing portables, has announced the appointment of the Marks Phono & Radio Corp., 2215 Pine street, St. Louis, as an Outing jobber. This company, although comparatively new in St. Louis jobbing circles, has already won pronounced success, and the addition of the Outing portable will give the concern a chance to develop portable business in its territory. The Marks Phono & Radio Corp. consists of M. Marks and Louis Marks, both of whom have been associated with the phonograph industry for many years and are natives of St. Louis. The company has been representing the Adler Mfg. Co. for some time past and has accomplished splendid results with these products.

Brendonne Corp. in Trouble

W. Hamilton Cole, head of the Brendonne Corp., was recently the complainant and the Brendonne Corp. the defendant in an action brought before the Chancellor of the State of New Jersey, in which James I. Bowers was appointed custodial receiver. There will be a hearing on November 18, at which the corporation's creditors and stockholders may show cause why the Brendonne Corp. should not be declared insolvent and a receiver appointed.

Dictogrand
The Articulating
True Tone
LOUD SPEAKER

F. B. Shiddell Brunswick Manager in Quaker City

Well-Known Member of Trade Takes Charge of Brunswick Co.'s Philadelphia Branch

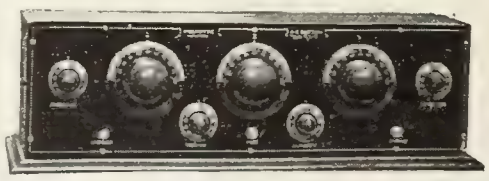
Harry A. Beach, Eastern sales manager of the phonograph division, has announced the appointment of E. B. Shiddell as manager of the company's Philadelphia branch. This branch is under Mr. Beach's direction and is one of the most important branches in the Eastern territory.

E. B. Shiddell needs no introduction to the phonograph industry, for he is one of the veterans of the trade and has been identified with prominent organizations for many years. For a number of years he was associated with the Columbia Phonograph Co., Inc., in important managerial positions and was also connected with the General Phonograph Corp. as manager of the New York division. He is generally recognized as an exceptionally capable wholesale executive, whose thorough knowledge of dealer problems well fits him for his new work as Philadelphia Brunswick manager.

The A-C Dayton Radio Receiver Widely Popular

Herewith is shown the A-C Dayton XL-5, a popular priced receiver manufactured by the A-C Electrical Mfg. Co., Dayton, O., which has met with remarkable popularity among radio, electrical and music dealers in the United States and Canada.

The XL-5 is a five-tube set using tuned radio-frequency, a detector and audio-frequency amplification, belonging to the three-dial central type with the three radio-frequency transformers tuned with variable condensers. The transformers are of special design and are one of the set's outstanding features.



A-C Dayton XL-5

Exceptionally clear reception and consistently satisfactory performance are claimed for this set. A handsome mahogany cabinet of conventional design adds to its salability.

De Forest Stock Oversold

The issue of 75,000 shares of De Forest Radio Co. voting trust certificates was greatly oversubscribed on the day that the subscription books were opened. The certificates were offered at $21 per share and were eagerly snapped up by the public.

Farrand-Godley Speaker Introduced to the Trade

The Farrand Mfg. Co., Newark, N. J., has, in addition to a new receiving set, a loud speaker known as the "Farrand-Godley Speaker." This is a diaphragm type of new design.

C. L. Farrand devoted six years of experimental research to this type of speaker, and states that "one of its particular features is the marked improvement in reception of the beautiful low tones of the 'cello, the piano and bass instruments, the low organ chords, as well as the orchestration, which is the background of all music."

Farrand-Godley Speaker

The Farrand-Godley speaker is now being shipped to distributors in various parts of the country just as rapidly as production permits. Its introduction in dealer circles in some territories is now being made.

Rankin Popular With Trade

Cy Rankin, representative of the Capitol Distributing Co., wholesale radio distributor, New York, is cited as an exponent of active dealer co-operation. He has only been a short time in the radio business and made his debut in this field with the Capitol Co. Through the initiative he displayed while calling upon dealers he established a host of friends throughout the trade and earned for himself the appellation of "The Man With No Enemies." Mr. Rankin will often roll up his sleeves and help the dealer wait on the retail trade, and many times is phoned at his home as late as midnight by dealers placing rush orders.

The Liberty Radio Stores Corp., Wilmington, Del., changed its name to Duray Radio Corp.

IN THE MUSICAL MERCHANDISE FIELD

Building Larger Musical Merchandise Business by the "Old Customer" Route

The Retailer Who Depends Entirely for Success on New Customers Is Losing Sight of His Greatest Source of Steady Profits Through Repeat Business, Says Frank V. Faulhaber

The object of the foresighted music dealer is not alone to make a lone sale, losing sight of the new customer; retaining a hold on him—that is important! And how many dealers are doing it? How many music dealers are getting all the business they feel should be possible? Is every new customer being made the most of, encouraging him or her to call often, bringing, perhaps, friends? Important queries, these!

Some Important Data

What have been the results in the past? Just how many new customers are you attracting each week, and what per cent repeat? Certainly, if we neglect to keep some form of records of these customers we are doing business in the dark. An effort should be made to obtain the name and address of every new customer, making of him or her a friend for the store.

Sales in certain lines may lag. Perhaps violins. Very well. If you collect the names, addresses of patrons, together with other specific data, you will realize to a nicety a given percentage of the customers upon whom you can place figurative fingers, who have purchased violins and similar instruments in the past. Now comes an important question: How many of these specific customers returned following their original purchases? Can you tell? And those who have stayed away—what are the reasons? Has ever any attempt been made to ascertain just why certain of these stay-aways ceased buying? Would it not profit the store greatly to know truly the reasons? And could not, through the suggested effort, a way be paved for further possible sales, many sales that else would never materialize? Let us ponder these questions. Let us determine whether not more business can be attracted through concerted efforts, making the most of every new customer, so all will be eager to call at the music store.

Using Customers in Sales Promotion

Gather names and addresses. When time irks, and jacking up of sales is hinted, let us see what some of the salesmen can do. There is the telephone. Get in touch with Mr. Bell, who bought a violin quite some time ago. Find out from him just how the instrument pleases. This is interested attention that will appeal to new customers and impel comments like: "Well, those people are more interested than merely selling a violin to me. Better keep them in mind." And this reasoning is the kind the retailer should try to develop.

And, further, if this customer, same as with the others, has been immensely pleased, we have sufficient ground to warrant expectation of further trade from, and also through, him. Has this contention no base? Very well; then we call attention to the violin strings, music and books of a kind that should interest this new customer. Surely by telling about your goods this way more sales will come along!

Make the Phone Work

As suggested, much of this work can be accomplished by way of the phone. Possibilities, however, stop not here. When occasion justifies certain salesmen can call upon the new customers and find out further information of help to all. If you and the store do the best to make the new customer a bigger musical enthusiast, what are you not accomplishing? And the customer, on the other side, will naturally want to keep in line with the music store manifesting all the consideration, for his benefit.

Value of Adjusting Complaints

At such times, of course, when a new customer finds fault with a musical instrument, or with the store, its service, or for any other reason, timely adjustments should and can be made. The new patron who stays away because indifferent service was accorded by a salesman places a finger on a flaw, a flaw to which properly might be given attention. The fewer flaws and faults there are the better it will be for prospects, for customers—for the store!

So you see what possibilities there are in keeping a string on your new patrons. Consider, also, the friends of these new customers. One violin has been purchased; the transaction, in every way, has proved satisfactory. Upon adequate probing, we may find that Mr. Bell has a friend who is also a violinist; should there not be another sale in the offing? There may be any number of reasons deterring an inquiry by the friend; however, right here there is an opportunity that the store should not overlook. Get in touch with Mr. Bell, then strive to get an interview with friends who are prospective customers. All this will entail a little extra effort, yet much of this effort can be exerted when the opportunity is timely, when else time in the store would drag. Find out when it is most convenient to get in touch with the various new customers, and with their friends, then avail yourself of every opportunity. This will keep the store more busy, and that is what is wanted; it brings in that extra business.

Sales-letters should have a place here, too. Tactful querying will prove fruitful of many leads that will bring sales often immediately; later follow-ups can be made, by phone, personal letters and by personal calls. Make the most of every new customer.

Harmonica Featured in Victor Record and Radio

The Hohner harmonica has been featured in a novel manner by both the talking machine and radio recently. The first phonograph record of the new Hohner chromatic harmonica has been produced by the Victor Co. on a record called "Hayseed Rag." Borah Minevitch, famous vaudeville Hohner harmonica artist, played the selection at the opening program of WGBS, the new Gimbel (New York) broadcasting station. Mr. Minevitch was accorded a prominent place in the program. His playing brought many applause cards from those listening in.

Two New Buescher-Equipped Orchestras Reach New York

Two new Buescher-equipped orchestras recently joined those in New York, to whose playing thousands are dancing nightly. This is the Vernon-Owen Orchestra, which is playing at the Rosemont, Brooklyn's leading dance palace, and Dave Harman and His Orchestra at the Cinderella Ballroom, New York. Both of these orchestras were outfitted by the same dealer, the Euclid Music Co., Cleveland, O., whose retail sales of Buescher instruments promise to climb up near the two hundred thousand dollar mark the current year.

New King Accounts Opened

CLEVELAND, O., November 8.—A number of new accounts for the King line of saxophones and band instruments were opened recently by L. B. Dolan, traveling representative of the H. N. White Co., manufacturer of King instruments. Among the new King representatives are the Dayton department store in Minneapolis and the Mickel Music House, Omaha, Neb.

AT the New York Hippodrome, the month of October, the feature was the Vernon-Owen Orchestra, of Cleveland, makers of Gennett Records. Edison sought them out and they made a series of Edison records under the name of Hotel Winton Orchestra.

In every city the leading hotel, cafe, theatre and vaudeville orchestras use Buescher Band Instruments and Saxophones. There is a never-ending procession of touring orchestras for the dealer to hook up with—besides all the great recording orchestras.

The window material we give you features all the big record orchestras. Let us show you the natural tie-up between your record stock and our instruments—and how each helps you sell more of the other.

"Ohio's Own Orchestra"—The Vernon-Owen Orchestra of Cleveland

BUESCHER BAND INSTRUMENT CO., G-93 Buescher Block, ELKHART, INDIANA

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 187)

HOHNER
THE WORLD'S BEST Harmonicas and Accordions

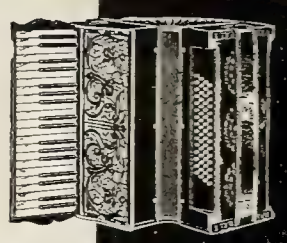
For Holiday Sales

There will be a big demand as usual for Hohner Harmonicas for Christmas Sales. Feature them NOW.

Ask Your Jobber

M. HOHNER

114-116 East 16th Street
New York City



HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

Conn National Advertising of Benefit to Dealers

Band Service Department of the Company a Material Aid to Retailers

National advertising of a type which is of immense benefit to the trade is being utilized by C. G. Conn, Ltd., Elkhart, Ind., manufacturer of Conn band instruments. An admirable example of this type of publicity recently appeared in the form of a double-page spread in the Saturday Evening Post. The advertisement was in colors and the appeal was a human interest one, a large band playing in an auditorium, showing the parents of one of the members of the band listening to the playing. The picture was captioned "Our Boy." The reading matter told of the benefits of encouraging the development of musical talent in children.

From the dealer's standpoint, one of the most important features of the advertisement was the invitation to organizations and institutions to use the band service department of the company for advice and assistance in forming musical organizations. This message read: "School supervisors, Rotarians, Kiwanians, Lions, Legionnaires, lodges and others are invited to write our band service department for advice and assistance in organizing and developing bands and orchestras. The benefit of our long experience is at your disposal without obligation."

As a very large percentage of the business accomplished during the year by band instrument dealers is through the action of some such civic organization which recognizes the benefit of bringing to the fore the latent musical talent in the youth of the community, the dealers should co-operate in every way with giving wide publicity to the above advertisement, which is being enlarged by the advertising department of the Conn organization and being distributed to Conn dealers to be used as window posters.

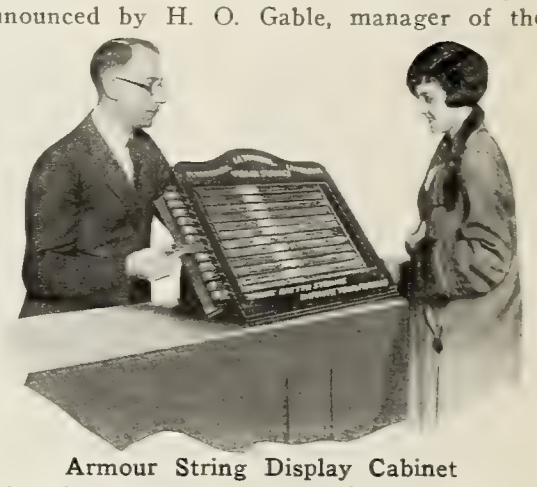
D. Erthein With Progressive

David Erthein recently joined the sales staff of the Progressive Musical Instrument Corp., wholesaler of musical merchandise, New York. Mr. Erthein is well equipped for his new position, having a wide experience in the musical merchandise field, principally in the retail end of the business, which, in the opinion of A. W. Landay, head of the concern, will make him very valuable in rendering service to the dealers. Mr. Erthein is covering the New England territory.

Armour & Co. Announce New Music String Cabinet

Attractive Display Cabinet Facilitates Sales and Has Many Advantages

An improved method of music string selling that will interest dealers all over the country is announced by H. O. Gable, manager of the



Armour String Display Cabinet

string department of Armour & Co., who have evolved a new music string display cabinet that is a distinct improvement in this field. Handsomely made of mahogany, piano finish, it combines decorative beauty and unusual utility.

It stands twenty-two and one-half inches high, twenty-five and three-quarter inches wide, and twelve inches deep. The face, slanting back at an angle of about 60 degrees, contains a beveled plate-glass front, disclosing a tray containing twelve glass tubes, showing, full length and flat, a choice collection of selected violin strings. The glass tubes are three-quarters of an inch in diameter and twenty-three inches long, with metal screw caps. These tubes, all appropriately labeled, provide the most desirable method for carrying a stock of violin strings.

The top of this cabinet does not lift, as in old-fashioned cases. Instead you open the door at the side, and by means of a handle slide the tray out as far as you like, pull the tube you want a little further, unscrew the cap and take out the strings you wish. At the rear of the cabinet is a special compartment for taking care of coiled and various other strings.

They are giving this cabinet to the trade on an attractive free offer in conjunction with a very suitable selection of assorted strings.

Trademarks for Harmonicas

Washington, D. C., November 8.—Applications for the registration of a number of new trademarks for harmonicas have been received from M. Hohner, Inc., New York, and include the following: "Goliath," "X-L-O," "Drum Major," "Lucky Strike," "Happy Days," "Attaboy," "Spear," "Uncle Sam," and "Jolly Pal."

"Drumming Up" A Business

No business is self-sustaining—it requires the earnest effort of push and pull with a mixture of sound sense and the sincere endeavor to render good service to make any business profitable.

Ludwig Drums and Accessories lend themselves so admirably to this combination that they are the leader in the field and the chosen favorite of thousands of prosperous dealers.

Write us today for the necessary information regarding Ludwig Drums and their profit making possibilities.

Ludwig & Ludwig

World's Largest Drum Manufacturers

1611 No. Lincoln Street Chicago, Ill.

Illustrating "Magic Wonder"
Tenor Banjo Outfit No. 50.

The "Magic Wonder"

—*Meets With Tremendous Success Everywhere*

This super-value tenor banjo outfit is the subject of conversation the country over. It is one that the alert music dealer has been seeking, knowing of its ready market and dynamic appeal. To the dealer as well as the public, the price and quality of the "Magic Wonder" Outfit are the features that give it that unprecedented popularity.

This unit, with its extension resonator tenor banjo and its fine quality carrying case, is priced so that the MUSIC MERCHANT may satisfy most any pocketbook. There is no exaggeration in the statement when we say that the "Magic Wonder" Tenor Banjo Outfit far surpasses anything of its kind that the music industry has ever known. The many wide-awake music dealers—men having many long years of experience—are generous in their praise of the "Magic Wonder" Outfit—and that is because it is the most practicable up-to-the-minute, handsome, and profitable offer in the market today.

Description

Eleven inch laminated Rock Maple Rim, built up of layers to a thickness of 5/8 of an inch, with an outside veneer of Birdseye Maple. Equipped with a special flange hoop attached to the rim underneath the Calf Head which adds materially to the quality of tone and prevents over-tones which are so apparent in many instruments. The neck is easily and quickly adjustable to the desired angle by means of a frog attached to the dowel stick. Neck is of genuine Rock Maple, in three pieces, natural finish with a contrasting center strip of ebony. Ebonized fingerboard with pearl position dots—head piece and heel faced or veneered with ebony. Imitation Ivory Patent Pegs and first quality strings.

CASE—Center Opening Style, three-ply veneered wood shell, walrus grain keratol covered, full flannel lined, nickel-plated clasps, hinges, spring lock and trimmings. Round leather handle.

"MAXITONE" RESONATOR AND TONE AMPLIFIER made entirely of heavy gauge aluminum, burnished top with circular openings through which the tone passes. Back in dull matted finish. This Resonator improves the quality of the tone and greatly adds to the volume and enhances the appearance of the Banjo. It can be attached and detached in a moment's time.

Complete Outfit $24.50

(Subject only to 2% 10 days, Net 30 days)

C. BRUNO & SON, INC.

SOLE DISTRIBUTORS

351-353 FOURTH AVENUE NEW YORK CITY

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 188)

P'mi CO.
Musical Merchandise of Quality
New Catalog Showing Splendid Values
Write for your copy today!
Progressive
MUSICAL INSTRUMENT CORPORATION
319 Sixth Ave., New York

Buescher-Equipped Orchestra to Make Big Concert Tour

Opportunity for Dealers to Make Profitable Tie-ups With Appearances

Rehearsals are now in progress, program notes are being arranged, and the itinerary is being worked out for a nation-wide concert tour to be undertaken by Harry Yerkes' Concert Orchestra, of thirty-three pieces, early in 1925. The personnel of the concert orchestra will be recruited from the various Yerkes orchestras, all of which have been in the public eye, through their recording and broadcasting activities. Harry Yerkes will personally direct the concert orchestra. Heretofore it has been Mr. Yerkes' custom to train and direct his orchestras and send them on tours under competent leaders.

As is the case with all Yerkes orchestras, the concert unit will be completely Buescher equipped, and it is expected that Buescher dealers in the cities and towns visited will take advantage of the opportunities offered for a profitable tie-up.

Features of the program to be given include a jazz symphony by well-known musicians, and a talk on the upward trend of American music by a professor of music from one of the leading American universities.

Interesting New Issue of the "Voice of the Vega"

The Vega Co., of Boston, Mass., manufacturer and wholesaler of stringed and brass instruments, has just published a new issue of "Voice of the Vega," with an attractive cover in green. Its forty pages are filled with Vega news. In the foreword it is pointed out that the "Voice of the Vega" is published for the purpose of giving due praise to artists and organizations using the Vega banjo. Following the opening story on "The Banjo of To-day," the interesting fact is brought out that the Vega banjo is now used by artists recording for the Victor, Brunswick, Columbia, Edison, Vocalion, Okeh, Gennett, Pathé, Banner, Regal, Grey Gull, American and Federal records, as well as by the Columbia Gramophone, "His Master's Voice," and Vocalion Gramophone companies in England. Following this is page after page devoted to photographs and the description of the various artists and organizations featuring the Vegaphone banjo, all too numerous to mention. There is also illustrated the Vegaphone banjo autographed by the Prince of Wales.

In addition to featuring the Vegaphone and Vega line of banjos, some space is given to the mention of other Vega products, the Vega strings and Vega trumpets, both of which are big sellers in the leading musical merchandise establishments.

Juvenile Band Founded by Samuel Stephens Celebrates

NORRISTOWN, PA., November 3.—Samuel Stephens, proprietor of the Stephens Music House, Victor retailer of this city and Conshohocken, Pa., was the organizer and director of the Stephens Juvenile Band of sixty boys which celebrated its tenth anniversary the early part of last month. In this connection Mr. and Mrs. Samuel Stephens entertained the members at their home. During the ten years since the organization of this band many changes have taken place in its personnel and many of the former "juveniles" brought their wives with them to the affair. The original roll was called and each attendant was presented with a photograph of the band taken ten years ago. A full evening's entertainment was planned replete with reminiscences. Mr. Stephens was surprised with the presentation of a handsome gold watch and chain. Mr. Stephens is also founder of the Stephens School of Music and for twenty years was director of music at the State Hospital at Norristown.

Entire Bruno Line Moving in a Satisfactory Manner

C. Bruno & Son, Inc., New York City, wholesalers of musical merchandise, report that the season so far is running substantially ahead of the same period of last year. The entire line is moving well. One of the numbers that is proving particularly popular at the present time is "The Magic Wonder" tenor banjo outfit. This instrument has a Maxitone resonator and tone amplifier and has proved to have a particularly strong sales appeal. F. W. Kling, of the Bruno organization, states many dealers are already featuring this outfit as a leader for the holiday season.

Only Conn Can Give You These Profit Points

Supreme quality instruments, used and endorsed by the world's greatest artists;

Prestige that comes with leadership—Conn is largest in the industry, the only maker of every instrument for the band;

National Advertising on a gigantic scale never before heard of in connection with band instruments, including double pages in color in the Saturday Evening Post;

Now is the time for you to cash in on these profit opportunities. The months ahead will be "big business" months for Conn dealers.

Write now for complete information on available territory and details of our proposition to dealers.

C. G. CONN, Ltd.
1152 Conn Building Elkhart, Ind.

CONN
WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE BAND AND ORCHESTRA INSTRUMENTS

CULTIVATE YOUR MUSICAL BUMP

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 190)

The Most Prominent Banjoists Are Playing Weymann Instruments

FRED C. BUCK
Banjoist and Arranger
"Waring's Pennsylvanians"
and His
Weymann Orchestra Banjo
Write for Agency
H. A. WEYMANN & SON, Inc.
1108 Chestnut Street Philadelphia, Pa.

Ludwig & Ludwig Send Dealers Picture Slides

Dealers Furnished by Drum Manufacturers With Fine Advertising Slides for Theatre Use

CHICAGO, ILL., November 6.—Ludwig & Ludwig, Inc., manufacturer of drums and drummers' accessories, 1611 North Lincoln street, is pushing plans for a most aggressive selling campaign

Ludwig & Ludwig Theatre Slide

during the Fall and Winter seasons and working hard with its dealers to make this campaign a success. Among the dealer helps being forwarded to Ludwig representatives is an effective advertising slide featuring Ludwig products for use in motion picture theatres. The slide has a picture of an orchestra drummer with a complete equipment of Ludwig drums and traps. It is in color and shows up prominently when displayed. It is furnished free to the dealer and his name and business address are imprinted on the slide.

Conn Instruments Popular

George M. Bundy, president of H. & A. Selmer, Conn distributor, 119 West Forty-sixth street, New York, states that Conn saxophones and band instruments are becoming more and more popular in and about New York. Mr. Bundy is also head of the New York Conn Co., which wholesales and retails Conn instruments. A large percentage of New York dance and theatre orchestras are now Conn equipped, this including the symphony orchestras of the Rialto and Rivoli theatres, two of the largest motion picture theatre orchestras in the world, attesting to the popularity of these instruments.

Development of Leedy Co. Told in Newspaper Story

Indianapolis News Tells How U. G. Leedy Built Huge Business of Which He Is Head

INDIANAPOLIS, IND., November 7.—An interesting article entitled "The Big Chief" recently appeared in the Indianapolis News, devoted to a review of the development of the Leedy Mfg. Co., one of the largest manufacturers of drums and drummers' supplies in the world. U. G. Leedy, president of the concern, was "the big chief," and the article interestingly told how, at the close of the Civil War, he became interested in drums, and how he developed the business from a small beginning in 1900 up to the present time, with eighteen departments, making 1,000 drums and accessories which are being distributed by retail musical instrument dealers in all parts of the world.

Hohner Harmonicas Prizes in Radio Voting Contest

Contestants in Radio Broadcasting Program Receive Harmonicas and Hohner Accordions Given by W. J. Haussler, of M. Hohner

A novel feature which resulted in an increase in harmonica publicity and accordingly an increase in harmonica sales was conducted recently by KFNF broadcasting station, of Shenandoah. Twenty-five contestants broadcast and listeners-in were invited to vote for the performer thought most skillful. Each of the contestants received a Hohner harmonica and the first three place winners were awarded Hohner accordions, donated by William J. Haussler, general manager of Hohner, Inc., New York City. The interest in the contest on the part of radio fans as manifested by the number of votes sent in was widespread.

A Leedy
Drum Department
IN YOUR STORE
MEANS
REPEAT BUSINESS
"THE SATISFIED DRUMMER ALWAYS COMES BACK"

The "POPULAR" outfit at $40.00 retail is only one of seven wonderful sellers at prices from $25 to $100.

Leedy helps the dealer with,—newspaper ads—mats and electros—cuts of all items—broadsides for mail and counter use—display cards—catalogs, etc.

WRITE TO US.

Leedy Mfg. Co. INDIANAPOLIS INDIANA

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 191)

Leedy Mfg. Co. Introduces New "Reliance" Bass Drum

Dealers will no doubt be interested to know that the Leedy Manufacturing Co. is now introducing a new model of bass drum called the "Reliance" designed for dealer distribution.

George H. Way, the Leedy sales manager, says: "In offering the new "Reliance" bass drum to the trade, the Leedy Manufacturing Co. feels that it has accomplished something that will be welcomed by every dealer, for it is putting on the market a bass drum that has all the appearances of the highest grade instrument at a price below anything yet offered.

"This drum has the same superior quality of pressed steel rods that are used in the higher priced models and the shell, finished in dark mahogany, is constructed on the laminated principle. The reinforcing hoops are heavier than any used by the makers of the laminated type of drum; the counter and flesh hoops, in natural finish, are of high-grade workmanship while the heads are of an excellent grade.

"This model is now ready for distribution in all sizes and we discontinued starting November 1 our present 'Special' and 'Reso-Tone' models. This will put the Leedy line of bass drums in perfect shape for the dealer, i. e., two models, the 'Standard' and the 'Reliance.'"

Institute of American Jazz Established in England

"Deah Ol' Lunnon" likes Yankee jazz so well that a college of syncopation, sponsored by Paul Specht, exclusive Columbia artist, noted dance orchestra king and radio artist, of New York, has just been established in the English metropolis for the purpose of instructing British musicians in the gentle art of American "dance-opation," according to word just received here. The new school is located at Grafton House, Golden Square, W. 1., London, and is under the management of J. Fenston, Ernest Collins and H. Lewis. It is known as Paul Specht's Institute of Rhythmic Symphonic Syncopation and the instructors are all American musicians. Three of these teachers, Harl Smith, Everitt Davidson and William Haid, all of New York, recently sailed for England.

This $25 Cabinet—FREE

Make 100% Profit

This Beautiful Cabinet is 22½ inches high, 25¾ inches wide, and 12 inches deep; in mahogany piano finish. Has 12 glass tubes.

Special Combination Offer

Armour's

MUSIC STRINGS

You will make 100% by taking advantage of this Special Combination Offer of the most complete and varied assortment of straight length high-grade gut and wound strings ever assembled in a case; and you get this $25.00 Display Cabinet and 12 Glass Tubes—FREE.

Assortment Costs ------$ 51.75
Assortment Retails at----103.50
PROFIT on Assortment--100%

Send Today for Complete Details

ARMOUR AND COMPANY MUSIC STRING DEPT. CHICAGO

7971

Outlook for Fall Bacon Banjo Business Is Bright

Groton, Conn., November 8.—The plant of the Bacon Banjo Co., Inc., of this city, is very busy filling Fall orders. David L. Day, general manager of the company, reports that it has been necessary to increase the working force of the organization to keep up with demands. Mr. Day states that all prospects indicate a very satisfactory season for Bacon banjos. During the past year many dealers have taken on the line.

Ludwig & Ludwig, 1611 North Lincoln street, Chicago, Ill., who recently introduced the new Planet banjo peg have issued a folder on tuning the banjo, illustrating the new device.

Hohner Official Harmonica of U. S. Marine Band

Capt. William H. Santleman, well-known leader of the U. S. Marine Band, has authorized the adoption of the Hohner harmonica as the official harmonica of this well-known band. It is said that the Hohner harmonica was selected in recognition of the fame of the Hohner "Marine Band" harmonica and its importance in the musical field. Every member of the organization is the owner of a Hohner harmonica.

Ludwig Drums on Exhibit

Ludwig & Ludwig had one of the most interesting exhibits in the whole musical section at the Illinois Products Exposition at the Furniture Mart last month. Not only was an extended display made of the latest product but there was an historical section which attracted wide attention.

Among the objects of interest were the Ludwig & Ludwig drums used by the Illinois troops in France, and the famous "Eagle" drum, said to be the army drum of the northern forces in the Civil War.

There was also a German drum captured in 1918 by George N. Malstrom. Wm. Ludwig, president of Ludwig & Ludwig, was in charge.

An attractive display of gold band instruments recently occupied a window of the John Wanamaker New York store.

BRUNO

THE OLDEST AND LARGEST MUSICAL MERCHANDISE HOUSE IN AMERICA

Exclusively Wholesale

ESTABLISHED 1834

C. BRUNO & SON, INC.

351-53 FOURTH AVE. NEW YORK CITY

Do You Get Your Share of the Profit in Band Instruments?

OR are you buying various lines only on demand and on a low margin? If you want a small goods department that pays well investigate our proposition to dealers. We offer full dealer protection and satisfactory margin on the finest line of Brass Instruments in America, nationally advertised and featured by extensive direct-mail campaigns. Ample territory given to dealers who are willing to sell. Write for our proposition.

"KING" BAND INSTRUMENTS

THE H. N. WHITE CO.
5215-57 Superior Ave., Cleveland, O.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 192)

Prizes Are Awarded to Winners of Band Contests

Handsome Bronze and Silver Trophies Presented to Winners in State School Band Contests in Illinois, New York and Ohio

Winners in the State School Band Contests held in Illinois, Ohio and New York have been presented with handsome bronze and silver trophies which have been donated by the National Association of Band Instrument Manufacturers toward the promotion of the campaign for school bands through state contests. The Illinois, Ohio and New York contests were organized and promoted by the National Bureau for the Advancement of Music in co-operation with the Committee on Instrumental Affairs of the Music Supervisors' National Conference. In addition to the bronze and silver trophies, the Band Instrument Manufacturers' Association has also supplied bronze tablets for the bands winning first and second prizes, and silver and bronze medals for the individual members of the bands.

Band Contest Trophy

Nation-wide interest in the School Band Contest was aroused in June, 1923, by the monster band tournament held in Chicago in connection with the convention of the Music Industries Chamber of Commerce. Promotion of this activity was placed in the hands of the National Bureau for the Advancement of Music to be systematically developed because of the wide experience of the Bureau in furthering musical movements in general, and particularly because of the Bureau's established position with educational authorities, whose earnest support of the movement was essential to its success and its further expansion.

The Ohio, Illinois and New York contests were held directly under the auspices of the joint committee, and in the first two states have already led to the formation of school band associations, which will soon be ready to assume a large share of the responsibility for the contests and for the propaganda for instrumental music in the schools. Among the other states which have been holding band contests, and in some of which the Committee co-operated, are Wisconsin, Michigan, California, Indiana, Iowa, Kansas, Missouri, Nebraska, North Dakota, Montana and Oklahoma. It is hoped that ultimately the contests will be held in every state in the Union, with sectional contests for the state winners, and finally a big national contest.

Landau's Music & Jewelry Store, Hazleton, Pa., recently supplied the Colonial Band, of Kelayres, Pa., with thirty-one Conn band instruments. The cost of the equipment runs over $3,000.

BACON BANJOS
Played by Leading Musicians and Orchestras
Sold by Representative Music Merchants
BACON BANJO CO., Inc.
GROTON, CONN.

Adds Weymann Line

Portland, Ore., November 5.—The Seiberling-Lucas Music Co., one of the leading music houses of this city, was recently appointed distributor in this territory for the Weymann banjo. This aggressive firm plans an extensive campaign in the interest of the Weymann line.

Vega Banjos

SALES POSSIBILITIES

VEGA esteem and popularity are not mere coincidences. They have been built up on the solid bases of quality and superiority. That the great majority of eminent banjo players in this country are using the VEGA banjo indicates a choice founded on experience.

A VEGA banjo in your window will mean that your door will open constantly and close often on a satisfied customer.

The American youth looks on the banjo as the wish of his heart. And the popularity of the banjo is increasing daily. Can you, then, rationally close your eyes to its sales possibilities?

Write for Complete dealer proposition.

THE VEGA CO.

155—R Columbus Ave. Boston, Mass.

General Prosperity in the New Orleans Territory Reflected in Good Business

Decided Improvement in Business During Last Month Leads to Expectation of Busy Holiday Season—Maison Blanche Opens Radio Department—Plan Erection of Broadcasting Station

New Orleans, La., November 7.—Nothing but satisfaction is expressed by the talking machine dealers in this territory as regards the business accomplished during the past month. With general business conditions favorable, the demand for both instruments and records has been up to par, and there is every reason to believe that the check-up for November and December will surpass the sales totals for October by a good margin.

Promising Outlook for Philip Werlein, Ltd.

John A. Hofheinz, manager of Philip Werlein, Ltd., Victor wholesaler, in commenting on the condition of the trade at the present time, states: "Business has shown a decided improvement in the past thirty days and we have every reason to believe that we will have a normal Fall and Winter business with good sales prevailing well into Spring. True, there have been some crop failures in certain sections, but as a whole cotton is showing up splendidly and good prices are prevailing. Thousands of dollars are being spent in construction work which takes in new homes and business edifices and also includes many miles of road building, thus stimulating payrolls. In certain parts of Louisiana new oil fields have been discovered, adding to prosperity and enlarging the purchasing power of the public for the talking machines.

"Record demand is on the increase and with the concert season opening throughout this entire territory, with some of the world's best artists appearing, dealers are certain to do an excellent business in the better class of records."

Good Outing Demand Continues

The Junius Hart Piano Co., local representative for the Outing Talking Machine Co., reports that the Outing portable continues to meet with popular favor and there has been no diminution in the public demand for this instrument. Dealers had evidently expected a falling-off in the demand for the Outing as many orders are received by phone, indicating that the dealers have allowed their stocks to run out, and rush orders are becoming common.

Ahead of Same Season a Year Ago

The L. Grunewald Co., Inc., is enjoying a brisk business in both talking machines and records with the totals of each branch for the month ahead of last year and with the prospects of a continued good business exceptionally bright. Radio sets are also finding a ready market. This store carries the Radiola and Freed-Eisemann lines.

Opens Radio Department

The Maison Blanche recently opened a radio department carrying the R.C.A. line, Atwater-Kent, Brunswick-Radiola, Magnavox and other leading makes. The department will be managed by J. D. Moore who also supervises the music department, which adjoins the radio display rooms. Mr. Moore is planning several features in connection with the new department.

Plans to Add Radio

Richard W. Ortte, 310 Magazine street, is most optimistic over the prospects of a continued good business, basing his opinion on the excellent business done during the past few months in both talking machines and records. Mr. Ortte contemplates adding a radio department in the very near future.

Broadcasting Station to Be Erected

A survey of atmospheric conditions is being made by engineers of the Western Electric Co. and the A. T. & T. Co., preparatory to the erection of a large broadcasting station in the Maison Blanche Co. building. The new station, which will be one of the largest in the South, will be operated by the Maison Blanche Co. and the Saenger Amusement Co., which operates theatres throughout the South. The opening of this station will undoubtedly stimulate the sale of radio sets, as the resources of the Saenger Co. will assure excellent programs.

Factory Is Rushed to Meet Philco Battery Demand

Philadelphia, Pa., November 6.—The Philadelphia Storage Battery Co., of this city, is receiving an exceptionally large share of the radio battery business in this country. This is particularly true in the talking machine field, to which the company has particularly catered. Long before the advent of radio Philco batteries were well known from coast to coast. To meet the demands of radio the Philadelphia Storage Battery Co. has produced an efficient and particularly attractive "A" storage battery enclosed in a glass case. The increasing use of the storage batteries has led this company to produce a type of "B" battery that is fit to be placed in the music or living room of any residence. These "B" batteries are attractively encased in mahogany, with a piano finish. In both the "A" and "B" batteries ascending and lowering balls are used, which indicate at a glance whether the battery needs recharging or not, and do away with testing by means of a hydrometer. The demand for the Philco line has resulted in capacity operation at the factory of the company.

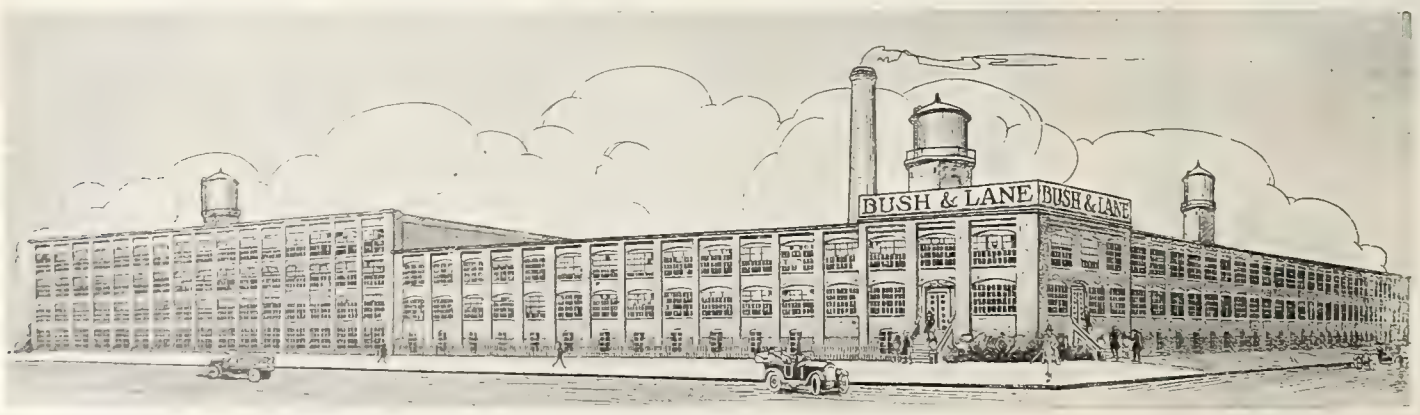
Luckey-Platt Open New Store

Poughkeepsie, N. Y., November 11.—The monster new store of Luckey, Platt & Co. will be formally opened with appropriate ceremonies on Monday, November 17. This new establishment is the result of a growth of more than fifty-five years. It contains four and a half acres of floor space and is made up of forty-five departments, of which the phonograph department is an important one. A radio department, carrying a complete line of all leading makes of receiving sets, will be a feature of the new store.

How Quality Created a Wide Prestige for the Artistic Duo-Vox Line

When, some years ago, the Bush & Lane Piano Co., of Holland, Mich., engaged in the talking machine business, a wave of interest flashed through the trade, as the company's record in the manufacture of high-grade pianos with its many features, including its special-made tone chamber and the Duo-Vox feature consisting of the two reproducers, one for hill and dale and the other for lateral cut records.

While the two upright models still retained



presaged architectural and tonal accomplishments in any line of musical instruments which it might decide to produce.

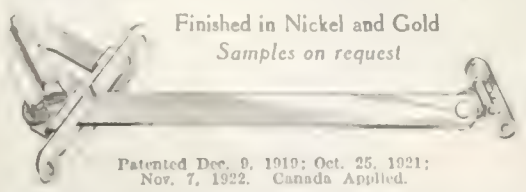
The line of upright models which were put on the market more than justified the expectations entertained for them and the progress was rapid, leading up to the beautiful Duo-Vox of to-day, are suggestive of the first models put out, a proof of the designers' foresightedness and wisdom, the dominant numbers of the line are now of the console type and are marked by the artistic distinctiveness which characterizes everything emanating from the Bush & Lane plant. The recently added radio combination models are in every way up to the Bush & Lane standard.

A word regarding the plant in which the Duo-Vox is made may be of interest. It was originally organized for making the very finest pianos and player-pianos. It is built along the most modern lines and later there was added a new block of buildings of the same construction, in which the Duo-Vox department is located.

Walter Lane, the president and general superintendent of the plant, has been known for years as a very fine piano maker and designer, exceptionally good on case work, beautiful veneers and fine finishing of all sorts. His skill has been strikingly evidenced in the production of the Duo-Vox and surrounding himself from the first with a corps of experts capable of carrying out his plans for the ideal of the instrument of which he dreamed.

The Duo-Vox is produced in an environment of finest musical tradition and all the mechanical equipment and skill for making the finest and most artistic product.

AUTOMATIC LID SUPPORT
Finished in Nickel and Gold
Samples on request



Patented Dec. 9, 1919; Oct. 25, 1921; Nov. 7, 1922. Canada Applied.
The Most Dependable Lid Support on the Market
Star Machine & Novelty Co., 9-11 Watsessing Avenue Bloomfield, N. J.

COTTON FLOCKS
..FOR..
Record Manufacturing
THE PECKHAM MFG. CO., 238 South Street NEWARK, N. J.

MOTORS
Ready for Delivery
Double Springs; play two 10-inch Records; suitable for Portable Phonographs. Sample, $3.75. Larger motor playing two to three 12-inch Records; suitable for Phonograph selling for $100. Sample, $5.75.
MERMOD & CO., 16 East 23d St. N. Y.
Telephone Ashland 7395

ZENITH

"Long Distance" RADIO
TRADE MARK

FOR DEALERS IN LOUISIANA and MISSISSIPPI

WE have a dealer proposition for live wire successful retailers in these two states that will build profits, prestige and permanent good will. The plan has proven a decided success and is well worth consideration.

Zenith Needs No Introduction to the Trade or Public

Zenith sells on performance and stays sold through enduring performance. Manufactured to meet the most exacting requirements, merchandised in such a way that the dealers franchise is valuable and advertised to the public through every worth while medium.

Zenith Representation Means Your Success

Write or wire today for our dealer plan. The Zenith franchise is open to progressive, dependable dealers only.

WOODWARD WIGHT & CO., Ltd.

New Orleans, La.

Zenith jobbers in Louisiana and Mississippi.

Many Edison Artists Are Now on Tone Test Tours

Campaign to Continue Throughout the Winter Season—May Enlarge Scope of Tone Tests by Addition of Other Famous Artists

The Edison artists who are now giving tone tests throughout the country and who will continue to do so throughout the entire Winter season include the following groups: Elizabeth Spencer and Lucille Collette; Glen Ellison and Alta Hill; Collins and Harlan and William Reed; Betsy Lane Shepherd and Jacques Glockner. The tone test concerts are being given in local music halls under the auspices of the local Edison dealers and the Edison jobbers. The concerts are being given during the Fall season in jobbing territories of Boston, New York, Trenton, Atlantic City, Pittsburgh, Albany, Chicago, Indianapolis, Detroit and Syracuse. Other artists may be added to the tone test campaign at a slightly later date and, according to present plans, the tone tests will continue throughout the entire year, as the Edison company regards them as the greatest direct selling method which has ever been conceived for the promotion of phonographs and artistic music with the American public.

Victor Record Sales Plan

The Victor standard records suggested for receiving special sales attention during the week of October 31 were "Elegie" and "Ave Maria," voice and violin, by Caruso and Elman, and the "Serenade" of Schubert, coupled with the "Serenade" of Titl, both played by the Neapolitan Trio, harp, violin and flute. In its letter to the trade announcing these records the Victor Co. gives some sales hints that merit the dealer's consideration. The first is that a customer who insists on hearing a record through can always be sold and, secondly, that even the impatient customer can be made to listen. The letter also suggests methods of demonstrating the records to impress customers.

Comment on the Misuse of Brilliantone Co.'s Trademark

Under the heading of "Misuse of Trade-mark of Prominent Firm" there appeared in a recent issue of the "Financial and Commercial World," an interesting article regarding attempts which have been made to misuse the well-known Brilliantone trade-mark. This article follows:

"It was a poor commentation of the ability and integrity of various members of the phonograph needle industry to impel the Brilliantone Steel Needle Co. of America, Inc., to announce the fact that instances had been discovered in which cheap competitors have misused the 'Brilliantone' trade-mark of the company in the marketing of an inferior needle. Such practices as this will be found in almost every industry, where small manufacturers unable to win success by their own efforts seek to make sales by misrepresentation. We take the pleasure of warning dealers throughout the country to report at once to the Brilliantone offices at 370 Seventh avenue, New York, any instances where this misrepresentation has been practiced.

"The Brilliantone is recognized as the superior steel needle, and is manufactured by the W. H. Bagshaw Co., of Lowell, Mass., and of which the Brilliantone Steel Needle Co. of America, Inc., is authorized distributor. The fact that others have tried to take advantage of the popularity of the Brilliantone needle is a sincere form of flattery, but a costly one, nevertheless, to the manufacturer and distributor. We applaud the stand of these organizations to prosecute to the fullest extent of the law anyone who infringes upon the rights of the companies."

Baldwin Co. in Effective Tie-up With Edison Artist

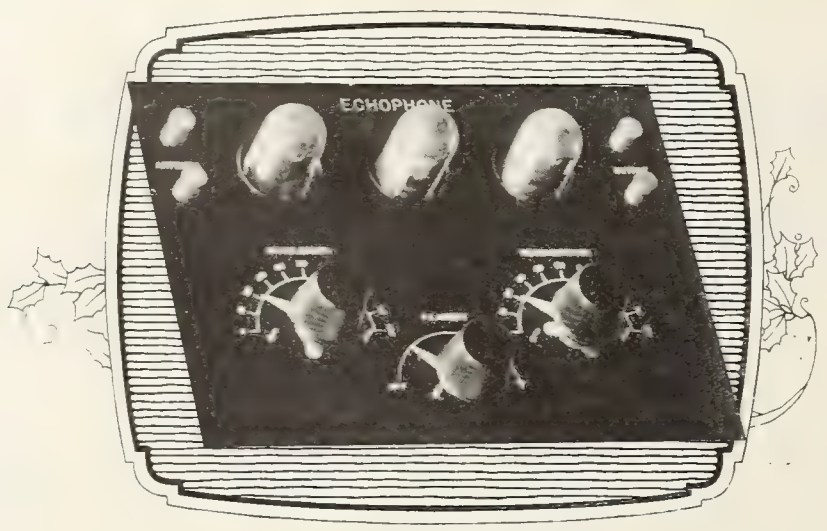
The Baldwin Piano Co., of Louisville, Ky., ran a very effective window display tying up with the appearance of Claudia Muzio in concert in Louisville, in October. The entire background of the window consisted of a colored drapery with "Muzio" in large gold letters across the top of the back hanging. In the center of the background was a laboratory model of the new Edison with a tall piano lamp on each side. On the left was a poster calling attention to the concert appearance of Muzio and also to her Edison records. At the right was a life-size colored portrait of the artist. Under the front of the window were her records and small cutouts featuring this famous artist and her records.

Tribute to Paragon Sets

A remarkable testimonial was recently received in the form of a letter from England by the Adams-Morgan Co., Inc., Upper Montclair, N. J., manufacturers of Paragon radio receiving sets, according to J. B. Renwick, sales manager of the company. An extract reads as follows: "I am writing to congratulate you upon your magnificent receiver, Paragon Type R.D.5, presented to me by WNAC, Boston, for receiving them from here. I receive America every night now. Last Friday I received fifteen U. S. stations and concluded with two musical selections from KGO, Oakland, Cal. The distance is 6,000 miles and a real credit to your marvelous instrument."

New Roemmele Bros. Branch

Cypress Hills, N. Y., November 4.—A branch music store has just been opened at 9325 Jamaica avenue, by Roemmele Bros., who for many years have conducted a general music business in Richmond Hill. This concern handles the Duo-Art, the Aeolian line of pianos and Vocalion Red Records. Charles Sheafer, for the past four years manager of the Richmond Hill store, has been placed in charge.



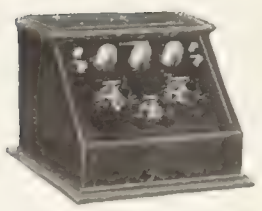
The Super-Volume 3-Tube Regenerative

ECHOPHONE
WORLD'S OF THE WORLD
REGENERATIVE RADIO EQUIPMENT

Handsomely Finished

Exceptionally Low Priced

Complete—Ready to Install



Echophone V-3

A 3-tube regenerative set of exceptional volume and tone. Operates on dry cell batteries. Complete in handsome Adam Brown cabinet with space for all batteries. Without tubes or batteries

$50.00

Increase Christmas Talking Machine Sales With This Powerful RADIO Unit

YOU can make bigger profits on your phonograph this season by equipping each machine with the Echophone "V-3" Radio Panel.

The workmanship and beautiful finish of this Panel are in keeping with the cabinetry of the finest makes of talking machines on the market. The opportunity (afforded by the exceptionally low price of this Panel) of securing both a radio and a phonograph at little more than the cost of the phonograph alone is obviously something Christmas shoppers are bound to appreciate!

Compactly constructed, the Echophone "V-3" Panel fits practically any size machine of console or upright design. It arrives completely wired and may be readily installed. Manufacturers provide space for such radio units in their cabinets. So all you need do is put the Panel in the machine, display the combination radio-phonograph—and ring up your profits!

The Echophone "V-3" Unit, a 3-tube regenerative (licensed under Armstrong Patent No. 1113149), is nationally famous for its loud speaker reception of stations 1,500 to 2,000 miles distant, its clear undistorted reproduction of high and low tones, its exceptional selectivity, easy two-dial tuning and economical dry battery operation.

Complete details and prices—which are just now especially attractive—furnished on request. Write today. Address:

The Armac Radio Company, Agents
1120 N. Ashland Ave., Chicago, Ill.

Manufactured by The Radio Shop, 1120 N. Ashland Ave., Chicago, Ill.
Long Beach, Cal. Sunnyvale, Cal.

ECHOPHONE
Storage Battery Results at Dry Cell Cost

These JOS. W. JONES Sets
tune right in on your sales program

As we size things up the idea today of the talking machine dealer in the radio business is to sell a radio receiver that has the quality the radio fan insists on when he buys a high grade set.

—a radio receiver that will help to establish your store as a dependable place to go for radio—a receiver that will add to your prestige while it is bringing sales and profits.

Then, to offer the set properly encased in an appropriate phonograph cabinet that will help sell the set to particular buyers and give you what really amounts to two sales in one—the sale of the set and the sale of the phonograph and cabinet.

This is the sound radio merchandising program that talking machine dealers everywhere are following right now in dealing with buyers who want a high grade combination outfit—and it is proving to be a winning policy.

The JOS. W. JONES 5-Tube Receiver and the *JOS. W. JONES 4-Tube Receiver with one-dial control* are the sets that are giving the dealer this opportunity.

The panel of the 5-Tube Set is made to fit any Victor Console Cabinet. The 4-Tube Set comes in the impressive cabinet illustrated at the right. Or the panel only may be purchased to fit other suitable cabinets.

The JOS. W. JONES 5-Tube Receiver provides perfect control plus simplicity of operation. It is non-regenerative. It is a two-circuit loose coupled set employing two stages of radio frequency, detector and two stages of audio frequency.

The 5-Tube panel is 15¼ in. by 17⅜ in. Highly selective, but so simple a novice can operate it. Only two dials. Control of the coupling permits elimination of all undesired stations and a volume control from the softest murmur to the most powerful reception. Tunes out all local interference and brings in DX on a loud speaker. No distortion. Permits absolute logging of all stations heard.

The Jos. W. Jones Vertical Model, 4-tube Set, with One Dial Control, shown in our Model R-1 Cabinet

List Price: $195

without tubes, batteries, headphones or aerial equipment.

This vertical-panel set, with one tube less than the other, offers greater simplicity—one dial does the trick—yet equally satisfying performance. In a recent test, this set pulled in 32 stations (local and DX) between 8.20 p. m. and midnight.

List Price for Panel only: $125

without tubes, batteries, headphones or aerial equipment.

Jos. W. Jones 5-Tube Receiving Set shown as it appears in a Victor 410 Console Cabinet. This panel is made to fit any of the new Victor Consoles.

A single control receiver using one step of radio frequency, a detector and two steps of audio frequency. The uni-dial control tunes in local and DX stations with equal facility. Adapted to operate with all types of tubes and batteries. Pure tone quality—marvelous volume.

The cabinet is 41 in. high; 23½ in. wide; and 15½ in. deep. It comes in a beautiful mahogany or walnut, and is the only cabinet with built-in loud-speaker horn of soundboard spruce bell.

Projects the sound out at the top of cabinet at ear level—with the lid deflecting the sound waves forward—producing head-phone quality in loud-speaker volume.

All dials at elbow height. Gastight partition; ventilated—no corrosion. Batteries and charger accessible.

JOS. W. JONES RADIO
TRADE MARK.

Jos. W. Jones Radio Mfg. Company, Inc.

Formerly Radio Improvement Co.

40-42-44-46 West 25th St., New York

Headed by Jos. W. Jones, for 28 years a successful engineer and builder of precision instruments.

Branch Offices:

BOSTON 99 Bedford St.
CHICAGO 53 W. Jackson Blvd.
PHILADELPHIA 1011 Chestnut St.

How Live Retailers Are Profiting in a Big Way Through Unusual Advertising

W. Bliss Stoddard Tells How the Progressive Dealers in Albany, Ore., Banded Together and Put Over a Co-operative Ad Drive—Honolulu Dealer's Ads Stimulate Christmas Business

No merchant need fear that every line of every one of his ads would not be read if he practiced the co-operative style adopted by a progressive bunch in Albany, Ore., with Hall's Music Shop as the leading spirit. Now that most merchants are starting their holiday advertising, a plan such as is described below would be particularly effective in any town.

Co-operative Ad Drive

A page was divided into twenty-four sections of uniform size, in each of which the individual advertiser made mention of such items as he saw fit. Somewhere in the body of these twenty-four ads were inserted the names of twenty citizens who were subscribers of that particular newspaper. Some ads contained two names; some, one; some, none. A different list of names was inserted each day, and these were distributed among different ads. Consequently, in order to see if his name had been published the reader had to scan every ad from start to finish—thus becoming daily better acquainted with the lines carried by each of the merchants. Each day the first five people who found their names in the ads and notified the paper, either by calling or telephoning, received a trade check good for one dollar's worth of merchandise at any of the stores participating; while the next fifteen received each a record from the Hall Music Shop. These records were some which had been in stock for some time, but were still perfectly good, and by sending them out free, with their compliments, attention was drawn to their large stock of phonographs and records—especially as with each record was enclosed a list of new releases, and also a suggestion that a phonograph would make a Christmas gift enjoyed by the entire family and suggesting that it could be secured on the easy payment plan, and delivered in time to furnish music for the holidays.

"In addition to giving out these phonograph records we took one of the spaces in the paper," said the manager, "using it to call attention to our portable phonographs and suggesting that even though Summer was past money could be saved by purchasing one of these portable machines now, and having it ready for next Spring when the camping season begins.

"We handle cut flowers as well as music and do a big holiday business in our combination flowers and record boxes. 'The Message of the Violet' takes on an added charm when nested in a bed of fragrant violets; while 'Hearts and Flowers,' 'My Love Is Like the Red, Red Rose,' 'My Irish Rose,' 'Forget-me-not' and many others lend themselves to floral surroundings and are purchased in large numbers by sentimental swains."

The music dealers of Honolulu, T. H.—the isle of music and song—can give suggestions to their mainland colleagues when it comes to selling the idea of phonographs for Christmas gifts. The Bergstrom Music Co., Ltd., Honolulu, decked its store not only with the red and green of the New England Christmas, but with the orange leis worn on all festive occasions by their own people, so that the salesroom presented a carnival appearance early in the season and got people in the buying mood even before the Thanksgiving pig and turkey had been eaten. They likewise ran a series of ads, each of which purported to be a little conversation between friends, husband and wife, grandma and grandson, etc., all on the subject of phonographs and records. One of the best related

WHAT MRS. KEENE TOLD MRS. DEAN:

"My dear, for the first time in my life I got a Christmas present that I really wanted. You see, I picked it out myself! Bob received a good bonus this year, and that blessed husband turned it all right over to me. Naturally, I wanted to buy something we both would enjoy. He loves music, too, so I decided on a Victrola. We bought it at Bergstrom's—model 405, I believe. It gives an 'air' to our living-room, and you can't imagine how much genuine pleasure there is in having music to entertain us whenever we are in the mood."

Red Seal Record Derbies Started by Standard Co.

Prizes to Be Awarded by Standard Talking Machine Co. to Sales Persons in Pittsburgh and Suburbs Who Turn in Largest Sales

PITTSBURGH, PA., November 11.—The Standard Talking Machine Co. has launched two Red Seal record "derbies" which will end on the evening of December 13. Prizes will be awarded to the sales persons who turn in the largest number of sales of Red Seal records for the period. The one derby includes the dealers in Pittsburgh proper and the other, dealers in the suburban and outlying towns in the territory. T. T. Evans, who is in charge of the plans for the two derbies, states that considerable interest is being taken in them by the Red record dealers. The contest started November 8.

Austin Wylie's Orchestra Stimulates Record Demand

Vocalion Recording Orchestra Appearing in Vaudeville in Ohio Has Developed a Strong Demand for Its Recorded Numbers

CLEVELAND, O., November 12.—Sales of Vocalion records bearing selections played by Austin Wylie and his Vocalion recording orchestra have grown to immense proportions in this city and vicinity during the past few days owing to the personal appearances of that popular organization at Keith's Palace Theatre, where the program was made up chiefly of recorded numbers.

For several days full-page advertisements were carried in the local newspapers with Vocalion dealers co-operating in presentation of the copy. Manufacturers of the instruments used by the orchestra and their representatives also carried space on the page, and the whole announcement attracted wide attention.

Austin Wylie and His Orchestra have arranged to appear in a number of vaudeville houses in various cities of Ohio, and Vocalion record dealers anticipate profiting substantially.

The Knox Electric & Radio Co., Schenectady, N. Y., was recently incorporated at Albany. Capital stock is 200 shares of preferred stock at $100 per share, and common stock, 500 shares of no par value. The incorporators are J. E. and E. H. Knox and G. M. D'Wen.

An Old, Old Swindle in a Brand New Radio Dress

Gang of Sharpers Operating in New York "Repossess" Radio Outfits From Innocent Customers Without Due Process of Law

A couple of weeks ago a large department store in New York shipped out on a bright Saturday morning some thirty radio receiving sets to be delivered to retail purchasers, the idea being that the service men would follow up the deliveries promptly and make the necessary installations so that the receiving sets might be put into operation on the following Sunday.

Having completed deliveries the truck returned to the store with all receipts duly signed, and was sent out on other work. Some hours later telephone calls began to come in from customers who wanted to know when they were to receive their outfits. A checkup showed that the radio set had been delivered and signed for. "But a man from your store came and took it away again," was the reply in every case.

Investigation showed that a band of crooks had followed the delivery truck, watched each delivery carefully, and no sooner had the truck turned the corner on its way to another stop than one of the crooks entered the home and said to the woman: "I am from Smith's Department Store. We just left a radio set here, but find that there was an error made and that it belongs to a lady several blocks away. Your outfit is on another truck which will be along in another half hour or so." The crook then took the machine and disappeared.

In the course of a single day this one store lost nine radio receiving sets through the operations of the gang, and none has yet been recovered. It is true that the store held the customer's receipt, but it was felt wiser to make good the loss than to stand on technicalities and perhaps lose a regular patron.

Reports have come from other dealers of individual losses sustained through the same type of swindle, which in itself is as old as the hills. Having been duly warned, it would be well for dealers to attach to all packages labels advising customers to turn over their radio sets to no one not properly armed with a letter from the store itself, just as merchants of silverware and jewelry attach a similar warning to their packages.

The scheme appears to work particularly well when the delivery wagon bears the name of the retail store in a conspicuous place on the side. Armed with the name, the crook finds it a simple matter to approach the housewife.

Edison Holiday Dealer Help

The advertising department of Thos. A. Edison, Inc., has prepared an attractive booklet for distribution by Edison dealers during the Holiday Season. It is entitled "A Gift As Beautiful As Christmas" and features, in two colors, three models of the New Edison, the advantages of the New Edison as a Christmas gift and the budget plan of purchase.

A. B. Sauer Co. Chartered

LORAIN, O., November 7.—The A. B. Sauer Music Co. has just been organized to take over the phonograph business of the George A. Clark Co., of this city. The company will have a capital stock of $35,000, and its officers will be A. B. Sauer, A. H. Pistel, A. E. Schneider and S. L. Sauer, all of whom were former employes of the Clark concern.

W. A. Hanft With Wanamaker

William A. Hanft was recently appointed wholesale radio sales representative for the John Wanamaker New York store. Mr. Hanft was formerly connected with the New York offices of the Brunswick-Balke-Collender Co.

$10

Immediate Delivery!

HALLIWELL

Loud Speaker

NOW with a 12 inch bell

The Highest Class ten dollar Loud Speaker on the market.

A non-resonant horn of fibre in beautiful crystal mahogany finish.

A 12 inch bell of graceful appearance. Stands 23 inches high.

Wonderful TONE. Tremendous volume without distorting or blasting.

Dealers: Write at once to any of the following distributors

PROGRESSIVE MUSICAL INSTRUMENT CO., 319 Sixth Avenue, New York.

YAHR & LANGE,
207 East Water Street, Milwaukee, Wis.

HOWARD PIANO CO.,
618 South Salina Street, Syracuse, N. Y.

H. D. TAYLOR & COMPANY,
99 Oak Street, Buffalo, N. Y.

KIEFER-STEWART CO.,
Georgia and Capital Sts., Indianapolis, Ind.

MUSICAL SUPPLY & EQUIPMENT CO.,
221 Columbus Avenue, Boston, Mass.

OHIO MUSICAL SALES CO.,
2067 East 9th Street, Cleveland, O.

H. A. McRAE & CO., Inc.,
137 River Street, Troy, N. Y.

LUCKER SALES COMPANY,
17 South Sixth Street, Minneapolis, Minn.

AMERICAN RADIO CORPORATION,
3-11 North Central Avenue, Baltimore, Md.

Factory Representatives:
PACIFIC STATES COMMERCIAL CO., 443 South Tedro Street, Los Angeles

Canadian Representatives:
THE OTTO HIGEL CO., Ltd., King and Bathurst Streets, Toronto

RETAIL PRICE
West of the Rockies
$10.50
CANADIAN PRICE
$14

HALLIWELL ELECTRIC COMPANY, Inc.
General Offices and Factory
115 FOURTH AVENUE, NEW YORK

HALLIWELL—MAKERS OF THE FINEST ELECTRICAL APPARATUS FOR MORE THAN A HALF CENTURY

Reprinting Edison World Ad for Use of Dealers

Publicity Features New Edison Artists and Is Suggested for Use in Window Display

A two-color reproduction of the two-page advertisement of Thos. A. Edison, Inc., which appears in the November issue of The Talking Machine World, is being reprinted for the use of Edison dealers as a window display. It is a striking piece of publicity, both from an illustration and copy standpoint, and features Charles Frye's Million Dollar Pier Orchestra, which organization has recently been signed up by the Edison company. The first records of these artists have already been released.

Another window display worked up by the advertising department of the Edison company, for the use of dealers, is a poster showing Helen Davis giving a tone test at the Million Dollar Pier in Atlantic City. In the same display are featured the mammoth New Edison which was used as the Edison float in the Atlantic City Pageant, Charles Frye's Million Dollar Pier Orchestra, the Million Dollar Pier, the Hotel Traymore, and other "bits" of Atlantic City, including the surf.

About twenty-five complete newspaper advertisements of various sizes have been prepared for the use of Edison dealers during the Christmas season. Stereotypes and mats of the illustrations used in these are being supplied by Thos. A. Edison to dealers. The copy features, for the most part, direct comparison of the new Edison with the living artists, side by side comparison with other makes of phonographs, the appropriateness of the new Edison as a holiday gift and the budget plan of purchase.

Among the recent visitors to the Edison headquarters in Orange was R. B. Alling, manager of the Phonograph Co., of Detroit, Edison jobber in that city.

Gross-Brennan Appointed Echophone Distributor

The Armac Radio Co., of Chicago, manufacturer of Echophone radio receivers, has announced the appointment of Gross-Brennan, Inc., 342 Madison avenue, New York, as distributor for these sets in New York. This association should be profitable to both the manufacturer and distributor, for it provides dealers in New York territory with a well-known product merchandised by a firm that has enjoyed considerable experience in both the radio and talking machine fields. Echophone products have attained considerable popularity and are now being merchandised by representative dealers. The line comprises moderately priced receiving sets that have a number of distinctive constructional and sales features.

Song by Edison Executives Released on a Record

Among the recent selections released by Thos. A. Edison, Inc., is "Italian Rose." The music and lyrics of this number were composed by Arthur Walsh, music director of the Edison company, and A. Paganucci, who is also a member of the music department of the Company. "Italian Rose" is being published by Joe Morris, Inc., and was released as an Edison record during the current month.

Brunswick Co. Declares Fifty Per Cent Dividend

The Brunswick-Balke-Collender Co. declared this week a stock dividend of 50 per cent on its common stock, payable November 17 to stock of record November 12. For the week prior to the announcement the stock advanced forty-seven points on the strength of buying in anticipation of dividend action.

J. Raymond Smith Co. Moves to New Building

Prominent San Francisco Music House Now Occupying New Four-Story Concrete Building With 15,000 Feet of Showroom Space

San Francisco, Cal., November 6.—The J. Raymond Smith Co., one of the established music houses of this city, recently held the formal opening of its new building at 1506-1510 Fillmore street, adjoining the former location of the company and giving it much greater facilities than in the past.

The new structure is a four-story concrete building designed and constructed especially to meet the needs of the music house. It contains 15,000 square feet of showroom space, which has become necessary to handle the business of the company in its musical and radio lines during the past year.

Special invitations to customers and prospects were issued in connection with the opening, and some hundreds of people attended the ceremonies.

K. E. Davis Now Brunswick Co.'s Radio Technician

H. A. Beach, sales manager of the Eastern phonograph division of the Brunswick Co., New York, has announced the appointment of K. E. Davis as radio technician for this division. Mr. Davis has been identified with the radio industry for quite some time, and acquired his technical knowledge in the employ of the General Electric Co. He will devote his time to working in close co-operation with Brunswick dealers in the development of Brunswick-Radiola business and in handling any technical problems that may arise. He will be assisted in this work by Henry Zeigler who will also be in charge of general phonograph repair service.

A Good Leader for the Holiday Trade

Lundstrom CONVERTO

Patented December 11, 1917

Talking Machine Cabinet

The Lundstrom "Converto" Cabinet converts the small "Victrola" IV or VI into a handsome cabinet type, completely enclosing the machine. It takes the place of a stand and provides a dustproof record rack for 60 records. It revives interest in records. It helps you meet low-price competition in cabinet machines and gives you a good profit.

Price to the trade

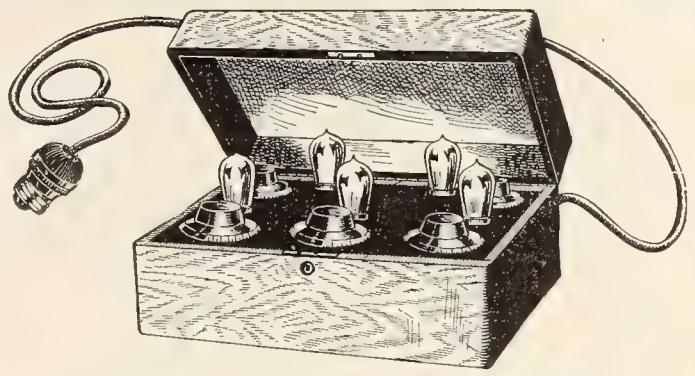
$7.50

Oak or Mahogany Finish

Write for Folder W

The C. J. Lundstrom Manufacturing Co., Little Falls, N.Y.

DYNERGY



NEEDS NO BATTERIES

PLUGS INTO ANY LIGHT SOCKET

this is all you need

DYNERGY. The marvelous Radio Set that needs NO BATTERIES. Operates from any electric light socket (AC or DC current) at cost of less than ½ cent per hour. Dynergy excels in Tone, Volume, Distance, etc. The most practical and attractive Radio receiving set ever offered.

Burns Loud Speaker

Unequalled in Volume, Clarity and Beauty. A dependable Loud Speaker which speaks for itself. The surprising clearness and naturalness make the Burns Loud Speaker a continued source of pleasure.

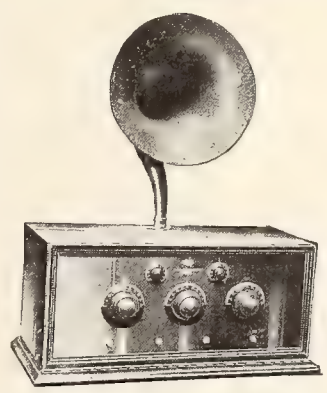
A Firm Is Judged by the Products It Sells

The Capitol Distributing Company represents radio manufacturers whose business design is QUALITY —not quantity.

The approval and high esteem for our products by leading department stores and prominent music merchants favorably reflect upon their quality. Thousands who visited our exhibit at the National Radio Exposition unanimously acclaimed our products to be the leaders of the show.

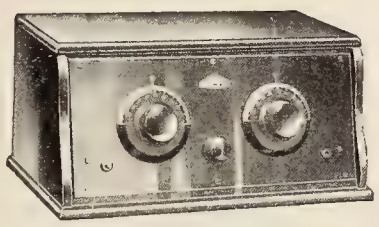
Due to the great demand for our products, especially at the approaching holiday buying season, we urge all dealers to communicate with us NOW. Phone or wire your requirements without further delay, and be prepared for the greatest buying season in the history of the radio business.

The New Murdock



A 5-tube Neutrodyne Receiver, including Loud Speaker. 1925 Model. Supreme in performance and appearance. Unique design. This New Murdock represents Radio at its best.

The Engler S.D.V.



A 5-Tube Radio Set of exceptional merit. Colonial Period cabinet. In addition to its intrinsic values, it is very moderately priced.

Distributors for:

Dynergy	Burns Loud Speakers
Murdock Neutrodyne	Philco Storage Batteries
Engler S.D.V. Receiver	Bright Star Batteries
Ambler-Holman	Murdock Phones & Plugs
Charmitone Loud Speakers	Ultra-Handy Chargers
Ethovox Loud Speakers	Marion Loops
Gothic Loud Speakers	N. & K. Products

The Ambler-Holman

A 5-Tube Radio Set which brings the magic of the air into fine homes. In addition to splendid tonal qualities and volume, it possesses a wide range of pick-up. Walnut cabinet of Period design. A practical set, free from fads.

CAPITOL DISTRIBUTING Co., Inc.

WHOLESALE RADIO

25 West 18th Street NEW YORK CITY

Telephones Chelsea 5171-5172

Plans Are Completed for New Jewett Factory

Detroit, Mich., November 6.—The Jewett Radio Phonograph Co., of this city, has just announced a radical expansion of its manufacturing facilities. This expansion takes the form of a new factory and general headquarters in the Northern outskirts of Pontiac. Plans for the first unit have been completed by Fischer Bros., architects, and construction work will begin immediately on the company's five and one-half acre tract near Sylvan Lake. The building will be of fire-proof construction and each unit will be two stories, 50 by 200 feet in size. The plant will be devoted exclusively to the manufacturing of the company's radio products.

As soon as the Pontiac factory is finished the Jewett general offices will be moved there from the twelfth street Terminal building in this city where they have been located during the development period of the company. The Pontiac plant will not displace the large factory which is now being operated at Allegan but will take over work on new products of the company with a special reference to a radio set which will be marketed early in 1924.

Joins Music Master Staff

Announcement was recently made of the appointment of H. N. McMenimen, well known in the talking machine circles, as wholesale radio manager of the Music Master Corp.'s distributing interests. Russell Huntting, Jr., has also been added to the Music Master's staff.

Mother of E. C. Rauth Dies

The friends of Edwin C. Rauth, vice-president of the Koerber-Brenner Co., St. Louis, Mo., have learned with regret of the recent death of his mother.

Cheney Sales Co. Opens

The Cheney Sales Co., Omaha, Neb., recently held the formal opening of its store at 315 South Seventeenth street. The new establishment is under the management of H. H. Heintzelman and features the Cheney line of phonographs and Vocalion records, which it is bringing before the public in an effective manner through advertising, etc.

Vocalion Record Demand Shows a Healthy Growth

Business in Most Sections of the Country Somewhat Better Than for Corresponding Period Last Year—Dance Records Most Popular

O. W. Ray, general manager of the wholesale Vocalion record division of the Aeolian Co. who returned to his desk recently, after a few days spent at Atlantic City recuperating from the effects of a cold, reported that the record demand was showing a very satisfactory increase during the Fall and that Vocalion record business in most sections of the country showed a noticeable improvement over trade for the corresponding period of last year.

Dance records are in particular demand, there being a very substantial run on the Austin Wylie's Orchestra records in the Middle West and on the Ben Bernie Orchestra records in the East. The set of seven records bearing the complete recordings of Beethoven's Ninth Symphony are enjoying a surprisingly large demand for records of this high type, and the wisdom of presenting this ambitious work to phonograph owners has been proved by results.

William Phillips Granted Patent on New Tone Arm

William Phillips, president of the Wm. Phillips Phono-Parts Co., New York City, reports having just received word from his patent attorneys that favorable official action had been taken by the Patent Office at Washington on his patent application covering his phono-radio tone arm. He states that broad and dominating claims are allowed.

R. R. Wilson Wins Contest

The sales contest conducted by the distributing division of the General Phonograph Corp., 15 West Eighteenth street, New York, among the members of the sales force, resulted in a large number of new accounts being opened and a most satisfactory sales total for the month of October. The contest, which was in the form of a series of baseball games, with each salesman representing a team, lasted the entire month and aroused the enthusiasm of the sales force and the dealers. R. R. Wilson was the winner of the contest.

McArthur & Co., Boston, Install Radio Department

New Department to Be Under Manager of Music Division of Old Established Music and Furniture House—Featuring Excellent Line

Boston, Mass., November 6.—Arthur McArthur & Co., well-known music and furniture house in Adams Square, and probably one of the oldest merchandisers in this territory, have recently added a radio department to their musical department. This department is under the direct supervision of the manager of the music division and an extensive line of receivers is being handled.

The management of this department made a very extensive study of the business before deciding on the lines the store would feature, and is satisfied that the lines which are being carried represent the best known and fastest selling merchandise.

Among the lines being carried are RCA, Atwater-Kent, Freed-Eisemann and the Brunswick Radiola. Complete receivers are being featured, and receivers are being merchandised in a fashion which makes it a part of the furnishings when a suite is purchased.

Timmons' Larger Business Compels Addition to Staff

C. A. Malliett, general sales manager of the Timmons Radio Products Corp., Philadelphia, reports that the staff of that organization has been substantially enlarged to take care of the steadily increasing business of the company. E. B. Loveman, formerly with the Watson Stabilator Co., of Philadelphia, and familiar with the conduct of business in the radio field, has been appointed business manager. F. C. Selby, who has been appointed trade promotion manager, was for many years connected with the Philadelphia Bulletin, and as an experienced newspaper man is familiar with trade promotion from its various angles. E. Rohrback has been added to the sales staff to represent the interests of the Timmons Corp. in the mid-West.

The Timmons line now includes the various models of Timmons talkers both cabineted and for installation, as well as phonograph attachments and the B-Liminator, a substitute for the "B" battery.

Ogren Co. Chartered

Rockford, Ill., November 1.—The A. G. Ogren Music Co., 415-17 Seventh street, has been incorporated with Ivan Lutzhoff as an officer of the company. Mr. Lutzhoff has been associated with A. G. Ogren and G. L. Brundine, the other proprietors of the business, for the past three years. The Ogren establishment is one of the oldest music firms in the city and deals in pianos, phonographs and records.

Levis Purchases Balcom Co.

Through the purchase of the Balcom Music Co. the Levis Music Stores secured the exclusive representation for Rochester, N. Y., and vicinity of the Vocalion line of phonographs and records, together with other Aeolian-made instruments. Practically all of the Balcom organization have joined the Levis staff, making the Levis Music Store one of the largest in western New York.

Sampson Co. Opens Branch

Filer, Ida., November 6.—A branch store of the Sampson Music Co., of Boise, has just been opened in the Ripley Building on Main street here. This concern handles the Gulbransen and Chickering lines of pianos, as well as Victrolas and records. The new branch will be operated by the following salesmen: W. E. Patterson, P. H. Porter and J. E. Lind.

Dulce-Tone

Radio Talking Machine Speaker

Protect Your Volume of Record Sales

LEADING talking machine engineers agree that Dulce-Tone attains a new standard of radio reproduction. Never before has the true volume of the incoming signal been combined with the full tonal quality of the talking machine.

Dulce-Tone helps you sell talking machines by perfectly adapting ALL the fine qualities of talking machine reproduction to radio. It protects your record sales—*because it does not necessitate the removal of or tampering with any of the talking machine's reproducing parts.* Simply place the needle on the Dulce-Tone reed as illustrated, plug in and tune the radio as usual.

Two models to fit all talking machines except "hill-and-dale" reproducers. Retail price complete with 6-foot phone cord, $10.

Dulce-Tone is not an attachment. It is safe to use with the finest talking machines—Victor Jobbers sell Dulce-Tone.

Let Dulce-Tone forge a powerful link between your present talking machine business and the added profits of radio. Write for details.

THE TEAGLE COMPANY

1125 OREGON AVENUE • CLEVELAND, OHIO

ORSENIGO

RADIO and PHONOGRAPH

IN every industry there is a leader, and throughout the talking machine and radio industries, ORSENIGO cabinets are recognized as standards of perfection in workmanship and design.

ORSENIGO cabinets lend an atmosphere of refinement to the home that is incomparable. There is real pride of possession among owners of ORSENIGO phonographs, and beauty of appearance combined with exceptional tone quality provides the dealer with quality instruments at moderate prices.

ORSENIGO products are now being manufactured completely equipped with phonograph mechanism or as phonograph and radio combinations. They are a worthy addition to the lines being merchandised by the most successful dealers.

The ORSENIGO COMPANY, Inc.

383 Madison Avenue
at 46th Street
New York City

Factory: Long Island City, N. Y.

FIVE RECORD RECORD BREAKERS

SHOW ME THE WAY

NOBODY LOVES YOU LIKE I DO

TAKE ME

SEVENTEEN

TOODLES

Above Songs Featured By Orchestra And Vaudeville Acts From Coast To Coast

IRVING BERLIN INC., 1607 Broadway, New York

Clarence Williams Hit Finding a Ready Sale

Clarence Williams Music Co., 1547 Broadway, New York City, has one of the most active catalogs in its history. This firm, which specializes in snappy blue and jazz numbers, has six active sellers. They include "Everybody Loves My Baby," "Cast Away on the Island of Love," "Cake Walking Babies From Home," "Pickin' on Your Baby" and "Santa Claus Blues."

These numbers are having sales in all parts of the country. The first two numbers have been featured by the Clarence Williams Trio, composed of Eva Taylor, Clarence Todd and Clarence Williams, who, among other methods of publicity, frequently broadcast these numbers over WHN, New York City.

"Santa Claus Blues" is by Gus Kahn and Charley Straight, with a special arrangement by Aaron Thompson, of the Clarence Williams Co. This number, although recently released, is already a big seller and its popularity should increase. All of the above numbers are recorded by the leading talking machine-record and music-roll manufacturing organizations.

"Everybody Loves My Baby" is being featured by the Fooshee Sisters in "Artists and Models" now playing at the Astor Theatre, New York, and by popular vaudeville headliners.

Al Jolson and Ray Miller Guests of the President

Brunswick artists were well represented at the breakfast given by President and Mrs. Coolidge at the White House recently to more than thirty members of the theatrical profession. The Brunswick artists included Al Jolson, famous musical comedy, vaudeville star and Ray Miller and His Orchestra. Al Jolson was the feature at the festivities on the lawn at the White House and in addition to singing several selections in his own inimitable way, gave a humorous monologue that the President thoroughly enjoyed. Ray Miller and His Orchestra were very much in evidence, and contributed materially to the success of the gathering.

Al Jolson and Ray Miller With the President

Drive for Radio Business Averages a Sale a Day

St. Petersburg, Fla., November 7.—The Radio Specialty Co., of this city, which is featuring the Federal radio products, has been staging an energetic drive for business, with excellent results. During the Summer months, when the demand for radio seemed to have dropped off, W. H. Burke, general manager of the company, reports a sale of a Federal set a day.

Century Music Co. Buys "Norwegian Cradle Song"

Gabriel Morel's International Success Now Becomes a Regular Part of the Century Edition —American Version Preserves Characteristics

The Century Music Co. recently acquired Gabriel Morel's international success, the "Norwegian Cradle Song." This number, which has sold over a million copies in other parts of the world, will be made a feature addition to the Century line during the coming season.

In purchasing the American publishing rights the Century Music Co. realized that any song that sold a million copies outside of the United States would, properly exploited, have a tremendous sale here.

The "Norwegian Cradle Song" is composed of three separate, distinctive melodies, all of them sweet, alluring and attractive. The American arrangement of the number is so simple that none of the melodious strains are lost in the piano copies now off the press, which are expected to be very popular.

Columbia Adds to Sales Force

J. Brands, formerly of the executive department of the Columbia Phonograph Co., and George Baker recently joined the sales force of the wholesale department of that company. Mr. Brands will cover the up-State territory.

Sheet Music Sales Show Marked Increase in Ohio

Canton, O., November 4.—Greatly increased sheet music sales are reported at leading Canton music shops in recent weeks, compared to a year ago, it was learned this week. The gain in this line of merchandise is said to be fully 20 per cent.

Popular sheet music has the call in local shops, and although competition is more keen this Fall than previously, due to the recent opening of several new stores, sales have failed to slump and indications are that this phase of music store merchandising will be brisk right up to the holidays.

Among popular numbers now the best sellers are "Eliza," "My Sweetheart," "Charley, My Boy," "June Night," "Moonlight Memories," "Just Little You," "Oh, Peter," "When the One You Love Loves You" and "Doodle Doo Doo."

Leo Feist, Inc., has issued some special advertising material on two of its newest songs, "Dear One" and "Eliza." "Dear One" is a love song with a melody that is proving quite popular in recent weeks, and with the present campaign inaugurated by the publishers it should achieve high sales totals during the months to come. "Eliza" is a fox trot by writers who have been responsible for several huge successes during the past few seasons, namely, Gus Kahn and Ted Fiorito.

The Powerful

GAROD

NEUTRODYNE

Made by The GAROD CORP. 120 Pacific St. Newark, N. J.

GLEANINGS from the WORLD of MUSIC

Reason for Sheet Music "Come Back" and the Vital Need for Adjustment

Return of Activities in the Sheet Music Field Develops New Problems—Dance Vogue Largely Responsible—Overproduction of Good, Salable Popular Numbers—Co-operation Needed

With the return of activity to the sheet music counters of the country following the opening of the Fall season, there has been a tendency on the part of publishers, distributors and dealers to take stock and adjust themselves to what undoubtedly is a new situation.

That sheet music has come back, and this in a most healthy way, is without question. That it has even been more active than was anticipated or predicted is also generally accepted. On the other hand, both publishers and dealers are operating under changed conditions, and while the business is most active there has been added a new problem that merits thought and attention.

Problems of Overproduction

It was never thought likely that popular publishers would see an era when there would be an overproduction in which there were all too many hits, near-hits and worth-while numbers. Overproduction we have had with us before, but never accompanied by numbers of good salable character, most of which rightly should have a wide sale. Such is the present situation. There are too many numbers and a goodly proportion of these are far above being what are termed in the trade "dogs."

Herein lies a difficult problem, for not only is there a wealth of material of wide popularity being produced, but practically every publishing house has, in addition, many other meritorious manuscripts which have all the earmarks of potential hits.

It is quite difficult to remedy such a situation. All of the numbers that have achieved success in either song or dance form are being properly exploited. The music-buying public is responding and purchasing music, but with such a diversity of good numbers the volume on individual numbers is not as large as it should be, although in the aggregate the sales totals are quite heavy for the season.

Dance Vogue the Reason

Undoubtedly the cause of the present wealth of material, aside from the fact that the writers are producing good material, is the vogue and popularity of dance music. In many instances these dance successes are apart from the song catalogs of the houses that publish them. In the older days this was not so. To a great extent a song was accepted for its possibilities and shortly thereafter, when it had further proved itself, it was issued in dance form. Today numbers are often accepted for their dance properties and shortly after lyrics are produced to give the number added value.

Filling a Demand

The modern dance orchestra requires a lengthy list of material in order to not only make itself popular but to avoid too frequent repetition. So the issuance of many numbers is merely filling a demand. The dance orchestra is quite voracious. Furthermore, with the great number of orchestras now playing to capacity audiences the popular number in its dance form has a much shorter life than was the case some years back.

Adjustment Needed

The situation calls for adjustment. It will not, however, be easily solved. Publishers, like most other business executives, are prone to operate along the line of least resistance. This is particularly true when there are quick profits to be made in that direction. No one publisher could by limiting production add to the health of the situation, and it is hardly likely that any unanimous action can be arranged in the near future. The drawback that operates against any get-together plans are present profits. After a lean period during the late Fall and most of the Summer if is hardly to be expected that there will be a rush to mend the situation. There are good profits under present conditions and no one is quite sure that proposals so far advanced are going to cure a situation which, while profitable, is not the most acceptable.

Census Figures Show Gain in Value of Sheet Music

4.1 Per Cent Increase in Value of Sheet Music Printed and Published in 1923 as Compared With 1921—$14,024,672 Total

WASHINGTON, D. C., November 6.—That the phonograph and player-piano have by no means put sheet music "out of the running" is indicated by the report just issued by the Census Bureau showing that the value of music printed and published in 1923 was 4.1 per cent greater than the value in 1921. The report shows 109 establishments to have been engaged in this industry last year, with products of a total value of $14,600,973, as compared with 107 establishments and a production of $14,024,672 in 1921.

Establishments which both printed and published music reported a production valued at $4,457,308 last year, a decrease of 12.6 per cent as compared with 1921, when $5,101,919 was reported. On the other hand, music published by establishments which have their printing done elsewhere totaled $10,143,665, an increase of 13.7 per cent over 1921, when it was stated to be $8,922,753.

Of the 109 establishments reported in 1923 forty-eight were located in New York, seventeen in Illinois, ten in Massachusetts, eight in Ohio, seven in Pennsylvania and four in Missouri. The total number of persons engaged in the industry was 2,816 last year, an increase of 17 per cent over the 2,406 reported in 1921, and salaries and wages were $4,713,298, an increase of 12.5 per cent over the $4,187,584 reported in 1921. Cost of materials, including fuel and containers, was $2,251,078 as compared with $2,016,311 in 1921, an increase of 11.7 per cent.

Leo Feist Numbers at Top of the Selling List

The Leo Feist, Inc., ballad, "The Pal That I Loved Stole the Gal That I Loved," is proving one of the surprise offerings of the Fall season. In some sections of the country this number is leading all competitors in sales figures. It is quite unusual for a ballad to assume such quick prominence. From a lyric and melody standpoint the number has wide appeal and the early recognition it has received has induced its publishers to put an intensive sales drive and publicity campaign behind it. The number is by Ed Nelson and Harry Pease of "Peggy O'Neill" fame.

Drive on "Worryin' Blues"

The Sam Fox Publishing Co., Cleveland, O., is making a special drive on "Worryin' Blues," the number that achieved national distinction by being played by Philip Spitalny and His Orchestra for Victor records. This song, with a lyric by Gus Kahn and music by Stubby Gordon and Philip Spitalny, is not only popular on the dance floors of the country, but has been used in many vaudeville programs by leading vaudevillians throughout the country.

SING OUR HITS! *The Big Six from the Home of Blues* PLAY OUR HITS!

"EVERYBODY LOVES MY BABY,
BUT MY BABY DON'T LOVE NOBODY BUT ME"

"KISS ME SWEET"
Fox-Trot.
By the writer of Sister Kate.

A Delightful Waltz Ballad
Have you ever been
"CAST AWAY"
(on the Island of Love?)

"Mama's Gone, Goodbye"
The Biggest Dance Tune of the Season.

The King of Strut Tunes
"Cake Walking Babies"
(From Home)

SANTA CLAUS BLUES

CLARENCE WILLIAMS MUSIC PUBLISHING CO., 1547 Broadway, New York City, N.Y.

European Plans of Lopez Discussed at Luncheon

Popular Orchestra Leader Guest of Honor at Luncheon Tendered by His New Managers

Vincent Lopez, the well-known orchestra director, who has become nationally famous through his recordings made for Okeh records and through the widespread publicity he has received, together with "His Hotel Pennsylvania Orchestra," as radio artists, is to further extend his musical activities. This was announced at a recent luncheon held at the Friars' Club, at which Vincent Lopez was the guest of honor. The luncheon was tendered to Lopez and his many newspaper friends by his new managers, William Morris and S. Hurok. William Morris and S. Hurok have added Lopez to the list of international stars of the stage and operatic and concert fields now under their joint direction, which include Sir Harry Lauder, Anna Pavlowa, Feodor Chaliapin and numerous other notables.

Following the luncheon Mr. Morris made a short address in which he pointed out the popularity Mr. Lopez has achieved in the dance and orchestra field. He also outlined the plans of his present managers to further capitalize his widespread popularity and to greatly extend his musical activities. Mr. Lopez made a short address in which he roughly sketched the opening program of his first orchestral concert appearance at the Metropolitan Opera House on Sunday afternoon, November 23.

Following his appearances in the United States Lopez is to tour the larger centers of Europe. It is planned, however, to have his appearances in European capitals of limited duration, so that his absence from the United

Vincent Lopez

States will be, at the most, in six-week periods. This will conserve and add to his steadily increasing popularity in the United States and make it possible for him and his organization to keep their record releases up to date.

Chappell-Harms Ballad Successes

A Brown Bird Singing
In The Garden of Tomorrow
Land of Might-Have-Been
Love's First Kiss
My Thoughts of You
One Little Dream of Love
Smile Through Your Tears
Someday, In Somebody's Eyes
Some Day You Will Miss Me
Song of Songs
Sweetest Call
There's a Song in My Heart
Sweet Navarre
What a Wonderful World It Would Be

New Musical Production

"Polly," a musical version of "Polly of the Circus," was recently produced in San Francisco by Thos. Wilkes, who is producer and responsible for the success of "Topsy and Eva." The music is by Hugh Felix and lyrics by Frederic Martens. The outstanding songs are "Rumble" and "All the World Is Loving." The music is published by Leo Feist, Inc.

Phil Ponce Moves

Phil Ponce Publications have moved from the Roseland Building to the Hilton Building, 1595 Broadway, New York City. Mr. Ponce, head of the company, has associated with him in his new offices, which are in a prominent location, Merle Kendrick, the well-known arranger. The Ponce organization is at present featuring the Spanish novelty, "Lady of My Cigarette," and a comedy number called "Oh, My, Yes," both of which are reported to be selling rapidly.

Organ Big Feature in New York Hippodrome

Frederick Kinsley, Hippodrome Organist, Builds Rapid Popularity Among Audiences of Big Vaudeville Theatre

When Keith's took over the Hippodrome Theatre, New York City, one of the new features that was added was a pipe organ, so to-day at every performance in the Hippodrome an organ solo takes some part in the program. This mammoth house, seating 5,000 people, lends itself admirably to organ renditions and proves an attraction of importance. Indeed, the organ as an entertaining medium has in recent years been given more and more recognition.

An organ can be of the utmost importance in any theatre's program, as some of the better motion picture photoplay houses have shown. The prime requisite for the best use of the organ is the selection of the organist; all too many of the smaller motion picture houses seemingly fail to realize this and their programs suffer accordingly.

When Keith's installed an expensive organ they went over the whole field of popular organists in an effort to get the very best. They succeeded in getting Frederick Kinsley, who has given the Hippodrome's patrons organ recitals of distinction. Recently Mr. Kinsley played "Haunting Melody" as a solo, with the result that his rendition was repeatedly encored. The program was only one of many similar effective organ programs which have added immensely to the Hippodrome as a place of superior attraction.

Prior to joining the Hippodrome staff Mr. Kinsley had long training as a public organist. His work included many concert engagements and he is recognized as one of the national figures in this field.

Leo Fall, the Austrian composer, recently arrived in New York City on his first visit to the United States. He will be here to witness the production of his comic opera, "Madame Pompadour."

Who Is Responsible for Retail Stock Turnover

A. Golding, Advertising Manager of Hearst Music Publishers of Canada, Ltd., Discusses This Most Important Question

From the despatch of music from the publisher's plant to the tinkle of the cash-register bell is quite a distance—the distance that represents rate of turnover.

For years the music dealer has been preached to and offered all sorts of help. He has been told how other dealers in other towns turn over their stocks so many times a year. He appreciates all this, but now he is beginning to realize that the publishers really have a more definite responsibility than just talk, that shows the value of turnover as a profits builder.

The dealer is quite right. There is a definite responsibility belonging to the publisher in helping the dealer sell his music and stimulating turnover along the following lines:

1. Correct selling methods.
2. Discriminate production.
3. Adequate consistent advertising.

Analyzing the proposition along these lines the responsibility becomes obvious. The "Sell Him or Die" policy is still very prevalent; and the fact that a sale is not a sale unless it gives complete satisfaction has been lost sight of and forgotten. The result is that the dealer is still being oversold and made to buy more than he can reasonably sell in a certain length of time, and consequently with the stuff staring him in the face makes a very poor prospect on a return trip.

The Hearst Music Publishers of Canada, Ltd., do not look upon the dealer as a man to be sold as much sheet music as his racks will hold. We are not as much interested in how much he buys as we are in how much he can sell. We always think of him in terms of his selling capacity.

We gauge demand by careful analysis and increase this demand by adequate consistent advertising, and at no time do we permit any of our dealers to carry burdensome stocks.

One reason for this attitude is simply because we realize that the most essential link in the disposal of any product and particularly sheet music is the dealer, who, should wrong selling methods be applied, cannot help but reflect upon the publishers and adversely affect their output.

With regard to turnover it would be expedient to emphasize the fact that $100 turned over ten times a year gives more profit than $1,000 turned once; therefore, discretion should be used both in buying and particularly in selling. Shelf-warmers should be most severely eschewed by both dealer and publisher, and efforts concentrated on those publications which move quickly.

Ralph Pollock's Orchestra in Big Dealer Tie-up

Plays to Large Crowds in Consolidated Co. Warerooms Featuring Sam Fox Numbers

Ralph Pollock and His Orchestra, now touring the Middle West, have played to enthusiastic audiences in all the cities which this organization has visited. One of the features of the appearances of this musical aggregation in different cities is the hook-up and co-operation given to trade activities. An instance of this was recently shown in Salt Lake City, where the Consolidated Music Co. arranged for the orchestra, which was then appearing at the Victory Thetre, to also play in its warerooms.

Reproduced herewith is a photograph of the large crowds which gathered in front of the Consolidated Music Co. while the Pollock Orchestra was giving a program in the store. This was a wonderful advertisement for the store and added recognition and prominence for the orchestra, as the store sold hundreds of player rolls and talking machine records in which this musical combination was interested. The numbers in this instance featured were several songs from the Sam Fox Publishing Co.'s catalog, including "Rosita," "A Japanese Sunset," "Nola" and "There Is No One Like You."

This method of having visiting musical combinations arrange a program in the retail stores is a move that should be encouraged. The advertising from such bookings cannot be overestimated, and the immediate sales that are made while the orchestra is performing undoubtedly pay the cost of the appearance, and later sales should be created over a fairly long period.

Ralph Pollock is famous for the wonderful stage settings given in the presentation of popular hits. His orchestra has proved a big drawing card throughout the West. At present it is playing an indefinite engagement at the American Theatre, Denver, Col., all of which shows it pays to hook up those who sell the music.

Crowd Before Consolidated Music Co.

Whiteman Features Feist Number in Concert Tour

"When the One You Love Loves You" of His Own Composition Is Popular

Paul Whiteman and His Orchestra, now touring the country playing concert engagements, is featuring among other popular numbers a song written by himself, entitled "When the One You Love Loves You." This fox-trot is sung in all his programs by Morton Downey, who appears as soloist with this musical aggregation.

Whiteman's concert engagements have proved among the most important of this season's offerings. His appearance in every city where he has conducted has brought forth packed houses of music lovers, with the result that the numbers he renders, including his own "When the One You Love Loves You," are among the most popular sellers in the localities visited by his organization. The above song is published by Leo Feist, Inc.

"Bianca" one-act grand opera by Henry Hadley, will be produced this season by the Chicago Civic Opera Co. The score and libretto of this work are published by Harold Flammer, Inc., of New York.

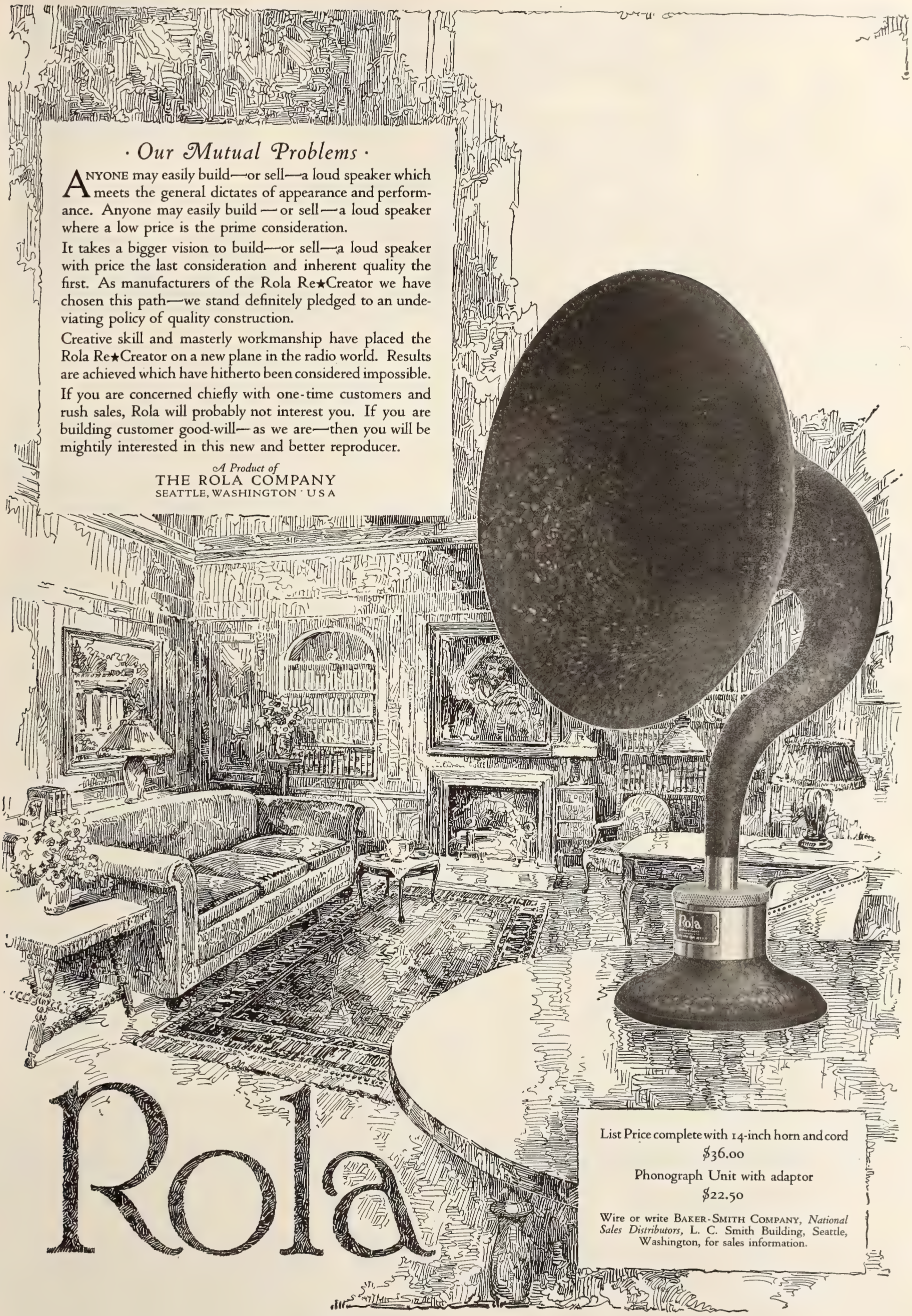
"From Song to Symphony" New Ditson Publication

New Book by David Gregory Mason a Manual of Music Appreciation Based on Second Year of Federation Course

The Oliver Ditson Co., Boston, Mass., is the publisher of "From Song to Symphony" by Daniel Gregory Mason, author of "From Grieg to Brahms," "Beethoven and His Forerunners," "The Romantic Composers," "Great Modern Composers," "A Guide to Music," etc.

"From Song to Symphony" is a manual of music appreciation based on the second year of a study course in music understanding adopted by The National Federation of Music Clubs. The first year of this course is covered in "The Fundamentals of Music" by Prof. Karl W. Gehrkens of Oberlin College, Oberlin, Ohio, who is the author of "Music Notation and Terminology," "Essentials in Conducting," "Introduction to School Music Teaching," etc. The book for the third year, to be issued on or about May, 1925, will be entitled "Musical Instruments," the author of which is Dr. Edgar Stillman Kelley of the Western College for Women, Oxford, Ohio, composer, lecturer and author of "Chopin the Composer." The fourth year book, which will be published late in 1925, or early 1926, is called "Epochs in Musical Progress," a manual of musical history, by Prof. Clarence G. Hamilton of Wellesley College, Wellesley, Mass., author of "Outlines of Music History," "Sound and Its Relation to Music," "Piano Teaching—Its Principles and Problems," "Music Appreciation Based Upon Methods of Literary Criticism," etc. All of the series are, or will be, published by the Oliver Ditson Co.

"From Song to Symphony" is a text book for the two year study course in music understanding and presents the chief types of musical art in their sequence from the folk song to the fully developed symphony of the modern period. It is one of a series of books which together with the program of the National Federation of Music Clubs is doing much for the cause of musical development in America. "From Song to Symphony" is clear and concise and takes the reader step by step through the periods of various phases of musical development. It is an instructive and interesting volume.


· Our Mutual Problems ·
ANYONE may easily build—or sell—a loud speaker which meets the general dictates of appearance and performance. Anyone may easily build — or sell — a loud speaker where a low price is the prime consideration.
It takes a bigger vision to build—or sell—a loud speaker with price the last consideration and inherent quality the first. As manufacturers of the Rola Re★Creator we have chosen this path—we stand definitely pledged to an undeviating policy of quality construction.
Creative skill and masterly workmanship have placed the Rola Re★Creator on a new plane in the radio world. Results are achieved which have hitherto been considered impossible.
If you are concerned chiefly with one-time customers and rush sales, Rola will probably not interest you. If you are building customer good-will— as we are—then you will be mightily interested in this new and better reproducer.
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Rola
List Price complete with 14-inch horn and cord
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Phonograph Unit with adaptor
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Wire or write BAKER-SMITH COMPANY, National Sales Distributors, L. C. Smith Building, Seattle, Washington, for sales information.

Oregon Dealers and Jobbers Planning Formation of a Radio Trade Association

Trade Recognizing Importance of Radio as Adjunct to Music Business—Entire Trade Optimistic Over Business Outlook—Alterations at Sherman, Clay Branch—Other News of the Month

Portland, Ore., November 3.—The big question of the day being discussed by local music dealers is radio. Thirty-five jobbers and dealers in radio equipment recently met and voted unanimously to form an Oregon Radio Trade Association. A committee of five, including G. F. Johnson, of the G. F. Johnson Piano Co., was appointed to recommend a constitution and by-laws and to nominate officers and a directorate. H. H. Princehouse, of the McCormick Music House; L. D. Heater, phonograph and radio jobber; Cliff Neilson, manager of the phonograph and radio departments of the Wiley B. Allen Co., and G. F. Johnson were the music trades representatives present at the first meeting. Many more of the music dealers are expected to join before the next meeting.

The local Sherman, Clay & Co. store is making extensive alterations to make room for the new radio department. A full line of the products of the Radio Corp. of America, the Crosley Radio Corp. and Gilfillan Bros., Inc., has been stocked. A. M. Briggs is in charge of the department.

The wholesale department of the Brunswick Co., A. R. McKinley, district manager, reports the closing of the October business, the first year of the consolidation of the Pacific Northwest wholesale branches, that the move was most satisfactory, with the volume of business transacted far beyond that of former years. E. S. Ross, expert radio man with the Brunswick Co., reports the following Portland stores having installed a complete line of Brunswick-Radiolas: Wiley B. Allen Co., the Bush & Lane Piano Co., Edwards Furniture Store, Hyatt Music Co., Meier & Frank Co., Beaver Pharmacy, Phoenix Pharmacy and the Irvington Pharmacy.

Randall Bargelt, local wholesale manager of the Columbia Phonograph Co., announces that Seattle has been made a factory branch, with the Pacific Northwest distributing point in Seattle, instead of San Francisco as in the past. W. H. Lawton has been appointed branch manager for Washington, Oregon and Idaho. The arrangement meets with the approval of all the local Columbia dealers as service will be speeded up to a great extent.

E. A. Bargum, Pacific Northwest traveling representative out of Portland Edison headquarters, just completed a complete circuit of the Edison dealers in eastern Washington and the territory about Seattle, where he instituted several new Edison accounts. Due to the recent rains Mr. Bargum reports a feeling of optimism among the music merchants in general and found business particularly flourishing in western Washington. Arthur Gabler, manager of the Edison Phonographs, Ltd., for the Pacific Northwest territory, reports that large shipments of Edison phonographs are moving in by way of rail and water from the factory, but in spite of this there will be a material shortage for holiday deliveries, on both the London and Baby consoles as the demand for these two models is daily increasing. Mr. Gabler reports a splendid amount of booking of Edison phonographs for December and anticipates that both November and December purchases will exceed by 20 per cent those of 1923. New and attractive holiday Edison literature will soon be distributed by Mr. Gabler to the dealers and they have all commented that they expect their sales to take an upward bound immediately following the national election and all are preparing their stocks to meet these improved conditions. Edison dealers visiting Portland the past month were George C. Will, of Salem, Ore.; Thomas Young, of Pendleton, Ore., and Sanford Adler, of Baker, Ore.

The Powers Furniture Store, exclusive Victor dealer, has completed extensive improvements to its department and now has one of the most attractive, complete and exclusive Victor departments in Portland. A. F. Erickson has built up a splendid Victor business since taking charge over a year ago.

The Meier & Frank phonograph and radio department featured an exhibit at the annual Pacific Northwest Livestock Show, held in Portland November 1 to 8, inclusive. The full Brunswick-Radiola line was on exhibit and demonstrations were given each afternoon and evening. Wm. Hodecker, manager of the Meier & Frank department, was assisted by E. S. Ross, of the Brunswick wholesale department. The Meier & Frank store featured a beautiful window display of the Brunswick-Radiola line which drew many interested customers.

Cliff Neilson, manager of the Wiley B. Allen Co., reports the smaller sets of the Brunswick-Radiolas meeting a big demand and they expect to do a tremendous Christmas business in both the combination and separate Radiolas. He reports excellent October business, despite the lull before election.

The Wm. Wood Pipe Organ Co., Inc., has opened for business in Hillsboro, Ore., and will deal in pipe organs, pianos, phonographs, etc.

H. J. Ebert, manager of the Victrola department of Sherman, Clay & Co., reports business so flourishing that he has found it imperative to add another salesman, Lee G. Simmons, to his department.

L. D. Heater, Pacific Northwest distributor of the Strand console, Portophone, Okeh and Odeon records, is making an extensive trip of the Pacific Northwest territory and sends in substantial orders for his many lines. Mr. Heater is going into the radio business quite extensively and has added to his line for distribution among the dealers the following radios: Thompson five and six-tube neutrodyne sets, the full line of Strand radio models, the Dietrickson one, two and three-tube sets, the Nyaccoflex in the two-tube combination portable set and the five and six-tube portable sets. Mr. Heater reports a big sale on all radio equipment and reports the Music Master loud speaker in big demand. Wm. Gohnesse, in the radio department, is an expert in his line and gives Mr. Heater valuable assistance.

Charles Soulé, manager of the Starr Piano Co., reports excellent business in the Starr phonographs and Gennett records throughout the entire Pacific Northwest territory. Gennett records are increasing in demand, and the field is widening with every month's business. A record of unusual beauty and one that met with many orders from Portland dealers is the charming Golden Bird record, "O Sole Mio," played by Lorrance Evon on her violin, accompanied by her golden bird. This artist appeared in person in Portland last year and created quite a sensation and her recording of "O Sole Mio" and "The Herd Girl's Dream" has found a big sale by all who had the pleasure of hearing her in person. Duke Yellowman and His Irene Castle Orchestra have made a knockout record of "Follow the Swallow," and Mr. Soulé reports very large orders for this recording.

Glen Oswald's Serenaders is the latest Portland orchestra to be added to the list of Victor artists. This organization is a Portland product, playing at the local Winter Garden for several years, when several months ago they were called South to fill an engagement at the Cinderella Roof Garden at Los Angeles and the next thing Portland knew another one of its favorite orchestras was announced Victor artists. Their recording was done at the Oakland Victor branch and "Oh, Peter," and "You Go Your Way and I'll Go Mine" is their initial recording released in October. These young charges left Portland equipped with a full set of King instruments, purchased at the local Sherman, Clay & Co. store, and likewise the local department takes a share of the glory in their success, just as the local Seiberling, Lucas Music Co. takes in George Olsen's orchestra, equipped with a full set of Buescher instruments purchased from them before leaving Portland for New York. "Follow the Swallow" and "Biminy," the Victor record by George Olsen and His Music Makers, is proving the most popular of any of his records since he joined the Victor ranks.

A branch of the Jesse French Piano Co. will be opened shortly at Dothan, Ala. A full line of phonographs, pianos, records and sheet music will be carried. The new establishment will be under the management of J. H. Cumbus.

Here's Your Market!

(5 out of every 8 on the street would buy a good portable phonograph)

$25.00 List
(In Far West $27.50)

Here's your Portable!

Swanson Jr.

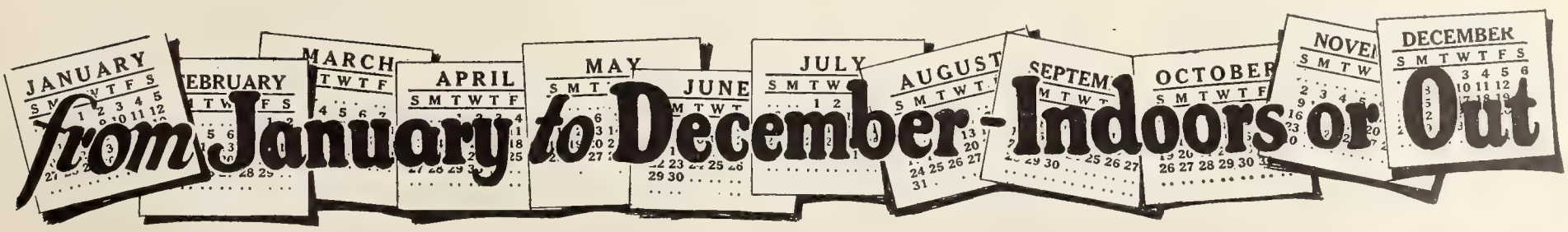
Has the strength and tone quality of cabinet machines. A value that amazes!

Weight, 12½ lbs. Case measures 12¾ by 11 by 6½".
Most compact portable phonograph on the market

Distributors of the Swanson Jr. Portable

Chicago: Lyon & Healy, Wabash Ave. and Jackson Blvd.
Cheney Talking Machine Co., 24 N. Wabash Ave.
Consolidated Talking Machine Co., 227-229 W. Washington St.
New York City. General Phonograph Corp., 15 W. 18th St.
Buffalo.....Wm. A. Carroll, 803 Bramson Bldg.
Cleveland.....Record Sales Co., 1965 E. 66th St.
Detroit.....Consolidated Talking Machine Co., 2957 Gratiot Ave.
Cincinnati..Columbia Distributors, Inc., 224 W. 4th St.
St. Louis.....Artophone Corp., 1103 Olive St.
Kansas City.....Artophone Corp., 804 Grand Ave.
Minneapolis.....Consolidated Talking Machine Co., 1121 Nicollet Ave.
Portland, Ore......L. D. Heater, 357 Ankeny St.
New Orleans.....Junius Hart Piano House, 123 Carondelet St.
Richmond, Va...Richmond Hardware Co., 101 S. 14th St.
Atlanta.....A. J. Wismer, 218 Barnett St.

Some exclusive territory still open for reliable jobbers. Write or wire



from January to December—Indoors or Out

Consolidated Talking Machine Co.

227-229 West Washington St. **Chicago, Illinois**

SELLING MUSICAL MERCHANDISE

By J. R. FREW

This is a practical book that describes the methods pursued by a successful music dealer in conducting his musical merchandise departments. It covers every routine problem incident to establishing and operating a department devoted to band and orchestra instruments.

This branch of the music industry has had a very prosperous year and an excellent opportunity awaits other dealers who take it up. It requires a small investment, gets quick turnover, involves no risk and, in addition to being highly profitable itself, increases the sale of talking machines, records, etc., and helps make a given store the music center of its community.

READ THE CONTENTS *of* THIS PRACTICAL BOOK

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List of Principal Musical Merchandise Products

Edward Lyman Bill, Inc.,
383 Madison Avenue, New York.

Enclosed find $2.00 — check — money order—cash—for which you will please send me "Selling Musical Merchandise". Postage prepaid.

Name.....

Address.....City.....

Enthusiasm Is the Keynote of Selling, Says Horning, of Stix, Baer & Fuller

Manager of the Phonograph Department of Big St. Louis Department Store Tells How He Has Built Up a Big Volume of Sales in Handling the Sonora Line

Enthusiasm is the keynote of selling, according to E. S. Horning, manager of the phonograph department of Stix, Baer & Fuller, one of the largest Sonora dealers in St. Louis, Mo. Writing in "The Sonora Bell," for October, Mr. Horning states as a principle that the salesman must be first sold on the product before attempting to sell the consumer.

Mr. Horning's Sonora sales records bear ample witness to the efficacy of his methods. He has a wide experience in the phonograph business. He conducted his own store in Boston for a number of years. His remarkable merchandising activity attracted the attention of Stix, Baer & Fuller and led them to make him a proposition to manage their phonograph department. Thoroughly believing in the policy of handling quality merchandise, Mr. Horning took on the Sonora line and has made an unqualified success with it.

"All phonograph sales are in proportion to the enthusiasm created for the instruments which are presented," says Mr. Horning. "The product must first be sold to the sales people before they, in turn, can present it to the public properly.

"The one big problem of a sales manager is his difficulty in organizing his sales producers to the point where they are thoroughly enthused about the products he plans to sell. Many managers have had the experience of buying instruments in which they thoroughly believed, but have found, that for some unknown reason the instruments failed to respond to sales efforts.

"After analyzing the situation, it has been found, if the instrument is a quality product, that it has been due entirely to the sales manager's negligence in failing to properly present the merchandise to his organization. In this period of phonograph manufacturing, there is no reason for any reputable house having merchandise below a standard. With this type of merchandise, you are so situated that you can truthfully advertise and base all statements upon honesty of product and meet competition fairly. While it is true that the daily newspapers are the most powerful form of advertising, it is also admitted and proved that personal contact with the customer is the paramount sales producer.

"All phonographs are sold by comparison, for the public has been educated to a great extent to the qualities of instruments manufactured. In this modern period of sales effort, it is true that qualities play an important part in sales. But one must not overlook the decorative values of the instruments which are now being manufactured, as the customer is vitally interested in the particular style that will best fit into his home environment.

"It is very fortunate that the larger stores, especially the department stores, are in a position to picture for their organizations conditions which assist them materially in getting results. However, the proprietor of the smallest phonograph store can do the same by observation, study and contact with fellow merchants. A good phonograph salesman should have a fair knowledge of interior decorating and be in a position to discuss the types of instruments that fit with the different types of period furniture which is now being manufactured. More and more consumers are demanding musical instruments of a decorative value.

"A new situation in selling is here and we are now training our salesmen in the selling of radio to the customer. As the radio is a form of entertainment, it is logical that it should seek its position as a combination with the phonograph. The organization that lacks in vision as to this fact will find itself somewhat discouraged in sales results.

"Service to the customer is the big issue; not by talking, but by actually doing. In view of intensive competition, it is important for an organization to be individualistic and creative. Standard modes of ethics are always characteristic of well-organized concerns, but if one wishes to obtain the greater results, it is important that new ideas, ways and means of selling be inaugurated at all times. These new ideas are found within your own organization, if

E. S. Horning

proper personal contact is maintained. Always listen to your employes' ideas.

"The manager who overlooks the potential gray matter of his employes is overlooking one of the greatest assets obtainable. Sonora products have a reputation that is worthy of the highest consideration on the part of everyone who represents the line. There is no need for misrepresentation in any form, at all times your advertising can contain absolutely truthful statements, and a customer can always be assured of receiving dollar for dollar value and utmost satisfaction.

"A good line of quality phonographs, plus enthusiastic presentation by your salesmen, plus sound belief in the line, yourself, and a determination to put it across in a big way, is certain to add up to a sum total of unqualified success; this year and all others to come."

Robert Martin's Orchestra Becomes Edison Artists

Among the new musical organizations which have been signed up to record for Thos. A. Edison, Inc., are Robert Martin's "I'll Say She Is" Orchestra, which is appearing regularly in the New York play by the same name, and Billy Wynne's Greenwich Village Inn Orchestra. Both of these organizations have obtained widespread popularity with radio audiences and their first Edison records will soon be released.

Phonograph Repair Parts

We carry a full line of repair parts for every motor made. Sixty-eight different types of main springs

Write for a catalog showing our complete line of parts and supplies

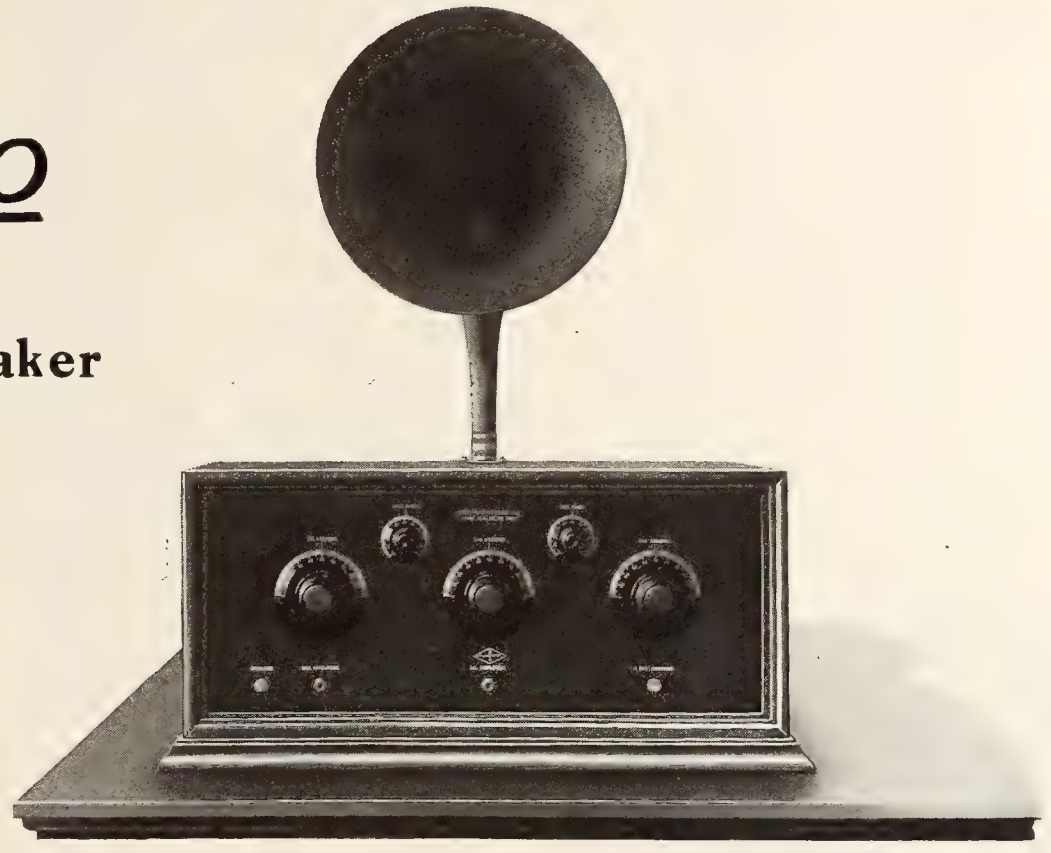
ATLAS PHONO-PARTS CO.
728 Atlantic Ave., Brooklyn, N. Y.
Phone, Nevins 2037

Difficult repair work given prompt attention

Murdock Five Tube Neutrodyne!

$100.00

Built-in Loud Speaker Compartment in Cabinet for "B" Batteries



Reg U S Pat Off — Licensed by Independent Radio Manufacturers, Inc. — NEUTRODYNE — Pat March 27 1923 and April 1, 1924 — Hazeltine Pats. Nos 1450,080 and 1489,228 — Other Patents Pending. — Reg U S Pat Off

An Important Announcement

THIS is one of the most important announcements that we have made in our 20 years of radio manufacturing experience—a Murdock Neutrodyne with built in loud speaker to list at $100. You will find that there is a demand from your customers for a high quality set at a reasonable price. The Murdock Five Tube Neutrodyne will meet that demand. When you have heard how clearly it reproduces and when you have seen the lasting workmanship and rich cabinet design, you will wonder how we are able to put it out at that price.

We are advertising the Murdock Neutrodyne in magazines and leading newspapers and furnish dealers with other selling helps. We suggest that you get in touch with your jobber or write us for further information.

WM. J. MURDOCK CO.
416 Washington Ave., Chelsea, Mass.

Branch Offices:

NEW YORK CHICAGO LOS ANGELES
SAN FRANCISCO SEATTLE

MURDOCK
RADIO PRODUCTS

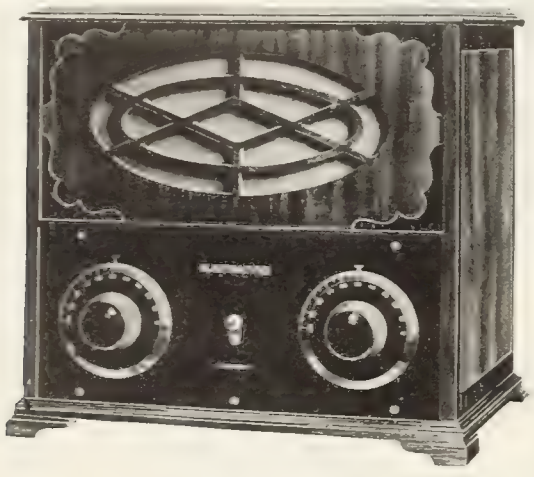
Standard since 1904

Electradyne, Batteryless Radio Set, Introduced

Foreign & Domestic Electrical Commodities, Inc., Announces the Addition of Two Models, With Unique Features, to Its Line

Jobbers and dealers handling radio products will be interested to learn that the Foreign & Domestic Electrical Commodities, Inc., New York, manufacturer of the popular Eagle charger, has added several products to its line, which give every indication of becoming as successful as this charger. The Eagle charger was introduced to the trade several years ago, and is now recognized as one of the standard chargers in the industry. It is being merchandised by jobbers and dealers everywhere, and its various distinctive features have made a particular appeal to talking machine jobbers and dealers. The merchandising of a successful charger has been successfully accomplished by phonograph dealers as a whole who realize that this product is an absolute essential in the radio industry.

The two new products introduced by the Foreign & Domestic Electrical Commodities, Inc., are the Electradyne, a complete set that uses the house lighting circuit instead of A batteries and the Fordec, a successful B battery eliminator that has stood severe tests under



The Electradyne

exacting conditions. The Electradyne has many unusual features in addition to the fact that no A batteries are used. The set is operated on A C only, but the manufacturers are emphasizing the fact that ninety-six per cent of the house lighting current in this country is A C. The radio-power unit used in the set has been tested and approved by the Fire Underwriters' Laboratories, and the set includes a built-in loud speaker. The cabinet is solid mahogany, with a wooden horn and the Electradyne is being merchandised through representative jobbers.

The Fordec, which eliminates the use of the B batteries, is also built for A C and works on the detector tube as well as the amplifier without hum. Jobbers and dealers handling the Fordec are using to advantage the fact that this B battery eliminator can use tubes which light but do not oscillate. It is stated that the Fordec has an output sufficient to perfectly handle standard five-tube neutrodyne sets, and this B battery eliminator is also being merchandised through jobbers.

The president of the Foreign & Domestic Electrical Commodities, Inc., is W. P. Barnhart, well known in the automobile field and previously connected with several prominent automobile concerns in executive and sales capacities. Mr. Barnhart at the present time has substantial interest in the automobile field, but is devoting the greater part of his time to the executive administration of the Foreign & Domestic Electrical Commodities, Inc.,

Maurice McCarthy, formerly general sales manager of the Eagle Carburetor Co., and widely known in the radio and electrical fields, is vice-president of the Foreign & Domestic Electrical Commodities, Inc., with headquarters at the company's Western offices, 11502 Madison avenue, Cleveland, O. Mr. McCarthy will be in charge of Western sales, and his thorough knowledge of merchandising conditions in the radio and electrical fields insures his success in his new work.

H. H. Southgate, formerly connected with the automobile industry in executive posts, is vice-president of the company, in charge of Eastern sales. Mr. Southgate has already accomplished splendid results in this important territory and is working in close co-operation with the jobbers and dealers handling the company's products.

J. H. Rubin, president of the Phototype Engraving Co., Philadelphia, associated with several other well-known industrial concerns and active in Philadelphia business circles, is treasurer of the company. Paul Barnhart, formerly connected with the automobile industry, is secretary of the Foreign & Domestic Electrical Commodities, Inc.

Concerts at Victor Atlantic City Showrooms Popular

The concerts given each evening at the showrooms of the Victor Talking Machine Co. on the boardwalk at Atlantic City, N. J., continue to rank high in popular favor. The showrooms and auditorium have established themselves as being among the stellar attractions at this seaside resort and thousands of visitors from every section of the country have had demonstrated the Victrola and Victor records as a means of entertainment and education. The explanatory talks given with the concerts have proved to be a popular feature. As typical of the concerts given each evening, the following, chosen at random from the programs for the past month, are interesting: October 15, "Why Is Jazz?" October 22, "From Vaudeville to Grand Opera"; October 29, "Famous Victor Artists as Composers"; October 30, "The Halloween Spirit in Music"; November 4, "Is America Musical?" November 11, "Armistice Day—Music of the Great War."

Once each week an operalogue is given, with the most famous operatic artists being heard through the medium of Victor records. Other popular programs are those devoted to one type of artists, such as, "An Hour With the Greatest Baritones and Tenors" and "The Greatest Violinists and 'Cellists."

Series of Successful Tone Tests Concluded

An extensive tone test season has just closed in the district served by the Phonograph Corp. of Manhattan, Edison jobber located in Orange, N. J. Elizabeth Spencer and Lucile Collette were the artists who appeared in over twenty cities located in eastern Pennsylvania, New Jersey, western Connecticut, and metropolitan New York. They started at Phillipsburg, N. J., on October 20 and closed in Woodhaven, N. Y., on November 14. The audiences were of representative size in each community and in Wilkes-Barre and Scranton exceeded 1,200. By special request of the local Edison dealers, matinee concerts were also given in Honesdale, Pa., Carbondale, Pa., and Newburgh, N. Y.

Traveling in Interest of Starr Equipment Corp.

F. Clifford Estey, vice-president and general sales manager of the Starr Equipment Corp., Brooklyn, N. Y., manufacturer of Starr "Quality" radio receivers, left this week for an extensive trip in the interest of the Starr line. Mr. Estey is an enthusiastic worker, and in the comparatively short time he has been connected with this organization he has been instrumental in opening a substantial number of new trade outlets for the merchandise. From reports emanating from the headquarters of the company the Starr receiver is proving particularly popular with the talking machine trade.

Adler Mfg. Co. Introduces the Royal Loud Speaker

The Adler Manufacturing Co., with factories at Louisville, Ky., and executive offices in New York, N. Y., has just placed on the market the Royal loud speaker, and this instrument is attracting wide attention. It was displayed for the first time at the recent Radio Exposition in New York, and the company was congratulated upon the attractiveness of the speaker and its tone quality.

The Royal loud speaker is a cabinet instrument with the Adler loud speaking unit, and has the same horn construction as is used in the Royal phonograph. The lid lifts and an adjustable unit is one of the dictinctive features of the speaker. The Adler Mfg. Co. is arranging for a good-sized factory production on this speaker, and this instrument rounds out the company's line, which now consists of Royal phonographs, Royal neutrodyne sets, phonograph combination and loud speaker.

Excellent Wm. A. Kaun Music Co. Publicity

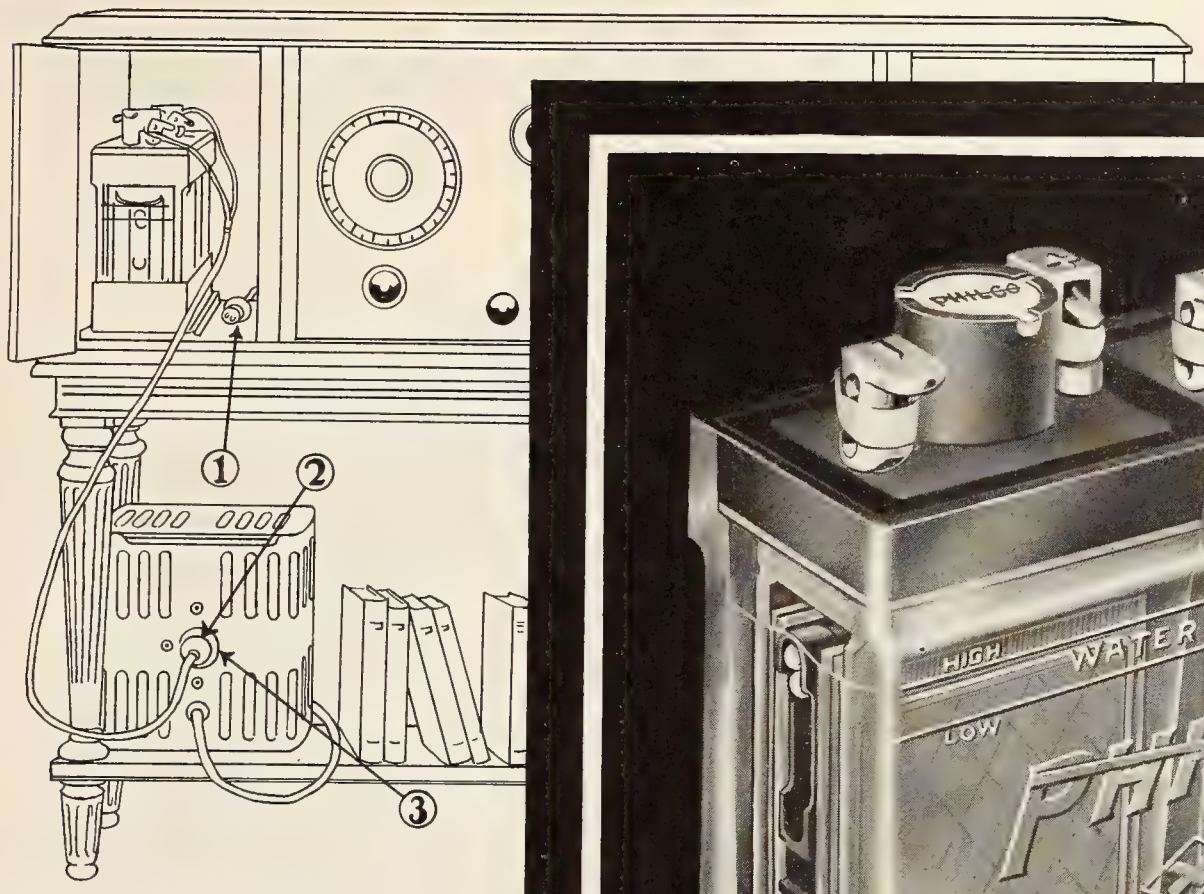
Milwaukee, Wis., November 6.—The Wm. A. Kaun Music Co., Sonora dealer, of this city, believes in letting the public know of the merchandise it handles. The accompanying illustration shows the building occupied by this live merchandiser, and conspicuous, surmounting the building, is the huge Sonora sign, which can be seen for blocks.

Sonora Sign on Wm. A. Kaun Co.'s Building

R. C. A. Has Big Income

For the third quarter of the year to October, the Radio Corp. of America reports gross income from sales, communications and other income of $11,183,379. After deducting $9,983,095 for expenses and depreciation, there remains an estimated surplus of $1,200,284.

Hopley & Peck, music dealers of Tekamah, Neb., have rearranged their store in the Masonic Temple Building in order to install a radio department, which will be under the direction of Dugan Lewis.



Philco "A" Battery on Charge

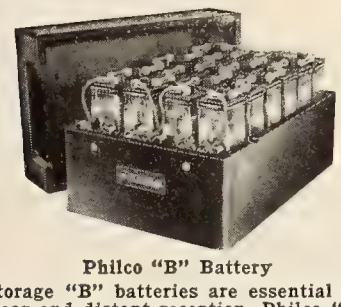
To connect the battery to the receiving set just pull out plug (2) from receptacle (3) of the Philco NOISELESS Charger and push into receptacle (1). (You can operate Philco "B" batteries in the same convenient fashion.)

Philco Double Charger for 6-volt "A" batteries and all "B" batteries. Consumer Price.....$15.00

Philco Single Charger for dry-cell tube "A" batteries and all "B" batteries. Consumer Price, $9.75

Prices include plugs and receptacles (1), (2) and (3).

Philco Type UD 44 Battery for low-voltage Peanut Tubes, Consumer Price - - - - $8.00

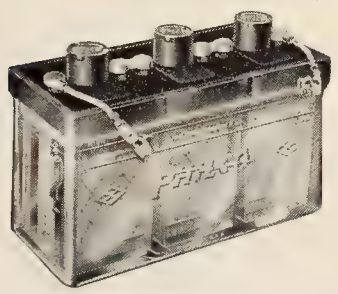


Philco "B" Battery

Storage "B" batteries are essential for clear and distant reception. Philco "B" Batteries stay clean and dry. Charge without disconnecting a single wire. Use a Philco Charger and "B" Charging Panel ($2.75).

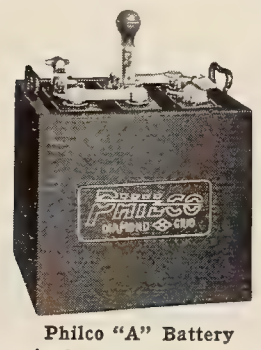
With de luxe mahogany-finish case with cover (48 volts). Consumer Price $20.00

With handsome mahoganized case without cover (48 volts). Consumer Price, $16.50



Philco "A" Battery Type UD86

For standard 6-volt tubes. Acid-tight glass case. Built-in Charge Indicator. Consumer Price.....$16.00



Philco "A" Battery

Mahoganized case type for standard 6-volt tubes. Consumer Price....$14.50 up

Charge Tester—permanently mounted in filler cap—$1 extra. It tells how much charge is left in the battery at any time. Avoids fussing with a hydrometer.

A Philco Rechargeable "Dry Cell-Replacement" Battery

A Philco "dry-cell replacement" storage battery gives better reception at much less expense than dry cells even on dry cell tubes. There is no appreciable drooping in reception from the start to finish of a discharge.

Dry-cell voltage falls continuously from the very day the cell is manufactured, whether it is used or not.

Storage battery voltage stays within 12 per cent of maximum at all times and can be restored to maximum at any time by recharging.

Recharging with a Philco NOISELESS Charger means merely pulling a plug from the radio socket and pushing it into the charger socket. No wires to change. No worry about getting positive and negative mixed.

This Philco "dry-cell replacement" battery has other big advantages. It has a built-in Charge Indicator that tells at a glance how far the battery is charged or discharged. ***Exclusive acid-tight sealing makes it practical for use inside your finest radio cabinets.***

It delivers strong, non-rippling current without hum, roar or buzz—an absolute essential for clear radio reception.

This Philco Type UD44 operates either UV199 or WD11 type tubes. It occupies only the same space as three dry cells but easily replaces six dry cells as used on multi-tube receivers.

Like all Philco Rechargeable Radio Batteries, it is Drynamic—shipped to you CHARGED but absolutely DRY. Just as easy for you to handle as talking machine records and radio tubes. No charging equipment needed.

Philco makes storage batteries for both the "A" and "B" Circuits of all types of radio sets—whether using dry-cell tubes or storage-battery tubes. Philco Sales Engineers will glady assist you in designing special equipment, if needed. Order from your wholesaler, or fill out the coupon below and mail.

Philadelphia Storage Battery Company

Philadelphia

PHILCO DRYNAMIC RADIO BATTERIES

REG U.S. PAT. OFF.

JOBBERS *and* DEALERS—Philco has brought radio batteries out of the cellar and put them in the living room. Our new Radio Manual tells how. Fill out coupon below and we will mail you a copy.

Name .....

Street .....City .....

State .....Jobber ☐ Dealer ☐ (T)

Many Atlanta Retailers Add Radio Departments

Late News From Atlanta Shows Demand for Cabinets With Radio Panel—Important Changes in Trade During Month

ATLANTA, GA., November 10.—Talking machine dealers in this territory who until recently had been reluctant about adding radio departments to their stores but who within the past month were converted to the profit-making possibilities of radio are Bames, Inc.; Ludden & Bates Piano Co. and the Humes Music Co., of Columbus, Ga. Because of this dealer interest in radio there has been a marked demand for the Victrola models to accommodate radio panels, reports J. F. Cordy, manager of the Elyea Talking Machine Co., Victor wholesaler. While this company has not tied up exclusively with any particular radio product for installation in the Victrola, it has a connection with the Gilfillan Co., which manufactures the Gilfillan neutrodyne.

J. D. Sparks, manager of the Brunswick department of Mather Bros., reports an active demand for the Brunswick-Radiola, which is limited only by his ability to get the goods. This store made a special feature of getting the election returns by radio. So many took advantage of hearing the returns that four Brunswick-Radiolas were used on the main floor and an overflow gathering was served by two more of these instruments on the floor above.

M. E. Lyle reports a splendid demand for the new products of the Manufacturers' Phonograph Co. which have to do with radio. The Strand-Timmons loud speaker unit for utilizing the phonograph horn as a loud speaker and the various models of cabinets for housing radio sets are in great favor.

Mrs. Pitts, for many years a member of the sales force of the Cable Piano Co., has resigned and entered the employ of Phillips & Crew Piano Co.

H. J. Ivey, manager of the talking machine department of the Cable Piano Co., announces the addition of T. H. Burson to his local sales force.

J. P. Riley, manager of the Atlanta Phonograph Co., has just returned from a three weeks' auto trip through Florida. Mrs. Riley accompanied him.

B. T. Kidd, who represents M. E. Lyle in the Carolinas, was a recent visitor to Atlanta. Mr. Kidd spent several days in the city going over plans to get the Carolina dealers the goods they are ordering. The new model No. 6 Strand upright is especially popular.

LeRoy Webb & Co. are now fully settled in their new quarters on Pryor street. The location is central, the space ample, and the facilities, with a bank of six Unico booths, permits of the utmost in record service. The company is featuring Sonoras and Strands, along with the Victor line.

The Elyea Talking Machine Co., Victor distributor, has recently added C. A. Powers to its sales force as traveling representative in the south Georgia and South Carolina territory. Mr. Powers is well known because of his long experience in the Victor line, and is well equipped to aid Victor dealers in planning sales campaigns, etc.

Park W. Willis, Jr., mechanical engineer of the Victor Talking Machine Co., held an important conference with the managers and service men of the Atlanta Victor dealers on October 29. Mr. Willis is now visiting Victor dealers throughout the Southeast. These conferences are proving most beneficial.

The Elyea Talking Machine Co has added a service expert to its staff, in the person of G. D. Elyea, who has just returned after a visit of several weeks to the Victor factory in Camden.

The Smith Music House, Blytheville, Ark., was recently sold to J. D. Pope, Searcy, Ark., who plans an opening sales drive.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

POSITION WANTED: Repairman, on all makes, 12 years' experience, wishes position as outside service man, on whole or part time. A1 references. Address "Box 1458," care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED: Man of wide experience desires position with high-grade music house as phonograph salesman or department manager. Capable of producing results and can furnish first-class references. Address "Box 1460," care The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Salesmen familiar with selling records and musical merchandise to department store trade. Address "Box 1455," care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Who wants an expert phonograph repair man, all makes, any part? Construct and handle your radio troubles. Still learning. Sales experience. Address "Box 1456," care The Talking Machine World, 383 Madison Ave., New York City.

WANTED — Salesmen on commission to handle a new portable phonograph in local and adjacent territory. Must be experienced in phonograph and accessory field and have best of references. Reply by letter, Room 1110, 1 West 34th St., New York City.

WANTED—Active agent for the sale of mica diaphragms. High-class gentleman with A No. 1 references. Address "Box 1444," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Salesman to travel out of Chicago for old, established and reliable company, manufacturing phonographs and attachments. Must be experienced and acquainted with the music trade. Give references and full data in first letter. Reply strictly confidential. Address "Box 1457," care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED — Radio executive with extensive sales and some designing experience will make change for $6,000 yearly. Address "Box 1459," care The Talking Machine World, 383 Madison Ave., New York City.

REPAIR PARTS and PROMPT REPAIR SERVICE

—for—

Madison, Carnival, Parlonette, Ambassador and other IMPORTED PHONOGRAPHS at lowest prices.

F. WATERS

31 Arden Street New York City

FOR SALE

Up-to-date going talking machine retail shop. Established 14 years. Handling standard line, also radio, in Philadelphia. $20,000 cash needed. Particulars on request. Address "Box 1462," care The Talking Machine World, 383 Madison Ave., New York City.

OPPORTUNITY FOR PIANO MANUFACTURER

Good opportunity for piano concern. Old established music house located in the heart of the business section in Buffalo, N. Y. Will rent space for the sale of pianos to a reliable piano concern. Address Music Trade, "Box 1461," The Talking Machine World, 383 Madison Ave., New York City.

FOR SALE

Interest in a well established music business to person who can invest as much as $2,000 cash and take charge as manager, as I have other business that requires my time. E. P. Burton, Hamlet, N. C.

WANTED—Resident salesmen with following among music trade to sell highly efficient radio set and complete line of parts. Representation desired in following cities: Buffalo, Cleveland, Pittsburgh, Philadelphia, Boston, Washington, Baltimore, Atlanta, New Orleans and other populous centers. A real future for men of the right calibre. Write Box B. D., Room 416, 38 Park Row, New York City.

FOR YOUR CHRISTMAS TRADE

Eveready and Automatic Portable phonographs.

Models retailing at $15, $20, $25. 50% discount for samples. 10% extra in dozen lots.

Fulton Talking Machine Co., 253 Third Ave., New York City

FOR SALE

500 single and double spring motors, tone arms and sound boxes. Samples, $3.50 up to $6.00 per set. Suitable for table phonographs and portables. 200 Columbia tone arms and sound boxes, $3.50 per set. Fulton Talking Machine Co., 253 Third Ave., New York City.

WANTED

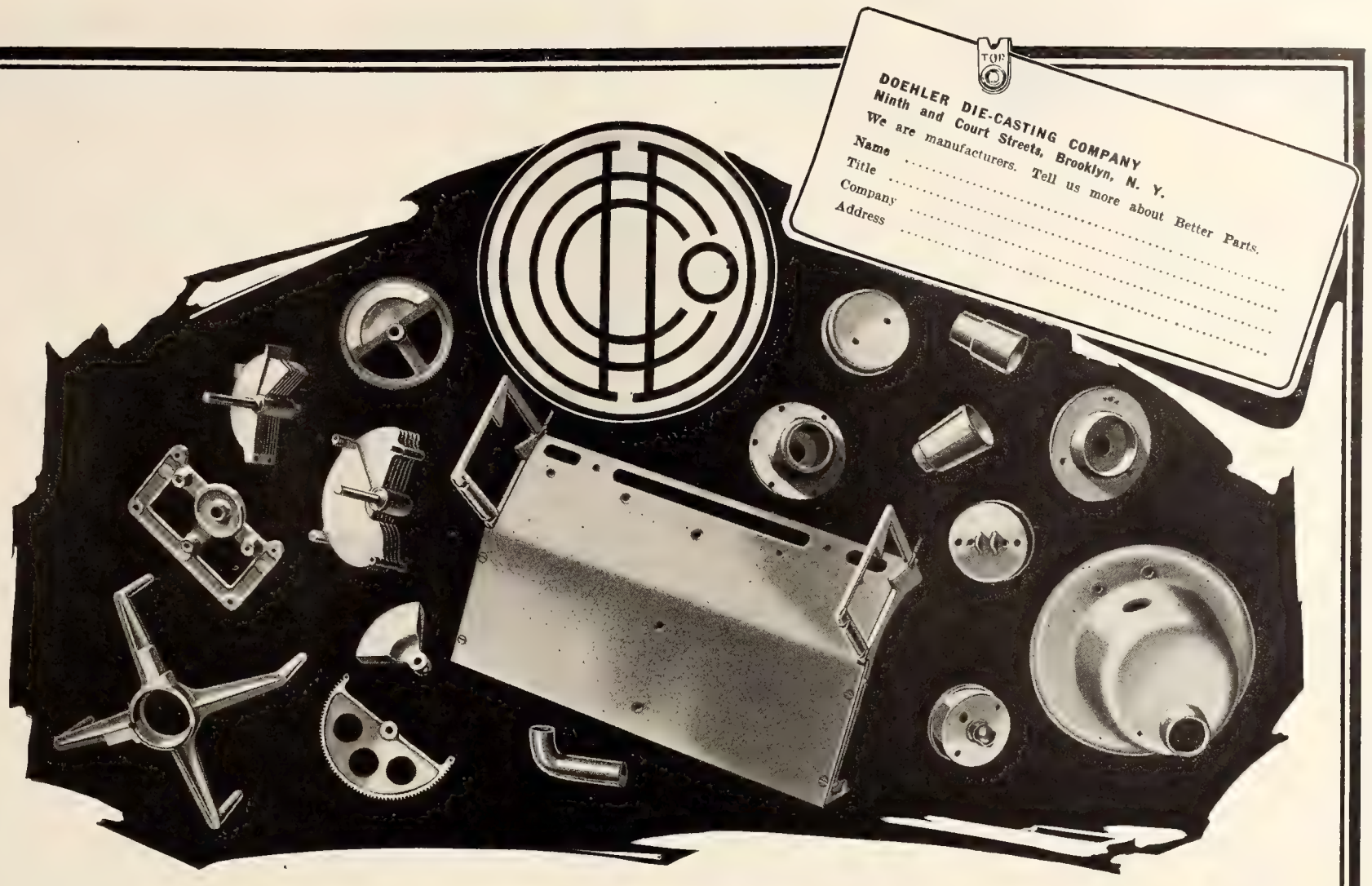
Wide-awake salesmen calling on the music, piano and phonograph trade in any part of the United States. Can easily make five hundred dollars a month. Must have established trade. This is a side-line commission proposition. Will allot exclusive territory. Sales will increase rapidly. Commission paid on all repeat orders. This is no experiment. Several salesmen are now making big money. This proposition will not interfere with your present work. Write today before the best territory is taken. Address "Box 1423," care The Talking Machine World, 383 Madison Ave., New York City.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

FOR SALE

Victrola and radio store in flourishing town of 45,000 about 40 miles from New York. Doing a good and increasing business with excellent prospects. Other interests demand owner's entire time. Address "Box 1453," care The Talking Machine World, 383 Madison Ave., New York City.



Better Parts for Better Radios

Contributing 18 years of metallurgical and engineering experience to the production of parts for radio units, Doehler Die-Castings are being recognized as the same standards of excellence in this field as for years they h ave been in other important industries.

Hundreds of thousands of Doehler Die-Castings have been economically used in the manufacture of

Loud Speakers **Head Phones** **Condensers** **Amplifiers**
Variometers **Phono Attachments** **Mountings** **Tube Sockets**

We will welcome an opportunity to place our experience and facilities at your service, in making Better Parts for Better Radios.

Sign and mail the coupon above.

DOEHLER DIE-CASTING CO., BROOKLYN, NEW YORK
Plants at Brooklyn, N. Y.—Toledo, O.—Pottstown, Pa.—Batavia, N. Y.

DOEHLER
The World's Largest Producer of
DIE-CASTINGS

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY MANAGER

All Branches of the Trade Busy as the Peak of Seasonal Activity Is Reached

Efforts of All Factors of the Trade Responsible—Drop in Record Prices Stimulates That Branch of Business—Record Exchange Question Again Comes Up at Association Meeting

London, E. C., November 3.—The talking machine industry is now right on the crest of the wave of seasonal activity. All sections of the trade are busy and it would seem that, despite the rise and fall of business in other industries consequent upon political and economic movements, the gramophone and record trade maintains an increasing flow of business. This is partly due to the efficiency of the trading conditions framed within the trade some years ago and which made possible the working of a price-maintenance scheme, and, in part, is also due to the very keen competition between the manufacturers of all grades. The publicity indulged in by the leading companies has in recent months been larger than at any time in the trade's history. There is a very decided tendency, too, on the part of the daily and weekly press throughout the country to devote more and more space in the editorial columns to music propaganda, and attention is frequently drawn to the valuable aid afforded by the gramophone to music study. "His Master's Voice" Co. has for some years past kept its own staff of educational lecturers, and the Federation of British Music Industries, in addition to inaugurating lectures throughout the country, has secured, through its publicity department, editorial space of ever-increasing dimensions. The beneficent results of all this propaganda are more immediately felt by the gramophone industry.

Reduction in Prices of Records

Competition in the production of cheaper records received a decided fillip by the announcement of the Aeolian Co. in connection with the Vocalion records, which it manufactures. From October 1 a new classification is introduced; from that date only two kinds of records being issued, both in double-sided form. The celebrity series will be called the Pink Label section, and all other colored labels will form one class, and be issued at a uniform price. The prices now announced show a big reduction, amounting to from 60 to 70 per cent. They are as follows: Celebrity, Pink Label series, twelve-inch, 5/6; ten-inch, 4/. All other colored labels, twelve-inch, 4/6; ten-inch, 3/.

The company assures the trade of its intention to maintain the high standard of recording which has always characterized its records. In a new catalog just issued all records previously issued as single-sided are now listed under new double-sided numbers.

Alfred Graham & Co.'s American Plans

Alfred Graham & Co., the patentees and manufacturers of the Algraphone gramophones and the Amplion loud speakers, inform me that owing to the continued expansion of the Amplion business here and the extraordinary development of their overseas trade, they have organized a special overseas section under the management of J. M. Richard, until lately the commercial manager of the Marconiphone Co. A subsidiary company has also been formed and is now in being as the Amplion Corp. of America, with offices at 280 Madison avenue, New York. This company is entirely controlled by Alfred Graham & Co., and will import for the time being, ultimately manufacturing completely, the Amplion loud speakers. A very big business is also being done on the Continent of Europe through the Compagnie Continentale Amplion, which has associated companies or agencies in every European country.

Gramophone Dealers' Association Meets

The annual general meeting of the Gramophone Dealers' Association was held at the end of September, when, apart from the election of new officials for the year, the very vexed problem of the unsalable and surplus record formed the chief item of the agenda. Ernest E. Squire was elected president for the ensuing year, with Gerald C. Forty and F. F. Stokes as vice-presidents. In regard to the record exchange question, a vigorous campaign is to be conducted during the next few months to secure the support and co-operation of every dealer so that the Association's proposals to the manufacturers will go forward with the backing of the whole retail trade. The dealers' resolution is as follows: "That dealers be entitled to return up to 10 per cent of their purchases, and receive in return a credit for two-thirds their value. Returns to take place twice yearly, at times to be fixed by the manufacturer."

The offer last made by the Manufacturers' Association, at Buxton Conference in May, 1923, would have satisfied these demands but in one respect. Instead of a credit for two-thirds of the 10 per cent returned biannually, the manufacturers offered an exchange of records equaling 6⅔ per cent, the dealer to lose 3⅓ per cent. In pressing for a credit of 6⅔ per cent, the dealers urge that all exchange systems are unsatisfactory for the following reasons: (1) The records are not deleted from the manufacturer's catalog until long after they are "dead," at any rate in some parts of the country. (2) The system even of a one-to-one exchange obliges the dealer to place a larger order for records than he actually needs, and at a most inconvenient time of the year.

It is further urged that exchange systems are unsatisfactory as dealers hold back their orders for records that should be in stock, with the result that the efficiency of their service suffers, the manufacturers also being deprived of what would otherwise be a steady demand, and the public being unable to readily obtain the records they require.

Sterno Opens Branch in Liverpool

Significant of the progress and increasing favor of Homochord records and Sterno gramophones is the fact that the Sterno Mfg. Co. has opened a new provincial branch at Duke street, Liverpool, affording dealers in the Northwestern district and Ireland a more ready access to its products, and I understand that shortly it is the company's intention to establish branches in important centers throughout the provinces generally.

Max Strauss a Visitor

The demand for high-grade machines in this country is said to have occasioned the visit of Max Strauss, head of the Berlin firm of Carl Lindstrom, A. G., who has just completed a fortnight's stay, during which time he completed arrangements with the Parlophone Co., of City road, for the manufacture and supply of a number of models of the best quality, to be marketed here as Parlophone models.

Gramophone Co. Featuring New Machine Type

As I reported last month the Gramophone Co. has now launched its new machines with the pleated diaphragms, dispensing with sound box, tone arm and horn. A successful demonstration was given at the Piccadilly Hotel on October 22 before a number of prominent musicians and press men, when W. Manson, manager of the English branch, read a number of messages from leading artists and musicians, all of whom regard the new instrument as a tremendous advance in the art of reproduction. The diaphragm is the patent of M. Louis Lumière, the famous French scientist, who first accidentally discovered the peculiar acoustic

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 214)

Hornless, Table Grand, Upright and Horizontal Cabinet Grands

Actual Manufacturers **Export a specialty**

REX GRAMOPHONE COMPANY
59 Chiswell Street, LONDON, E. C., England
Cable Address "Lyrecodisc, London"

properties of the pleated diaphragm. Handling an ordinary circular paper fan one day, he noticed that when striking the center the sound of the blow was greatly magnified. Applying the principle to the gramophone he evolved a suitable type of diaphragm and then placed his invention in the hands of the Gramophone Co., Ltd., for development. The consensus of critical opinion here is that the new machines possess a powerful tone and are more faithful in quality to the original than anything so far evolved. Tremendous advertising and publicity campaigns are being conducted by the Gramophone Co. in connection with the new invention.

Columbia Activities

The Columbia Graphophone Co., as in former years, is stimulating retail activity by a further series of window display competitions, offering hundreds of pounds in prizes during the months of October, November and December to dealers making the best displays of Columbia records and the new Grafonola.

On October 15, in the Chancery Division, the Columbia Co. applied for and was granted an injunction restraining a dealer, Henry Murray, of Croydon, from selling Regal records below the fixed prices and infringing the company's rights in respect to its letters patent.

The company has just celebrated the first anniversary of the introduction of the New Process records and the new Columbia Grafonola. It claims that millions of the new records have been sold, and that the success has made possible the production of a number of complete orchestral symphonies and other ambitious works.

Plans for British Industries Fair

The preliminary announcements have just been made of the British Industries Fair, to be held, as in former years, at the White City, Shepherd's Bush. The fair is the eleventh of the series and will be held from the 16th to the 27th of February, 1925. A special music section will again be organized by the Federation of British Music Industries.

Mme. Galli-Curci's Records Make Reputation

The visit of Madame Galli-Curci to this country has occasioned that amount of publicity usually only given to visits of Royal personages. The reputation built up for her by the "His Master's Voice" Co.'s recordings of her voice was such that months ago, when her recital for October 11 was announced, the whole of the 10,000 seats in the Albert Hall were sold.

Introduce Ingenious Stop

The British Polyphon Co., Ltd., maker of the well-known Dulcetto gramophones, has just introduced a new and ingenious gadget to its models in the form of an auto-gramophone stop. This works in conjunction with a goose-neck tone arm, permitting, as the sound box is lifted, a wire passing through the arm and elbow to the motor, to actuate a small spring which engages a brake directly acting on the governor.

Record Elgar's "The Dream of Gerontius"

Recordings of the standard classics and musical masterpieces of late have been extremely prolific, and students of every form of musical art can now obtain in permanent form examples of practically all the finest composers' compositions. The latest big achievement here is the production by the Edison Bell Co. (J. E. Hough, Ltd.) of Elgar's masterpiece, "The Dream of Gerontius." It holds eight double-sided velvet-face records, the complete set being issued in a handsome album retailing at 45/ inclusive.

Avoiding the "Handling" Annoyance by Customers

In busy establishments highly polished instruments are often finger-marked by customers, spoiling the appearance of the display and very often necessitating frequent repolishing in order that the machines may be shown to the best advantage. One dealer has solved the problem by having neat little signs printed which read as follows: "Please do not handle merchandise." These signs are placed on the instrument so that anyone standing before it cannot help but see them.

Another customer-annoyance which sometimes causes loss to dealers is the carelessness of customers in placing records on the turntable of the instrument. This is especially so where the patron is permitted to handle several records at a time. They permit the records to rub against each other with the result that they become scratched, making perfect reproduction impossible. Here, too, several dealers have overcome this trouble by signs asking customers to be careful to avoid marring records.

Landon-Gleckner Music Co. Opens in Williamsport, Pa.

Williamsport, Pa., November 6.—The Landon-Gleckner Music Co., just formed here, has been formally opened at 427 Market street with a complete line of music goods. Ernest E. Landon, one of the partners in the business, has been head of the piano department in the Megahan & Megahan store for the past thirteen years. Byron L. Gleckner, the other proprietor, is a professional musician and will have charge of the small goods department. The store will have a radio department, in charge of Kenneth Breon, a graduate of the Radio Engineering College, New York.

"Hear Caruso on the Pixie Grippa, it will astonish you"

The Pixie Grippa

A Miniature Gramophone at a miniature price but with a giant voice

The Pixie Grippa is a tiny gramophone; it only measures 7½ in. x 4¼ in. x 10½ in., and only weighs 6½ lbs., and yet it plays 12 inch records with all the tone, depth, and detail of a big machine. The Pixie Grippa is a triumph of manufacture. Every part is constructed on scientific lines, and is strong and durable and capable of really hard wear in the home or on the journey anywhere. It has no loose parts and all the working parts are hidden and the delicate mechanism of the sound box is securely encased. The Pixie Grippa has a Secondary Amplifying Horn which effects a 20 per cent. increase in tone, so that it will fill the largest room with great ease.

This Machine has been truly named "The Wonder of Wembley." Customers from every part of the world have insisted on purchasing this machine in preference to all other portables at the British Empire Exhibition.

The World's patents on this machine are now in process of completion and the Patentee is prepared to consider proposals for manufacture in U. S. A. and Canada under license terms.

PRICE	In Leatherette case	£2	9	6	$12.50
	In Oak Case	2	15	0	13.50
	In Solid Oak case	3	5	0	15.00

Sample Machine Prepaid Post free by parcel post all countries except Australia and New Zealand.

Trade Discounts available in cases containing 48 machines
Size 42 x 33 x 25=23 cubic feet

Sole Patentee

H. J. CULLUM

Perophone, Ltd.

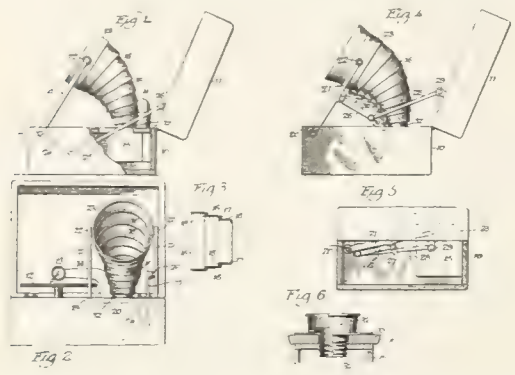
76-8 City Road, E. C. **LONDON, ENGLAND**

Cables, PEROWOOD, LONDON

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., November 8.—**Collapsible Horn.** Frank Minutillo, New York. Patent No. 1,509,763.

This invention relates more especially to collapsible horns and the object is to afford a means for extending and opening the horn or collapsing and storing the same within a box or cabinet, and in connection with a graphophone, so that when the containing box is closed and the device is inoperative the horn, made of telescoping sections, is collapsed. But as the



lid of said box is raised certain novel mechanism automatically connects the sections and elongates the horn for the amplification of the sound.

Figure 1 is a side view of the improved horn and its operating mechanism. Fig. 2 is a front view of the same. Fig. 3 is a fragmentary sectional view. Fig. 4 is a side view of the cabinet open with modified mechanism. Fig. 5 is a similar view with the cabinet closed and partly in section. Fig. 6 is a detailed sectional view.

Amplifier. Henry K. Sandell, Chicago, Ill. Patent No. 1,509,567.

The present invention relates to improvements in amplifying devices and more particularly in amplifiers intended for use in connection with vibrating diaphragms, such as those of phonograph sound boxes, etc.

Figure 1 is a vertical section view through an amplifier embodying the invention. Fig. 2 is a

horizontal view on the line 2—2 of Fig. 1. In accordance with the present invention, the amplifier is constructed in such a manner as to substantially eliminate resonance and prevent the production of vibration of the amplifier itself and resultant interference with the amplification and propagation of the sound waves which it is desired to amplify.

Turn-table for Phonographs. Ray B. Whitman, Bridgeport, Conn., assignor to the Columbia Phonograph Co., Inc., same place. Patent No. 1,508,632.

This invention has for an object to provide a turn-table for phonographs which may be made from sheet metal, and which may be conveniently pressed to shape and formed by a minimum of simple manufacturing operations.

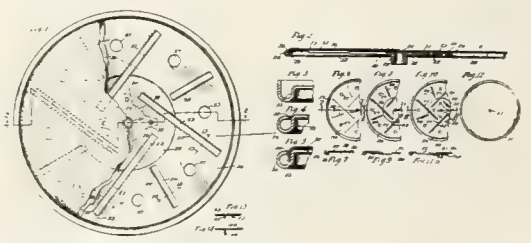
Another object is to provide a turn-table, which will possess the combined characteristics of lightness, strength, and rigidity, and in which all tendency to warp or bend, due to strains, atmospheric conditions, or other causes, is entirely eliminated.

Still another object is to so strengthen and reinforce the turn-table by means of ribs formed integral with the sheet metal structure as to resist strains along all diameters and chords of the turn-table.

A further object is to provide improved means for securely attaching the fabric covering to the upper surface by efficient manufacturing methods, and to enclose the edge of the covering, so that it will be protected against wear and detachment due to rough handling. To this end, an improved form of flanged strengthening-rim is provided, which, in addition to its function of strengthening the turn-table and maintaining its flat disc-form, encloses and protects the edge of the fabric covering.

A still further object is to prevent the transmission through the turn-table of sound generated at the record, and to eliminate all extraneous vibrations; this, in order that proper sound reproduction may obtain.

In the drawings—Figure 1 is a plan view of a turn-table, according to one embodiment of the invention, a portion of the fabric covering being



removed to clearly illustrate the body of the turn-table; Fig 2 is a vertical sectional view of same, taken along the irregular line 2—2 of Fig. 1; Fig. 3 is an enlarged detail sectional view of the rim portion of the turn-table, and showing the same partially bent to shape, this being the first formative step; Fig. 4 is a similar view, and showing the rim-flange completed, or after the final formative step; Fig. 5 is a similar view, showing the fabric covering finally positioned within the rim-flange; Fig. 6 is a fragmentary plan view, showing the first formative step in constructing the turn-table plate-portion; Fig. 7 is a sectional view thereof, taken along the diameter 7—7 of Fig. 6; Fig. 8 is a fragmentary plan view, showing the second formative step; Fig. 9 is a sectional view thereof, taken along the irregular line 9—9 of Fig. 8; Fig. 10 is a fragmentary plan view, showing the third formative step, in which the center-bearing, for engaging the turn-table spindle, is attached; Fig. 11 is a sectional view thereof, taken along the irregular line 11—11 of Fig. 10; Fig. 12 is a plan view of the completed turn-table with the fabric covering attached; Fig. 13 is a sectional view along the line 13—13 of Fig. 1; and Fig 14 is a sectional view along the line 14—14 of Fig. 1.

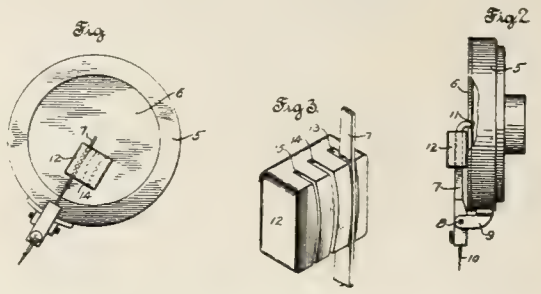
Phonograph Attachment. Thomas H. Campbell, Temple, Texas. Patent No. 1,509,540.

This invention relates to an attachment for phonographs and more particularly to a tone modifier to be secured to the needle bar of a phonograph sound box or reproducer whereby the transmitted vibrations are affected and the tone produced modified.

It is the general object of the invention to provide a simple and serviceable tone modifier for a phonograph.

In the preferred form of the invention the tone modifier is formed of a block, preferably of metal. One or more grooves are formed in the block, which grooves are adapted to fit over and engage the needle bar of an ordinary reproducer or sound box. Each groove in the tone modifier block is of irregular shape, preferably curved, so that when the groove is fitted over the needle bar the latter will be slightly deflected and the tone modifier will be frictionally held thereon.

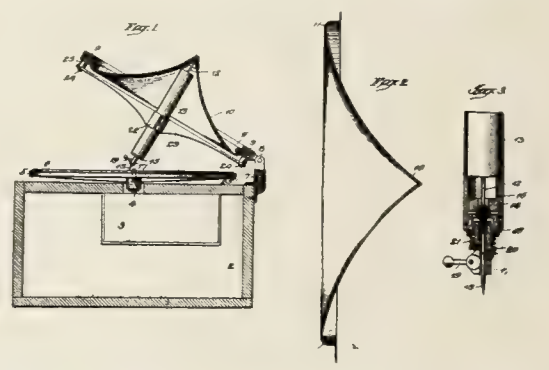
Figure 1 is a front elevation of a sound box or reproducer having a tone modifier applied to the needle bar. Fig. 2 is a side elevation of the parts shown in Fig. 1, a part being broken away to show the diaphragm and adjacent end of the needle bar. Fig. 3 is a perspective view



of a tone modifier showing somewhat diagrammatically a fragment of a needle bar in place.

Phonograph. George B. Burch, New York; assignor to Leslie Stevens, Glen Ridge, N. J. Patent No. 1,506,160.

This invention relates to a new and useful improvement in phonographs and the object is to provide a simple device of this class which

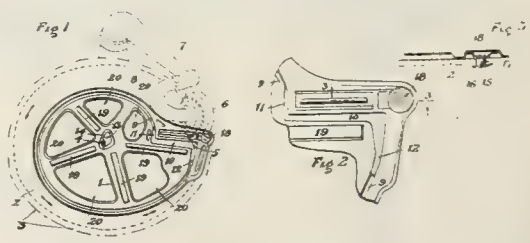


will be simple in construction and accurate and reliable in operation.

Figure 1 is a sectional view of a structure embodying the invention; Fig. 2 is a sectional view of a diaphragm; Fig. 3 is a view, partially in section, showing the needle and some attached and connected parts.

Repeating Device for Phonographs. Robert W. Nicholls, Palisades Park, N. J., assignor to the Gold Seal Co., same place. Patent No. 1,510,241.

This invention relates to repeating devices for phonographs. The object of the invention is



to provide a self-contained device of this class which can be used on a phonograph with certainty and convenience and without any change or modification in the phonograph.

Figure 1 is a perspective view of one embodiment of the invention, a portion of a phonograph of the disc type, being shown in dotted lines. Fig. 2 is an enlarged detailed view of a portion of the apparatus. Fig. 3 is a sectional view, taken on the line 3—3 of Fig. 2, looking in the direction of the arrows.

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ANDREW H. DODIN

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TELEPHONE, SPRING 1194

Advance RECORD BULLETINS for December, 1924

Columbia Phonograph Co.

COLUMBIA NEW PROCESS RECORDS

68084-D Pagliacci (Stridono Lassu) (Leoncavallo)—Vocal .....Rosa Ponselle 12
Aida (Ritorna Vincitor) (Verdi)—Vocal, Rosa Ponselle 12
33048-D Serenade (Romance Sans Paroles) (Mendelssohn)—Violoncello .....Pablo Casals 10
Melody in E Flat (Tschaikovsky)—Violoncello, Pablo Casals 10
30011-D (a) Prelude (Chopin, Op. 28, No. 19)—Piano; Ignaz Friedman 10
(b) Etude (Chopin, Op. 25, No. 6), Mazurka (Chopin, Op. 33, No. 2)—Piano, Ignaz Friedman 10
20025-D Imi Au Ia Oe (King's Serenade) (King)—Vocal .....Tandy Mackenzie 10
Na Lei O Hawaii (Song of the Islands) (King)—Vocal .....Tandy Mackenzie 10
20026-D Home, Sweet Home (Variations) (Payne; Arranged by Kerekjarto)—Violin, Duci De Kerekjarto 10
Child's Dream (Kerekjarto)—Violin, Duci De Kerekjarto 10
65023-D Meditation (in C) (Squire) (Imported Recording)—Violoncello .....W. H. Squire 12
The Broken Melody (Van Biene) (Imported Recording)—Violoncello .....W. H. Squire 12
10000-D I'd Like to Be a Santa Claus—Vocal, Gertrude Schmidt 10
(a) Santa Land; (b) Old English Carol—Vocal .....Gertrude Schmidt 10

DANCE MUSIC

212-D Follow the Swallow—Fox-trot, Art Kahn and His Orch. 10
The Little Old Clock on the Mantel—Fox-trot, Art Kahn and His Orch. 10
218-D When I Was the Dandy and You Were the Belle—Fox-trot .....California Ramblers 10
Back Where the Daffodils Grow—Fox-trot, California Ramblers 10
217-D Deep Blue Sea Blues—Fox-trot, The Little Ramblers 10
I'm Satisfied Beside That Sweetie o' Mine—Fox-trot .....The Little Ramblers 10
215-D Morning—Fox-trot. .Art Kahn and His Orch. 10
Patsy—Fox-trot ..Paul Specht and His Orch. 10
209-D He's the Hottest Man in Town—Fox-trot, Fletcher Henderson and His Orch. 10
I Never Care 'Bout To-morrow—Fox-trot, Fletcher Henderson and His Orch. 10
208-D Kiss Me Good-night—Waltz, The Cavaliers, Waltz Artists 10
Rock-a-bye My Baby Blues—Waltz, The Cavaliers, Waltz Artists 10
205-D Moana Chimes—Waltz, Ferera's Hawaiian Instrumental Sextet 10
Under the South-Sea Palms—Waltz, Ferera's Hawaiian Instrumental Sextet 10

POPULAR SONGS

213-D Doodle Doo Doo—Vocal.....Edie Cantor 10
Oh, You Can't Fool an Old Hoss Fly—Vocal, Billy Jones-Ernest Hare 10
207-D Morning (Won't You Ever Come 'Round?)—Vocal .....Van-Schenck 10
Spain—Vocal .....Van-Schenck 10
214-D Put Away a Little Ray of Golden Sunshine for a Rainy Day—Vocal.....Lewis James 10
It Was Only a Dream—Vocal...Lewis James 10
219-D Shadows Across My Heart—Vocal, Lewis James 10
Georgia Lullaby—Vocal, May Meredith-Lewis James 10
204-D Rock Me, Honey—Vocal....Harry C. Browne 10
I Long to Go to Dixie—Vocal, Harry C. Browne 10

NOVELTIES

210-D Lord Don't You Know I Have No Friend Like You—One-Man Band, Sam Jones, Stove Pipe No. 1 10
I've Got Salvation in My Heart—One-Man Band .....Sam Jones, Stove Pipe No. 1 10
216-D In the Baggage Coach Ahead—Vocal, Ernest Thompson 10
The Little Rosebud Casket—Vocal, Ernest Thompson 10
206-D Chicken Roost Behind the Moon—Vocal, Ernest Thompson 10
Coon Crap Game—Vocal....Ernest Thompson 10

SACRED SONGS

211-D Shall We Gather at the River—Vocal, Homer A. Rodeheaver-Virginia Asher 10
Take the Name of Jesus With You—Vocal, Homer A. Rodeheaver-Virginia Asher 10

RACE RECORDS

14037-D Salt Water Blues—Vocal.....Bessie Smith 10
Rainy Weather Blues—Vocal...Bessie Smith 10
14036-D Pork Chop Blues—Vocal.....Bessie Brown 10
Mississippi Delta Blues—Vocal..Bessie Brown 10
14035-D My Lord's Gonna Move This Wicked Race—Vocal .....Southern Quartet 10
Hard Trials and Great Tribulations—Vocal, Southern Quartet 10
14038-D Hampton Road Blues—Vocal, Southern Quartet 10
Lullaby Blues—Vocal .....Southern Quartet 10

SPECIAL RELEASE RECORDS

223-D Eliza—Fox-trot .....California Ramblers 10
I Want to See My Tennessee—Fox-trot, California Ramblers 10
221-D Off and Gone—Blues Fox-trot, Art Kahn and His Orch. 10
Gilda—Fox-trot ....Art Kahn and His Orch. 10
224-D Honest and Truly—Waltz, The Cavaliers, Waltz Artists 10
I'm Some-One Who's No-One to You—Waltz, The Cavaliers, Waltz Artists 10
225-D The Pal That I Loved Stole the Gal That I Loved—Tenor Solo .....Lewis James 10
I Don't Care What You Used to Be—Tenor Solo .....Lewis James 10
222-D I want to Be Happy (From "No, No, Nanette") .....Shannon Four 10
Bring Back Those Rock-a-bye Baby Days, Shannon Four 10
220-D Sleep, Baby Sleep—Vocal, with Guitar, Riley Puckett 10
Strawberries—Vocal, with Guitar.Riley Puckett 10
14039-D The Basement Blues.....Clara Smith 10
Mama's Gone, Good-bye.....Clara Smith 10
14040-D Mouth Organ Blues—Vocal, Jenkins and Jenkins 10
Hen-Pecked Man—Vocal..Jenkins and Jenkins 10

Victor Talking Machine Co.

LIST FOR OCTOBER 24

19417 Day Is Dying in the West.....Trinity Choir 10
Break Thou the Bread of Life..Trinity Quartet 10
19455 Where the Dreamy Wabash Flows, Peerless Quartet 10
Follow the Swallow.....Peerless Quartet 10
19454 Somebody Loves Me.....Aileen Stanley 10
All Alone With You in a Little Rendezvous, Aileen Stanley-Billy Murray 10

INSTRUMENTAL RECORD

55229 Euryanthe—Overture—Part I (Weber), Rudolph Ganz and St. Louis Symphony Orch. 12
Euryanthe—Overture—Part II (Weber), Rudolph Ganz and St. Louis Symphony Orch. 12

DANCE RECORDS

19456 Tell Me Dreamy Eyes—Fox-trot, Paul Whiteman and His Orch. 10
My Twilight Rose—Fox-trot, Paul Whiteman and His Orch. 10
19458 Dreamy Delaware—Waltz.....The Troubadours 10
June Brought the Roses—Waltz, The Troubadours 10
19457 Beale Street Blues—Fox-trot, George Olsen and His Music 10
Boll Weevil Blues—Fox-trot, International Novelty Orch. 10

RED SEAL RECORDS

1037 Lohengrin—Euch Lüften die mein Klagen (Ye Wandering Breezes)—In German, Maria Jeritza 10
Die Walküre—Du bist der Lenz (Thou Art the Spring) (Wagner)—In German..Marie Jeritza 10
1039 Melody in F (Rubinstein).....Hugo Kreisler 10
La Cinquantaine (The Golden Wedding) (Gabriel Marie) .....Hugo Kreisler 10
6470 Funeral March (Chopin)—Piano Solo, Ignace Jan Paderewski 12
Hark, Hark the Lark (Schubert-Liszt)—Piano Solo .....Ignace Jan Paderewski 12

"FEATURE" RECORDS

6182 Liebesfreud—Old Vienna Waltz (Kreisler)—Violin Solo .....Fritz Kreisler 12
Liebesleid (Love's Sorrow)—Old Vienna Waltz, (Arr. by Kreisler)—Violin Solo.Fritz Kreisler 12
18781 I'll Take You Home Again, Kathleen (Westendorf) .....Henry Burr-Peerless Quartet 10
When the Corn Is Waving, Annie Dear, Henry Burr-Peerless Quartet 10

LIST FOR NOVEMBER 7

19469 No One Knows What It's All About, Frank Crumit 10
Oh! Didn't It Rain.....Frank Crumit 10
19473 The Pal That I Loved Stole the Gal That I Loved .....Lewis James 10
The Ten Commandments of Love...Lewis James 10

INSTRUMENTAL RECORDS

35747 If I Were King—Overture (Adam), Victor Symphony Orch. 12
Masaniello—Overture (Auber), Victor Symphony Orch. 12
19472 Träumerei—Pipe Organ .....Mark Andrews 10
Andantino—Pipe Organ .....Mark Andrews 10
19434 Ida Red .....Fiddlin' Powers and Family 10
Old Joe Clark.....Fiddlin' Powers and Family 10

DANCE RECORDS

19462 Eliza—Fox-trot..Paul Whiteman and His Orch. 10
Doo Wacka Doo—Fox-trot, Paul Whiteman and His Orch. 10
19470 Copenhagen—Fox-trot, The Benson Orch. of Chicago 10
Keep on Dancing—Fox-trot, The Benson Orch. of Chicago 10

RED SEAL RECORDS

1041 Auf Flügeln des Gesanges (On Wings of Song) (Heine-Mendelssohn)—In German..Julia Culp 10
Es muss ein Wunderbares sein (It Must Be Wonderful) (von Redwitz-Liszt)—In German, Juna Culp 10
1042 In Autumn (En Automne) (Moszkowski)—Piano Solo.....Ossip Gabrilowitsch 10
Novelette (Schumann)—Piano Solo, Ossip Gabrilowitsch 10
6474 Otello—Salce! Salce! (Willow Song) (Verdi)—In Italian .....Rosa Ponselle 12
Otello—Ave Maria (Hail, Mary) (Verdi)—In Italian .....Rosa Ponselle 12

FEATURE RECORDS

8007 Ave Maria (Kahn)—In Latin, Violin by Elman, Caruso 12
Elégie—Melodie (Song of Mourning) (Massenet)—In French, Violin by Elman..Caruso 12
16995 Serenade (Schubert)—Violin, Flute, Harp, Neapolitan Trio 10
Serenade (Titl)—Violin, Flute, Harp, Neapolitan Trio 10

LIST FOR NOVEMBER 14

19440 King All Glorious—Part 1 (Barnby), Trinity Choir 10
King All Glorious—Part 2 (Barnby), Trinity Choir 10
19479 Lonely Lane .....Wendell Hall 10
Swanee River Dreams, Wendell Hall-Carson Robison 10
19478 Sweetest Little Rose in Tennessee, The Brox Sisters 10
Nobody Loves You Like I Do, The Brox Sisters 10

INSTRUMENTAL RECORD

19441 Aloha Sunset Land (Ioane Kawelo), Victor Salon Orch. 10
Chanson Bohemienne (Sweet Dreams of Thee) (Boldi) .....Victor Salon Orch. 10

DANCE RECORDS

19475 Dreamer of Dreams—Waltz, International Novelty Orch. 10
Let Me Call You Sweetheart—Waltz, International Novelty Orch. 10
19476 Some Other Day Some Other Girl—Fox-trot, The Benson Orch. of Chicago 10
My Rose Marie—Fox-trot, The Benson Orch. of Chicago 10
19480 How Come You Do Me Like You Do—Fox-trot, The Original Memphis Five 10
Meanest Blues—Fox-trot, The Original Memphis Five 10

RED SEAL RECORDS

1043 Slavonic Lament (Schuett-Friedberg), Fritz Kreisler 10
Dirge of the North (Balogh-Kreisler), Fritz Kreisler 10
1040 When (Earl Benham).....John McCormack 10
Bridal Dawn (Taylor-Martin).John McCormack 10

FEATURE RECORDS

6246 Festival at Bagdad ("Scheherazade"), Stokowski and Philadelphia Orch. 12
Young Prince and the Young Princess ("Scheherazade") (Rimsky-Korsakow), Stokowski and Philadelphia Orch. 12
45209 Roamin' in the Gloamin'.....Sir Harry Lauder 10
Wee Hoose 'Mang the Heather, Sir Harry Lauder 10

LIST FOR NOVEMBER 21

45455 Punchinello (Weatherly-Molloy)..Royal Dadmun 10
Shipmates o' Mine (Teschemacher-Sanderson), Royal Dadmun 10
19486 Everybody Loves My Baby.....Aileen Stanley 10
De Clouds Are Gwine to Roll Away, Vernon Dalhart 10
19483 Drifting to You.....Marcia Freer-Lewis James 10
At the End of the Sunset Trail, Marcia Freer-Lewis James 10

DANCE RECORDS

19484 Go, Emmaline—Fox-trot, The Benson Orch. of Chicago 10
Words—Fox-trot .The Benson Orch. of Chicago 10
19471 Have a Little Fun—Fox-trot, Waring's Pennsylvanians 10
Out of a Million You're the Only One—Fox-

(*Continued on page 218*)

ADVANCE RECORD BULLETINS FOR DECEMBER—(Continued from page 217)

trot ....Waring's Pennsylvanians 10
19485 Until To-morrow—Tango Fox-trot,
International Novelty Orch. 10
Clovita—Tango Fox-trot,
International Novelty Orch. 10
[illegible] Favorite Irish Jigs—Medley ("Dublin Jig," "Geese in the Bog," "Connaughman's Rambles")—Violin, Piccolo, Piano,
McConnell's Four Leaf Shamrocks 10
Favorite Irish Reels—Medley ("The Old Torn Petticoat," "Off to Dublin," "The Boys of Lough")—Violin, Piccolo, Piano,
McConnell's Four Leaf Shamrocks 10

RED SEAL RECORDS

1044 The Sweetest Story Ever Told (R. M. Stults),
Hulda Lashanska 10
Ma Curly-headed Babby (Clutsam)—Plantation Song .....Hulda Lashanska
921 La alegria del Batallón (The Joy of the Regiment) (Serrano)—In Spanish.José Mardones 10
Tristes Amores (Love's Disillusion) (Muguerza)—In Spanish; Violin, Flute, Piano Accomp.,
José Mardones 10

FEATURE RECORDS

10009 William Tell—Troncar suoi di (His Life Basely Taken) (Rossini)—In Italian,
Martinelli-De Luca-Mardones 12
William Tell—Ah, Matilde, io t'amo e amore (I Love Thee)—In Italian..Martinelli-Journet 12
17950 Over the Waves—Waltz (Sobre las Olas) (Rosas)—Accordion .....Pietro 10
Sirens Waltz (Waldteufel)—Accordion..Pietro 10

Brunswick Records

[illegible]3 Trovatore—Ai nostri monti (Home to Our Mountains) (Act IV, Scene II) (Verdi)—Contralto and Tenor, with Orch.; in Italian,
Sigrid Onegin-Mario Chamlee
Trovatore—Mal reggendo all' aspro assalto (I Assaulted, He Feebly Defended) (Act II, Scene I) (Verdi)—Contralto and Tenor, with Orch.; in Italian....Sigrid Onegin-Mario Chamlee
15090 Lohengrin—Prelude to Act III (Wagner)—Symphony Orchestra, Nikolai Sokoloff, Conductor,
Cleveland Orch.
Lohengrin—Wedding Music (Act III, Scene I) (Wagner)—Symphony Orchestra, Nikolai Sokoloff, Conductor.....Cleveland Orch.
30107 Blue Danube Waltz (Johann Strauss)—Soprano, with Orch.; in German .....Maria Ivogun
Swiss Echo Song (Schweizer Echolied) (Eckert)—Soprano, with Orch.; In German.Maria Ivogun
10150 Song of the Volga Boatmen (Ei Ukhnem) (Russian Folk Song)—Baritone, with Orch.; in Russian .....Giuseppe Danise
When the King Went Forth to War (Kēnemann)—Baritone, with Orch.; in French,
Giuseppe Danise
30108 Last Rose of Summer (Introduced in Flotow's "Martha") (Moore)—Soprano, with Orch.,
Edith Mason
Good-bye (Melville-Tosti)—Soprano, with Orch.,
Edith Mason
10151 Smilin' Through (Penn)—Baritone, with Orch.,
John Charles Thomas
Mother o' Mine (Kipling-Tours)—Baritone, with Orch. .....John Charles Thomas
2728 Melody (Charles G. Dawes)—Violin Solo,
Frederic Fradkin
Serenade (Drdla)—Violin Solo....Frederic Fradkin
2725 Where the Rainbow Ends (Grey-Ayer)—Tenor, with Orch. .....Allen McQuhae
Waiting for the Dawn and You (Caesar-Edwards) Tenor, with Orch.....Allen McQuhae
2726 Christmas Carols (Noël; God Rest You, Merry Gentlemen; Christians, Awake!) — Mixed Voices, with Orch. .....Collegiate Choir
Day of the Lord (A Carol Scene) (Kreutzer)—Male Quartet, with Brass Choir.Criterion Quartet
2727 His First After-Dinner Speech (Lewis)—Comedian .....Tom Lewis
Old-Time Minstrel Scene (Lewis)—Comedian,
Tom Lewis
2729 When I was the Dandy and You Were the Belle —Fox-trot, for Dancing,
Abe Lyman's California Orch.
Any Way the Wind Blows— (Creamer-Hanley) Fox-trot, for Dancing,
Abe Lyman's California Orch.
2730 From Day to Day (Thompson-Wiedoeft-Rose) Fox-trot, for Dancing,
Herb Wiedoeft's Cinderella Roof Orch.
Clementine (Brown)—Fox-trot,
Herb Wiedoeft's Cinderella Roof Orch.
2731 That's Georgia (Little-Gillespie-Shay)—Fox-trot, for Dancing .....Gene Rodemich's Orch.
Worryin' Blues (Kahn-Spitalny-Gordon)—Fox-trot, for Dancing.....Gene Rodemich's Orch.
2732 Roses of Picardy—Popular Concert,
Paul Ash and His Granada Orch.
La Paloma (The Dove) (Yradier)—Popular Concert .....Paul Ash and His Granada Orch.
2733 Tell Me What To Do (Zimmerman-Taft-Meyers) Fox-trot, for Dancing,
Vic Meyers and His Orch.
Mean Looks (Zimmerman-Taft-Meyers)—Fox-trot, for Dancing.....Vic Meyers and His Orch.
[illegible] Mistletoe (Clark-Leslie-Meyer) — Waltz, for Dancing .....Castlewood Marimba Band
Waikiki Is Calling Me (Sterling-Platzman)—Waltz, for Dancing....Castlewood Marimba Band
2735 Somebody Loves Me (From George White's "Scandals") (De Sylva-Gershwin) — Comedienne, with Orch.....Marion Harris
Charleston Charlie (Austin-O'Hara) — Comedienne, with Orch. .....Marion Harris
[illegible] (Ayer-Yellen) (Piano Passages by [illegible] Comedienne, with Orch.,
Margaret Young
[illegible] (Clare Monaco) Comedienne, with Orch. .....Margaret Young
[illegible] (Wright-Bessinger-Robinson)—Vocal Duet, with Orch.,
The Radio Franks (Wright and Bessinger)
Then Maybe I Will Forget (Wright-Bessinger) —Vocal Duet, with Orch.,
The Radio Franks (Wright and Bessinger)
[illegible] Some Other Day, Some Other Girl (Gus Kahn-[illegible] for Dancing, With Vocal Chorus .....Isham Jones' Orch.
Get Lucky (Bargy)—Fox-trot, for Dancing,
[illegible] Orch
2736 Dreamer of Dreams (Kahn-Fiorito)—Waltz, for Dancing; Vocal Chorus by Frank Bessinger,
Carl Fenton's Orch.
[illegible] Vocal Chorus by [illegible] Franks, Wright and Bessinger
Carl Fenton's Orch
2737 Memory Lane (De Sylva-Conrad-Silver)—Waltz, for Dancing .....Carl Fenton's Orch
My Dream Girl (From "The Dream Girl") (Young-Herbert) —Waltz, for Dancing,
Carl Fenton's Orch

2724 Doodle Doo Doo (Kassel-Stitzel)—Fox-trot, for Dancing .....Ray Miller and His Orch.
Adoring You (From Ziegfeld's "Follies of 1924") (McCarthy-Tierney) — Fox-trot, for Dancing .....Ray Miller and His Orch.
2742 All Alone (Irving Berlin)—Fox-trot, for Dancing .....Abe Lyman's California Orch.
Out of a Million You're the Only One (Clarke-Leslie-Cobey)—Fox-trot, for Dancing,
Abe Lyman's California Orch.
2743 All Alone (Irving Berlin)—Comedian, with Orch...Al Jolson, with Ray Miller and His Orch.
I'm Gonna Tramp, Tramp, Tramp (De Sylva-Woods)—Comedian, with Orch.,
Al Jolson, with Ray Miller and His Orch.

Edison Disc Records

ALREADY RELEASED SPECIALS

51377 Washington Post March..United States Marine Band
Radetzky March.....United States Marine Band
51399 Carry Your Cross with a Smile,
Homer Rodeheaver and Mixed Chorus
All the Way to Calvary,
Homer Rodeheaver and Mixed Chorus
51400 A Street Corner Quartette..National Male Quartette
Jubilee Days.....National Male Quartette
51401 Aloha Oe (Farewell to Thee),
Signor Lou Chiha "Friscoe"
Gypsy Love Song (The Fortune Teller),
Signor Lou Chiha "Friscoe"
51402 Georgia Lullaby.....Helen Clark and Charles Hart
Wasted Tears.....James Doherty
51403 Memory Lane—Waltz—Piano Solo....Harry Osborne
Valse Charme—Piano Solo.....Ray Perkins
51410 What'll I Do—Violin Solo.....Rae Eleanor Hall
Rose of Love—Violin Solo.....Rae Eleanor Hall
51412 San—Oriental Fox Trot.....Georgia Melodians
Sally Lou—Fox-trot.....Broadway Dance Orch.
51414 I Wonder What's Become of Sally?
James Doherty and Chorus
When I Was the Dandy and You Were the Belle.....Walter Scanlan
80793 Adios, Trigueña!.....José Mojica
Ay-Ay-Ay .....José Mojica
80794 Princesita (La de ojos azules).....José Mojica
Al pie de tu ventana (Serenata).....Jose Mojica
80805 Morning, Noon and Night in Vienna Overture—Part 1.....American Concert Orchestra
Morning, Noon and Night in Vienna Overture—Part 2.....American Concert Orchestra
80806 Moonlight Sonata.....Bellini Ensemble Unique
Fadette—Impromptu Brilliant
Bellini Ensemble Unique
82327 The Foggy Dew (Old Irish Folk-Song)—Violin Solo.....Carl Flesch
Spanish Dance, No. 1—Violin Solo.....Carl Flesch

FLASHES

51404 Along the Old Lake Trail—Medley Fox-trot., Intro: "Polly Put the Kettle On" from "Kid Boots".....The Top Notchers
Someone Loves You After All (The Rain Song) —Fox-trot from "Kid Boots,"
The Top Notchers
51405 Glad Eyes—Fox-trot.....Congo Four
Bring Back Those Rock-a-Bye Baby Days—Fox-trot.....Congo Four
51406 Blue Evening Blues—Fox-trot,
Fry's Million Dollar Pier Orchestra
Copenhagen—Fox-trot,
Fry's Million Dollar Pier Orchestra
51407 Haunting Melody—Waltz,
Harry Raderman's Dance Orch.
Words of Love—Waltz,
Harry Radermann's Dance Orch.
51408 That's Georgia—Fox-trot—Song by Vernon Dalhart and Ed. Smalle.....The Merry Sparklers
The Sunshine Always Shines for Me—Fox-trot—Song by Harvey Hindermyer..The Merry Sparklers
51409 The Door of Her Dreams—Waltz from "Rose Marie".....Harry Raderman's Dance Orch.
Bagdad—Fox-trot .....Kaplan's Melodists
51411 Rose Marie—Fox-trot from "Rose Marie,"
Broadway Dance Orch.
My Twilight Rose—Fox-trot from "Marjorie,"
Broadway Dance Orch.
51413 Dreary Weather—Fox-trot—Song by Charles Hart
Broadway Dance Orch.
Italian Rose—Fox-trot—Song by Charles Hart,
Kaplan's Melodists

Edison Blue Amberol Records

4919 Red Hot Mamma—Fox-trot.....Georgia Melodians
4920 Ole Aunt Mandy's Chile.....Criterion Quartet
4921 The Pal That I Loved Stole the Gal That I Loved.....James Doherty
4922 June Night—Fox-trot....Nathan Glantz and his Orch.
4923 The Dixie Kid.....Criterion Quartet
4924 Jealous (Wright and Bessinger)....The Radio Franks
4925 It Had To Be You—Fox-trot,
Harry Raderman's Dance Orch.
4926 Charley, My Boy—Fox-trot.....Georgia Melodians

"BLUES" RECORDS—SPECIAL RELEASES

4911 You Got Ev'ry Thing a Sweet Mama Needs (But Me).....Ellen Coleman
4913 She Walked Right Up and Took My Man Away (Blues Song).....Ellen Coleman
4915 Cruel Back Bitin' Blues (A Heart Aching Chant).....Ellen Coleman
4917 You're Gonna Wake Some Mornin' but Papa Will Be Gone.....Ethel Finnie

COUNTRY FIDDLER RECORDS

4912 Opera Reel with Calls—Violin .....Jasper Bisbee
4914 The Old Red Barn Medley Quadrille—Champion Old-Time Fiddler.....John Baltzell
4916 McDonald's Reel—Violin.....Jasper Bisbee
4918 Derang Hornpipe Medley—Champion Old-Time Fiddler.....John Baltzell

Aeolian Records

VOCALION RECORDS

INSTRUMENTAL

35050 Beethoven's Ninth Symphony—First Movement Part 1 Allegra, ma non troppo (Recorded in Europe)—Conducted by Bruno Seidler Winkler.....New Symphony Orch., Berlin 12
Beethoven's Ninth Symphony First Movement Part 2 Allegro, ma non troppo (Recorded in Europe) Conducted by Bruno Seidler Winkler.....New Symphony Orch., Berlin 12
35051 Beethoven's Ninth Symphony First Movement Part 3 Allegro, ma non troppo (Recorded in Europe) Conducted by Bruno Seidler Winkler.....New Symphony Orch., Berlin 12
Beethoven's Ninth Symphony Second Movement Part 1 Molto vivace (Recorded in Europe) Conducted by Bruno Seidler Winkler .....New Symphony Orch., Berlin 12
35052 Beethoven's Ninth Symphony—Second Movement—Part 2—Molto vivace—(Recorded in Europe)—Conducted by Bruno Seidler-Winkler.....New Symphony Orch., Berlin 12
Beethoven's Ninth Symphony—Third Movement—Part 1—Adagio molto e cantabile—(Recorded in Europe)—Conducted by Bruno Seidler-Winkler.New Symphony Orch., Berlin 12
35053 Beethoven's Ninth Symphony—Third Movement—Part 2—Adagio molto e cantabile—(Recorded in Europe)—Conducted by Bruno Seidler-Winkler.New Symphony Orch., Berlin 12
Beethoven's Ninth Symphony—Third Movement—Part 3—Adagio molto e cantabile—(Recorded in Europe)—Conducted by Bruno Seidler-Winkler.New Symphony Orch., Berlin 12
35054 Beethoven's Ninth Symphony—Fourth Movement—Part 1—Presto—(Recorded in Europe)—Conducted by Bruno Seidler-Winkler,
New Symphony Orch., Berlin 12
Beethoven's Ninth Symphony—Fourth Movement—Part 2—Presto allegro assai—(Recorded in Europe)—Conducted by Bruno Seidler-Winkler.New Symphony Orch., Berlin 12
35055 Beethoven's Ninth Symphony—Fourth Movement—Part 3—Presto allegro assai—Vocal by Ethel Hansa, Soprano; Eleanor Schlosshauer, Alto; Eugen Transky, Tenor; Prof. Albert Fischer, Bass, and Chorus by Berlin National Opera—(Recorded in Europe)—Conducted by Bruno Seidler-Winkler,
New Symphony Orch., Berlin 12
Beethoven's Ninth Symphony—Fourth Movement—Part 4—Presto allegro assai—Vocal by Eugen Transky, Tenor, and Chorus by Berlin National Opera—(Recorded in Europe)—Conducted by Bruno Seidler-Winkler,
New Symphony Orch., Berlin 12
35056 Beethoven's Ninth Symphony—Fourth Movement—Part 5—Presto allegro assai—Chorus by Berlin National Opera—(Recorded in Europe)—Conducted by Bruno Seidler-Winkler.....New Symphony Orch., Berlin 12
Beethoven's Ninth Symphony—Fourth Movement—Part 6—Presto allegro non tanto—Vocal by Ethel Hansa, Soprano,; Eleanor Schlosshauer, Alto; Eugen Transky, Tenor; Prof. Albert Fischer, Bass, and Chorus by Berlin National Opera—(Recorded in Europe)—Conducted by Bruno Seidler-Winkler,
New Symphony Orch., Berlin 12
35049 A Summer Evening (Ein Sommerabend) (Emil Waldteufel)—Waltz, in Concert Time—(Recorded in Europe),
Stern's Orch. (Hotel Adlon, Berlin) 12
Lagoon Waltzes (Lagunen Walzer) (Joh. Strauss)—In Concert Time—(Recorded in Europe)..Stern's Orch. (Hotel Adlon, Berlin) 12

STANDARD

60063 Le Coeur de ma Mie (The Heart of My Love) (E. Jaques-Dalcroze)—Soprano, in French, Aeolian Orch. Accomp.....May Peterson 10
A la claire Fontaine (Down to the Crystal Streamlet) (Arr. G. A. Grant-Schaefer)—Soprano, in French, Aeolian Orch. Accomp.,
May Peterson 10
21008 Maria, Mari (Di Capua)—Neapolitan Song—(Recorded in Europe)—Tenor, in Italian, Orch. Accomp. .....Alfred Piccaver 10
Torna a Surriento (De Curtis)—Neapolitan Song—(Recorded in Europe)—Tenor, in Italian, Orch. Accomp.....Alfred Piccaver 10
24065 The Land of Might Have Been (Moore-Novello) —Tenor, Aeolian Orch. Accomp..Colin O'More 10
Parted (Weatherly-Tosti) — Tenor, Aeolian Orch. Accomp. .....Colin O'More 10

CHILDREN'S RECORDS

14900 Mother Goose Story Medley, No. 5 (Intro. "There Was An Old Woman Who Lived in a Shoe," "The North Wind Doth Blow," "This Little Piggie Went to Market," "Pussy Cat, Pussy Cat")—Tenor, Orch. Accomp.,
Franklyn Baur 10
Mother Goose Story Medley, No. 6 (Intro. "Old Mother Hubbard," "Old King Cole," "Goosey, Goosey Gander," "Little Miss Muffet")—Tenor, Orch. Accomp.....Franklyn Baur 10

IRISH—INSTRUMENTAL

14899 The Dublin Hornpipe—Accordion, Piano Accomp. by Ed. Gegen.....Frank Quinn 10
The Rakes of Drumlish Reel Accordion, Piano Accomp. by Ed. Gegen.....Frank Quinn 10

DANCE

14890 Rose Marie (From "Rose Marie") (Rudolph Friml)—Fox-trot .....The Ambassadors 10
Bagdad (Milton Ager)—Oriental Fox-trot,
The Ambassadors 10
14884 My Dream Girl (From "The Dream Girl") (Victor Herbert)—Waltz,
The Bar Harbor Society Orch. 10
Kiss Me Goodnight (Bernie Stevens-Gillette-Olson)—Waltz.The Bar Harbor Society Orch. 10
14895 All Alone (Irving Berlin)—Waltz,
The Bar Harbor Society Orch. 10
A Waltz in the Moonlight (and You) (Solman-Parish)—Waltz.The Bar Harbor Society Orch. 10
14893 I Want to Be Happy (From "No, No, Nanette") (Intro. "You Can Dance") (Youmans)—Fox-trot.A. Wylie and His Golden Pheasant Orch. 10
My Best Girl (Walter Donaldson)—Fox-trot,
Austin Wylie and His Golden Pheasant Orch. 10
14894 Eliza (Fiorito-Kahn)—Fox-trot,
Austin Wylie and His Golden Pheasant Orch. 10
Morning (Won't You Ever Come 'Round?) (Silver-Turk)—Fox-trot,
Austin Wylie and His Golden Pheasant Orch. 10
14901 Tea for Two (From "No, No, Nanette") (Youmans)—Fox-trot,
Ben Berie and His Hotel Roosevelt Orch. 10
I'm Satisfied (Beside That Sweetie o' Mine) (Maceo Pinkard)—Fox-trot,
Ben Berie and His Hotel Roosevelt Orch. 10
14892 Forsaken Blues (Straight-Morgan)—Fox-trot,
Fletcher Henderson and His Orch. 10
Cold Mammas (Burn Me Up) (Van Loan-Gilbert-Santley),
Fletcher Henderson and His Orch. 10

VOCAL

14885 The Pal That I Loved Stole the Gal That I Loved (Nelson-Pease)—Ballad, Orch. Accomp.,
Irving Kaufman 10
The Last Sweetheart of Mine (Monaco-Friend) —Ballad, Orch. Accomp.....Irving Kaufman 10
14886 No One Knows What It's All About (Woods-Rose)—Comedy Song, Accomp. by The Ambassadors .....Isabelle Patricola 10
That's Georgia (Little-Gillespie-Shay)—Accomp. by The Ambassadors.....Isabelle Patricola 10
14898 Oh! You Can't Fool an Old Hoss' Fly (Franklyn Vincent Von Tilzer) Comedy Song, Accomp by Selvin's Orchestra.....Billy Jones 10
Little How How Are Ya (Ringle Wayne) Comedy Song, Accomp. by Selvin's Orchestra,
Billy Jones 10

MEXICAN—VOCAL

14889 Peregrina (The Pilgrim) (Fega-Palmerin)—Cancion Tenor, Orch. Accomp.....Jose Moriche 10

Las Golondrinas (The Swallows) (Vega-Palmerin)—Cancion—Tenor, Orch. Accomp., Joe Moriche 10

SOUTHERN RECORDS—VOCAL

14896 Smoky Mountain Blues (Nennstein), George Reneau 10
(Blind Musician of the Smoky Mountains)
Red Wing .....George Reneau 10
(Blind Musician of the Smoky Mountains)
14897 The C. & O. Wreck.....George Reneau 10
(Blind Musician of the Smoky Mountains)
Jessie James .....George Reneau 10
(Blind Musician of the Smoky Mountains)

FIDDLING

14867 Soldier's Joy—Accomp. by Uncle Dave Macon—Banjo .....Sid Harkreader 10
Love Somebody—Accomp. by Uncle Dave Macon—Banjo .....Sid Harkreader 10
14888 Old Granny Rattle-trap—Hoe-down—Accomp. by Banjo Picker,
Uncle "Am" Stuart (Old-time Fiddler) 10
Dixie (with variations)—Hoe-down,
Uncle "Am" Stuart (Old-time Fiddler) 10

RACE—VOCAL

14902 Sinful Blues (Tom Delaney)—Accomp. by Piano and Cornet.....Lena Henry 10
Family Skeleton Blues (Spencer Williams)—Accomp. by Piano and Cornet.....Lena Henry 10
14903—Texas Man Blues (Moore)—Piano Accomp., Monette Moore 10
I Wanna Jazz Some More—Blues (Tom Delaney)—Accomp. by Piano and Cornet, Monette Moore 10

Odeon Records

RECORDED IN EUROPE

3112 William Tell—Overture—Part I (Rossini), Dajos Bela and His Orch. 12
William Tell—Overture—Part II (Rossini), Dajos Bela and His Orch. 12
3113 William Tell—Overture—Part III (Rossini), Dajos Bela and His Orch. 12
William Tell—Overture—Part IV (Rossini), Dajos Bela and His Orch. 12
3114 Christmas Cantata (Mueller) Chorus with Orch. Accomp.—Under the direction of Arthur Barth, Oratorio Society 12
Crade Song of the Shepherds of Bethlehem ("Sleep Holy Babe")—Chorus with Pipe Organ Accomp.—Under the direction of Arthur Barth .....Oratorio Society 12
3115 Christmas Song With Variations ("Come Little Children")—Pipe Organ Solo....Paul Mania 12
Silent Night and O Sanctissima—Pipe Organ Solo .....Paul Mania 12
5044 Symphonie Pathetique (P. Tschaikowsky) 1st Movement, Part I—Symphony Orch., Dr. Weissmann and the Orch. of the State Opera House, Berlin 12
Symphonie Pathetique (P. Tschaikowsky) 1st Movement, Part II—Symphony Orch., Dr. Weissmann and the Orch. of the State Opera House, Berlin 12
5045 Symphonie Pathetique (P. Tschaikowsky) 1st Movement, Part III—Symphony Orch., Dr. Weissmann and the Orch. of the State Opera House, Berlin, 12
Symphonie Pathetique (P. Tschaikowsky) 1st Movement, Part IV—Symphony Orch., Dr. Weissmann and the Orch. of the State Opera House, Berlin, 12
5046 Symphonie Pathetique (P. Tschaikowsky) 1st Movement, Part V—Symphony Orch., Dr. Weissmann and the Orch. of the State Opera House, Berlin, 12
Symphonie Pathetique (P. Tschaikowsky) 2nd Movement: Allegro con grazio (5/4), Part I—Symphony Orch., Dr. Weissmann and the Orch. of the State Opera House, Berlin 12
5047 Hungarian Rhapsody No. 2—Part I (Fr. Liszt) Symphony Orch., Dr. Weismann and the Orch. of the State Opera House, Berlin 12
Hungarian Rhapsody No. 2—Part II (Fr. Liszt) Symphony Orch., Dr. Weismann and the Orch. of the State Opera House, Berlin 12

Okeh Records

VOCAL RECORDS

40193 I Hear You Calling Me (Harford-Marshall—Tenor, with Orch. .....Bruse Wallace 10
Sing Me to Sleep (Bingham-Greene)—Contralto with Orch. .....Helen Clark 10
40194 That's How the Shannon Flows (From Chauncey Olcott's Irish Comedy "Macushla") (Brennan-Ball)—Tenor, with Orch...Gerald Griffin 10
What an Irishman Means by "Machree" (Donnelly-S. J. and G. H. Gartlan)—Tenor, with Piano Accomp. by Justin Ring..Gerald Griffin 10
40196 I'm Nine Hundred Miles from Home—Fiddling Solo—Vocal Chorus (Recorded in Atlanta), Fiddlin' John Carson 10
I'm Glad My Wife's in Europe (John Carson)—Fiddling Solo—Vocal Chorus (Recorded in Atlanta).....Fiddlin' John Carson 10
40202 No One Knows What It's All About (Rose-Woods)—Tenor-Baritone Duet with Orch. Accomp., Happiness Boys (Billy Jones-Ernest Hare) 10
That's Georgia (Little-Gillespie-Shay)—Baritone with Orch. .....Earl Rickard 10
40203 Blue-Eyed Sally (Bernard-Robinson)—Baritone with Orch. .....Al Bernard 10
Let My Home Be Your Home (Bernard-Robinson)—Baritone, with Orch. .....Al Bernard 10
40204 It Ain't Gonna Rain No Mo' (Wendell Hall)—Fiddling and Singing (Recorded in Atlanta), Fiddlin' John Carson and His Virginia Reelers 10
Alabama Gal (Won't You Come Out Tonight?) Fiddling and Singing (Recorded in Atlanta), Fiddlin' John Carson and His Virginia Reelers 10

DANCE RECORDS

40188 It Ain't Gonna Rain No Mo' (Wendell Hall)—Fox-trot, with Singing Chorus (Recorded in Atlanta), Jack Linx and His Society Serenaders 10
Doodle Doo Doo (Kassel-Stitzel)—Fox-trot, (Recorded in Atlanta), Jack Linx and His Society Serenaders 10
40189 Louisiana Swing (Piron)—Fox-trot, Piron's New Orleans Orch. 10
Sittin' on the Curbstone Blues (Clark-Schafer-Calvin)—Fox-trot. Piron's New Orleans Orch. 10
40190 My Dream Girl (Introducing "If Somebody Only Would Find Me") (From the Musical Comedy "The Dream Girl") (Victor Herbert)—Medley Waltz .....The Yellow Jackets 10
Georgia Lullaby (Cordray)—Waltz, The Yellow Jackets 10
40191 Dreary Weather (Boland-Winegar)—Fox-trot, Ace Brigode and His Fourteen Virginians 10

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40192 How Come You Do Me Like You Do? (Austin-Bergere)—Fox-trot (Recorded in Atlanta), Jack Linx and his Society Serenaders 10
Brown Eyes (De Droit)—Fox-trot, Johnny De Droit and His New Orl. Jazz Orch. 10
40199 Me and the Boy Friend (Monaco)—Fox-trot, Vocal Chorus by Billy Jones, Vincent Lopez and His Hotel Pennsyl. Orch. 10
Dreamer of Dreams (Fiorito)—Waltz, Vocal Chorus by Billy Jones, Vincent Lopez and His Hotel Pennsyl. Orch. 10
40200 When I Was the Dandy and You Were the Belle (Handman-Dreyer)—Fox-trot, The Lanin Orch. 10
My Best Girl (Donaldson)—Fox-trot, The Lanin Orch. 10
40201—Rock-a-Bye My Baby Blues (Hill-Yoell)—Waltz (Recorded in Atlanta), Warner's Seven Aces (B. H. Warner, Dir.) 10
Love Time (Wyly) Fox-trot (Recorded in Atlanta) Warner's Seven Aces (B. H. Warner, Dir.) 10

INSTRUMENTAL RECORDS

40197—Missouri Waltz (Knight-Logan-Eppel) Harmonica Solo.....E. F. "Poss" Acree 10
Chicken Reel—Harmonica Solo, E. F. "Poss" Acree 10
40206 Mandylyn Quadrille Medley (Baltzell)—Violin Solo .....John Baltzell 10
John Baltzell's Reel (Baltzell)—Violin Solo, John Baltzell 10
21024 Leinster Reel Violin Solo, Piano Accomp. by Susan Peters .....Patrick J. Gaffney 10
Willie Walsh's Jig—Violin Solo, Piano Accomp. by Susan Peters .....Patrick J. Gaffney 10

RACE RECORDS

8161 Pleading Blues (Sara Martin-Sylvester Weaver) Contralto Solo with Guitar-Banjo Accomp. by Sylvester Weaver .....Sara Martin 10
If I Don't Find My Brown I Won't Be Back at All (Sara Martin-Sylvester Weaver)—Contralto Solo with Guitar Accomp. by Sylvester Weaver .....Sara Martin 10
8162 Nobody Knows the Way I feel This Mornin' (Tom Delaney)—Contralto Solo Accomp. by Clarence Williams' Harmonizers, Margaret Johnson 10
Absent-Minded Blues (Tom Delaney)—Contralto Solo Accomp. by Clarence Williams' Harmonizers .....Margaret Johnson 10
8163 Construction Gang (Butterbeans and Susie)—Contralto-Baritone Duet Accomp. by Joe Oliver—Cornet, Clarence Williams,—Piano, Butterbeans and Susie 10
A to Z Blues (Butterbeans-R. Arthur)—Contralto-Baritone Duet with Piano Accomp. by Clarence Williams.....Butterbeans and Susie 10
8164 Emancipation Day in Georgia (Horace George)—Vocal Trio Accomp. by Instrumental Trio, Charles Tyrus-Effie Tyrus-Horace George.... 10
The Meal Is Low in the Barrel Blues (Horace George-Edward Stevens)—Clarinet Solo, Singing Chorus with Piano Accomp. by Clarence Williams .....Horace George 10

Gennett Lateral Records

NEW CHRISTMAS RECORDS

5571 Joy to the World (Watts-Handel)—Accomp. by Sterling Brass Quintet....Gennett Mixed Quartet
Hark! The Herald Angels Sing (Wesley-Mendelssohn)—Accomp. by Sterling Brass Quintet, Gennett Mixed Quartet
5572 It Came Upon the Midnight Clear (Scars-Willis)—Unaccomp.....Gennett Male Quartet
While Shepherds Watch Their Flocks (Tate-Tansur)—Unaccomp.....Gennett Male Quartet
5573 Star of the East (Cooper-Kennedy)—Duet., Orch. Accomp.....Mandel and Kreutz
God Rest Ye Merry Gentlemen....Criterion Quartet
5574 Medley—Sacred Night, Holy Night—O Faithful Pine—Good King Wenceslas.. ....Trinity Orch.
Holy Ghost, With Love Divine.....Gennett Trio
5575 Jingle Bells.....Criterion Male Quartet
Small Songs for Small Singers—Tenor.Lewis James

GREEN LABEL RECORDS

10096 Bells of the Sea (Lamb-Solman)—Baritone, Orch. Accomp. .....Frederic Baer
Friend O' Mine (Weatherly-Sanderson)—Baritone, Orch. Accomp. .....Frederic Baer
5537 Old Timers' Waltz—Waltz—Part 1, Lieut. Matt's 106th Infantry Band
Old Timers' Waltz—Waltz—Part II, Lieut. Matt's 106th Infantry Band

VIOLIN AND PIANO

5567 Pop! Goes the Weasel, Frank Quinn, Violin; Eddie Geoghan, Piano Acc.
The Flogging Reel—Reel, Frank Quinn, Violin; Eddie Geoghan, Piano Acc.

LATEST DANCE HITS

5555 That's Georgia (Little-Gillespie-Shay), Bernie Cummins and His Orch.
Lonely Me (Maley-Finch-Britt-Stept), Bernie Cummins and His Orch.
5565 Tia Juana—Fox-trot (Conley-Rodernick), Wolverine Orch.
Big Boy—Fox-trot (Milton Ager), Wolverine Orch.
5568 Nancy—Fox-trot (Black-Moret) Vocal Chorus,

(*Continued on page 220*)

ADVANCE RECORD BULLETINS FOR DECEMBER—(Continued from page 219)

Arthur Fields
I Don't Know Why—Fox-trot (Galvin-Coakley),
The Vagabonds
5570 Sweet Little You (Bibo).....Lange-McKay Orch.
Tea for Two (Loumans).....Lange-McKay Orch.
POPULAR SONGS
5559 Me and the Boy Friend (Clare-Monaco)—Orch. Accomp. .....Aileen Stanley (Comedienne)
I'm in Love With the Prince of Wales (Miller-Conrad), Orch. Accomp.,
Aileen Stanley (Comedienne)
5563 Dreamer of Dreams (Kahn-Fiorito)—Orch. Accomp. .....The Tremaine Bros.
Rock-a-Bye My Baby Blues (Yoell-Hill)—Orch. Accomp. .....The Tremaine Bros.
FOREIGN
(Spanish)
S-5556 Lagrimas de Oro—Fox-trot (Juan Montemayor E.) .....Orquesta Miramar
Me Quieres?—Fox-trot (S. Diaz Pena),
Orquesta Texana
(Italian)
I-5560 Civetteria Polka—Polka (G. Nucci)..Iasilli's Band
Reminiscenze Napoletana—Tarantelle (N. M. Calace) .....Iasilli's Band
(German)
G-2547 Unterwald Ländler..Bauern Kapelle "Alt-Schwaben"
Traum Walzer.....Bauern Kapelle "Alt-Schwaben"

Pathe Phono & Radio Corp.

(NEEDLE-CUT RECORDS)
DANCE RECORDS
036149 I Want to See My Tennessee—Fox-trot,
Lanin's Arcadians
Eliza—Fox-trot,
Mike Speciale and His Carlton Terrace Orch.
036150 Dear One—Fox-trot,
Mike Speciale and His Carlton Terrace Orch.
Peter Pan (I Love You)—Fox-trot
Max Terr and His Orch.
036151 Choo Choo (I Gotta Hurry Home)—Fox-trot,
Original Memphis Five
Evening—For-trot.....Original Memphis Five
036152 The Pal That I Loved Stole the Gal That I Loved—Waltz.....Nathan Glantz and His Orch.
Tropical Palms—Fox-trot,
Nathan Glantz and His Orch.
036153 Where's My Sweetie Hiding—Fox-trot,
Lanin's Arcadians
Glad Eyes—Fox-trot, Nathan Glantz and His Orch.
036154 Temperamental Papa—Fox-trot,
John Sylvester and His Orch.
I Wanna Jazz Some More—Fox-trot,
John Sylvester and His Orch.
036155 Me and the Boy Friend—Fox-trot,
Southampton Society Orch.
Mandy Make Up Your Mind (from "Dixie To Broadway")—Fox-trot,
Mike Speciale and His Carlton Terrace Orch.
036156 Some Other Day Some Other Girl—Fox-trot,
Lanin's Arcadians
My Rose Marie—Fox-trot,
Fletcher Henderson and His Orch.
036157 Tell Me Dreamy Eyes—Fox-trot,
Fletcher Henderson and His Orch.
Shanghai Shuffle—Fox-trot,
Fletcher Henderson and His Orch.
036158 Rose Marie, (from "Rose Marie")—Fox-trot,
Harl Smith and His Orch.
Bring Back Those Rock-A-Bye Baby Days—Fox-trot .....Harl Smith and His Orch.
036159 Goo-Goo-Good-Night—Fox-trot,
Max Terr and His Orch.
Who Do You Love?—Fox-trot,
Max Terr and His Orch.
036160 Lenox Avenue Shuffle—Fox-trot,
Texas Blues Destroyers
Down in the Mouth Blues—Fox-trot,
Texas Blues Destroyers
POULAR VOCAL RECORDS
032079 Charley My Boy—Ukulele and Voice,
Cliff Edwards (Ukulele Ike)
I Wonder What's Become Of Sally?—Ukulele and Voice.....Cliff Edwards (Ukulele Ike)
032081 Just Some Roses.....William Rundle
Just for Remembrance (Bring Me a Red, Red Rose).....William Rundle
032080 My Poodle Ooodle Dog.....Dixie Stars
Never Gettin' No Place Blues.....Dixie Stars
032082 Who Wants a Bad Little Boy.....Arthur Fields
When I Was the Dandy and You Were the Belle.....Arthur Fields
032083 Those Panama Mammas (Are Ruining Me),
Vernon Dalhart and Ed. Smalle
Mrs. Murphy's Chowder,
Vernon Dalhart and Ed. Smalle
032084 Pretty As a Picture,
Frank Wright and Frank Bessinger (The Radio Franks)
Georgia Lullaby.....Arthur Wilson
032085 The Prisoners Song.....Vernon Dalhart
Radio Lady O' Mine.....Frank Bessinger
INTERESTING FEATURES RECORDS
032086 Bring Back Those Rock-A-Bye Baby Days—Guitar and Voice.....Lee Morse
Mail Man Blues—Guitar and Voice.....Lee Morse
032087 Way Out West in Kansas.....Guy Massey
How Do You Do?
Art Gillman (Whispering Pianist)
POPULAR VOCAL
032088 He's the Hottest Man in Town—Ukulele and Voice.....Cliff Edwards (Ukulele Ike)
My Best Girl—Ukulele and Voice,
Cliff Edwards (Ukulele Ike)
SPECIAL CHRISTMAS RECORD
032089 Christmas Chimes (Descriptive).....Joseph Phillips
Dear Old Santa (Descriptive).....Joseph Phillips

Emerson Records

DANCE HITS
10801 All Alone (Irving Berlin)—Waltz,
Bar Harbor Society Orch.
Southern Rose (Terris-Mayer)—Fox-trot,
California Melodie Syncopators
10802 Follow the Swallow (Rose-Dixon-Henderson)—Fox-trot .....Marlborough Symphonic Orch.
They Can't Blame That on Me (Caddigan-Story)—Fox-trot .....Emerson Dance Orch.
10803 Dreamer of Dreams (Kahn-Fiorito)—Waltz,
Marlborough Symphonic Orch.
My Heart Is Crying for You (Charles Frank)—Fox-trot .....Emerson Dance Orch.
10804 Bagdad (Yellen-Ager)—Fox trot,
Emerson Dance Orch.
Opera Marmalade (Charles Frank)—Tango, Fox-trot .....California Melodie Syncopators
10805 Haunting Melody (Russell-Spier-Schloss)—Waltz .....Marlborough Symphonic Orch.
Then You Know That You're in Love (From "Top Hole") (Murphy-Richman-Gorney)—Fox-trot .....Bar Harbor Society Orch.
10806 Dear One (Burke-Richardson-Fisher)—Fox-trot,
Nathan Glantz and His Orch.
Woogey Woo (Caddigan-Story)—Fox-trot,
California Melodie Syncopators
10809 Me and the Boy Friend (Clare-Monaco)—Fox-trot .....Bar Harbor Society Orch.
My Best Girl (Walter Donaldson)—Fox-trot,
Bar Harbor Society Orch.
SONG HITS
10800 All Alone (Irving Berlin)—Tenor Solor, Orch. Accomp. .....Sydney Mitchell
Sing a Little Song (Erdman-Chon-Westphal)—Tenor Solo, Orch. Accomp.....Sydney Mitchell
10807 Bring Back Those Rock-a-Bye Baby Days (Christy-Silver-Bernie)—Baritone Solo, Orch. Accomp. .....Ernest Hare
I'm Yearning for You (Frank Whittier)—Tenor Solo, Orch. Accomp. .....Sydney Mitchell
10808 Who Wants a Bad Little Boy? (Fisher-Burke)—Tenor Solo, Orch. Accomp.....Sydney Mitchell
Beyond the Clouds (Caddigan-Story)—Tenor Solo, Orch. Accomp.....Sydney Mitchell
FOR CHRISTMAS CHEER
10811 A Day in Toyland (Fred W. Hagar)—Descriptive Christmas Novelty,
Orchestra with Toy Instruments
Christmas Time at Pun'kin Centre—Descriptive Christmas Novelty,
Cal Stewart-Ada Jones, Premier-American Quartet
10459 Kiddies Patrol (Christmas Eve) (Walter Rogers)—Descriptive .....Emerson Concert Band
Kiddies Dance (Christmas Morning) (Walter Rogers) .....Emerson Concert Band
10270 Hark! the Herald Angels Sing (Mendelssohn)—Male Quartet .....Stellar Quartet
Joy to the World (Handel)—Male Quartet,
Stellar Quartet
10694 The Voice of the Chimes—Male Quartet, Orch. Accomp. .....Stellar Quartet
Ring Out Wild Bells—Baritone Solo, Orch. Accomp. .....Royal Dadmun
10812 My Sweet Song Bird of the California Hills (Ring-Hagar)—Descriptive Whistling Novelty, Orch. Accomp..Sibyl Sanderson Fagan-Henry Burr
Doan Ya Cry, My Honey (Noll-Smith)—Male Quartet .....Four Harmony Kings
10289 The Rosary—Contralto Solo..Nevada Van der Veer
Carry Me Back to Old Virginny—Contralto Solo,
Nevada Van der Veer
10621 I Love to Tell the Story (Hanker-Fisher)—Tenor and Contralto Duet, Orch. Accomp.,
Reed Miller-Nevada Van der Veer
Safe in the Arms of Jesus (Doane-Crosby)—Tenor and Baritone Duet, Orch. Accomp.,
John Young-Fred Wheeler
1087 Adeste Fideles (Come All Ye Faithful)—Male Quartet .....Shannon Four
Holy Night, Peaceful Night—Male Quartet,
Shannon Four
JEWISH RELEASES
13261 Heim, Ziese Heim—Tenor Solo..William Schwartz
Mein Tzigeiner Maidele—Tenor Solo,
William Schwartz
13262 Ven Die Vest Meine Zein—Tenor Solo,
William Schwartz
Der Dorfs Ying—Tenor Solo.....William Schwartz
13263 Der Freilicher Bulger—Accordion Solo, Piano Accomp. .....M. Yankowitz-A. Schwartz
Rusishe Potpouri—Accordion Solo, Piano Accomp. .....M. Yankowitz-A. Schwartz
13264 Doina—Accordion Solo, Piano Accomp.,
M. Yankowitz-A. Schwartz
Der Pastechel Tantz—Accordion Solo, Piano Accomp. .....M. Yankowitz-A. Schwartz
ITALIAN RELEASES
12137 Splendida Serata Spagnola—Valzer,
Orchestra Del Symphony Theatre
La Bella Di Gioia Del Colie—Mazurka,
Orchestra Del Symphony Theatre
12138 Il Canto Della Sirena—Valzer,
Orchestra Del Symphony Theatre
Una Notte a Coney Island—Mazurka,
Orchestra Del Symphony Theatre

Domino Records

DANCE RECORDS
400 All Alone—Waltz...Clarence Sherman's Dance Orch.
I'll Have the Last Waltz with Mother—Waltz,
Gotham Dance Orch.
401 Bring Back Those Rock-A-Bye Baby Days—Fox-trot.....Rialto Dance Orch.
Dixie Flyer Sam—Fox-trot..New Orleans Jazz Band
402 I Wanna See My Tennessee—Fox-trot,
Golden Gate Orch.
Dreary Weather—Fox-trot.....Rialto Dance Orch.
403 A Sun-Kist Cottage in California—Fox-trot,
Rialto Dance Orch.
Alabamy Stay at Home—Fox-trot....Dixie Jazz Band
404 Everything You Do—Fox-trot
Hal White's Syncopators
Eliza—Fox-trot.....Golden Gate Orch.
405 The Pal That I Loved Stole the Gal That I Loved—Waltz.....Gotham Dance Orch.
I Wonder What's Become of Sally—Waltz,
Clarence Sherman's Dance Orch.
406 Dear One—Fox-trot.....The Chiclet Orch.
Ask Her, When Shadows Fall—Fox-trot,
The Chiclet Orch.
407 Who Do You Love?—Fox-trot.....The Chiclet Orch.
Manda (From "Chocolate Dandies")—Fox-trot,
Golden Gate Orch.
VOCAL RECORDS
408 Memory Lane—Tenor Solo, Orch. Accomp.,
Harry Blake
Because They All Love You—Tenor Solo, Orch. Accomp.....Harry Blake
409 Bring Back Those Rock-A-Bye Baby Days—Baritone Solo, Orch. Accomp.....Lee Knight
You're the Dearest Girl of Them All—Tenor Solo, Orch. Accomp.....Allen Craig
410 All Alone—Tenor Solo, Orch. Accomp.,
Charles Graham
Just When I Needed You Most of All—Baritone Solo, Orch. Accomp.....Lee Knight
411 My Best Girl—Baritone Solo, Orch. Accomp.,
Donald Baker
Me and the Boy Friend—Baritone Solo, Orch. Accomp.....Donald Baker
VOCAL BLUES RECORDS
412 I Wanna Jazz Some More—Solo, Trio Accomp.,
Bessie Williams
One of These Days—Duet, Trio Accomp.,
Bessie Williams and Flora Dale
413 Family Skeleton Blues—Solo, Trio Accomp.,
Bessie Williams
Basement Blues—Solo, Trio Accomp.....Mae Harris
XMAS RECORDS
0128 Holy Night, Peaceful Night—Male Quartette,
Liberty Quartette
Hark! The Herald Angels Sing—Male Quartette,
Domino Male Quartette
0129 Adeste Fideles (Oh Come All Ye Faithful)—Male Quartette.....Liberty Quartette
Joy to the World—Male Quartette,
Domino Male Quartette

Regal Records

DANCE RECORDS
9719 All Alone—Waltz.....Bar Harbor Society Orch.
Georgia Lullaby—Waltz.....Imperial Dance Orch.
9720 I Wanna See My Tennessee—Fox-trot,
California Ramblers
Eliza—Fox-trot .....California Ramblers
9721 Bring Back Those Rock-a-Bye Baby Days—Fox-trot.....Hollywood Dance Orch.
Manda (From "Chocolate Dandies")—Fox-trot,
California Ramblers
9722 Everything You Do—Fox-trot,
Hollywood Dance Orch.
In the Garden of To-morrow,
Continental Dance Orch.
9723 Who Do You Love?—Fox-trot,
Bar Harbor Society Orch.
Ask Her When Shadows Fall—Fox-trot,
Nathan Glantz and His Orch.
9724 Dear One—Fox-trot...Nathan Glantz and His Orch.
Tropical Palms—Fox-trot...Continental Dance Orch.
9725 Dixie Flyer Sam—Fox-trot.....Six Black Diamonds
I'm Gonna Get Acquainted—Fox-trot,
Six Black Diamonds
9276 A Sunkist Cottage in California—Fox-trot,
Sam Lanin's Dance Orch.
Dreary Weather—Fox-trot.Sam Lanin's Dance Orch.
9727 The Pal That I Loved Stole the Gal That I Loved—Waltz .....Nathan Glantz and His Orch.
I Wonder What's Become of Sally?—Waltz,
Imperial Dance Orch.
VOCAL RECORDS
9728 Bring Back Those Rock-a-Bye Baby Days—Baritone Solo, Orch. Accomp.....Arthur Fields
When the One You Love Loves You—Tenor Solo, Orch. Accomp.....Billy Burton
9729 Me and the Boy Friend—Baritone Solo, Orch. Accomp. .....Arthur Fields
Dumb Dora—Tenor Solo, Orch. Accomp.,
Billy Jones
9730 All Alone—Tenor Solo .....Frank Flynn
Driftwood—Tenor Solo .....Billy Burton
9731 Memory Lane—Tenor Solo .....Billy Burton
Just Some Roses—Baritone Solo.....Arthur Fields
9732 My Best Girl—Baritone Solo.....Arthur Fields
Because They All Love You—Tenor Solo,
Billy Burton
VOCAL BLUES RECORDS
9733 I Wanna Jazz Some More—Solo, Trio Accomp.,
Kitty Brown
Basement Blues—Solo, Trio Accomp.....Sally Ritz
9734 Family Skeleton Blues—Solo, Piano and Clarinet Accomp. .....Kitty Brown
One of These Days—Duet, Piano and Clarinet Accomp. .....Kitty Brown-Jazz Casper
CHRISTMAS RECORDS
960 Holy Night, Peaceful Night—Male Quartet,
Liberty Male Quartet
Hark, the Herald Angels Sing—Male Quartet,
Regal Male Quartet
961 Adeste Fidelis (Oh, Come All Ye Faithful)—Male Quartet .....Liberty Male Quartet
Joy to the World—Male Quartet.Regal Male Quartet
9389 Kiddies Patrol (Christmas Eve)—Descriptive, Orch. Accomp. .....Walter Rogers
Kiddies Dance (Christmas Morning)—Descriptive, Orch. Accomp.....Walter Rogers

Banner Records

DANCE RECORDS
1422 I Wanna See My Tennessee—Fox-trot,
California Ramblers
Eliza—Fox-trot.....California Ramblers
1423 Dear One—Fox-trot....Nathan Glantz and His Orch.
Tropical Palms—Fox-trot....Continental Dance Orch.
1424 All Alone—Waltz.....Bar Harbor Society Orch.
Georgia Lullaby—Waltz.....Imperial Dance Orch.
1425 The Pal That I Loved Stole the Gal That I Loved—Waltz.....Nathan Glantz and His Orch.
I Wonder What's Become of Sally—Waltz,
Imperial Dance Orch.
1426 Bring Back Those Rock-A-Bye Baby Days—Fox-trot.....Hollywood Dance Orch.
Manda (From "Chocolate Dandies")—Fox-trot,
California Ramblers
1427 Who Do You Love—Fox-trot,
Bar Harbor Society Orch.
Ask Her, When Shadows Fall—Fox-trot,
Nathan Glantz and His Orch.
1428 Dixie Flyer Sam—Fox-trot.....Six Black Diamonds
I'm Gonna Get Acquainted—Fox-trot,
Six Black Diamonds
1429 Everything You Do—Fox-trot,
Hollywood Dance Orch.
In the Garden of Tomorrow—Fox-trot,
Continental Dance Orch.
1430 A Sun-Kist Cottage in California—Fox-trot,
Sam Lanin's Dance Orch.
Dreary Weather—Fox-trot..Sam Lanin's Dance Orch.
VOCAL RECORDS
1431 All Alone—Tenor Solo, Orch. Accomp..Frank Flynn
Driftwood—Tenor Solo, Orch. Accomp..Billy Burton
1432 Bring Back Those Rock-A-Bye Baby Days—Baritone Solo, Orch. Accomp.....Arthur Fields
When the One You Love, Loves You—Tenor Solo, Orch. Accomp.....Billy Burton
1433 Memory Lane—Tenor Solo, Orch. Accomp.,
Billy Burton
Just Some Roses—Baritone Solo, Orch. Accomp.,
Arthur Fields
1434 My Best Girl—Baritone Solo, Orch. Accomp.,
Arthur Fields
Because They All Love You—Tenor Solo, Orch. Accomp.....Billy Burton
1435 Me and the Boy Friend—Baritone Tenor Solo, Orch. Accomp.....Arthur Fields
Dumb Dora—Tenor Solo, Orch. Accomp...Billy Jones
VOCAL BLUES RECORDS
1436 Family Skeleton Blues—Solo, Piano and Clarinet Accomp.....Kitty Brown
One of Those Days—Duet, Piano and Cornet Accomp.....Kitty Brown
XMAS RECORDS
2063 Kiddies Patrol (Christmas Eve) Descriptive—Orch. Accomp.....Walter Rogers
Kiddies Dance (Christmas Morn) Descriptive—Orch. Accomp.....Walter Rogers
2065 Adeste Fidelis (Oh Come All Ye Faithful)—Male Quartette.....Liberty Male Quartette
Joy to the World—Male Quartette,
Liberty Male Quartette
2066 Holy Night, Peaceful Night—Male Quartette,
Liberty Male Quartette
Hark, The Herald Angels Sing—Male Quartette,
Liberty Male Quartette

Ajax Records

BLUES RECORDS
17063 Remorseful Blues,
Mamie Smith and Her Jazz Hounds

Just Like You Took My Man Away From Me,
Mamie Smith and Her Jazz Hounds
17058 Good Time Ball.Mamie Smith and Her Jazz Hounds
Lost Opportunity Blues,
Mamie Smith and Her Jazz Hounds
17064 Workhouse Blues,
Susie Smith and the Choo Choo Jazzers
House Rent Blues,
Susie Smith and the Choo Choo Jazzers
17067 Death Letter Blues,
Helen Gross and the Choo Choo Jazzers
Crap Shooting Blues,
Helen Gross and the Choo Choo Jazzers
17066 Believe Me Hot Mama,
Josie Miles and the Choo Choo Jazzers
Keep on Going,
Viola McCoy, Billy Higgins and Choo Choo Jazzers
17065 Lenox Avenue Shuffle.....Texas Blues Destroyers
Down-in-the-Mouth Blues ...Texas Blues Destroyers
17061 Gambling Dan.....J. Rosamond Johnson
A Darktown Literary Debate..J. Rosamond Johnson
17057 Freight Train Blues,
Josie Milles and the Choo Choo Jazzers
Lovin' Henry Blues,
Josie Milles and the Choo Choo Jazzers
17062 Chicago Monkey Man Blues,
Helen Gross and the Choo Choo Jazzers
Those Dogs of Mine (Famous Cornfield Blues),
Helen Gross and the Choo Choo Jazzers
17060 Hard-Hearted Hannah,
Rosa Henderson and the Choo Choo Jazzers
Ticket Agent, Ease Your Window Down,
Rosa Henderson and the Choo Choo Jazzers
17056 Worryin' Blues,
Millard Thomas and His Chicago Novelty Orch.
Papa Will be Gone,
Millard Thomas and His Chicago Novelty Orch.
SPIRITUALS
17059 My Lord's Gonna Move This Wicked Race
—Spiritual .....Old Time Jubilee Singers
Father, Prepare Me—Spiritual,
Old Time Jubilee Singers

U. S. Music Co.

Title Composer Played by
Hawaiian Moon of Mine—Waltz—Lawler-Coxe.
Dear One—Fox-trot—Fisher-Richardson-Burke,
Robert Billings
Oh, For a Pal Like You—Waltz—Harold Dixon.
Sweetest Little Rose in Tennessee—Waltz—Cal De Voll.
Cicero Blues—Waldron-Baskett.....Eubie Jones
No One Knows What It's All About—Fox-trot—Rose-Woods .....Clare Winters
When I Was the Dandy and You Were the Belle—Fox-trot—Ruby-Handman-Dreyer .....Clare Winters
Come Back to Me (When They Throw You Down)—Waltz—Rose-Donaldson .....Harold Wansborough
Honest and Truly—Waltz Ballad—Fred Rose,
Harold Wansborough
Forward March—With Lyrics—Wm. F. Hoffman.
The West, a Nest and You—Waltz—Yoell-Hill.
I Miss You Most at Gloaming—Waltz—Nobles-Harrison-Rose.
Full of Pep—March with Lyrics—H. Luebtow, Jr.
Too Tired—Fox-trot—Little-Sizemore-Shay.....Lee Sims
I'm Satisfied—Fox-trot—Yellen-Pinkard.....Lee Sims
Haunting Melody—Waltz—Russell-Spier-Shloss.
Some Other Day (Some Other Girl)—Fox-trot—Kahn-Jones .....Lee Sims
In Sweet Onion Time—Fox-trot—Duncan-Coslow,
Eubie Jones
Bring Back Those Rock-a-bye Baby Days—Fox-trot—Christy-Silver .....Clare Winters
The Slave of Love—Fox-trot—Blake-Sissle.Robert Billings
Rose Marie—Fox-trot—Harbach-Hammerstein-Friml,
Robert Billings
Between the Dances—Waltz—McHugh-Dubin-McConnel .....Harold Wansborough
Go' Long, Mule—Novelty Fox-trot—Creamer-King,
Horace Prell
My Best Girl—Fox-trot—Walter Donaldson.....Lee Sims
Southern Rose—Fox-trot—Terris-Mayerl .....Lee Sims
Copenhagen Blues—Davis-Melrose .....Eubie Jones
Will There Be Any Stars—Hymn—Jno. Sweney,
E. Marston
Wonderful Words of Life—Hymn—P. P. Bliss,
E. Marston
America, the Beautiful—Hymn—J. A. Ward..E. Marston
Open My Eyes, That I May See—Hymn—Chas. H. Scott .....E. Marston
Brighten the Corner Where You Are—Hymn..E. Marston
Take the Name of Jesus With You—Hymn....E. Marston
More About Jesus—Hymn.....E. Marston
Safe in the Arms of Jesus—Hymn.....E. Marston
Lord I'm Coming Home—Hymn.....E. Marston
Where He Leads Me—Hymn.....E. Marston
More Love to Thee—Hymn.....E. Marston
Jesus Paid It All—Hymn.....E. Marston
My Jesus, I Love Thee—Hymn.....E. Marston
My Jesus, As Thou Wilt—Hymn.....E. Marston
The Son of God Goes Forth to War—Hymn....E. Marston
Joy to the World—Hymn.....E. Marston

AUTO-ART
These Rolls for Standardized Reproducing Tracker Bar
INSTRUMENTAL ROLLS
Title Composer Played by
Badinage—Victor Herbert .....Cora Mel Hatton
Valse Caprice, Op. 74, No. 7—Cyril Scott..Roger Le Mar
Last Hope—Gottschalk .....Ivan Petrikoff
Danse Negre—Cyril Scott .....Roger Le Mar
LIBRARY EDITION
WORD ROLLS
La Paloma—Song—English Lyrics.....Robert Billings
LIBRARY EDITION
MUSIC ONLY
Title Composer Played by
Badinage—Victor Herbert .....Cora Mel Hatton
Valse Caprice, Op. 74, No. 7—Cyril Scott....Roger Le Mar
Last Hope—Gottschalk .....Ivan Petrikoff
Danse Negre—Cyril Scott.....Roger Le Mar
Humoresque—Dvorak .....Robert Billings

Buys Out the Bahr Co.

QUINCY, MASS., November 1.—The entire stock and fixtures of the Bahr Music Co., at 1603 Hancock street, have been purchased by the Beal & McCarthy Music Co., and the store has been reopened under the changed management. The Beal & McCarthy firm, which handles the McPhail piano, was established in 1880 by the late J. Q. Beal and now has three stores, the others being at Rockland and Brockton. The success of the firm is attributed by the proprietors to the popularity of the McPhail piano.

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New Radio Department

HARTFORD, WIS., November 1.—Mrs. J. P. Smart has recently opened the Smart Music Shoppe on the second floor of the Heppe Cash Store, and will handle phonographs, records and radio.

SOUTHERN VICTOR WHOLESALERS
The Corley Company
RICHMOND VIRGINIA

TEST IT.
OUR VICTOR
Record Service
has a reputation for efficiency.
Suppose you try it.
E. F. DROOP & SONS CO.
1300 G. STREET, WASHINGTON, D. C.
204-6-8-10 CLAY STREET, BALTIMORE, MD.

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ORO-TONE No. 100 COMBINED
Recording, Reproducing and Radio
EDISON ATTACHMENT

Showing how easy it is to record with the new Oro-Tone No. 100 recording, reproducing and radio attachment.

Unsurpassed

1. In simplicity and ease of operation—can be attached and removed instantly.

2. Gives astonishingly true tone reproduction. With slight practice every word becomes clear and distinct.

3. This No. 100 Attachment also plays all records on the Edison Phonograph, including the records it records.

4. As a means for closing Edison sales this No. 100 Attachment will prove a tremendous help.

Read the five advantages given below.

SAMPLE ON 30 DAYS' APPROVAL

SEND for one of these new No. 100 Oro-Tone Combined Recording, Reproducing and Radio Attachments on 30 days' approval. Give it a trial. Note how easy it is to attach. How clear and distinct the recorded tone. How astonishingly simple it is for anyone to record a song, a speech, a reading. How keenly the public is interested.

To all of our present customers, and to every Edison Dealer we sincerely recommend this new No. 100 Attachment for the following reasons:

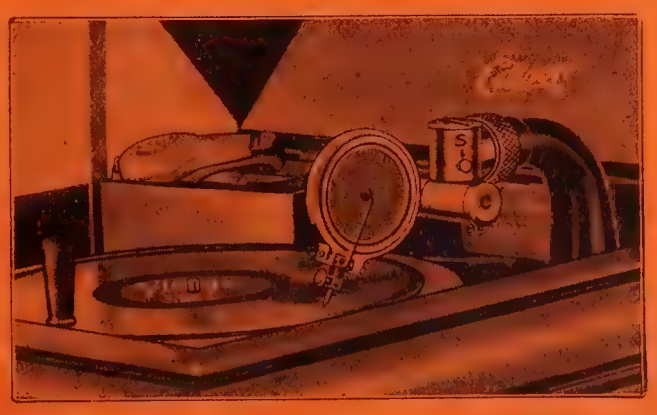
1. It will help you to close more Edison phonograph sales. The No. 100 Attachment enables anyone to play all records on the Edison. The Oro-Tone self-adjusting reproducer gives a marvelously, clear, beautiful tone.

2. You will find splendid sales of this recording attachment among those to whom you have already sold Edison phonographs. Simply calling their attention to the excellence of this recording attachment and the pleasure to be derived from it will make the sales.

3. You will have a steady sale of the Pathé records used with this attachment. These records can be covered on both sides. Recording requires no careful adjustments. A child can operate the attachment.

4. The unusual pleasure which this sure-fire recording device will give Edison owners will result in much **valuable publicity for your store** and therefore new prospects and more sales.

5. The radio attachment permits any radio set to be attached by simply removing the radio cap C. The phonograph can then be used as a loud speaker.



The Oro-Tone Co.
QUALITY FIRST

1000-1010 George Street Chicago, Ill.

Ask your Edison Jobber for a Sample

* * *

PLAYS ALL RECORDS

The small cut herewith shows how Victor, Brunswick, Columbia, and other makes of needle records may be played with this new Oro-Tone No. 100 recording, reproducing and radio attachment. Easy to change needles. The complete outfit consists of attachment, recording horn, sapphire recording needle and one Pathé recording record.

* * *

PRICES AND TERMS

Nickel Finish	$ 8.50
Gold or Antique Bronze (Oxidized)	10.50
Pathé Aluminum Recording Records	.25

(40 per cent Discount to Dealers)

They're on their way!

—straight from Atlantic City to your living room

Fry's Million Dollar Pier Orchestra now records exclusively for Edison.

Dance-lovers all over the country know them and their rhythmic syncopations,

—and will come to *you* for their records.

Hear Their First Record:

No. 51406—Blue Evening Blues
Copenhagen Blues

THOMAS A. EDISON, INC.
ORANGE, NEW JERSEY

Look on pages 36 and 37 of this issue.

Jobbers of the New Edison, Edison Records, the Edison Diamond Amberola and Blue Amberol Records

CALIFORNIA
Los Angeles—Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Edison Phonograph Distributing Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—Edison Phonograph Distributing Co.

INDIANA
Indianapolis—Edison Phonograph Distributing Co.

IOWA
Des Moines—Harger & Blish

LOUISIANA
New Orleans—Philip Werlein, Ltd.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Iver Johnson Sporting Goods Co. (Amberola only).

MICHIGAN
Detroit—Phonograph Co. of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW JERSEY
Orange—The Phonograph Corp. of Manhattan.

NEW YORK
Albany—American Phonograph Co.
New York City—J. F. Blackman & Son. (Amberola only).
Syracuse—Frank E. Bolway & Son, Inc.
W. D. Andrews Co. (Amberola only).

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

CANADA
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Babson Bros. (Amberola only).

VOL. XX. NO. 12

SINGLE COPIES, 25 CENTS
PER YEAR, TWO DOLLARS

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

Published Each Month by Edward Lyman Bill, Inc., at 383 Madison Ave., New York, December 15, 1924

The best-known trademark in the world
designating the products of the Victor Talking Machine Co.

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

Sonoradio

CLEAR AS A BELL

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Phonograph
and Radio
All in One

Model 242

$235

Cash In On The Demand For This Model

Built into a Sonora Phonograph of high quality is a Neutrodyne radio set of pronounced superiority, extreme sensitiveness and selectivity. This is the first three tube neutrodyne to be built and the first to operate on dry batteries.

Batteries are completely enclosed, and besides the space for record albums adjoining the battery compartment, there is space below the horn for extra records. Sounds from both radio and phonograph are reproduced through the famous Sonora tone passage with all wood, laminated horn.

Sales in quantity will follow the displaying of this exceptional value, as well as the many other salable models in the Sonora line. Let us tell you about the Sonora selling plan, prices and discounts. Write today.

Sonora Phonograph Co., Inc., 279 Broadway, New York City

Makers of Sonora Phonographs, Sonora Radio Speakers, Reproducers and Sonoradios

Canadian and Export Distributor: C. A. Richards, Inc., 279 Broadway, New York

Manufactured by an authorized sub-licensee of Independent Radio Manufacturers, Incorporated under Hazeltine Neutrodyne Patents No. 1,450,080 dated March 27, 1923, and No. 1,489,228, dated April 1, 1924, and other patents pending

The Talking Machine World

Vol. 20. No. 12 New York, December 15, 1924 Price Twenty-five Cents

Victor Talking Machine Co. Announces Modification of Record Release Plan

New Plan, Which Becomes Effective January 2, Includes Weekly Release of Timely Records Only With Monthly Supplementary Release, Consisting of Standard and Red Seal Numbers

The Victor Talking Machine Co. on December 3 announced the general modification of its plan for new record issues that should prove of distinct interest to both Victor wholesalers and dealers, in that it is based upon a close observation of existing weekly record release systems as well as suggestions offered to the company by the members of the trade.

The new modified plan, which becomes effective with the new record issue of Friday, January 2, provides for the weekly issue each Friday of two or three timely records only, supplemented by a monthly issue of new records on the last Friday of each month which will include in addition to the current weekly issue a selected list of standard and Red Seal numbers, together with listings of all weekly records issued since the last supplement. A number of records to be issued monthly will be issued on the basis of sales possibilities.

The advertising of the Victor Co. in the newspapers will continue to present the new weekly issues, and at the proper time also the monthly releases. An attractive window card listing new records will be supplied each week to dealers and there will also be issued a monthly hanger similar to the one now in use. This monthly hanger will list the monthly releases as well as the weekly releases of the period. The weekly mailing card featuring new records will be discontinued, but ready-made advertisements suitable for post-card printing will be furnished to those dealers who desire them.

The entire new, or modified, record release plan was outlined to the trade by the Victor Co. in a special letter reading in part as follows:

"The plan of issuing new records on Friday of each week has been in operation a sufficient length of time to prove its practicability and advantages. Our observations and the opinions of the trade communicated to us through our representatives lead to the conclusion that the plan can be made more effective, and simplify the problems of the dealer by the following modifications, which will be made effective with the new record issue of Friday, January 2.

New Records Each Friday

"The weekly issue of Friday will consist of two or three timely records only. These will be records having a general sales appeal and timeliness. If any selection or selections become popular in your community prior to the date set for general issue, we shall be glad to give careful consideration to requests for advance shipment.

Monthly Issues

"There will be a monthly issue of new records on the last Friday of each month, unless the first of the following month falls on Friday, in which case the latter will become the opening sale date for the monthly issue.

"This monthly issue will include the current weekly issue of two or three timely records and a well balanced list of standard and Red Seal numbers, together with listings of all weekly records issued since the last monthly supplement.

"The number of records issued monthly will be determined on a basis of sales possibilities, bearing in mind the best interests of the trade.

Newspaper Advertising

"The newspapers in which we regularly advertise will contain suitable advertisements of new record issues on Thursday and Friday of each week. This weekly advertisement in addition to strong presentation of the new records will, from time to time, also feature—in certain cities—such records previously issued as may then have particular popularity in those respective localities.

"The advertisement which appears simultaneously with our monthly issue will list all records it contains and in addition will include all records presented in the general weekly issues of the previous month.

Trade Service

"The present schedule of advance notices of new issues and the shipment of sample records will not be disturbed.

"The weekly mailing card, featuring new records, will be discontinued, but for those dealers who have found a weekly mailing of notices of the new issues indispensable we will supply in the usual way ready-made advertisements suitable for postal card printing.

"An attractive window card listing the new records will be supplied each week. This card will be of convenient size so that it can be packed and shipped with records.

"A monthly hanger similar to the one in use at present will be supplied. This will list the new monthly records and recapitulate the weekly records issued during the previous month.

"We will continue to issue each month an attractive supplement to the catalog which will be shipped at the time of the monthly issue. This will list the new monthly records and will also feature the preceding weekly records with annotations. It will also contain a recapitulation of all records issued subsequent to the last general catalog as at present."

In presenting the modified plan the company expresses belief that it will simplify the dealer's problem both in the ordering and exploitation of new records, and also increased sales, through giving him the timely records at weekly intervals and affording him a full month in which to exploit standard and Red Seal selections.

"Bob" MacClellan to Cover Southwestern Territory

For the Radio Division of the Th. Goldschmidt Corp., of New York City

J. B. Price, sales and advertising manager of the radio division of the Th. Goldschmidt Corp., New York, N. Y., manufacturer of the N & K loud speaker, head phones and phonograph units, announced this week the appointment of

"Bob" MacClellan

"Bob" MacClellan as district manager for the Southwest territory, with headquarters at the company's executive offices, 15 William street, New York. Mr. MacClellan is now visiting the trade in Missouri, Kansas, Oklahoma, Texas, Louisiana and Arkansas, and the results of his work to date are very gratifying.

In connection with his activities in the Southwest territory Mr. MacClellan will visit jobbers in all of the leading trade centers, paying particular attention to furthering the interests of music jobbers handling the N & K products. He will also call upon the leading dealers, giving them all of the time necessary in behalf of the profitable merchandising of the N & K lines. Mr. MacClellan is co-operating with the jobbers to excellent advantage, devoting considerable time to the jobbers' sales organizations in order to give the wholesaler every possible form of service and assistance in building up a profitable, permanent business.

Brunswick Co. Takes Over Boston Wholesale Branch

Kraft, Bates & Spencer Discontinue Distribution of Brunswick—Factory Branch to Be Maintained—Harry L. Spencer in Charge

BOSTON, MASS., December 8.—The important news in talking machine circles this month is the announcement that beginning the first of the new year the business of Brunswick machines and radiolas will be handled by the Brunswick-Balke-Collender Co., of Chicago. This means that the well-known Boston house of Kraft, Bates & Spencer, which had been jobbers for the Brunswick line for a number of years, will discontinue handling the talking machines, records and radiolas of this big Chicago concern and the Brunswick-Balke-Collender Co. will thereafter maintain a direct factory branch at 80 Kingston street, which has been the address of the Kraft, Bates & Spencer Co. for nearly two years past. This new branch will be under the personal supervision of Harry L. Spencer, who has long been with the Kraft, Bates & Spencer concern and is the elder son of the senior member of the firm. He is thoroughly conversant with the Brunswick business. Boston, it seems, is the only city in the country in which the Brunswick Co. has not operated its own branch. It is understood that as an incident to this change the firm of Kraft, Bates & Spencer will cease to function as a phonograph wholesaler.

New Edison Distributing Company in Kansas City

On December 1 announcement was made of the formation of the Edison Phonograph Distributing Co., of Kansas City. This concern has been organized to conduct the Edison jobbing business formerly done by the Phonograph Co. of Kansas City, and Shulz Bros., of Omaha, Nebr. The new jobbing organization will make its headquarters exclusively at Kansas City and will be operated as a subsidiary of Thos. A. Edison, Inc., with Clarence L. Smith as acting manager. Mr. Smith was assistant manager to the former manager of the Kansas City company and has had considerable experience and success as a traveling representative for the Edison business in the Middle Western territory to be served by the new company.

See second last page for Index of Articles of Interest in this issue of The World

Right Slant on Phonograph-Radio Selling

H. D. Berkeley Emphasizes Need for Constructive View of Talking Machine and Radio Merchandising Where Both Are Featured

One of the fundamental reasons why some dealers have cause to complain of slackened demand for talking machines is because of their failure to put really constructive sales effort behind the moving of these instruments. It is not that these dealers are failing to wage aggressive campaigns to increase their business, but the entire organization, built up through a number of years to sell the talking machine, has been shifted to push the sale of other products, producing an unbalanced plan of promotion.

The Problem of Radio

It is conceded beyond the question of a doubt that the logical place to sell radio sets is the talking machine store. The experience of the past has shown that the talking machine dealer has, through years of experience in the merchandising of musical instruments, built up an organization that is admirably fitted to sell receiving sets. The mistake made, however, is the premise of some retailers that radio will cut into their talking machine business; that every sale of a radio set means the possible loss of a talking machine sale. Influenced by this belief, they either fail to do anything to stimulate an interest in the sale of talking machines or else do so in a half-hearted fashion that naturally fails of results. In brief, they "auto-suggest" themselves into bad business.

The Constructive View

Another class of dealers, however, view the radio situation in a different light. They see it as an instrument vastly different from the talking machine and one which is supplementary to it and can be merchandised without detriment to the lines which they are selling. They accepted the radio, not with fear and trepidation, but with open arms, as an instrument with a place in the home, with a different appeal than those instruments which they were selling, and established their radio departments as separate units, neither dependent on, interlacing with or in any way connected with the talking machine department. The new department was regarded in the proper light—a welcome addition to the merchandise carried. But these dealers did not regard the radio as the successor to the talking machine, as many dealers, unconsciously perhaps, but erroneously view it. They feel that both the talking machine and the radio have a definite place in the home and they plan their campaigns accordingly. That they are right in this surmise is proved by the great popularity of the combination unit.

Radio Added to Console Popularity

It is true the introduction of radio into the music trade field has influenced the buying public's selection to the point where the console model, which is radio-adaptable in that a radio panel can be inserted at any time, is far more in demand than the upright model. H. D. Berkeley, manager of the talking machine department of Bloomingdale's department store, New York, reports that his sales for November are most satisfactory and are in advance of last year. He attributes this condition to the fact that the store has continued the same methods of vigorously pushing the talking machine as were employed in former years. The only difference the introduction of radio has made is that practically the entire display of hundreds of phonographs on the floor are of the console type, many with provision for radio.

Mr. Berkeley, in discussing the opinion which some people have that the radio is superseding the talking machine, stated that the dealers are in a large measure to blame. He pointed out that many dealers, through constant association with the instrument, have lost their sense of values and look upon the talking machine as a matter of course.

Use Imagination to Get Proper Slant

"Suppose," he said, "the radio receiving sets had come into popular usage before the invention of the talking machine, and for twenty years the public were accustomed to having their music entertainment via the air. Then, the announcement of the phonograph was made. The people were informed through advertisements and through the papers of this marvelous new device, by means of which a flat disc placed on the machine would give in the home the music of all the great artists of the world, vocalists, instrumentalists, orchestras, etc., and the disc could be played at any time and would last indefinitely. The machine was complete in that it required nothing but the putting on of a record and at no time would any outside factor interfere with the enjoyment of the programs which could be heard.

"Wouldn't such a situation," continued Mr. Berkeley, "create just as much of a stir in the trade as has the radio, and yet the radio would continue to enjoy its popularity and possess features which could not be taken over by the new instrument. By viewing the matter in this light the dealer who fears for the talking machine business might get a new slant on the situation and see that each instrument has its own virtues, neither of which can be usurped by the other."

NYACCOFLEX
R. 2.

A Needed Addition to Your Radio Line

Many good prospects cannot afford the high priced sets NOW.

Get the little fellow's business, too.

A Nyaccoflex sale means a satisfied customer plus a prospect for future sales.

Nyacco Radio (Reflex) Receiver

Combines the best features of the most powerful present-day circuits; two tubes do the work of five. Cuts battery cost 60 per cent. OPERATES A LOUD SPEAKER. Gets distance, volume, is selective and can be logged.

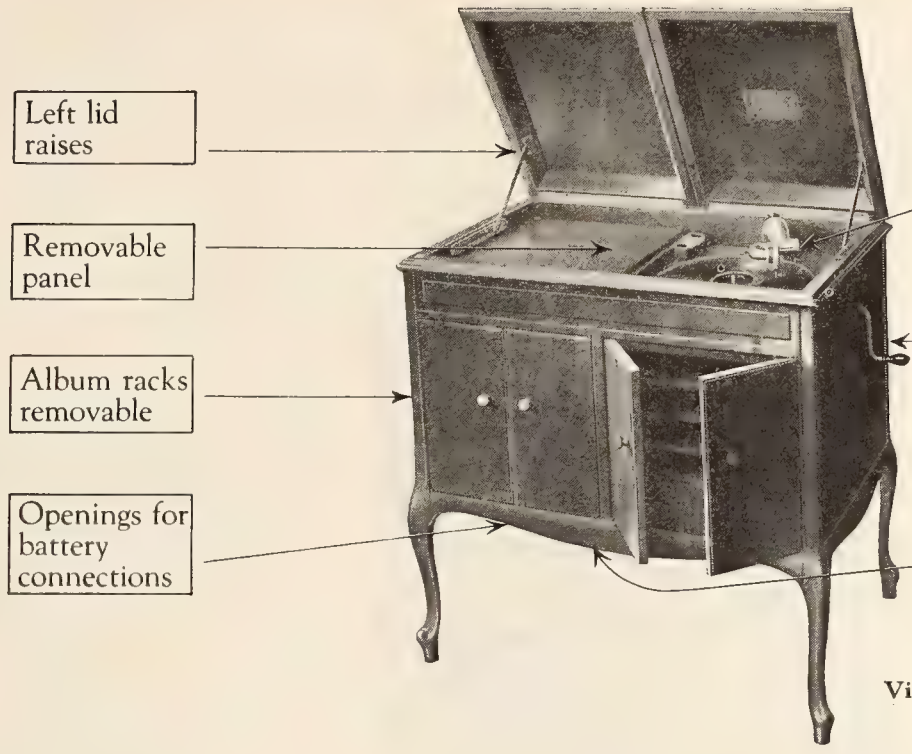
We are also the manufacturers of the Nyaccoflex Radio-Phonographs

LIST $32.50 WITHOUT ACCESSORIES

Dealers write your jobber for details or address

New York Album & Card Co., Inc.

New York: 23-25 Lispenard Street Chicago: 415-417 S. Jefferson Street



Victrola No. S 215 (Special), $160
Mahogany, oak or walnut

You can quickly equip a Victrola with whatever radio set you prefer

The four Victrola models shown here are specially designed to provide for the installation of radio equipment. Practically all Victrola instruments can be adapted to radio installation with ease.

Such a combination is the best possible solution of the dealer's radio problem, for it enables him to furnish the Victrola with the radio set the customer prefers, and permits him to handle the radio sets he prefers.

The radio equipment may be placed under the left lid which raises, exposing a removable panel. A panel extending across the entire rear of the instrument is also removable, revealing ample space for radio apparatus.

In the present state of radio reception, experimentation holds a large part of the radio owner's interest. The Victrola-Radio combination has absolute flexibility, does not restrict the "radio-fan" to any one set even after it is installed, and allows him plenty of opportunity for changes in, and additions to, his set.

Victrola No. S 405 (Special)
Walnut, $265; electric, $305

Victrola No. S 400 (Special)
Mahogany, $265; electric, $305

Victrola No. S 410 (Special)
Mahogany, $315; electric, $355

Real Victrolas are *marked* Victrola

TRADE MARK
Victrola

Victor Talking Machine Company, Camden, N. J.
Victor Talking Machine Co. of Canada, Ltd., Montreal

Brunswick Co. Announces Purchase of Vocalion Record Division of Aeolian Co.

Deal Closed by P. L. Deutsch Goes Into Effect January 2—To Maintain Separate Organization to Merchandise Vocalion Records—New York Aeolian Retail Stores to Handle Brunswick

The Brunswick-Balke-Collender Co., Chicago, announced, on December 1, the purchase of the Vocalion record division of the Aeolian Co., New York. This important deal was closed by P. L. Deutsch, vice-president of the Brunswick-Balke-Collender Co. and the guiding spirit in the company's phenomenal progress the past six years. The new arrangement goes into effect January 2, and in his announcement Mr. Deutsch said:

"The Brunswick Co. has, for a long time, felt that a large market exists for a high quality record such as the Vocalion, outside of, or additional to, the channels through which Brunswick records are now being sold.

"The demand for Brunswick records has been greater than could be met in being merchandised only through regular Brunswick dealers. Owing to the desire of the Brunswick Co. to protect those dealers through limited distribution policies governing Brunswick products the wide span of opportunity for the Brunswick record could not be covered.

"Necessarily, a product selling from 75 cents to $2.00 should be given wider distribution than that of higher-priced products, such as Brunswick phonographs and Brunswick-Radiolas, if full advantage of the demand is to be taken. Therefore, in confining the distribution of Brunswick records to the Brunswick phonograph dealers a great existing market could not be reached for such a product. The Vocalion record has been selected as the only record of sufficiently high quality which the Brunswick Co. cared to sponsor and present in addition to the Brunswick record.

"We wish to express, in a definite way, the high regard we have for this fine record, and for the distinguished company which has brought it to its present state of perfection—a company whose prestige in the music field predates the phonograph industry. In taking over the recording and manufacturing of the Vocalion record and its firm name we will be guided by the same excellent principles which have been used in the past by the Aeolian Co. We will continue much the same policies of distribution through jobbers, amplified by the best merchandising and advertising facilities at the command of the Brunswick Co. A separate selling organization, to carry out the Vocalion merchandising plans, will be maintained in order to do justice to this excellent record.

"The complete line of Brunswick phonographs, Brunswick-Radiolas, and Brunswick records will be extensively merchandised

P. L. Deutsch

through the Aeolian Co.'s retail stores, inclusive of Aeolian Hall on Forty-second street, New York City."

W. H. Alfring's Statement

In a chat with The World, W. H. Alfring, vice-president and general manager of the Aeolian Co., New York, commented as follows upon the consummation of the Brunswick-Vocalion arrangement: "We are pleased to announce that all of the retail stores controlled by the Aeolian Co. in Greater New York will merchandise Brunswick products, including Brunswick-Radiolas, all details concerning these arrangements, as well as the sale of our Vocalion record business, taking effect January 2, 1925.

"For some time past we have recognized the fact that the phonograph record industry calls for a steady program of expansion, which is absolutely necessary to keep pace with standard competition. After considering all these facts, however, the Aeolian Co. believed it advantageous to its organization to withdraw from the record field in order to permit of expansion and development with the products which have made our company internationally famous—pianos, reproducing pianos and player-pianos. It was solely for this reason that we decided to dispose of our Vocalion record business.

"Our policy will provide for a very important expansion in the manufacturing and marketing of all our piano products, and this applies particularly to Duo-Art activities. As is generally known, the demand for Duo-Art reproducing pianos has increased tremendously during the past few years, and our manufacturing facilities must be enlarged in order to keep pace with this demand. With the sale of our Vocalion record business we have now concentrated our activities in such a way that in the manufacturing field we will make pianos, reproducing pianos, player-pianos and music rolls, and in our retail sales department we will merchandise, in addition to these products, Vocalion phonographs, radio products, records, etc. We will also continue to make Vocalion phonographs, as heretofore."

The control of the Vocalion record and its continuance through a separate division of the Brunswick organization represents one of the most important developments in the record industry in recent years. The fact that the Brunswick Co. will market the new Vocalion record through the existing Vocalion agencies and along independent lines of distribution, distinct from Brunswick, is an interesting solution to the problem of keeping the two names separate. In Brunswick's announcement to its organization of retail dealers it is pointed out that the acquisition of the Vocalion record in no way affects the vigor with which Brunswick records will be marketed.

This new arrangement brings under the colors many new artists of world renown, such as Rosa Raisa, May Peterson, Colin O'More, and others. In the popular music field there will be many favorites continued on Vocalion records, such as Ben Bernie and His Hotel Roosevelt Orchestra, Ben Selvin's Orchestra, Ambassador Orchestra, Bar Harbor Society Orchestra, Irving Kaufman, popular tenor, and many others.

Since making this announcement the Brunswick-Balke-Collender Co. has received thousands of letters and telegrams of congratulation from the trade everywhere, and the importance of the deal is keenly appreciated by all factors of the phonograph industry.

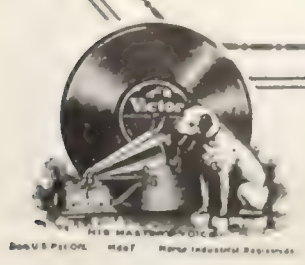
"Brass-tacks"

TALKING business straight from the shoulder you have to admit that the word Service is like the proverbial "step-child," badly mistreated.

Everybody talks the "stuff" but few deliver. The proof of good service is not in saying a whole lot about it, but giving it and that's what we are doing.

Our advertising man can write pages of copy on what we do for the dealer but that won't prove anything to you until you try us out.

Talk over your merchandising problems with our representative, let him give you the benefit of his wide contact. On this matter of service, our policy is to get down to "brass-tacks" and deliver.



THE CLEVELAND TALKING MACHINE CO.

Wholesalers of Victor Products

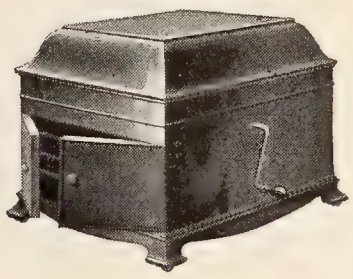
CLEVELAND, OHIO

W. A. Hurd Joins Forces of F. A. D. Andrea, Inc.

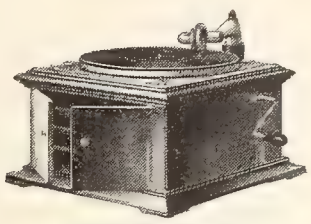
Connected With Merchandising Department—Duties Consist of Dealer Co-operation and Editing Dealer House Organ

F. A. D. Andrea, Inc., manufacturer of Fada neutrodyne radio receiving sets, recently announced the addition of W. A. Hurd to its personnel. Mr. Hurd was formerly merchandising specialist of the Western Electric Co. and more recently associate editor of a radio publication. By virtue of his past experience he has been able to study at close range the problems in regard to the sale of radio. Mr. Hurd will be connected with the company in its merchandising department, his function being to add to the merchandising activities and supervise the publication of a monthly dealer house organ, entitled "Fada Sales." He will also add to the general plan of fostering dealer sales by more effective and closer co-operation of Fada national advertising with the local efforts of all dealers, thus forming an important link in the sales promotion plans of the retail trade.

Victor supremacy is the supremacy of performance

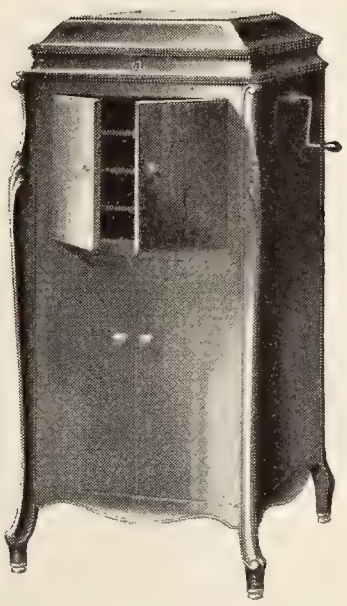


Victrola IX, $75
Mahogany or oak

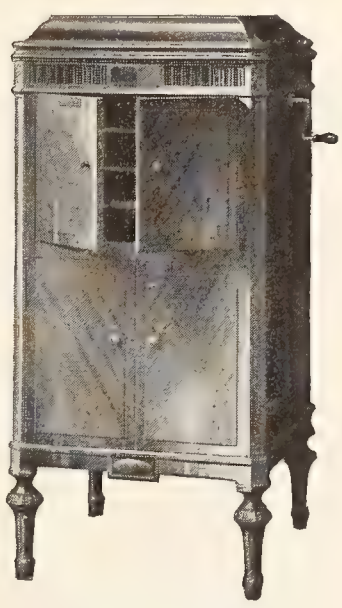


Victrola VI, $35
Mahogany or oak

Victor history is one continuous series of great musical achievements. Each successive accomplishment marking another step forward in the progress of dealers in Victor products.



Victrola No. 111
$225
Electric, $265
Mahogany, oak or walnut



Victrola No. 350
Mahogany, $235; electric, $275

Victrola No. No. 215
$150
Mahogany, oak or walnut
Victrola No. S 215 (Special) $160
Specially designed to accommodate any radio receiving set

Victrola No. 240
$125
Mahogany, oak or walnut

Victrola No. 405
Walnut, **$250**; electric, **$290**
Victrola No. S 405 (Special)
Walnut, **$265**; electric, **$305**
Specially designed to accommodate any radio receiving set

There is but one Victrola and that is made by the Victor Company—look for these Victor trade marks

TRADE MARK
Victrola
REG U S PAT OFF

Victor Talking Machine Company, Camden, N. J.
Victor Talking Machine Co. of Canada, Ltd., Montreal

What Creates a Big Retail Sales Volume?

The Successful Sales Promotion Methods of Montalvo's, of New Brunswick, N. J., Provide a Concrete Answer to This Question

What makes a retail dealer successful? Is it advertising? Canvassing? Store location? Salesmanship and business ability? All of these requisites contribute, but no single one of them will bring maximum business to the retail store. For example, out on Long Island not very far from New York City's shopping district is a talking machine dealer who concentrates entirely on canvassing. He does an excellent business, but his location warrants an even greater sales volume, which advertising alone can produce. Not far distant is another dealer who does a fair business—in this case advertising is the only medium used to secure trade. In this particular instance canvassing and outside sales effort would bring the sales up a considerable degree.

Montalvo's Uses All Methods

Montalvo's New Gift Shop and Temple of Music, New Brunswick, N. J., is one of the few retail talking machine dealers who utilize all of the approved methods of securing business. The store has built up a mailing list of 6,000, and a constant stream of record supplements, direct mail literature of the most constructive kind, is sent out. Five outside salesmen, each supplied with a motor car, are constantly canvassing the city and its environs for business, and they are getting results. In addition to advertising in the local papers, the out-of-town newspapers regularly carry the publicity of Montalvo's, with the result that the firm draws trade from a territory within a radius of twelve miles of the store. The store itself has not been neglected in this scheme of sales promotion. Ramon Montalvo, Jr., who is head of this enterprise, which has been in existence since the year 1900, believes in modern merchandising methods and equipment, and as a result his large store is a model in this respect. The first thing that strikes the eye on entering the store is the musical merchandise department, with its attractive and well-stocked wall cases and the glassed display and service counters. Then comes the gift department, in which are displayed in artistic surroundings a complete line of art objects. Next there is a large record department, stocked with approximately 15,000 Victor and Edison records. The talking machine department consists of a spacious display room, showing the Victor and Edison lines to advantage. There are record, phonograph and radio demonstration rooms and a specially decorated room for the kiddies. The store and stock are remarkably complete, which is why the people about New Brunswick prefer to visit it.

Montalvo's Publicity

Mr. Montalvo believes in originality in advertising and some of his publicity is of interest because it shows how small space can be used to great advantage in securing business through the columns of the local newspapers. This is especially important to dealers whose advertising appropriation is limited. A clever publicity stunt which has attracted the public's attention consists of what Mr. Montalvo calls "readers." A few of these are reproduced herewith to show

There are several fundamental principles of retail business management and sales promotion which combined are vital factors in aiding the retail talking machine dealer to reach the pinnacle of success. Rarely does a single retailer use all of them and as a result progress is retarded. Montalvo's, however, has succeeded in making rapid progress through the application of these merchandising factors, and, consequently, the story of the methods by which this live dealer is making his store the most popular in his city as well as drawing trade from a wide territory surrounding New Brunswick should prove of practical value to all retail talking machine dealers who are not now enjoying the sales volume which the extent of their territory warrants.

the manner of presentation of the product in an interesting and unusually effective way:

VICTOR ALBUM FREE WITH SET OF RECORDS

The Victor Company announces through Montalvo's, 107 Albany street, a series of beautiful numbers complete in album form. The set consists of "Symphony in B Minor" and "Quintette in E Flat Major," each complete.

"RADIO RAY" SAYS THE COST IS VERY SMALL

Don't be without the pleasures of radio when the cost is but a few cents an hour and when you figure how many can enjoy the music and speeches. The cost per person is practically nothing. Write, phone 2280 or call at Montalvo's, 107 Albany street, for further proof.

Another of these "readers" brings out an important point in Montalvo's methods of doing business, namely, interest charge on sales. This is usually added to the cash price of the instrument and the total price appears on the tag attached to the machine. This reader follows:

HERE'S BEST RADIO NEWS OF SEASON

A complete four-tube outfit delivered to your home ready for you to listen in on the best entertainment for only $25 down, balance $125 on special terms, or $135 cash—that's the whole story, except this latest outfit is obtainable only at Montalvo's, 107 Albany street.

Result-Producing Direct Mail

In addition to the above and other newspaper and church bulletin publicity, the concern does considerable direct mail sales promotion, which has proved very profitable from the standpoint of the number of customers and prospects which it has brought into the store.

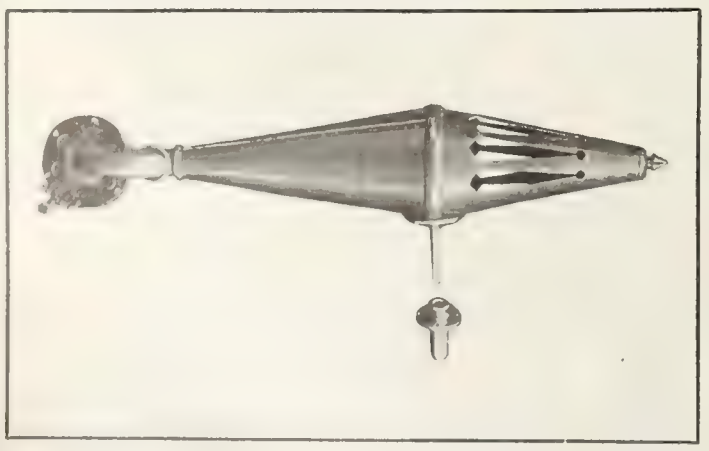
One postal card sent to 5,000 of the people on the mailing list brought 132 people into the store on November 8. In order to provide a check on the results, announcement appeared on the card that the person bringing the card to the store together with a stated sum of money would receive an electric torchier. This card was sent out to bring people into the store following remodeling and expansion of both the store and stock. These people not only visited the establishment, but they made purchases. Typical of the buying was a sale of merchandise valued at $16 to one woman. That shows how a dealer can use direct mail to get business. Other direct mail publicity of the post card type has been found productive of business, and consequently this is an important part of the general advertising campaign carried on by Montalvo's. During the next year Mr. Montalvo plans to set aside 10 per cent of the gross income of the business for advertising purposes.

Service as Prestige Builder

Service is recognized at this store as vitally important to the development of the business. This policy makes itself felt in many ways. For example: Radio purchasers and those who visit the store are glad to take home with them a large folder bearing the title "Radio Index." The first page of the folder also bears the name and address of the dealer. On the inside are listed all of the radio stations throughout the country, together with other pertinent information. This is really a radio log. Service also is the reason for the existence of the large repair department which occupies the second floor, where all kinds of talking machines, radio sets, etc., are put in shape by expert mechanics. This policy is also manifested in the special room for children, the daily concerts held especially for the kiddies, rest rooms, etc.

Haeske Co. Has Opening

BARTLESVILLE, OKLA., December 6.—The J. H. Haeske Radio-Music Co. recently held the formal opening of its new store at 313 Dewey street. A large crowd attended the opening ceremonies and flowers and souvenirs were distributed. An interesting radio program was heard. A complete line of Brunswick-Radiola, Strand and Columbia instruments is carried, together with Brunswick, Columbia and Okeh records.



HERE IT IS!

The last word in Phonographs. The Minnelli Tone Arm, a new invention that revolutionizes the entire industry.

The Minnelli Tone Arm can be placed on any kind of machine, either small or large. The Minnelli Tone Arm can also be placed on a table, writing desk, or any place that you wish, for it has a motor to turn the records. After placing the Minnelli Tone Arm you can obtain the best and the softest tone you have ever heard. Better information can be obtained by writing. We are interested in both dealers and manufacturers.

Complete samples will be sent to any part of the United States for $10.00.

MINNELLI PHONOGRAPH CO., Inc. Pittston, Pa.

Greetings

Deep gratitude and satisfaction mark the Christmas Spirit at Peerless this year—gratitude for the loyal support our product has received from many friends and patrons in the field and satisfaction that comes of honest endeavor and a job well done. To all

A Merry Christmas
and a
Happy New Year

PEERLESS
—the Album

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK

Exclusive metropolitan distributors for the new beautiful and educational "PICTORIAL RECORDS" for children.

WALTER S. GRAY CO.
Pacific Coast Representative
San Francisco and Los Angeles

L. W. HOUGH
146 Mass. Avenue
Boston, Mass.

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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Long Distance Telephones—Numbers 2642-3-4-5-6-7-8 Vanderbilt
Cable Address: "Elbill," New York

NEW YORK, DECEMBER 15, 1924

Trade Confidence for 1925 Based on Facts

TALK to some members of the trade regarding 1924 business and the answer will be anything but enthusiastic. Talk to others and they seem to feel that, taking the year as a whole and mixing the good and the bad for a general average, results for the twelve months will not prove so thoroughly disappointing. So much for the year just closing, which will soon be a matter of history.

Regarding 1925, however, there seems to be absolutely no lack of confidence on the part of the talking machine trade. Manufacturers, distributors and a very substantial number of dealers are convinced that with fundamental business conditions as they are throughout the country, with the assurance of an unchanging national administration for the coming four years and the improvement in the industrial situation so evident, this trade itself cannot help but realize upon the opportunities that will come and register a business year at least normal and, very probably, better than normal.

These expressions of confidence are encouraging for they come from men who are not only expressing opinions but are backing up those opinions by action in the making of plans for production and selling campaigns of magnitude. There have been, and probably will develop, various conditions that will have a temporary effect on the trade just as conditions show up in other lines of business, but the talking machine industry is built upon too sound a foundation and has too much to offer to the public to suffer from any extended period of depression unless the country itself, or rather the business thereof, is in a chaotic state.

In the casting up of accounts for 1924 the results are apparently quite satisfactory in a great number of cases. There are some who will find that the volume is not so large as that of last year, but that situation will be met even in years of greatest prosperity and here, too, it is possible only to judge from a general average.

In heralding a substantial year for the talking machine trade in 1925 members of the industry have not closed their eyes to the newly developed market of radio, but have taken that newest industry, so closely allied with the music trade, into their calculations. This is significant in that, though opinions vary as to the effect of radio on the talking machine business itself, there is apparent a general feeling that the two industries are in a great sense distinctive, even though in their appeal to the music lover they have much in common.

Making prophecies is naturally a dangerous thing, but with the business conditions of the country as they exist to-day there is little reason to question the views of those who hold that the industry has much to look forward to in 1925.

Helped to Improve Merchandising Methods

THE fact is becoming increasingly evident that insofar as merchandising methods are concerned, the talking machine industry has done much for the benefit of radio, both its manufacturers and its dealers, through bringing about the adoption of merchandising methods that are sound and built for permanence.

It was not so many months ago that the chief factor in radio distribution was the "gyp" dealer, the individual with little or no ideas of values or of good business practice, whose code was to cut prices on articles of recognized merit and get all he could for those accessories of which the public knew little or nothing. As a matter of fact the situation was such that many members of the music trade directly interested in the progress of radio hesitated about handling it, in view of the necessity of facing this "gyp" competition.

The situation, however, has changed rapidly and to-day, although the "gyp" and the irresponsible dealer are still with us, they are in the minority and are rapidly being eliminated. Radio manufacturers, through contact with the music trade, have come to realize that in confining their distribution to legitimate merchants of recognized standing and proved business ability, they are making for the confidence of the public and the permanence of their market. Instead of placing their lines in the hands of those who have no respect for public confidence or name values, the manufacturers, at least a very large proportion of them, are selecting their dealers and placing agencies only with those who they feel will sell their products on a basis consistent with good business and the development of name value for the future.

It may be overstepping the line to say that music merchants are entirely responsible for bringing about this change, but there is no questioning the fact they have been a powerful influence in bettering conditions.

Building Record Sales on the "Group" Plan

SINCE the talking machine trade came into existence there have been among those who handle records, two types of dealers—the "one record" man and the other fellow who had vision enough to see the possibilities in capitalizing the customer's musical taste and selling him several records of the same general character for his library. For the customer who favors the standard ballads or concert songs there were to be found many more of the same type in the catalog for his consideration, and the same held good whether his musical taste ran to violin solos, orchestral selections, or church music.

Manufacturers and those interested in the merchandising of records have for years emphasized the possibilities of selling the customer a half dozen selections of the same general character when he came in to buy one, and those dealers who followed the advice found that the plan worked. In fact, the idea of satisfying the customer's musical needs and taste on the quantity basis is responsible for the recent development of grouping Victor records in album sets, which represent an organized movement to sell records on a group basis which should prove of inestimable value to dealers generally who take proper cognizance of their opportunities.

It is a significant fact that the individual who might hesitate about having a dozen or so records of the same type demonstrated for him and then see the prices of the separate records added up on the sales slip until they made an imposing total, will not feel the same hesitancy about accepting a dozen or so records of the type he likes already collected for him, and $10, $15 or $20 in a lump sum for a big and valuable package is not nearly so large as when that same amount is made up from a number of small items. So much from the selling angle.

From the angle of music itself the talking machine owner is enabled under the new plan to put into his library groups of records of a character that he favors selected for him by those

who, through training, have a thorough appreciation of record value. It not only saves him the trouble of making individual selections, but puts before him records that ordinarily might remain hidden on the dealer's shelves indefinitely.

The idea of group selling is not new nor is it confined to the talking machine trade. We find the haberdasher using the idea, in the boxing of three shirts and offering them for a lump sum to the man who ordinarily would be content with one at a time. We find the tobacco dealer offering a carton of cigarettes as a convenience to the customer and as a producer of greater turnover. We find dealers in other lines grouping kindred articles offering them at a fixed price and thereby increasing sales materially for the reason that in the group sold and bought so easily there are probably several articles that the purchaser would not buy on a one-at-a-time basis.

The various album sets offer a concrete example of how the plan may be worked out. The idea is new, and although it is growing rapidly there are scores of other groupings in various catalogs of all sorts that the dealer himself can arrange for bulk sales. There is no reason to stay in the one record dealer class, provided the dealer himself has a proper understanding of his stock as well as the customer's general taste.

A Trade Deal of Far-Reaching Importance

EARLY this month there was announced the taking over by the Brunswick-Balke-Collender Co. of the Vocalion record, heretofore manufactured by the Aeolian Co., New York. The announcement represents something more than a mere open-and-closed sale. From the statement of the Brunswick vice-president, it develops that the Brunswick Co. will be in a position to offer to the trade two distinct record groups. The Brunswick line itself, which has become so well established, will still continue to be offered to the public through present channels, and the Vocalion record, which also has an excellent reputation, will be offered to the general trade through accepted jobber channels and featured as a distinct unit.

The announced plan of the Brunswick Co. represents a new step in record distribution, the success of which as carried out with usual Brunswick energy will be watched with interest by the trade at large. The development of record distribution, the making of records as easily available to the prospective buyer as the newspaper when he wants it, is one of the chief factors in the trade, and any plan that is calculated to bring about a more general distribution of records is making for the continued and, it is hoped, increasing popularity of the talking machine itself.

To all our friends in the industry best wishes for a Merry Christmas and a New Year of Prosperity and Happiness.

Value and Need of Trade Associations

DEVELOPMENTS during the past year have demonstrated more forcefully than ever the fact that the talking machine trade is unfortunate in having so few active trade associations for the promotion of co-operation among the members of the industry regardless of the lines they handle to the common end of keeping the trade, as a whole, on a sound, profitable basis.

There are two or three associations in the trade that really function, the outstanding among them being the Talking Machine & Radio Men, Inc., New York, which has succeeded admirably in holding the interest of the dealers, regardless of how some of them may consider certain phases of its activities.

It is, of course, true that the industry is so constituted that those who handle the different lines of instruments have distinctive problems of discount, exchange, record releases, etc., to be considered, but it is quite feasible, and has been proven so, to organize divisional groups to take up the special company-dealer questions as they may crop up.

The main point is that fundamentally the problems of the trade as a whole are about the same in every locality. These general problems include those of terms, interest, trade-ins, the opposition of "gyp" dealers and a half dozen other matters of similar tenor. More than one dealer has lost considerable money in experimenting to find some successful plan of operation when, had he been brought into contact with his fellows through an association, he would have found the same, or even better, plan already mapped out for adaptation to his own use.

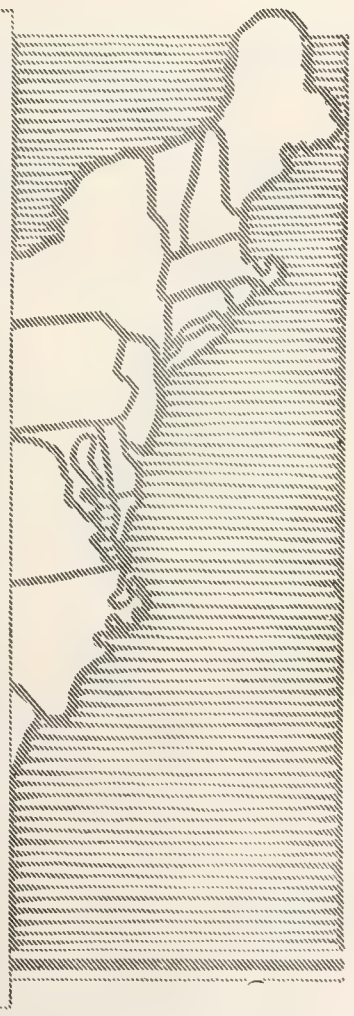
Sherman, Clay & Co.

Victor Distributors on the Pacific Coast

Victrolas Victor Records
Victor Accessories

Main Wholesale Depot:
741 Mission Street, San Francisco, Cal.

Branch Wholesale Depots:
10th and Santee Streets, Los Angeles, Cal.
N. W. Corner 13th and Glison Streets, Portland, Oregon
Oceanic Bldg., Cor. University and Post Streets, Seattle, Washington
330 West Sprague Ave., Spokane, Washington



5 DISTRIBUTING DEPOTS for YOUR CONVENIENCE

Salesmanship as a Radio Profit Builder

Factors That Make for Increased Retail Radio Sales Outlined by B. R. Hassler, Sales Manager of the Colin B. Kennedy Corp.

Something new to sell, to the real salesman, is more fascinating than a steam engine to a small boy. It is a challenge to his enterprise, to his resourcefulness, to his knowledge of selling craft. When, in addition to the appeal of sheer novelty, it brings with it the romance, the glamour of unseen and mysterious forces that make radio what it is, the appeal is usually irresistible.

At the same time, not even radio has attained to that mythical level of the product that "sells itself." It has plenty of difficulties, also arising chiefly from its sheer novelty, to make it interesting and worth the salesman's while. And from the knowledge that there is a right way and a wrong way to sell radio, we are gradually working out a sound selling method which, as it happens, fits the average talking-machine store as though made to order for it.

No Need of Technical Knowledge

Just a word of reassurance. The mystery of radio is all inside, where it is a help to the salesman and not a hindrance. There is no need of a course in the theory of electric oscillations or a diploma from an engineering school to sell radio to-day. In fact, it may help sometimes if the salesman can make a convincing display of ignorance, in order to relieve the fear of a lady customer that a radio receiver is too abstruse, too scientific and too complex for her.

"Why," the salesman might say, "a new-born babe knows as much about electricity as I do. I know when I push the button the light comes on, and I know that when I turn this knob here and set this dial on that number I get music. And now you know as much about it as I do. You don't need to know any more."

The day of selling a radio receiver as a scientific novelty or an engineering achievement has gone by. The engineering and the science have to be there, of course, but they should no more be in evidence than the knowledge of acoustics and the typical formation of sound-waves should be in selling talking machines. The people who really understand the difference between a reflex circuit and a neutrodyne, or have some faint appreciation of what they are talking about when they discourse learnedly of impedance and damping, conductivity and reactance, all have radio sets of their own already, which they usually built themselves. The people who are buying radio to-day don't know and don't care—don't want to know—how the thing is done in a scientific sense. They are satisfied to know that you turn this knob here and set that dial there, and music comes out of the horn. And that isn't so very different from the phonograph, is it?

Radio must be sold intelligently if the retail talking machine dealer expects to make the most of this branch of his business. Experience has proved the fallacy of many of the methods of selling which existed quite generally a year ago and which obtain in some stores at the present time. Mr. Hassler has a wide knowledge of radio merchandising and because he is a keen analyst and is in a fortunate position for observation his statements are authoritative and worth consideration of the trade.

Selling by Home Demonstration

The way to sell radio, like the way to sell phonographs, is by demonstration. But there are some points about the radio demonstration that are different and that give the salesman a chance to exercise his mind and his acquaintance with human nature.

Instead of selecting records from the cabinet in accordance with your best guess as to a customer's tastes, you have to watch the broadcasting programs and time your demonstrations accordingly. But you also have two factors to play with: not only the beauty of the music, which is the appeal of the phonograph record, but also the appeal of the distant and mysterious origin of the music.

"They all look good when they're far away" might be paraphrased in selling radio into "They all sound good when they're far away." This thrill that adds to the thrill of fine music that of the knowledge that it is reaching you over hundreds of miles of space can be very effectively capitalized in demonstrations.

Suppose you take a receiving set which can be accurately and positively tuned. You know that at 8.30 to-night an exceptionally fine orchestral selection will be given from a local broadcasting station. You take this set to a prospective customer's home, connect it up (which isn't complicated) and leave, first impressing it upon him that under no circumstances is he to touch it.

Then, at 8.25 this evening, call him on the telephone. Tell him simply to turn the proper knob and to set his dial at 95, and listen. What a thrill he will get when, a moment later, he hears, "This is Station XYZ," and then his room is filled with melody! The chances are good that you will get a check and an enthusiastic letter in next day's mail.

Store Demonstrations

Naturally, store demonstrations can be arranged in the same fashion. You will soon learn to keep track of all the broadcasting programs in your neighborhood—and there is no neighborhood in the United States to-day that is not within range of high-class broadcasting—and to take advantage of particularly fine program numbers, to invite the prospective customers to whom you think they will most appeal to be on hand at that hour to hear them.

But you are not confined, you must remember, to music alone for demonstration purposes. Think of the advantages of such events of great popular interest and dramatic importance as the farewell of General Pershing, etc.

Overcoming Sales-Killing Difficulties

There are, of course, difficulties which must be faced. No selling job would be interesting without them. "Electricity" to some people is still a dread and mysterious word, and an aerial conjures up danger of lightning.

This is particularly true of the very people to whom radio in other respects has an almost irresistible appeal—the "shut-ins," or elderly women, too timid to leave their homes, to whom the radio brings the voice of the great outside world. Naturally one of your first tasks will be to secure the names and addresses of all persons of this class or type in your neighborhood. They are your best prospective customers, but too aggressive salesmanship is a sure way to lose them.

The outside aerial is still, to-day at least, essential to the highest efficiency of a radio receiving set. Many of us produce a set which operates successfully on an indoor loop, but that same set is even better with a real aerial. You naturally want your customers to get their full share of enjoyment; therefore, in my opinion, sound salesmanship calls upon you to meet the aerial difficulty frankly.

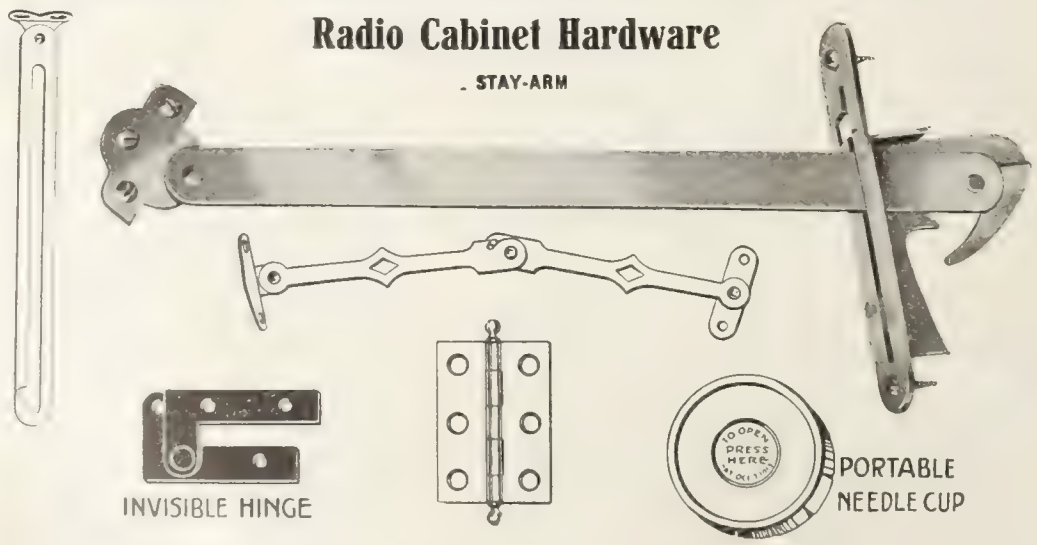
You must convince the timid ones—what is perfectly true—that there is absolutely no danger in a properly installed aerial; that, on the contrary, by dispersing accumulated atmospheric electricity by continuous discharge to earth, it actually diminishes the danger from lightning; and that the only current that is ever in the aerial consists of impulses so minute as to be utterly imperceptible to human senses.

No, radio is not too easy to sell. It has problems of its own, mostly inseparable from its newness. But it is an inspiring thing to sell. I defy any man to deal with it for any length of time and not be gripped by the consciousness that, in his own sphere, he is helping in the spread of one of the mightiest forces ever bent to the service of civilization. Its material rewards are attractive, but its intangible rewards are tremendous.

FULL LINE of HARDWARE

FOR UPRIGHT, CONSOLE AND PORTABLE PHONOGRAPHS. IN NICKEL, GOLD AND SPECIAL FINISHES.

Radio Cabinet Hardware



We have been catering to the hardware needs of the talking machine and radio industries for a number of years. Consequently we are in a position to give attention and service of the highest calibre.

H. A. GUDEN CO., Inc.

227 CANAL STREET NEW YORK, N. Y.

To Those We Serve
TO THOSE WHO SERVE US
TO THOSE WHOM WE WILL
EVENTUALLY SERVE

we extend our most sincere
wishes for a
Happy and Prosperous
New Year

Everybody's
TALKING MACHINE CO. INC.
810 ARCH ST.
PHILADELPHIA, PA.

*Makers of
Honest Quaker Products

Holiday Greetings to all our friends.

TRADE MARK

Eliminating the "Stall" From Instalments

The Ideal Music Co. Sends Out a "Check-Up and Reminder" Notice Which Brings in the Money—Other Practical Collection Tips

Next to making sales probably the most important problem with which the talking machine dealer is faced is the matter of securing his payments from customers when they are due. No matter how successful the retailer is in selling instruments and records if he fails to get his money he curtails his profits and suffers unnecessary loss. There are many practical means of stimulating customers to a realization of the necessity of meeting the instalments when due, all more or less effective.

Collectors Too Expensive

Unless the dealer does a great volume of business the expense of personal collections is prohibitive. And even though the business is large the retailer who can do without a collector or reduce the work of a collector is reducing his overhead and increasing his profits. One dealer who instituted a canvassing campaign in the cities and towns within a radius of seventy miles of his community found that the only way in which he could be sure to get his money when due was to have several collectors on the job. When he figured up he was astonished at the way his profits were shot to pieces by the expense involved in securing his money. Not only did he have to pay these men a salary but the item of traveling expense was a profit-eater. Happily, however, the canvassing campaign was so successful from the standpoint of number of instruments and records sold that even after the large collection expense had been met there remained a small margin of profit.

Don't Sell Terms, Says Dealer

"The whole trouble with many dealers and salesmen is that they sell terms instead of talking machine," declared a talking machine dealer to the writer recently. Ninety-eight per cent of my customers pay promptly," he continued, "and the reason can be traced directly to our methods of selling. Although we give very liberal terms in comparison to some dealers we have very little trouble in securing the money when due and very rarely do we find it necessary to repossess an instrument. In the first place, we do not discuss terms until the prospect has been thoroughly sold on the merits of the instrument we handle or unless the salesman is asked point-blank what terms can be arranged. Even then we do not prostitute our business to the point where we make the prospect feel that he is conferring a favor on us by accepting our terms. Instead we make the customer feel that by giving terms we are doing him a favor and we never let him forget it.

"Sometimes, of course, customers are bound to fall behind in their payments. Right there is where our policy saves us future trouble. We don't mince words. Without making ourselves objectionable or making the customers feel that they are dealing with a Shylock we take a firm and open stand which leaves no room for doubt or misunderstanding.

A Check-up and Reminder

A little stunt is used by the Ideal Music Co., of New York City, which serves the double purpose of checking up on unpaid balances of customers and stimulating purchasers to make their payments on time. This is in the form of a notice reading as follows:

"Dear Mr. Blank:—According to our records there is a balance in your account as of the above date of $..... upon which instalments amounting to $..... are past due and now payable. If the above is correct kindly detach and sign the blank below and mail to us in the enclosed stamped envelope. If an error has been made kindly advise us. Yours truly, Ideal Music Co.

"This is not a dun. Simply a verification of our accounts for auditing purposes."

.....192....

Ideal Music Co.
Gentlemen:

The balance of my account as stated in your letter is correct as of.....19....

Sign here.....

Address.....

Every dealer who sells talking machines, radio and other musical instruments on the instalment plan has occasional trouble in making his patrons realize that the dealer is conferring a favor by permitting the purchase to be made on the time-payment plan and it is absolutely necessary that the money due be received at the store as specified in the contract. Any practical plan or system which reduces this delinquency on the part of customers, therefore, is valuable to the retailer. The methods of the Ideal Music Co. and Saul Birns, outlined in the accompanying article, are in use at the present time and have proved effective.

The Phone as Collection Stimulator

Although he does a talking machine business as large as that of any retailer in New York City and operates a chain of seven stores, Saul Birns has devised a way to eliminate the necessity of collectors which has never yet failed to bring in the money unless the customer really did not want to pay and then, of course, repossession of the talking machine is made. This plan is simply to jog the memory of customers by phone. When a talking machine is sold the salesman endeavors to secure the phone number of the purchaser. If there is no phone in the house the phone number of the business house where the customer is employed must be given. A few days before the first payment from a new customer is due a small printed form, which contains the addresses of each of the stores operated by this dealer and the announcement that the customer can make his or her payment at the store which is most convenient, is sent to the customer as a reminder. This is also sent out when payments are permitted to lapse and before the phone method is resorted to. The form reads as follows:

Dear Mrs. Blank: This is to remind you that on (date) there was (will be) due $.... and $.... interest for weekly (monthly) payments under contract executed by you covering talking machine (piano) No.....

A prompt remittance with the return of this notice will be appreciated. Very truly yours, SAUL BIRNS.

If this does not result in the payment being made the telephone is used to make personal contact with the purchaser of the talking machine.

Most People Are Honest

Most people are honest and willing to pay, according to a leading mail order house, which sells millions of dollars' worth of goods and trusts to the honesty of its customers to meet their financial obligations. Only in isolated instances does the purchaser deliberately set out to cheat, therefore, the need of the talking machine dealer is not to use strong-arm collection methods, but to find some way of making the customers realize that their payments must be made on time. This can be done tactfully and without offense and with no lack of firmness by the use of any of the methods described above.

C. J. Brown Joins the Sleeper Corp. Staff

Appointed District Manager of Large Eastern Territory—To Maintain Close Dealer Contact Throughout His Territory

C. J. Brown, who is well known in the electrical and radio field, was recently appointed district manager of the Sleeper Radio Corp. for the territory comprising the States of Pennsylvania, Maryland, Delaware, Virginia and the lower part of New Jersey and Washington, D. C. Mr. Brown has had considerable experience in radio, having been connected for the last six years with the Elliott-Lewis Electrical Co., of Philadelphia, for which he organized and managed the radio department, building up a tremendous sales volume. He is familiar with the Sleeper line, as it has been featured by the Elliott-Lewis Co. for three years. Mr. Brown will concentrate on maintaining close contact with the several hundred Monotrol dealers already appointed in his territory and assist the Sleeper distributors and salesmen in every possible way.

Finds Mails a Sales Builder

Emil Nuitray, Nuitray Park, Milford, Conn., is one of the largest dealers using the mail-order plan for selling Columbia records, specializing on only foreign Columbia records. Mr. Racz, manager, reports excellent results in the mail-order end of his business over the past three months, this being stimulated through using large newspaper space and circularizing his large mailing list of customers and prospects through the mail.

Joseph Altieri, 735 Pembroke street, Bridgeport, Conn., is discontinuing his phonograph and record business. Mr. Altieri has not as yet decided what his future plans will be.

STARR PIANOS STARR PHONOGRAPHS
GENNETT RECORDS
Represent the Highest Attainment in Musical Worth
The STARR PIANO COMPANY
Established 1872 Richmond, Indiana

A privilege worth having

TO be known as the authorized Kennedy dealer in your locality is a profitable privilege. It can only be given to merchants with established business reputations, because The Colin B. Kennedy Company assures the public that "Authorized Kennedy dealers are reliable." This is a buyer's guide that is as helpful as the signpost at a cross road. And it brings trade to the dealer who merits such an endorsement from a nationally established manufacturer.

Better selling methods are replacing the old buyer-beware practices as the radio takes a higher social standing.

Authorized Kennedy dealers do not find it necessary to slash prices. With a well-advertised line and a growing list of enthusiastic Kennedy owners, sales are easily made by demonstration. Bargain hunters are not Kennedy prospects — we sell to those who want permanent satisfaction in their radio set. They appreciate the Kennedy.

A Kennedy window like the one illustrated above would arrest the attention of thousands who pass your store. Suggestions for this and other sales creating displays are part of the service that authorized Kennedy dealers receive. Kennedy national advertising arouses interest. Your store can become the place where Kennedy sales are clinched.

If you would like further information
MAIL THE COUPON

KENNEDY

KENNEDY The Royalty of Radio K AUTHORIZED DEALER

THE COLIN B. KENNEDY COMPANY, Saint Louis: I am interested in a Kennedy dealership. Please send me particulars.

My name_____ Firm name_____ Business_____

Street address_____ City_____ State_____

0720-13

Sales-Winning Window Display Pointers

How the United Music Store, Toledo, O., Has Made Its Window Displays Real Sales Creators Described by John M. Schlacter

Do your windows sell goods? They should. If they do not, the cause probably lies within your grasp. Hence the correction or conversion of your windows into profit producers is not a difficult job.

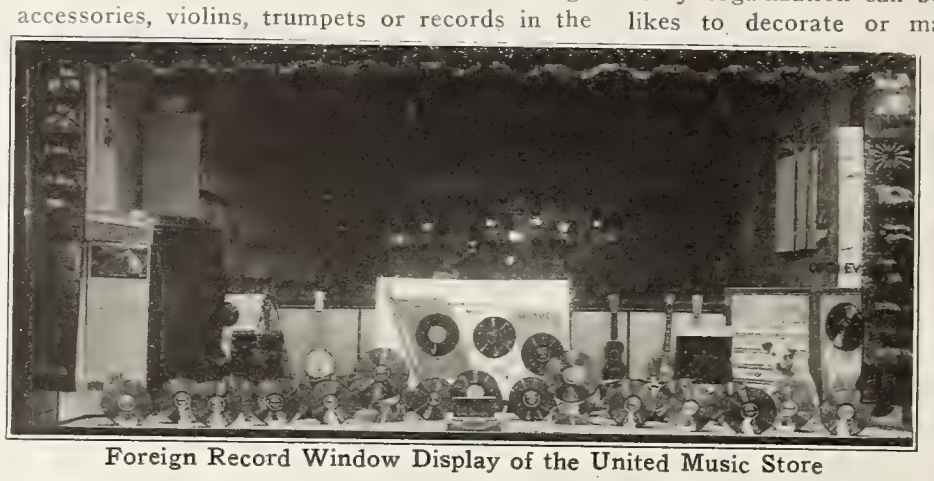
Window Display Suggestions

The United Music Store, Toledo, O., record specialist, dealer in musical merchandise, music rolls and accessories, has on several occasions checked up results from window displays and knows positively that attractive, newsy, colorful windows sell goods. For example, Harry L. Wasserman, proprietor, stated that special displays of portable machines always stimulated sales of that type. Showings of foreign records in connection with flags of nations always win new friends. He also pointed out recent displays of harmonicas increased the sale of that instrument 100 per cent within a short time. Please do not imagine that one display did this. A consistent varied weekly showing brought about the result. The difficulty with too many stores, he said, is that they do not change their window displays often enough. They permit old, forgotten merchandise to repose in the window until it is full of dust and useful only as a bed for the cat, which too often actually does sleep with the goods.

Weekly Window Changes

Wasserman changes his windows every week regularly. With him it is a habit. Consequently people in other lines not infrequently walk past his shop to see what his newest window stunt is. But the cost, you may say, of such a program must be appalling. Quite the contrary is true. It seldom exceeds five dollars a week and very often it does not reach more than three dollars. What a wonderful advertising medium for so little money! It is, of course, an easy matter to waste a lot of money in making up costly trims, by using silk and velvet draperies, oil-painted signs and such. Mr. Wasserman, however, finds crepe paper in its varied colors, beaver board, cardboard and water-painted signs rich-looking and at the same time comparatively inexpensive.

A window needs and must have life—using gold or silver instead of a cheap metal would add cost to a display that would not be appreciated by the average person. Mr. Wasserman gets ideas for his windows everywhere. He is very observing; therefore, a walk after luncheon may result in one or two capital ideas for a small goods display. He may see a showing of barber supplies, sporting goods or candy. To be sure, it would be rather difficult to arrange accessories, violins, trumpets or records in the same manner as you would candy. However, the lay-out of the window, the arrangement of the goods, the colors, the design, may suggest a better way to display his goods. Perhaps changing records from one side of the window to the other where the light is better or the afternoon sun does not strike may convert a window from a loser to a winner.



Foreign Record Window Display of the United Music Store

Some Display Sales Results

A St. Valentine's window which held a large heart pierced with Cupid's dart and was made of beaver board sold seventy-five records. For St. Patrick's Day a brick and shamrocks along with the record "That's an Irish Lullaby" sold sixty of those selections. For George Washington's birthday a miniature artificial cherry tree and a hatchet sold much patriotic music. The sale of accordions was increased 25 per cent through displays of white Italian glistening models. Foreigners purchased many of these instruments, and records along with them. Again, timely events—Christmas, Thanksgiving, Fourth of July, Mother's Day and a score of seasonal and current events—are good window subjects. Moreover, the alert merchant will find attractive, effective window material almost everywhere. But that is the smallest part of the task. Decorate the window—don't merely wish or dream you want fine windows. In every organization can be found someone who likes to decorate or make things attractive. Delegate the job of trimming the windows to this individual. Then change the displays every week without fail.

Cartoon Displays

Mr. Wasserman lately started a series of cartoon windows each of which has a bearing upon the sale of store merchandise and usually excites a smile. They are painted by a theatrical artist on beaver board and are about three by six feet in size. These signs usually act as the background of the window and on account of the size and the colors entice hundreds of passers-by to stop. Give your windows life—change them regularly—see that they deliver a message each time through a neat sign or hanger, then you will have made a real start towards paying windows.

Make Money with Music

Are You cashing in on the tremendous volume of business now being done with children's talking machines and records?

THE BABY CABINET PHONOGRAPH

Retails for $10.00

It is a beautiful little ornament for the nursery and a splendid talking machine in every way. It stands 17 inches high, weighs but 10 lbs., and is painted ivory white with brightly colored nursery figures.

Then, to retail for $5.00, there is the GENOLA. Both machines will play any flat records up to and including 10 inch size. On these two models alone you can add materially to your toy department sales.

The General Phonograph Mfg. Co.

Elyria, Ohio

Doubles Record Sales by Consistent Campaign

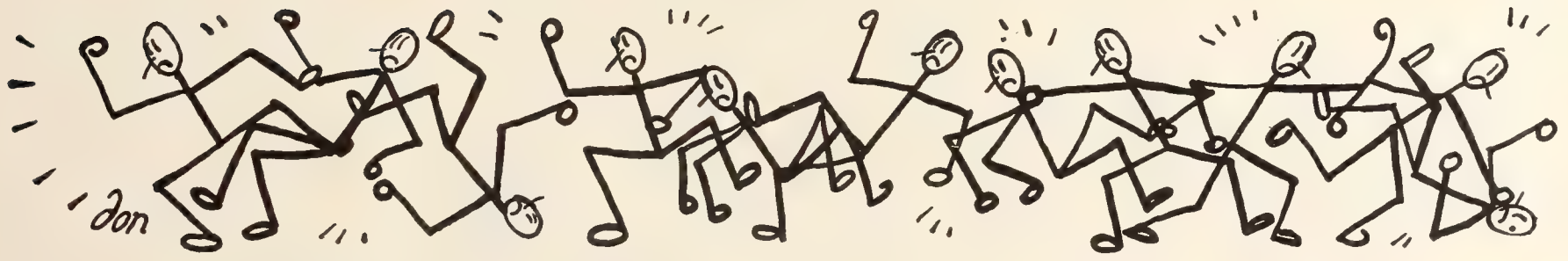
The J. R. Reed Music Co., of Austin, Tex., Has Built Up a Paying Record Trade Through the Several Simple Methods Described Here

AUSTIN, TEX., December 5.—The J. R. Reed Music Co., of this city, which in addition to handling general musical merchandise operates a large and successful talking machine department, has doubled its record business during the past year. This very satisfactory achievement was accomplished in several ways, according to J. R. Reed, who heads the business. First, the company makes it a point to tie up with the record advertising of the manufacturers. Second, independent record advertising is utilized to supplement the manufacturer's publicity, and in addition to that the company has a list of all the persons to whom a machine has been sold since it has been in business. These customers are circularized regularly and have proved the best prospects for new business. Some time ago the company made a canvass of the entire city, and the owners of talking machines throughout the territory are now being circularized as a result. Also, to one of the sales girls has been given the task of calling on the telephone some of the best customers of the firm when records are received which it is thought will interest them.

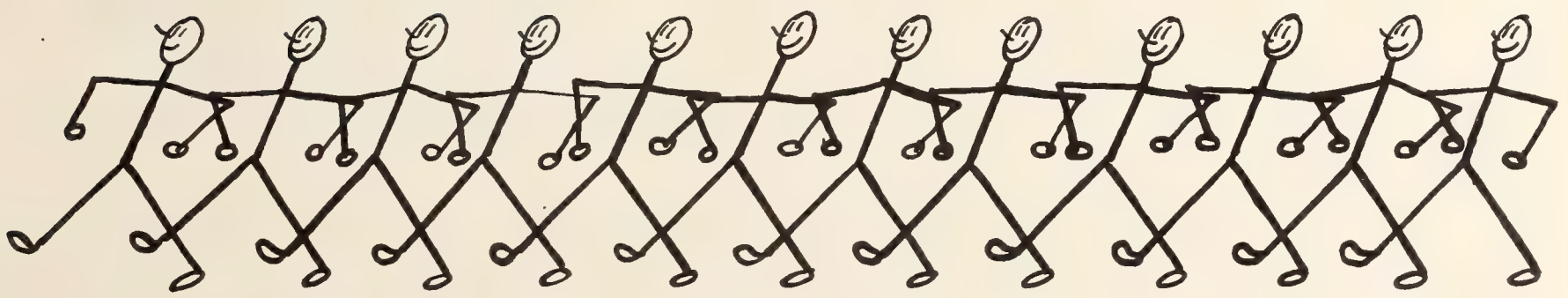
This, briefly, is the plan of record sales promotion in effect at the J. R. Reed Music Co., and the fact that record business has been doubled in the last year indicates its worth. The record department should be a real profit producer, and where this is not the case the dealer must analyze the situation, and if he finds that he is losing out in this branch of business due to lack of intelligent promotion, the remedy rests with himself.

Table-Talker

The horn of the *Table-Talker* is matched to the unit. No scratchy sounds!



Just clear, mellow, *true* tone-all the time.



Sell *Table-Talkers* by their Tone!

Brandes

Superior *Matched Tone* Headset $6
$7 in Canada

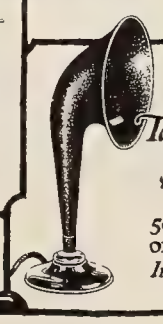


Table-Talker $10.
50¢ extra west of the Rockies
In Canada $12.50

Navy Type *Matched Tone* Headset $8
$9 in Canada

The name to know in Radio

Anniversary Gift Records Presented to Otto Heineman

Autographed Records Presented to President of General Phonograph Corp. by Directors and Members of the Executive Staff

Otto Heineman, president and founder of the General Phonograph Corp., New York, which on December 4 celebrated its tenth anniversary, was the recipient of a very unusual anniversary gift by the directors, executive staff and department heads of the company. The idea was conceived and worked out by A. Thallmayer, manager of the company's foreign record department and one of the veterans of the phonograph

Label on Records Presented to Otto Heineman

industry, who supervised all the details of the plan.

On Thursday morning, December 4, Mr. Heineman was greatly surprised to find in his office several of the company's directors, together with the complete executive personnel and department heads. Jacob Schechter, one of the directors of the company and well known in the phonograph industry, acted as toastmaster for the occasion and presented Mr. Heineman with two double-faced records containing short addresses by the Board of Directors and by the executive staff. Each record carried a label bearing the autographed signatures of the makers of the record, together with a thumbnail photograph of Mr. Heineman. The records were presented in a very handsome album suitably inscribed and the musical arrangement of the selection together with the design of the labels and the album were all prepared by Mr. Thallmayer.

In the recording of these selections, Mr. Schechter officiated as toastmaster, introducing each of the speakers who contributed to the making of these twelve-inch records. Mr. Schechter also prepared a brief history of Mr. Heineman's achievements in the phonograph industry during the past ten years and this interesting resumé of Mr. Heineman's activities was printed on the inside cover of the album. The records themselves not only emphasize the affection and esteem in which Mr. Heineman is held by every one of his associates, but constitute a fitting tribute to the accomplishments of one of the foremost figures in the phonograph industry.

Frank Goodman in Charge of Sonora Sales Department

Popular Executive Succeeds Frank J. Coupe—A Well-deserved Promotion—Has Wide Knowledge of Dealers' Problems

The Sonora Phonograph Co., Inc., New York, N. Y., announced this week that Frank V. Goodman, assistant sales manager of the company for a number of years, had been placed in charge of the sales department, to fill the vacancy created by the resignation of Frank J. Coupe, who resigned from the Sonora organization on December 1 to become vice-president of the Dorrance-Sullivan Advertising Agency. Mr. Goodman's advancement comes as a fitting reward for the years of excellent work he has been doing with the Sonora forces.

Mr. Goodman is particularly well qualified by training and experience to attain outstanding success in his new post. During his several years' association with the Sonora Co. he has worked directly with the dealers and distributors, acquiring an intimate knowledge of the many problems connected with the retailers' and wholesalers' activities. In addition, his experience in the executive offices fits him admirably to handle and solve these problems adequately.

In the accompanying illustration Mr. Goodman is presented photographically to the Sonora jobbers and dealers throughout the country, the great majority of whom he numbers among his personal friends. In the foreground of the photograph is shown the large and handsome basket of chrysanthemums presented to Mr. Goodman by the Sonora Distributors' Association as an expression of good-will.

Frank Goodman Busy at His Desk

New Recordings by Case

During the current month Thos. A. Edison, Inc., announced the release of two new Hawaiian numbers by the distinguished operatic artist, Anna Case.

H. T. Leeming Joins Emerson Radio & Phonograph Corp.

Appointed Sales Manager of the Record Division of This Organization—Tells of Policy of Distribution to Retail Trade

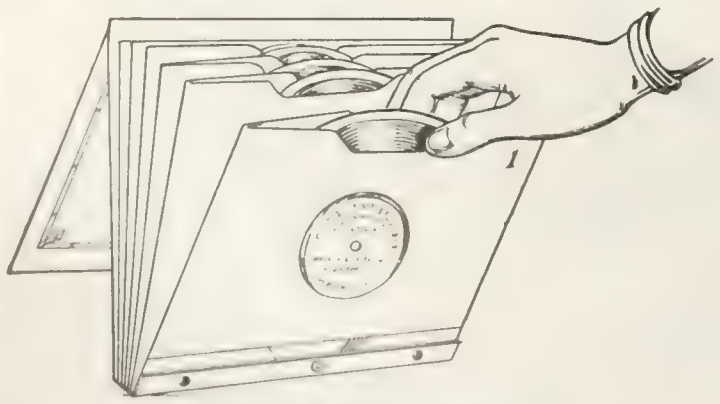
H. T. Leeming, who for a decade was interested in the manufacture of records and their distribution, has again entered the record field by joining the Emerson Radio & Phonograph Corp., where he will be sales director of the record division. Mr. Leeming was also appointed vice-president of the Emerson Co. and assumed his new duties on December 1.

From 1917 to 1922 Mr. Leeming was vice-president and general manager of the old Emerson Co., and much of the earlier success of the Emerson record was due to his energetic sales activities. He has a wide acquaintance in both the retail and wholesale fields, particularly among jobbers throughout the country.

The purchase by the Scranton Button Co. of the manufacturing rights for Emerson records and the appointment of the Emerson Radio & Phonograph Corp. as sole sales agents with the renewal of the policy of having Emerson records distributed through jobbing organizations induced Mr. Leeming to re-enter this branch of the talking machine business.

In a statement to the representative of The World, Mr. Leeming said: "The large volume of production of Emerson records which will be assured under the new ownership and the widespread appeal now possible in a popular priced record, together with an arrangement which places these goods in the retailers hands through centrally-located jobbers throughout the country makes, I believe, the future of Emerson records a no small factor in the record field."

National Record Albums
are
Good Albums



NEW PORTABLE ALBUM

Nationally known because they give real satisfaction.

They require less selling effort. Made to contain all makes of disc records including Edison.

Write for our list of 1924 styles and prices

THE PERFECT PLAN

NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.

~more customers
~more sales
~more profits

With Columbia Fine Art Series of Musical Masterworks

Imported Recordings

THERE is a growing demand on the part of the American public for the symphony orchestra and the immortal music of the famous master composers.

To meet this demand Columbia presents the Fine Art Series of Musical Masterworks—the greatest collection of records ever offered. In this series are five complete symphonies and three major works of chamber music. Each composition is complete in an attractive album.

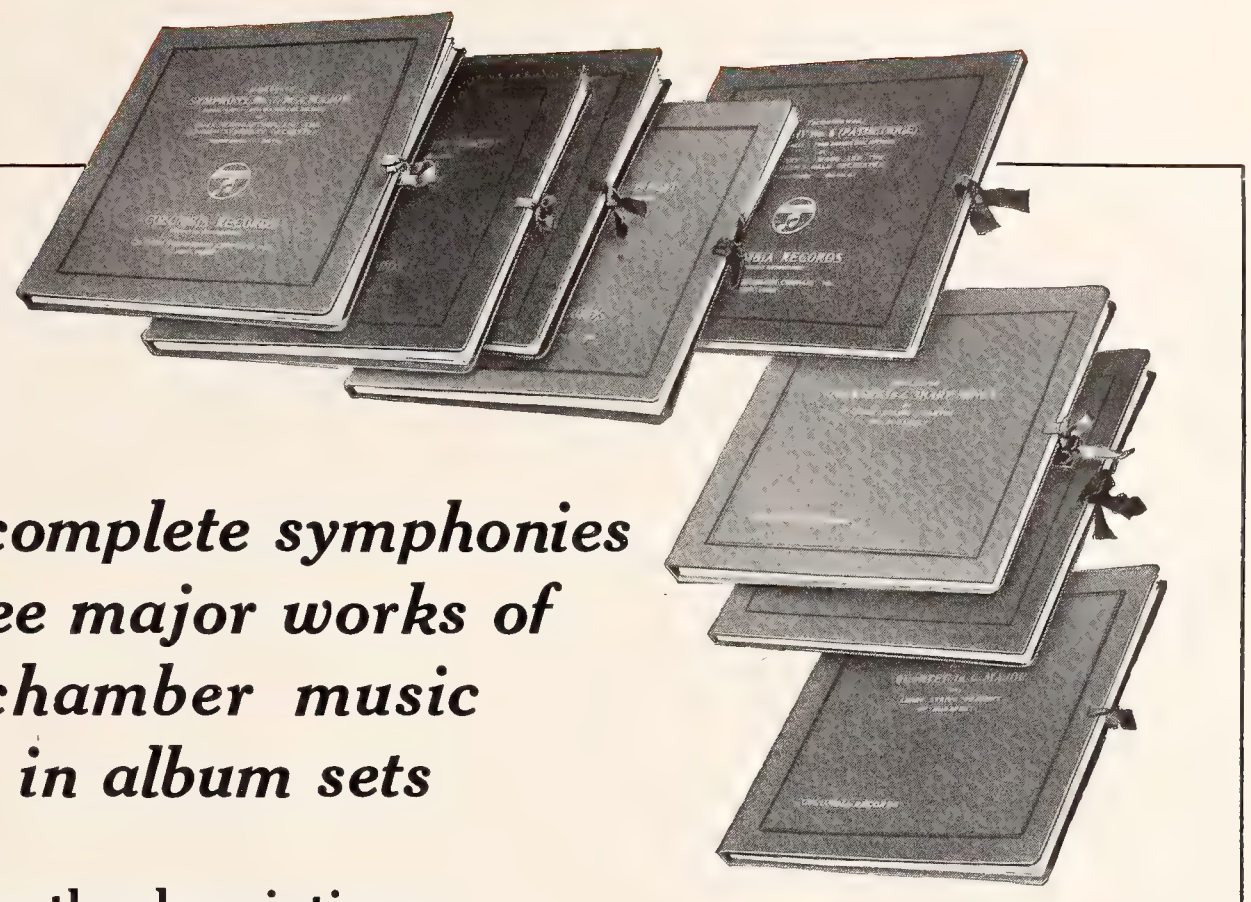
These records are better in tone and smoother in surface than any you ever heard. The finest musicians of Europe were assembled in the Columbia London laboratories to make these records. The conductors are world famous for their musical ability. And the selections they have made are the favorite symphonies of American audiences.

To sell the Masterworks Album Sets is to sell the best. And with these records, you can obtain many new customers for your store. For the Fine Art Series appeals to a class of trade who have not been record buyers in the past.

You can increase profits with these records. For it is now practically as easy to sell an album set of five records as it was to sell a single record.

Write the nearest Columbia Branch or distributor for information on the Fine Art Series of Musical Masterworks.

COLUMBIA PHONOGRAPH CO., 1819 Broadway, New York



Five complete symphonies three major works of chamber music in album sets

Here are the descriptions:

SYMPHONIES

Musical Masterworks

No. 1 BEETHOVEN—SEVENTH SYMPHONY

By Felix Weingartner and London Symphony Orchestra.

In nine parts—five double disc records. Complete with permanent record album—$8.75.

Musical Masterworks

No. 2 BEETHOVEN—EIGHTH SYMPHONY

By Felix Weingartner and London Symphony Orchestra.

In seven parts—four double disc records. Complete with permanent record album—$7.00.

Musical Masterworks

No. 3 DVORAK—SYMPHONY "FROM THE NEW WORLD"

By Halle Orchestra, Conducted by Hamilton Harty.

In ten parts—five double disc records. Complete with permanent record album—$8.75.

Musical Masterworks

No. 4 MOZART—SYMPHONY IN E FLAT, NO. 39

By Felix Weingartner and London Symphony Orchestra.

In six parts—three double disc records. Complete with permanent record album—$5.25.

Musical Masterworks

No. 5 TSCHAIKOWSKY—SIXTH SYMPHONY (Pathetique)

By Sir Henry J. Wood and New Queen's Hall Orchestra.

In eight parts—four double disc records. Complete with permanent record album—$7.00.

CHAMBER MUSIC

Musical Masterworks

No. 6 BEETHOVEN—QUARTET IN C SHARP MINOR, OPUS 131

By Lener String Quartet, of Budapest.

In ten parts—five double disc records. Complete with permanent record album—$8.75.

Musical Masterworks

No. 7 HAYDN—QUARTET IN D MAJOR, OPUS 76, NO. 5

By Lener String Quartet, of Budapest.

In six parts—three double disc records. Complete with permanent record album—$5.25.

Musical Masterworks

No. 8 MOZART—QUARTET IN C MAJOR, OPUS 465

By Lener String Quartet, of Budapest.

In eight parts—four double disc records. Complete with permanent record album—$7.00.

MISCELLANEOUS RECORDS OF CHAMBER MUSIC AND OPERA

Write to the Columbia branch or distributor nearest you

Atlanta, Ga., 561 Whitehall Street
Boston, Mass., 1000 Washington Street
Chicago, Ill., 430-440 South Wabash Ave.
Cleveland, Ohio, 1812 East Thirtieth Street
Dallas, Texas, 2000 North Lamar Street
Kansas City, Mo., 2006 Wyandotte Street
Los Angeles, Cal., 809 S. Los Angeles Street
New York City, 121 West Twentieth Street
Philadelphia, Pa., 40 North Sixth Street
Pittsburgh, Pa., 632 Duquesne Way
San Francisco, Cal., 345 Bryant Street

Buffalo, N. Y., 700 Main Street
Detroit, Mich., 439 East Fort Street
Minneapolis, Minn., 18 North Third Street
Seattle, Wash., 911 Western Avenue

COLUMBIA WHOLESALERS, Inc.
205 West Camden Street, Baltimore, Md.

TAMPA HARDWARE CO.
Tampa, Fla.

COLUMBIA STORES CO.
1608 Glenarm Avenue, Denver, Colo.
221 S. W. Temple, Salt Lake City, Utah

W. W. KIMBALL CO.
Wabash Avenue and East Jackson Boulevard, Chicago, Ill.

COLUMBIA DISTRIBUTORS, Inc.
1327 Pine Street, St. Louis, Mo.
224 West Fourth Street, Cincinnati, Ohio
517 Canal Street, New Orleans, La.

COLUMBIA PHONOGRAPH CO., LIMITED
22 West Front Street, Toronto

Columbia

PHONOGRAPHS AND *NEW PROCESS* RECORDS

How Persistent Follow-Up Creates Sales

One Last Call Is Often the Turning Point Between Failure and Success in Closing a Sale — Practical Examples of Persistence

Dropping a prospect from the list without making a determined effort to make a sale is simply throwing away a sales opportunity, according to one of the most successful salesmen in the Eastern talking machine retail trade. "I follow up the prospect until there can be no room for doubt that there is absolutely no chance for making a sale," said this salesman, "and then I make a few more calls for luck. Several times in the last year those last few calls have brought results and my persistence has increased my sales volume in a surprising manner.

A Case in Point

"I closed a deal three weeks ago which was the culmination of more than six months' effort. A lady had visited the store to look over several models which we were featuring in some rather extensive advertising at that time. She was particularly pleased with a console and declared that she would undoubtedly purchase that instrument, but first she desired to talk over the matter with her mother with whom she was in business. That was on Saturday and she stated that she would let me know on Monday. She didn't do it, however, and so I took the initiative by calling her on the telephone. Well, she still wanted the instrument but she declared that she was so rushed in business that she did not have the time to come in and close the deal. She also objected to having one of our men visit her place of business for the purpose of completing the contract. I called her on the telephone, either at her business or at home, three times each week, finally making only two calls. I did not make personal calls because I realized that this would antagonize the prospect. This continued for six months and I was just about giving up hope when the lady dropped into the store and declared her intention of purchasing the instrument. Now, I do not doubt that if I had not kept after this prospect she would have become interested in another machine through advertisements of other dealers or she might have visited a neighborhood store to make her purchase. Follow-up did the trick."

Persistence and Comparison Win

Another retailer relates an experience which proves that sometimes all the talk in the world makes the follow-up ineffective until just the right note is struck or unless something is hit upon which will convince the prospect that the machine he is trying to sell is the best one for the purpose. Did you ever bump into a prospect who was thoroughly sold on an instrument other than the make you handled? That is what this retailer had to face. The prospect, when told that this concern did not handle the make of talking machine she wanted, declared that she had only visited the store because she thought they carried them and she pointed out that she was not interested in any other make because her mother and sister-in-law both owned the type of machine she had in mind, both instruments being very satisfactory.

Although the salesman did his best, the prospect walked out. If the salesman had given up hope another sale would have been lost, but after the lady had left the store he considered the matter from every angle, finally hitting upon a plan which he thought would result in a sale. He had taken care to secure the name and address of the prospect and he reached her home before she did. Everything hinged on whether she had already made her purchase. When she reached her home she found the salesman waiting for her and in answer to his inquiry she declared that she had not selected the machine she wanted.

"That's fine," said the salesman, "because I want to put a proposition to you. I am firmly convinced that if you purchase one of my machines you will have the best that money can buy. So sure of it am I that I am willing to go to the expense of arranging a demonstration of one of my talking machines with one of a similar type of the make you desired. After all, the test of a machine is its reproducing qualities and with a side-by-side demonstration you can tell which is best from that standpoint." The prospect agreed to this proposal and the demonstration was staged in the home of her mother, the salesman bringing one of the stock machines to the house for the purpose. The result was that the prospect was finally convinced that the salesman was right and she purchased one of his machines.

Twofold Follow-up

Another live sales manager has what he calls a twofold follow-up. This consists simply of personal follow-up of prospects at regular intervals and direct-mail follow up. The two combined make a strong combination, one which this manager has found particularly effective in creating business. Before this system was adopted many sales were lost because no methodical attempt was made to keep after prospects, and often when a salesman did call he was informed that an instrument had been purchased from a competing house.

The New AUDIOPHONE LOUD SPEAKER

TRADE MARK REG. U.S. PAT. OFFICE

This Cabinet Model "C" is the latest Audiophone. It was made to satisfy the evergrowing wish of thousands of admirers of the full, round, musical voice of our Model "S" horn type.

It is selling as rapidly as we can produce it, and we urge you to order early so as to have it on hand for the peak of the radio season.

Model "C" Cabinet Type, $30

The case is real mahogany. The design is in keeping with the best furnishings. The size, 17 x 10 x 10¼, is just right for the top of phonograph or receiving set. The reproducer is the same as our Model "S."

The voice of the Audiophone is not a "Phone Unit," but an electro-magnetic tone reproducer which results in an instrument which reproduces with natural quality in most powerful tones, yet has a sensitiveness equal to any loud speaker developed. Retails at $30.00.

The Bristol line includes five Audiophones to retail from $12.50 to $30.00.

THE BRISTOL COMPANY
Waterbury, Conn.

How, When and to Whom to Grant Credit

Need of Credit Department in Retail Music Stores Emphasized by N. E. Woodford, Credit Manager of the Yahrling-Rayner Co.

Despite the fact that the great majority of talking machines are sold on an instalment basis, which means that the question of credit has become a distinctly important and, in fact, vital factor in the business, there are many dealers who regard the credit department as merely incidental to the general business and do not give it the attention which it deserves.

Emphasizing the value of a credit department in the retail music store, N. E. Woodford, credit manager of the Yahrling-Rayner Piano Co., of Youngstown, O., which is also a large dealer in talking machines, not only outlines the functions of a credit manager, but offers some interesting information regarding what constitutes a good credit risk as follows:

"Now, having considered the importance of credit and the relation of the credit department to the rest of the store, let us consider some methods of credit granting which make for the successful operation of a credit department or, in other words, let us consider 'credit risks' and how to sort the good from the bad.

Methods of Granting Credit

"I have with me some statistics relative to customers as a class. What I mean by this is how do farmers pay as compared with mechanics or professional men and so on. I have selected the main classes from which we draw our trade. They are:

	Prompt Per Cent	Fair Per Cent	Slow Per Cent	X Per Cent
Farmers	68	20	12	
Laborers	58+	21	16	5
Small Merchants	58—	15	27	
Clerical	56	16	24	4
Women Workers (Not nurses or teachers)	54	40	6	
Teachers	52	26	19	3
Nurses	50+	25	13	12
Railroad Men	50—	27	23	
Professional	49	12	30	9
Police	45	35	10	10
Mechanics	39	42	16	3
Average	52	25	19	4

"It appears from these figures that there is no certain method by which we may choose good customers except from the ledger experience of brother merchants. It appears that even the best classes have enough of the poor credit risks to eat up the profit of the good ones.

"There is another phase of credit co-operation that I want to mention and that is in collections. I presume that your collection department is in charge of your credit man. We in Youngstown would be lost without the help we get from our membership in our local credit association in this work alone.

"For instance, John Smith moved; we report at our next meeting requesting new address. Oftentimes we get it on the spot, but in any case we have fifty to seventy-five of the stores watching for John Smith and maybe four or five out on the hunt while the trail is hot. If he is not found in short order, he must travel fast like the Southern darky who went on the bear hunt.

The Credit Man No Prophet

"The position of the credit man is one of trust and responsibility, and in many respects his responsibility is greater than that of the banker. The banker is frequently in a position to obtain collateral or real estate security. He has the advantage of seeing the borrower's checking account and is also in a position to require a written, definite, concrete obligation of the borrower before parting with value.

"On the other hand, a credit man who is safeguarding the property and investments of his employer is often furnished with nothing but the order of the buyer. Often the credit man must approve or reject such an order on very short notice. He has but a limited time to investigate the buyer's standing and seldom has the opportunity of analyzing a buyer's personal characteristics from personal contact, an advantage, for instance, which the banker often has.

"Notwithstanding these facts, it is not the function of a credit man to be a prophet or take a chance on some buyer.

"The function of a credit man is to determine a future probable event (that is, whether the buyer can and will pay on the day agreed upon) in a commercial transaction based upon present known factors, an exact science.

"The great difficulty is the tendency to attempt to determine this probable, future, commercial event without having all the present known factors as a guide or by using as a guide information that has not been verified. This is frequently the cause of unusual and unnecessary losses that could have been avoided if the credit man had sufficiently investigated the facts, or if the credit man had so developed the other component parts of the organization and taken advantage of the opportunities for obtaining information afforded by a local credit organization, to obtain these facts.

Checking Dishonesty

"I am fully convinced that one of the most effective ways of discouraging dishonesty is not so much in prosecuting dishonest debtors as in careful investigation of all applicants for credit and the absolute refusal of credit to those whose statements are found to be lacking in truth.

"It appears to me that there is a wide difference in opinion as to what constitutes a good 'credit risk.' I believe that a lot of merchants think that a substantial down payment is sufficient reason for granting credit. In some cases you may be able to pull the piano or phonograph in time to prevent a loss, but in the majority of cases you will fool along for sixty or ninety days before you repossess, hoping that you may be able to collect.

"In the majority of cases the instrument has been so abused that you must discount the new price for the full amount paid or even more. Then, in addition to this, you must add the expense of two sales and three deliveries, to the first customer, the return to the store and to the second customer.

"It is not always that the so-called property owner is the best pay. The majority of people who call themselves property owners have less than $1,000 in property. I do not need to tell you what that means, nothing more than evidence that they are thrifty; it is not proof by a long shot.

"Let us consider what actually does constitute a good risk. A good risk is a person who spends not more than he makes but less.

"The good credit risk is the man who keeps a clean home, a clean family and clean credit. A man with a clean credit is one who pays his grocer for the food he and his family have eaten, a man who pays for the shoes and other clothing his family must have.

"Further, the good credit risk must be a steady, conscientious worker, whether he be a laborer or a professional man. No man can prosper and pay his bills by careless work in any line.

"One of the first requisites a buyer must have is character and honesty. It is often dangerous to extend credit to one who has all the other necessary requisites to enable him to pay; in fact, credit men must always be on the alert to prevent their employers from being defrauded by buyers who have the ability to pay, but, lacking character and honesty, try to make it profitable to themselves by avoiding wherever possible the payment of their just debts.

"The general reputation of the parties to a transaction is also an important element of credit. If the seeker of credit has a poor reputation for paying his bills or has the reputation of dissipating or neglecting his business or has the reputation of a generally low moral standard, the credit man should carefully investigate his standing in this respect.

"Sometimes such a reputation is unjust and has been circulated by enemies or misunderstanding. In that sense reputation is different from character, for a man may have a poor reputation temporarily but fundamentally a good character. On the other hand, clever seekers of credit have practically no character but often temporarily have a good reputation.

"The credit man must not only get all the available, reliable information that he can concerning the customer, but should rearrange terms and conditions so as to make the sale one acceptable and profitable to the company."

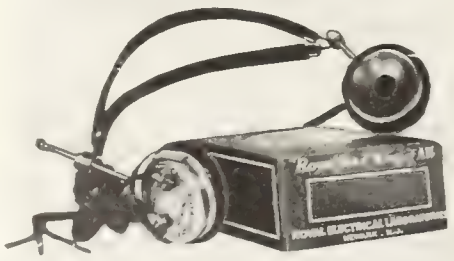
"ROYALFONE" KING OF ALL

The Loud Speaker Unit with the Acoustic Control

Without touching the dials, you can adjust the volume of reception to the taste of the listeners and the size of the room. The control knob on the back of the **Royalfone Unit** permits a full range of adjustment from very soft to very loud without a trace of muffling, blare or any distortion. Makes a high class loud speaker out of any phonograph or horn, at a minimum cost.

Price heavily nickel plated nozzle and ample connecting cord **$5.00**

"ROYALFONE" KING OF ALL HEADSET



Greater distance by using the **Royalfone Headset** because it reproduces the faintest signals your set can detect.

LIST PRICE $4.50

A Real Sales Appeal

Features sell a product. What greater feature can you offer your customers in a loud speaker unit than a volume control which makes the loud speaker adjustable to individual acoustics the same way as a phonograph? Install a **Royalfone Unit** on your demonstrating set and let your customers show you the profits in this item.

Send a trial order TODAY

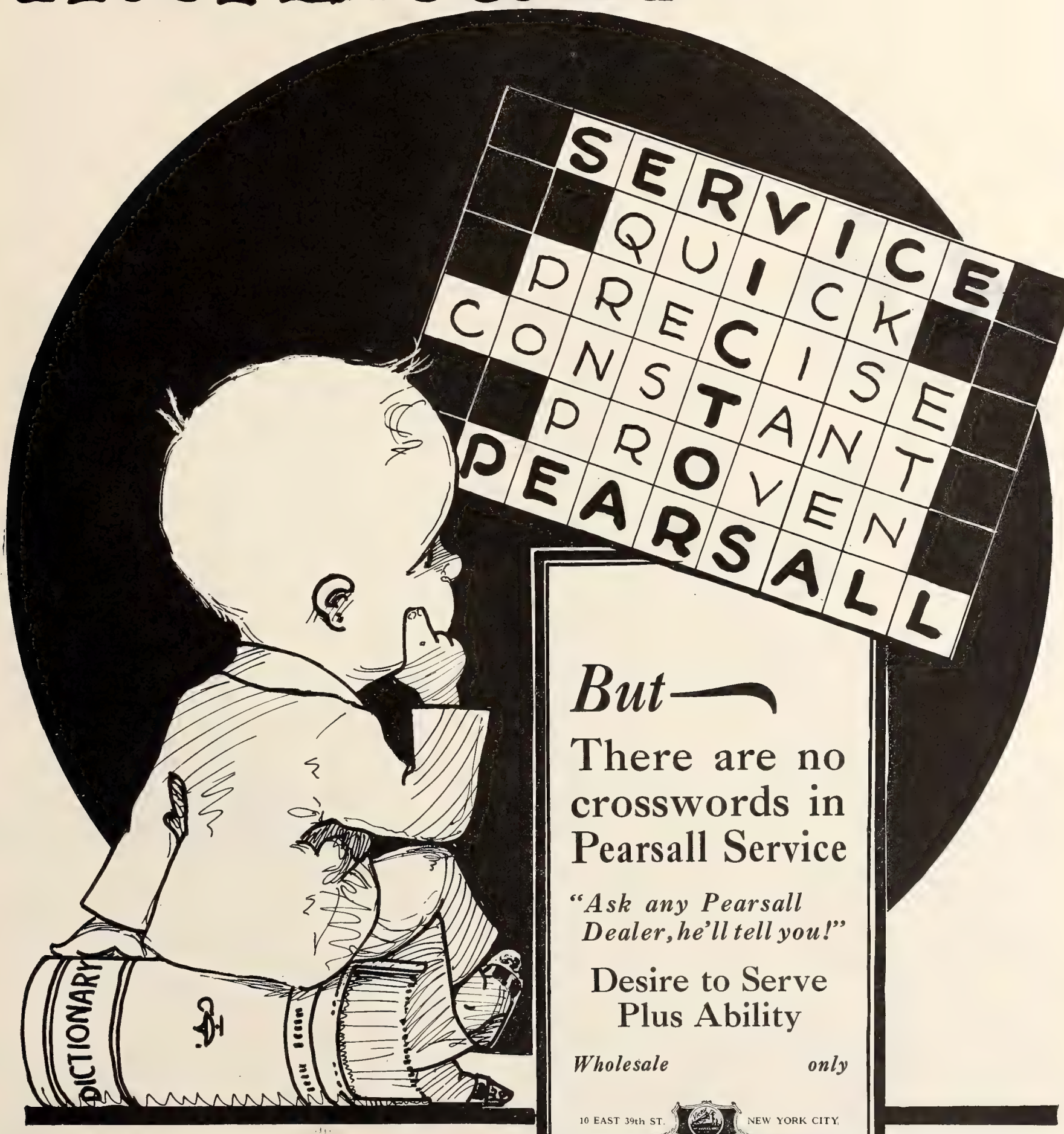
Whatever your sales of loudspeaker units and headsets may be, give the **Royalfone Unit** and **Headset** an opportunity to show you greater profits. Send your order Now.

Royal Electrical Laboratories

NEWARK NEW JERSEY

DEPT. T. W.

The Answer!



But—

There are no crosswords in Pearsall Service

"Ask any Pearsall Dealer, he'll tell you!"

Desire to Serve Plus Ability

Wholesale *only*

10 EAST 39th ST. NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

THOS. F. CRLEN

The Ruling Factor in Business Progress

Quality and Development of Salesmanship Is One of the Determining Factors in Fabric of Distribution, Says W. Braid White

To say that this is the industrial age is to mouth the merest truism; but to understand just what is meant by the words is another thing. For they mean so very much; they mean, in fact, everything. They mean the whole secret of the trend of things to-day, the whole explanation of what the world is and what it is likely to become. They mean the whole difference between the world of the last generation and the world of this generation. Taken together, they are only three, those words, "the industrial age," but they are the three most important words that the English language can furnish.

Bigger than armies and navies, more important than legislation, than government, than diplomacy, than art, than literature, than philosophy or than religion is Business. For if business were to stop the world would stop, civilization would come to an end, the grass would grow in our streets and the earth would relapse into another pastoral age. Business has to go on because to-day business is civilization, is society, in the only practical meaning of those words.

The industrial machine has become so immensely big, so astonishingly and incredibly complex, the parts of it are so huge and so cleverly interrelated that the stoppage of any part of them is the stoppage of the whole part sooner or later. Industry in its modern phase no longer needs strive to find ways of producing enough to satisfy the wants of a consuming public; rather must Business strive constantly to find consumers to absorb the product of Industry. The most important, the vastest, the most complex of all problems is the problem of finding enough consumers to take up the product of factory, shop and mill.

Salesmanship Rules World

That does not mean that the actual productive capacity of the country is in fact too great, for if everybody knew exactly what he or she wanted and was sufficiently intelligent to buy what civilized life requires for the equipment of a civilized person, factory production would pretty well match public consumption. Business, however, since it must have its profit, and since nothing better than it has been discovered for furnishing a link between production and consumption, has here to step in and to regulate production. In part it does this because it needs a profit on its transaction if it is to live. In part it does it because a vast deal of its activity and its genius must be expended in providing consumers. The phonograph would never have come to what it has achieved if its consumption had not been stimulated by advertising and by salesmanship.

That is why there is, in fact, nothing in the world to-day so important as salesmanship.

This is a big statement and one perhaps which is more easily made than realized.

Here We Are, Anyhow

Yet it is strictly true. Whatever one may think about the desirability of a society organized wholly upon business, with its entire prosperity, even its very life, bound up with the mechanism of consumption, with each citizen more important as an actual or potential consumer of goods than as a creative mind, a seeker after truth, a patriot or a saint, the fact does remain that into this position we have maneuvered ourselves; so that in fact the production and the distribution of goods become the most important work of our modern organized society. The salesman then emerges as the most influential single factor in the whole organization of modern life. How strange, then, how unfortunate, how deplorable, that salesmanship should still be regarded as a dog-fight, as a game of wits in which nothing matters except winning, in which the conditions of the game, its fairness, its position in the scale of actual service to the community are accounted of less value than the immediate material result. True enough is it that selling must sell; but equally true is it that the potential consuming power of western civilization is not only not exhausted but hardly as yet seriously tapped. It is a question of selection and of organization, not of the exhaustion, either now, or at any assignable date in the future, of public consuming power.

Consumption Never Stops

For there is never an end to the wants of civilized man, simply because there is never an assignable terminus to the process of civilizing man. No one can imagine a world to-day without the automobile; yet no one needed an automobile twenty-five years ago. No one can imagine to-day a world without luxurious clothes and a host of domestic labor-saving devices; yet twenty-five years ago few women wore silk stockings save in evening dress, and electric equipment for the home, save in respect of lighting, was virtually unknown. The cleverest man in the music business of a generation ago would never have dreamed of the reproducing piano or of the latest wonderful achievements in phonographic recording and reproduction. He might have thought of them as possibilities of the future; but it would probably have been a remote future. That the people would absorb these things as soon as they came on the market and through them develop inside of a year or two a whole budget of new needs, all costing money, would never have seemed even worth while dreaming of. Yet it is so.

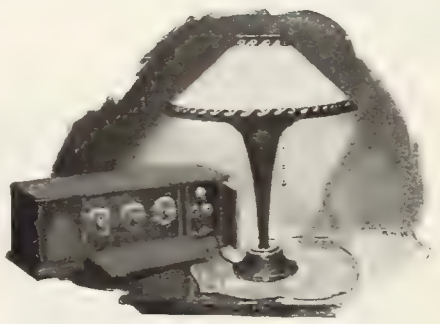
Radio is the latest and most rapid of all mechanical developments, and it will probably give rise to a whole new series of correlated wants, each being taken up as it comes along and absorbed by the people without the least difficulty. Yet, salesmanship fails in its obvious duty to society when it lends itself to unworthy objects; and the next step in the development of business must be the step of creating greater responsibility in the practice and profession of selling.

Profession or Chaos

Salesmanship has to become a profession; which means that it has to be recognized as a calling equally responsible and equally important with law, medicine and teaching. If it is allowed to continue as a sort of free-for-all, with no responsibility behind it and everything forgiven if the figures look right, then salesmanship will produce a chaos which will only be resolved by some drastic overturn such as the radicals in all countries are dreaming of even now.

That is why it is so important that every man who either is or hopes to be a salesman should realize what his work really means in the society in which we live. In our music business, and especially in the talking machine business, it is the salesman who, in every sense of the word, carries the burden on his shoulders. Every talking machine and every record made from now on will have to be *sold;* and that means that it will be up to the salesman to create in the minds of the people of this country the true picture of what the talking machine is and does. Hitherto most of this has been taken for granted; but in face of the modern competition in all its forms, high class demonstration and studied salesmanship of the most refined sort will have the call.

It is the same everywhere, in every type of business or industry. Higher and higher manifestations of salesmanship are called for, and business, more and more, is headed towards the professional goal. Business must some day be a profession, with all the sense of responsibility and the passion for rightness which the word profession connotes; and salesmanship is the lever of business, and upon its development rests in a considerable measure business progress.



Which would you yourself prefer?

VOLUME and clarity being equal to, if not greater and finer—tone being much superior—appearance being admittedly better—resale prices being no higher—and margins of profit to you being at least as great—which would you yourself prefer—which would you yourself choose—

Thor Speaker Lamp

[Patents Pending]

answering a two-fold purpose or an awkward, ungainly horn?

Thor Speaker Lamp is the original combination Loud Speaker and electric lamp. All others are imitations. Concealed within a graceful, finely-proportioned base of stippled, bronze gold polychrome is a special speaker unit made by the famous Dictograph Products Corporation, which amplifies and reproduces perfectly, bringing out every tone of voice and instrument. It is non-directional, making it unnecessary to sit directly before a horn to hear distinctly.

Consider—

Thor Speaker Lamp as a merchandising policy of selling only the best products — consider the extensive advertising in national radio magazines—consider that it sells for $35 (Table Model with parchment or any color silk shade)—and you have manifold reasons for doing—as Pacific Coast music stores have done—stocking it in anticipation of Christmas business.

Dealer and jobber franchises in certain territories are still open. Correspondence invited.

THOR Radio Division
of the GOLDEN GATE
BRASS MANUFACTURING CO.
1239-1243 SUTTER STREET
SAN FRANCISCO

(122)

COTTON FLOCKS
..FOR..
Record Manufacturing
THE PECKHAM MFG. CO., 238 South Street NEWARK, N. J.

Why Advertise a Registering Piano in a Phonograph Journal?

For just this reason: we are able to present a product with an active, profitable market, merchandised on much the same lines as are talking machines.

Your merchandise, generally speaking, is nationally advertised. So is the Gulbransen.

Your merchandise, generally speaking, is nationally priced. So is the Gulbransen.

Your merchandise, generally speaking, is at a point where the service expense is so small as to be practically negligible. The same is true of the Gulbransen.

Your merchandise opens a way to continued profit from the original transaction through the sale of records. So does the Gulbransen.

Your manufacturers, generally speaking, concentrate on few styles, requiring minimum investment in stock of machines, by the dealer. So do we, making four models only.

M-O-T-I-O-N *in your window*

Here is the type of up-to-date *moving* window display device that phonograph merchants are accustomed to. A moving Baby. The Gulbransen trade-mark in action.

GULBRANSEN COMPANY
3236 W. Chicago Avenue, Chicago

Gentlemen—Tell us how the Gulbransen "fits in" with a talking machine business.

Name _____

Address _____

City _____

In the phonograph field are some of the world's greatest "human interest" trade marks. The Gulbransen also has such a trade mark — the famous Baby that means "Easy-to-Play".

These are a few reasons why the Gulbransen "fits in" with the average retail talking machine business, and why it is now handled in so many stores of this type. Many merchants heretofore handling talking machines exclusively have changed their policy on account of the Gulbransen opportunity.

You may find that there are many points of similarity in your own case—enabling you to sell Gulbransens at a very slight increase in overhead.

Why not find out? We'll gladly send the full details to any dealer in communities where representation is available. Just fill in the handy coupon.

GULBRANSEN COMPANY
3236 W. Chicago Ave., Chicago

(Pronounced Gul-BRAN-sen)

GULBRANSEN
The *Registering* Piano

Babies Bring 28,000 Prospects to Baker's

Importance of a Live Prospect List in Developing Radio Business—How Baby Contest Did the Trick for Baker's Music House

Has the talking machine retailer handling radio in a small town as great an opportunity as the dealer in a large city? The small town dealer often feels that he is handicapped because the field from which he draws trade, in point of population, is restricted, losing sight of the many advantages which are his. The dealer in the small community who confines his business to his immediate neighborhood certainly can never expect to do a great volume of business. But the merchant who makes a serious and sustained effort to expand his operations to include the hamlets and rural districts surrounding the community in which his store is located is in an enviable position indeed.

A retailer of the latter type is G. H. Baker's Music House, of Ossining, N. Y., a small city, which has the disadvantage of being so near to New York City that many of the residents in that and the surrounding towns motor in to do their shopping in the metropolis. In spite of this serious obstacle this concern does a tremendous business in radio, more than three hundred sets having been sold within a period of ten months. This is an average sale considerably in excess of one set a day, quite an achievement when one considers that this dealer is faced with competition of the stiffest kind.

Securing the Elusive Prospect

G. H. Baker's Music House, which was established by G. H. Baker about twenty-five years ago, is now operated by John Wistoft, his son-in-law, who has added to the prestige of the business by his progressive methods. During the Summer just past, when radio business was rather slow, Mr. Wistoft put in effect a simple plan to promote interest in it which far exceeded his wildest dreams and which points the way to dealers who hesitate to do the unusual in sales promotion. His idea was really to interest parents in radio through babies! In short, he decided to stage a voting contest to determine the most popular baby in that section of the State. Accordingly, he had six thousand ballots printed, which were distributed from the store, through the mails, etc. He believed that this number would be more than sufficient, but the idea caught like wildfire and spread throughout Ossining and the surrounding towns and cities for miles. The votes started coming in in an avalanche and the demands were so insistent for more ballots that he found it necessary to keep all the printers in the town busy for a few days. When the contest ended tabulation showed that 28,000 votes had been turned in.

Competition in the radio retail business is growing so keen that dealers are compelled to make a real effort to sell in order to do a satisfactory business. The G. H. Baker Music House, of Ossining, N. Y., realized this and it also realized that the one road to more sales lay in securing more prospects. Therefore, a baby popularity contest was held, and the result was 28,000 votes. Some list! Try it!

Think of it—28,000 names from which to select a live prospect list and from whom to solicit business! The total population of the city, including every man, woman and child, is little more than that number.

They Know Baker Handles Radio

Every one of these people was impressed with the fact that G. H. Baker's Music House handles radio. Of course, the contest was widely advertised in the local newspapers of Ossining and the surrounding towns, and to the parents of the most popular baby was presented a radio set. The voters' names and addresses appeared on the ballots, which were placed in a barrel provided for that purpose. While many of the names proved useless as prospects and lack of time and facilities made impossible tabulation of all the prospects obtained in this manner, the contest was an undoubted success in that the intense interest generated during the Summer, an especially slack radio season, was confined to Baker's Music House and the lines of radio handled by it. The result was a general immediate sales boom, the indirect effects of which are still being felt and which undoubtedly will influence many persons interested in radio to select from the extensive stock handled by this live retailer.

Does Small Town Advertising Pay?

The foregoing is only one illustration of many which show how dealers in small communities are making the most of their opportunities and are doing large business. Another method of creating business which retailers in the small towns are prone to neglect is publicity. If there is one place where people read the newspapers from the first to the last page it is in the small city or isolated community. Consequently, the advertising receives serious consideration. G. H. Baker's Music House has found this to be so not only of newspaper advertising but also of any other publicity matter sent out through the mails. People in these communities are not so rushed as those in the large cities and they are pretty certain to read anything that is delivered by the postman. Recognizing this truth, this dealer at irregular intervals sends out to his customers and prospects especially prepared literature dealing with the lines handled. Invariably the results make the expenditure and effort very much worth while. The firm's advertising appears regularly in the local newspapers, and that these ads are effective is proved by the fact that when anything special is offered through the columns of the newspaper the demand immediately starts to climb.

The Farmer as a Radio Prospect

The small town dealer should go further than the confines of his community for business. Also, he should not stop merely by including the surrounding cities and towns. The territory between, the farming districts, is a rich field for radio business. The farmer can and should be sold on the need for a good radio set, and from the rapidly increasing number of radio sets owned by rural dwellers it seems that the farmer is already sold on the need for radio. It resolves itself down to whether the set is purchased from a mail order house, sometimes hundreds of miles distant, or from the local dealer. It is safe to state that a large proportion of the radio sets owned by farmers have been purchased from the mail order houses. Where this condition exists the dealer is not receiving the volume of business which his territory justifies. If the dealer deliberately sets out to capture this business he can do so and the mail order houses do not stand a chance. The dealer has everything in his favor. He is right on the spot, while the mail order house is represented by a catalog. He can emphasize that when the set is purchased from him the customer is certain to secure the service to which he is entitled, including installation if it is desired. He is also sure to get a set which is recognized as a standard and worth-while product made by a reputable concern. But why go on? The point is obvious, but the fact cannot be emphasized too strongly that the sales volume reached by the small town dealer depends upon himself and, instead of being in a restricted territory, he is in a field which for broadness and excellent sales possibilities ranks as the best.

Selling by Canvassing Route

H. B. Hunter, Columbia dealer of Madison, Conn., is using the house-to-house canvassing method of reaching prospects for phonographs and records. Mr. Hunter is one of the oldest established Columbia dealers in this section, having started some thirteen years ago.

Professional
RADIO REPRODUCER

SPECIFICATIONS:
Special built "Professional" Tone mahoganized horn, 14 in. bell. Extra Heavy Gold-plated Adjustable Ferrule—Height over all 30 in. Cabinet Base solid Mahogany—Size 7¾x7¾x7¾ in. Exceptional cabinet work and finish throughout. Retail Price, $50.00 in U. S.; Canada $55.00. Special finished to order, $5.00 extra. Subject to usual trade discounts.

No Extra Batteries Required

Your Profits Safeguarded and Increased Sales Assured

through our Special Franchised Dealers' Plan

You cannot sell a considerable volume of any Radio article at a fair and liberal profit if indiscriminate competition continually offers the same merchandise at ruinous prices. You cannot build and serve or hold a retail following without a fair profit—Can you?

Retail outlets for "Professional" Radio Reproducers are limited to specially Franchised dealers of the better grade. This means that your store can be "Professional" Headquarters for your entire neighborhood.

The "Professional" sells readily because when given a side by side test with any other Loud Speaker—*regardless of type or price* it will clearly demonstrate its amazing superiority.

It marks the first radical improvement in sound reproduction in 46 years. Cannot choke or blast—no rattling echoes—extremely sensitive to low signals—unlimited in volume. The only Radio Reproducer on the market today licensed under Voluma Patents (diverged not converged sound waves).

A Professional Radio Reproducer will be sent to any responsible dealer for a ten-day test. The instrument will be sent C.O.D. with return privilege. Write us today.

VOLUMA PRODUCTS, Inc.
HEMPSTEAD NEW YORK

New England Distributors
THE WHITALL RADIO CO.
Springfield, Mass.

Other Distributors
MOTOR PARTS CO., PHILADELPHIA, PA.
ECONOMY DRUG CO., KNOXVILLE, TENN.

Thanks, Mr. Mauzy!

for the Compliment

...e been installed on every Audak. Manager Muzy says the Audak is a positive wizard in selling popular records and speeds up service immensely.

From The Western Music Trades Journal

Mr. Mauzy is Manager of the Music Department, The Emporium, San Francisco.

Thousands of Other Merchants Share the Same Opinion

The AUDAK SYSTEM has placed the record sales of thousands of progressive dealers on a more profitable and business-like basis.

It Will Do the Same for You

Now is the time to improve your record sales facilities and realize a better profit. Install

THE AUDAK SYSTEM

The modern method of demonstrating and selling records

Without the Use of Booths

RECORD SERVICE WITH AUDAK (XT) UNIT
This unit supplied complete as shown ready for use on removal from crate.

TAKE YOUR TIME!

Those who prefer time payments need no longer be without Audak equipment. Our Deferred Payment Plan makes possible the payment for AUDAKS with the profits from Record Sales and the greatly decreased selling cost.

Some Highly Desirable Territory Still Available to High-Grade Men Calling on the Music Trade

Write for detailed information. Representatives in Principal Cities.

AUDAK CO., 565 Fifth Ave. New York, N. Y.

In Canada, Manufactured and Distributed by McLAGAN Phonograph Corp., Ltd., Stratford, Ont.

Principles That Built Widener's Business

L. A. Dexter Describes the Type of Salesmen He Has Found Most Successful and the Collection and Advertising Methods He Uses

[In the following article L. A. Dexter, manager of the Newark (N. J.) branch of Widener's, Inc., gives some interesting and constructive facts regarding the development of his business to the large proportions it enjoys to-day. His many years of experience in the retail field makes his statements authoritative and they should be of practical value to retailers.—EDITOR.]

The most successful store, and this applies with special force to the talking machine business, is that which employs salesmen with real personality and sales ability. The individual salesman of this type can build up a large personal following among the store's clients. This has been an important factor in the success of our phonograph business, especially noticeable during the last year when so many dealers were complaining about lack of business. Time and again have I seen customers and prospects insist that they be waited upon by a certain salesman in whom they had confidence, or to whom they had been recommended by other customers of our establishment.

The Salesman Linguist

In every city there is a fertile field for sales among people of foreign extraction and the salesmen best suited to secure business from among these prospective customers are the ones who have an understanding of one or more foreign languages. We have two men who speak about ten different languages between them. Each of these men has a large following among the foreign-born, who like to hear the mother tongue spoken, and this following is steadily growing larger through the personality of each man, who studies his patrons and handles them in the way they understand and like. To my mind this is very important in handling this class of trade.

There is plenty of phonograph business to be had but the dealer must make an effort to get it. Our phonograph sales have been considerably larger this year than last because we are continually trying to close sales and following up prospects. The trouble with many retailers seems to be that they have unbalanced organizations in that they devote the bulk of their attention on other products, such as radio. We handle radio and thoroughly believe that the music store is the proper place from which to merchandise it. During the last year since we have been selling radio our sales have averaged 80 per cent phonographs and 20 per cent radio. People still are buying phonographs, but how much of this business the individual dealer gets depends largely upon himself and his methods of going after it.

Personal Letters Get the Money

Like most dealers by far the bulk of our business is through instalment sales. Naturally, too, occasionally we experience trouble in securing the money when due. Experience has taught us, however, that the personal collection letter written in an original way gets the best results in exceptionally hard cases where the usual collection forms have failed. I recall at the present moment two very concrete examples. In one case a young married woman had neglected to make a payment for some time and repeated notices elicited no response. Finally our credit man called the mother's attention to her daughter's irresponsibility by a diplomatically worded letter. The mother immediately made the payment for her daughter and advised that she would see to it that in the future the payments would be made regularly They did.

In the second instance a young man, who was in business for himself, paid absolutely no attention to our form letters asking him to pay some-

L. A. Dexter

thing on his balance of $68 until the following personal letter was sent:

Dear Mr. Blank—

What would you do if one of your customers owed you $68 for the past four months and had broken his promises of making payments and did not even have the courtesy to answer the notices you sent him?

We should be pleased to get your advice in a case like this. Yours very truly,

We received no answer to this letter, but we did get the money by return mail. These are just two of many similar instances which prove to us the importance of the psychological personal collection letter.

Window and Other Publicity

One of the greatest forces in successful retail business is publicity and this is so whether it be newspaper, direct mail, window or any of the other forms of advertising. Consistent newspaper advertising is getting results for us as it will for other dealers who plan their campaigns carefully, and make use of all the means at their command. Window displays, properly arranged, are business producers that should not be overlooked. The public will not know what you have for sale unless you tell them and show them at every opportunity.

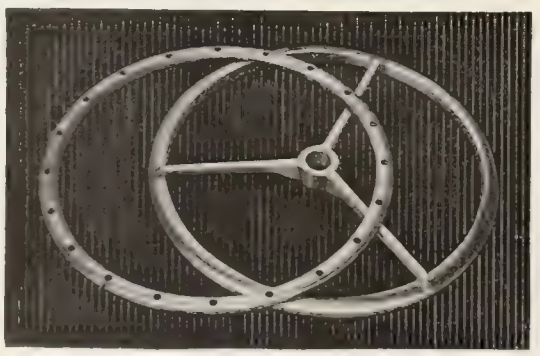
Greeting from Burt Reynolds

Burt Reynolds, manager of the house of Jake Graham, old-time Edison dealer in Liverpool, Eng., and one of the oldest subscribers of The Talking Machine World, in a recent communication says: "Your paper is still as great as ever. Have started in the radio field. Business in England is good all round. Kindest regards to the staff."

Patents Fibre Diaphragms

A patent was recently granted to John M. Taylor, Bridgeport, Pa., to make diaphragms of a combination of iron filings and celeron, which is a fibre and bakelite compound. The new diaphragm is more delicate than metal, it is claimed, in that it more nearly approximates the human vocal cords, and it has the quality of improving with age.

DOEHLER
The World's Largest Producer of
DIE-CASTINGS



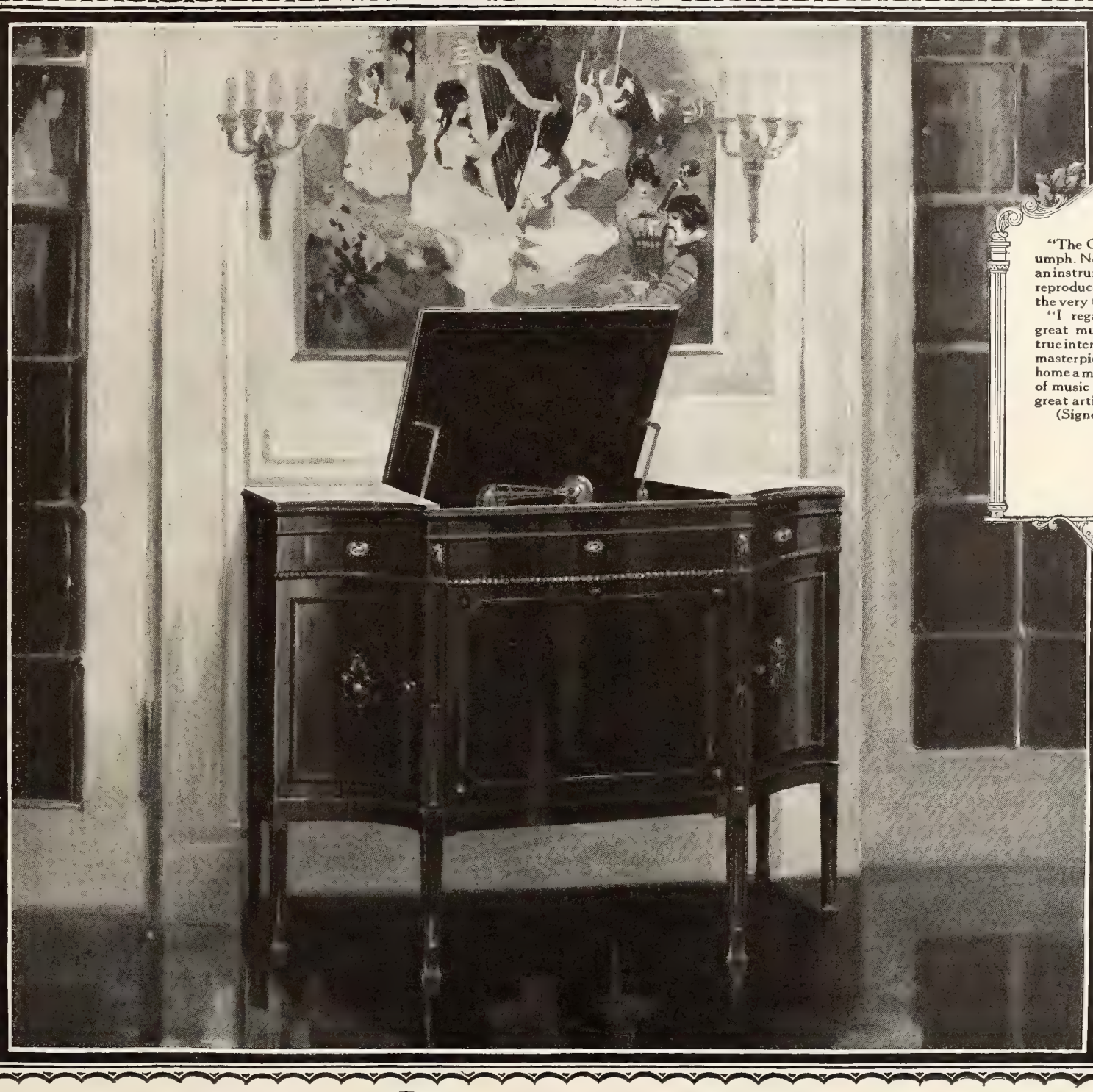
It is an easy matter to promise quality and delivery. It is another—and vastly harder—matter to produce and maintain them, in large-quantity output.

That Doehler quality and delivery are facts, and not mere claims, is a matter of experience with hundreds of die-casting users.

They have found that Doehler standards of quality are as exacting as their own. They have found that their own production schedules are never interfered with by Doehler's failure to deliver die-castings in the quantity needed, on time.

DOEHLER DIE-CASTING CO.
BROOKLYN. N.Y. TOLEDO. OHIO.
POTTSTOWN. PA BATAVIA. N.Y.

THE SATURDAY EVENING POST December 6, 1924



"The Cheney is an artistic triumph. Never before have I heard an instrument which so perfectly reproduces the artist's voice—and the very timbre of the orchestra.

"I regard The Cheney as a great musical educator, for its true interpretation of the world's masterpieces will bring into the home a more intimate knowledge of music and the personalities of great artists."

(Signed) Rosa Ponselle

Dramatic Soprano,
Chicago Civic
Opera Co.

The model illustrated is
The SHERATON
$475

The CHENEY

THE MASTER PHONOGRAPH

The Christmas Gift that never grows old

As surely as the glorious music of master artists never loses its beauty, so The Cheney as a Christmas Gift never grows old.

A book you may read and cast aside—a game you will play and wearily discard. But music—the perfect art of the world's greatest musicians, as conveyed to you in your home through The Cheney, is a never-ending source of pleasure and inspiration.

For this "master" instrument transmits perfectly the delicate touches and fine shadings of tone which mark the superlative work of a master. It reveals in all records beauty you never heard before.

There is no other phonograph like The Cheney. There *can* be no other. For The Cheney is built on a principle totally different from that of the megaphone ordinarily used. Taking from the record every tone and overtone, it restores the full beauty often unavoidably dimmed in recording. *Needle scratch is practically eliminated.*

Hear The Cheney and you will set a new standard for tone reproduction. See it, and you will find among its many beautiful models the finish and design that will most perfectly grace your home.

CHENEY TALKING MACHINE COMPANY, *Chicago, Ill.*

The ABBOTSFORD
$300

The BUCKINGHAM
$315

The Cheney costs no more than an ordinary phonograph—$100 upwards

These prices effective east of the Rockies

THE MOST PERFECT MUSIC REPRODUCING INSTRUMENT MADE

Foremost stores nearly everywhere sell The Cheney. If you do not know who handles it in your community, write us. Ask for our illustrated catalog explaining The Cheney in detail.

DEALERS: In a few places, The Cheney franchise is open and offers a splendid opportunity. Write to us for detailed information.

Best Location for the Radio Department

Situation of the Department Has an Important Influence on Sales—Fred R. Parsons Tells of the Experiments of Dealers

There has been considerable discussion among talking machine dealers in reference to the best location in the store for the radio department. On the strength of the interest shown by the public generally in radio at this time, some dealers have placed the radio department in the front of the store where they believe people can be served more quickly. Also these dealers believe that they can capitalize in a larger way and close more sales by locating near the front door, believing that more people will be attracted inside the store if they know the radio department is so conveniently located. It is a proved fact that the record department of the talking machine store has been given a material impetus by placing it near the front door and also the sheet music department has prospered there—but this is so for the fact that these articles represent quick turnover sales made on an entirely different appeal, namely, that they are timely sales of new numbers which come out each week or at regular stated periods during the year.

But this does not apply to the talking machine models, as they are always placed in a quiet spot in the store, away from the noise of the street where they can be displayed and demonstrated in an atmosphere where the "home appeal" will be greatest. All machines sold are demonstrated one or more times and several models usually are shown before the sale is finally consummated. Consequently, it is important that this demonstration be made under ideal conditions, as any discordant tone or noise might result in making a bad impression on the customer that would lose the sale entirely or delay it to the extent of requiring a salesman's call at the house which would, as every dealer knows, add considerably to the cost of selling.

How a Dealer Solved the Problem

The following experience of a large Southern dealer, who has experimented with the matter of location and who has proved to his own satisfaction the success of his present plan of arrangement, will be of interest to those dealers who are undecided where to locate the radio department. His first attempt was to locate the radio department near the front door, where he installed an attractive showcase and counter, also a small booth nicely furnished, where purchasers could inspect the various radio models with some comfort. He soon found that the confusion of people passing through the door and the noise of the street, also the continual noise caused by selling radio equipment, such as loud speakers, ear phones, batteries, etc., detracted the customers' attention and, in the end, made the giving of a demonstration practically impossible; and, according to him, the result was that many sales were lost. His next move, made after earnest consideration, was to the rear of his store, where he has equipped a well-appointed department with two private rooms in which are displayed in an attractive manner all his radio models. A generous counter and showcase are placed some distance away from this booth, near the front of the store where purchasers of equipment can come in and not disturb the private hearing room. His record department, as well as the music room and sheet music department, have been brought back to the front of the store, where they can be seen by every customer. This arrangement, according to the dealer, has accomplished two things which have benefited his business materially and have increased sales generally.

Record Department Profits by Move

In the first place all persons coming into the store are first attracted by the record and sheet music department where they loiter long enough to see the copy of the latest numbers which they have heard over the radio or in some local theatre or otherwise. Here is where the manager of these respective departments can, by constantly keeping in touch with the latest developments in music, display new numbers in his department with appropriate signs and secure many additional sales. The plan has been worked by this dealer to the point where he makes it a practice to change his display each morning, featuring one or two new numbers which were broadcast the night previous. A sign which reads: "Broadcast Last Night—Ask to Hear It." and which, by the way, serves the purpose for all displays, is placed on the counter. These new numbers are not necessarily popular songs or dance numbers, but broadcasting stations generally are now sending out nightly programs, consisting of standard and classical music, in conjunction with their popular programs. Consequently, those dealers who have been complaining about the slack demand for the better class of music will be interested to note that an effort, such as this dealer has made, will move from the shelves many numbers that have been dormant for some time past. Secondly, this new plan of arrangement has stimulated an interest in the minds of many visitors to the store who do not own a talking machine and who have never given the purchase of one serious consideration. The salesman can easily get the visitor's name and address, and although the sale of a talking machine may not be made immediately, he constitutes an excellent prospect. The radio department having been moved to the rear of the store, a floorman is stationed at the door to greet visitors as they come in and they are escorted through the several departments of the store and are shown, in a diplomatic way, the various types of talking machines displayed; also a new record or music roll is mentioned while being shown to the particular department which, in this case, would be the radio department. Also each salesman is instructed by the owner of the store to make some mention of a particular article to every customer other than the one for which he comes in. In this way many sales of talking machine records, sheet music and rolls have been made that otherwise would have been lost.

Quietness Essential

Consequently, it seems without question that the best location from every viewpoint for the radio department is away from the front door, in a quiet part of the store where radio sets can be demonstrated quietly and with some comfort to the customer. The radio demonstration must be made with the same refinement as that of a talking machine and dealers will do well to keep this in mind and feature their radio sets in the same manner obtaining in the talking machine department. But, at the same time, they must keep in mind that they can capitalize on the immense popularity of radio to foster general music sales and the location of the radio department can be determined best on this basis, to the end that all phases of the dealer's business will benefit thereby.

A Better Buy and A Better Seller

Elbow stylus bar, mica diaphragm, and soundbox designed upon universally accepted phonograph principles of reproduction, these and the "three-way control, balanced armature" are the best reasons in the world for your handling the **O'Neil Audiphone.** A definite advance beyond ordinary head-phone types of loud speakers. Radio fans are waking up to the necessity of a loud speaker that can take a real load without any distortion—all a multiple tube outfit can pour into it—and produce an accurate duplicate of the original music or speech. If you lead the way, your customers are right with you and yours is the profit thereof. If you wait for them to nag you for a "real loud speaker," you'll lose their patronage to the competitor who was quicker to see the possibilities of the **O'Neil Audiphone.**

O'NEIL AUDIPHONE LOUDSPEAKER

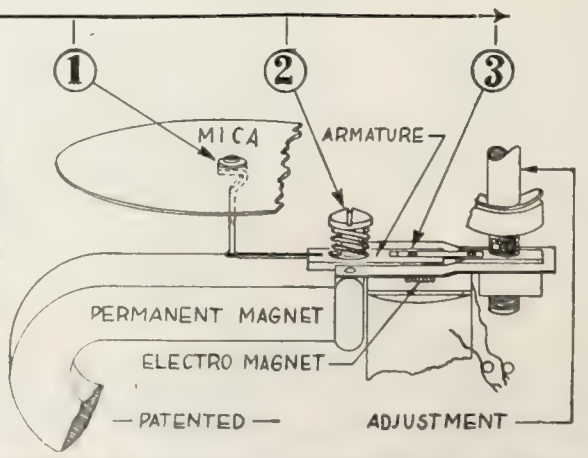
Not a Concealed Ear-phone
No Battery Required

APACE WITH RADIO PROGRESS

The 3-Way Control Balanced Armature

(An Exclusive Patented Feature)

This "three-way control balanced armature" is the big difference between all "loud speakers" and the O'NEIL AUDIPHONE. There can be no Blast or Chatter because the mica diaphragm of the **Audiphone** can be actuated ONLY by electrical impulses. The diagram illustrates how the armature is balanced in three directions. The large permanent magnet affords a real foundation for sensitivity, amplification, and the full range of broadcasted frequencies. Hear the **Audiphone** — we will be pleased to send it to you on ten days trial.



LIST PRICE

14 inch Bell Horn $28

With 12 inch Bell Horn $25

Write for the "Audiphone Deal" NOW!

O'NEIL MFG. CO.

4736 Hudson Boulevard, West New York, N. J.

J. L. Hudson Co. Publicity Reaches High School Pupils

DETROIT, MICH., December 8.—The J. L. Hudson Co., Victor dealer, is using a rather novel advertising campaign to increase record sales. In checking up the purchasers of records, it was found that in those families where there were children of high school age these children were responsible for the majority of records purchased. To increase this class of customers, the company contracted for space in all the high school publications in the city, featuring popular releases. All the copy is written in "collegiate" language. From the school magazine publishers the company secured the names and addresses of the seniors and juniors of the high schools and these are circularized immediately following the appearance of each advertisement. The campaign has already proved the effectiveness of advertising of this character, considerable purchases being directly traceable to the drive.

1925

Greetings

As the curtain is drawn on the final chapters of 1924, Plaza Music Company wishes to pause a few moments from the "hurry-up" of today's commercial life, to express an appreciation of your friendship and business during the past year.

It is with all sincerity that we wish our thousands of friends throughout the world a VERY HAPPY and PROSPEROUS NEW YEAR.

PLAZA MUSIC COMPANY

DISTRIBUTORS FOR

BANNER RECORDS
"full-o-pep"

PLAYTIME RECORDS
SONGS, GAMES, STORIES for Kiddies

DOMINO RECORDS

JEWEL ROLLS

LA VITTORIA ROLLS

HARMONIA ROLLS

The Popular-Price PORTABLE PHONOGRAPH Regal

PAL *The All Year 'round* PORTABLE PHONOGRAPH

CAMERA PHONOGRAPH

LITTLE TOTS RECORDS

LITTLE TOTS' PHONOGRAPH

MAGNEDY NEEDLES
PLAYS 10 RECORDS

SUPERTONE NEEDLES

Plaza Music Co. 18 W. 20th St. New York, N.Y.

BLUE REFLEXO NEEDLES

ONCE again, a year nears its close—and once again the fact is proved that Quality and Value are handmaidens to Success.

1924 has truly been a banner Reflexo year, and to all whose patronage made it so, we extend hearty sincere thanks.

And Now—
Hail 1925
May it prove a
Hale 1925
for You

Reflexo Products Co.
Selling Agents for
W. H. Bagshaw Co.
347 Fifth Ave., New York

INSURE YOUR RECORDS USE Gilt Edge TRADE MARK CERTIFIED PHONOGRAPH Needles MADE IN U.S.A.

How the Gardner-White Co. Makes Its Windows Pay

Successful Detroit Firm Finds It Worth While to Pay Careful Attention to Its Windows—Record Department Location Hint

DETROIT, MICH., December 6.—The Gardner-White Co., one of the leading concerns in this city, which operates a very successful talking machine department, has developed the sales possibilities of its windows to a high degree by paying attention to apparently trifling details to make the completed display an effective link in its sales promotion plan.

In displaying phonographs the firm always tries to place one of each model in the window, elevating the back rows so that all of the instruments can plainly be seen by all pedestrians, according to O. H. MacLean, manager. Alongside of each instrument is placed printed matter showing and explaining the merits of the machine. Usually the floor is carpeted with records, both classical and popular, so that the names can be read without difficulty. No prices are quoted in the window, but circulars are distributed throughout the city which give all details. This method has proved effective in bringing people into the store and in creating sales.

Another interesting feature of this establishment in connection with its record department is that it is located in the rear of the store. This compels record customers to walk through the entire department before they reach the record service counter, giving them an opportunity to observe the other merchandise carried.

Second Radio and Phonograph Festival at Wanamaker's

Large Crowds Visit New York Store to View Interesting Radio and Phonograph

The Second Radio and Phonograph Festival of the John Wanamaker New York store was held the latter part of last month. The event, which lasted a week, was featured by daily concerts in the Wanamaker auditorium, at which stars of the broadcasting and phonograph world appeared. The entire warerooms were given over to attractive displays of radio receiving sets and the latest models of talking machines. Among the radio sets exhibited were the entire Radiola line, including the super-heterodyne; the Stromberg-Carlson neutrodyne, the Ware neutrodyne, the Sleeper Monotrol, the Dynergy receiver and the De Forest sets.

Especially interesting was a display showing the upward trend in phonographs, exhibiting the instruments popular in 1898, 1906 and the present-day art models. The Victrola, with space for the insertion of a radio panel, was also featured. Near the entrance to the talking machine display rooms a miniature automobile was placed, with a sign attached reading "You 'Auto' Have Music in Your Home." This display was made entirely of Victor products, two table models of Victrolas forming the body of the car, Victor records the wheels and springs, needle boxes and other parts being utilized to complete the display. The phonograph exhibit also included the Brunswick-Radiola, Adler Royal and the Sonora and Cheney lines complete.

Attention was called to Victor records through an attractive setting entitled "Voices of the Presidents," which featured records made by former Presidents Roosevelt, Taft, Wilson and Harding, with pictures and descriptions of the records and footnotes of the times and conditions at the time the record was made.

The Festival was a success, with large crowds attending the concerts each day, and a large number of prospects for radio sets and talking machines were secured, in addition to a number of sales being completed on the floor.

Christmas Club Millions Distributed to Public

Many People Planning Purchase of Gifts With Money—Opportunity for Dealers

Christmas clubs will distribute more than $250,000,000 within the next three weeks to over 6,000,000 members, Herbert G. Rawll, president of the Christmas Club Corp., reports. The Christmas savings have grown from $28,000,000 in 1914 to the present sum, which is almost ten times that amount. The Middle Atlantic States have saved $94,282,200 through these clubs, the total for New York being $48,000,000, of which the city is represented by $25,000,000. The Bank of the Manhattan Co., New York, has the largest Christmas Club, with 65,000 members and savings of approximately $3,000,000.

Art Gillham Makes His First Columbia Record

Art Gillham, the "Whispering Pianist," widely known through his radio broadcasting, recently made his first recording for the Columbia Co. of

Art Gillham

two of his favorite selections—"How Do You Do?" and "Way Out West in Kansas." Mr. Gillham is called "The Whispering Pianist" because when he broadcasts he practically whispers into the microphone. His voice, as radio fans know, carries perfectly through the air and his records are also remarkably clear. This record is scheduled for special release.

RADIO DEALERS

TALKING MACHINE DEALERS, PIANO DEALERS, Etc.

Get our new No. 26-R Catalog and Wholesale Price List.

Dealers who have this say it is the finest and most complete Radio Catalog they have ever seen.

All standard quality "tried and proven" lines listed. Discounts liberal.

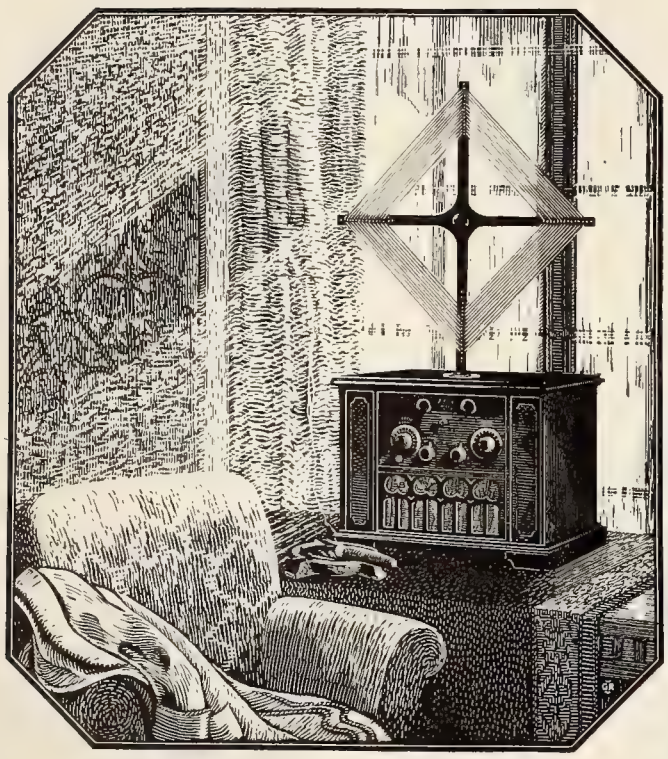
A real policy of merchandising backs up our Catalog, our Dealers and our Salesmen. viz.—"Wholesale Only."

Send quick for this Catalog and try us on your next order. Prompt shipments guaranteed.

OHIO RUBBER
228 W. 7th St, Cincinnati

Which would your customers rather buy?

This?—



"WITHOUT ACCESSORIES"

Radio instrument	*Loud speaker*	*Ground clamp*
Antenna wire	*Window lead in*	*Antenna spring*
Connection wires	*Mechanic's labor*	*Hammer*
Clips	*Storage battery*	*Nails*
Lightning arrester	*"B" batteries*	*Screws*
Insulators	*Tubes*	*Staples*

Separate price for each of these items, plus your time.

DE FOREST D-12 RADIOPHONE

Complete in one unit, with everything necessary to use it immediately—all at the one initial cost.
Prices according to cabinet finish and batteries.

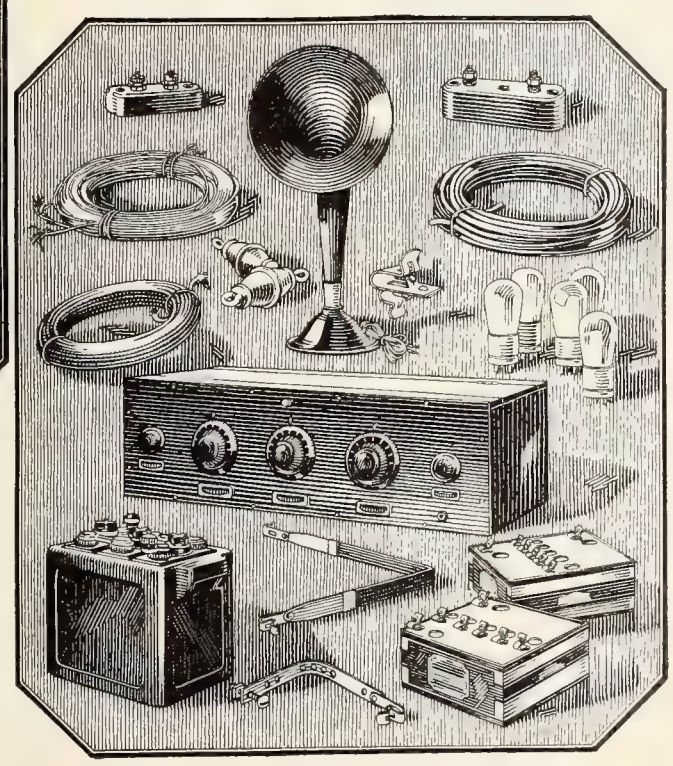
With dry batteries

In Fabrikoid cabinet	$161.20
In Mahogany cabinet	176.20

With storage batteries

In Fabrikoid cabinet	$180.00
In Mahogany cabinet	195.00

or this?



In the De Forest D-12 you sell a complete unit

SOME of your customers think it is fun to hook up a radio set, to string antenna from tree to house, to connect ground-wire. At least it is fun if they are mechanically minded.

If they are *not*, and want an instrument which is *ready* to operate when they buy it and which is based on the highest kind of engineering skill, what they want is a De Forest Radiophone.

No need for a customer to ask "How many extras must I buy?" or "How much more will accessories cost?" when you show him a De Forest.

With a De Forest you sell every needed accessory. Your customer wastes no time in buying; you waste no valuable time or effort in selling parts, batteries, wire, etc. And because he buys the De Forest as a self-contained, complete unit, your customer can use it as soon as you install it in his home. Your work is quickly done. Your customer will be pleased with your service.

The De Forest Radiophone is based on the highest engineering skill. It is an instrument that the owner can use—and be proud to demonstrate to his friends. It is the leader in the field and has a clear, natural tone almost beyond belief—and it is *remarkably* selective.

The De Forest D-12 is easily movable from room to room. It doesn't need either antenna or ground connections, or attachment to outside batteries. The D-12 is an instrument whose self-contained qualities and performance will appeal to thousands of prospective customers of yours. And it stamps you as a merchant ever on the alert to give your customers the best possible service.

There is still an opportunity for a few responsible, progressive merchants to become De Forest agents and build a greater business by selling De Forest instruments and parts. Write to us *today* for full information.

DE FOREST RADIO COMPANY, Jersey City, N. J.

Also makers of De Forest Tubes—the "Magic Lamp" of Radio

DE FOREST RADIOPHONE

REG. U. S. PAT. OFF. REG. U. S. PAT. OFF.

Frank J. Coupe Joins Advertising Agency

Accepts Position as Vice-President of Dorrance, Sullivan & Co., of New York

Frank J. Coupe, vice-president and sales manager of the Sonora Phonograph Co., Inc., for the last eight years, has resigned his position with that company, effective December 1, to accept a position as vice-president of Dorrance, Sullivan & Co., New York and Boston advertising agents. Mr. Coupe will be located in the New York office, Bush Terminal Building, at 130 West Forty-second street, New York City.

Frank J. Coupe

Mr. Coupe will be actively engaged with the Dorrance-Sullivan agency in a merchandising and advisory capacity where his many years of successful advertising and merchandising direction equip him admirably to render a constructive service of the highest type to clients.

Mr. Coupe returns to his "first love"—the advertising agency business—after enriching years in directing distribution of a now world-known phonograph, for it was in the field of advertising that Mr. Coupe first launched into his business career. After a number of years with one of the oldest New York agencies, Mr. Coupe took on a partner and formed the agency of Coupe & Wilcox, with offices at 261 Broadway. He remained associated with Mr. Wilcox for ten years, at the end of which time the partners sold the business to Ewing & Miles. Mr. Coupe then became associated with the Redfield Advertising Agency as vice-president. His outstanding work with that company while handling the Sonora account so impressed itself upon George E. Brightson, at that time president of the Sonora Co., that he was prevailed upon to take up the reins of Sonora merchandising with the position of advertising and sales manager, from which he was shortly promoted to the rank of vice-president.

Mr. Coupe is leaving behind him at Sonora a remarkably successful record as an executive as well as a host of friends and well-wishers in the music trades, not to mention a great many in the new radio trade which has of late become allied with the older industry.

With Sonora practically from the start, he has been very closely identified with the company's success—indeed, a large portion of that success can be attributed to his unremitting efforts in years of general depression as well as years of general prosperity and to the many sound sales and service policies which he instituted from time to time while building up Sonora's system of exclusive distribution.

This publication joins with his host of friends in wishing Frank J. Coupe every possible success in his new undertaking.

Theodore H. Nakkin With Colin B. Kennedy Corp.

Becomes a Member of the Technical Staff of Prominent Radio Manufacturer

Theodore H. Nakkin, who is well known both here and abroad through his radio research and experimentation, recently joined the technical staff of the Colin B. Kennedy Corp. Mr. Nakkin has been interested in radio since 1910, when he carried on experiments with radio control of vessels and torpedoes. Combined with this work he delivered many lectures on radio throughout Europe, at the same time carrying on studies in the leading European universities and scientific schools. As a result of this work he has several inventions in the field of radio control to his credit, which he sold to the Imperial Russian Government during the war. He made his way out of Russia during the revolution and came to America, joined the United States Army Signal Corps and was ordered to Washington for duty as a radio specialist.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up or become sticky or rancid. Remains in its original form indefinitely.
Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., NewYork

Later he went to Europe to work on a new type of photo-electric cell, which will soon be given to the public. Mr. Nakkin plans to pursue his investigations in the field of telphotography and similar fields in the laboratories of the Colin B. Kennedy Corp.

E. Tatman Opens Attractive Store in Tacoma, Wash.

Large Stock of Musical Instruments Handled in Artistically Arranged Warerooms

TACOMA, WASH., December 3.—E. Tatman recently opened his new and beautiful music store in the Blunt Building at 2605 Sixth avenue, here. Although the elements were decidedly against him, the crowd of interested visitors were a surprisingly big number, and many expressed

Mr. and Mrs. Tatman in Front of New Store

their approval of a music store of this calibre in the residential business district. The store is large and well lighted and thoroughly equipped to handle the large and well selected stock of pianos, talking machines, musical instruments and sheet music, which Mr. and Mrs. Tatman are carrying. A complete line of Starr pianos, Victor machines and records is now available.

Mr. Tatman came to Tacoma in 1909 and entered the employ of one of the leading piano companies of the city, where he remained for a number of years as a salesman, doing business for them throughout western Washington. Desiring to increase his knowledge of the music business he entered the wholesale trade and traveled for the George P. Bent Co., of Chicago, manufacturer of pianos. Then the Brunswick Co., of Chicago, engaged him as assistant general salesmanager of the tire division. During the past Spring and Summer he was employed by the Montelius Music House as manager of its store on St. Helens avenue.

Radio Apparatus Co. Busy

CLEVELAND, O., December 7.—The Radio Apparatus Co., 725 St. Clair avenue, N. W., Radiola distributor, reports an unusually brisk demand for all RCA products. This company, which is newly formed, is under the general management of Warren R. Cox, formerly the head of the Radivox Co. Mr. Cox formed the company and is its vice-president. Henry Hallock, president of the Ohio Rubber & Textile Co., is president, and C. A. Williams is sales manager. The company broadcasts radio programs through the Cleveland Trust Co.'s station WJAX.

EIGHT POPULAR VICTOR ARTISTS

In Concert and Entertainment
Personal Appearance of
Eight Popular Favorites on One Big Program
A live attraction for live dealers and jobbers
Bookings now for season 1924-1925
Sample program and particulars upon request
PHILIP W. SIMON Manager
1674 Broadway New York City

HENRY BURR

ALBERT CAMPBELL

JOHN MEYERS

BILLY MURRAY

RUDY WIEDOEFT

FRANK BANTA

FRANK CROXTON

MONROE SILVER

Popular Ensembles including
Campbell & Burr - Sterling Trio - Peerless-Quartet

SINCE 1915—THE STANDARD TUBE FOR ALL SETS

1

2

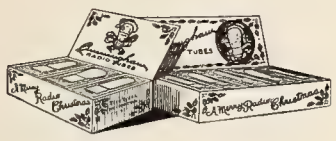
3

Cunningham RADIO TUBES

plus 7 attractive sale-displays in 9 colors, especially prepared for

MUSIC DEALERS

who handle Radio Sets and Equipment



ATTRACTIVE HOLIDAY CARTONS FOR CUNNINGHAM RADIO TUBES

containing 3 or 5 tubes will bring increased Radio sales to you. These wonderful Christmas cartons in four colors will put a sales punch into your Christmas Radio trade. Why not sell 3 or 5 tubes instead of one—that is real merchandising. These cartons will be sent to you free—send in your order today.

Development of this series of seven colorful posters is a direct outgrowth of the close relationship that has been established between music and radio. Designed throughout with an eye to the particular needs of the music dealer, these displays are sure to increase the sales not only of Cunningham Tubes but of your entire radio and music line.

We want the public to understand that they need Radio, that Radio is as important as an automobile or a kitchen cabinet is to home comfort—and that Cunningham Radio Tubes mean clear reception.

The displays shown in miniature in this ad are made with a new oil-paint process. The nine colors are attention-compelling; water-proof, fade-proof and washable. When people are interested, they ask questions. These displays are question-breeders.

A series of these Business Getters will be sent to you on the same day we receive your request.

LET'S CO-OPERATE TO MAKE 1925 A BIGGER, BETTER RADIO YEAR

1 Music still reigns supreme as the principal attraction that radio fans want and seek. No. 1 is a direct and telling appeal to the "Jazz-Hound." It actually sells the pleasure that can be obtained via the air route by those who utilize radio to tap the infinite variety of entertainment that's vibrant on the ether.

2 Bed-Time Stories! How the youngsters love them! In No. 2 you see—even as your customers will—the real appeal that this popular radio feature makes to lovers of children. Here in a single harmony of color the whole idea is driven home at a glance. This is a real selling idea.

3 From a metropolitan pulpit, the minister broadcasting to the isolated snow-bound countryside is pictured in No. 3. In vivid colors the comfort and cheer of religious services via the air is visualized. It is an emphatic reminder of the value of Radio in crashing the barriers of time and space.

4 The Cunningham Tube in vivid oil pigments is shown in No. 4 of the Business-Getter Series. It is a display that is a year-round selling argument which stresses the importance of a good tube in securing perfect radio reception. Waterproof, fadeless, and lasting, the entire set is a positive aid to every dealer.

The three other subjects are as follows: Radio in the Sick Room; Vocal Concert in the Home; Sport Returns, showing Baseball scene—all in nine colors, waterproof, fadeless and lasting. Order your set today!

HOME OFFICE:
182 SECOND STREET
SAN FRANCISCO

C. J. Cunningham Inc.

CHICAGO

NEW YORK

4

SINCE 1915—STANDARD FOR ALL SETS

TYPES: C301A, C299, C300, C11, C12

in the orange and blue carton.

PRICE
$4.00 EACH

PATENT NOTICE: *Cunningham tubes are covered by patents dated 2-18-08, 2-18-12, 12-30-13, 10-23-17, 10-23-17, and others issued and pending.*

DATA BOOK: Cunningham 40-page Data Book fully explaining care and operation of Radio Tubes. Sent on request to San Francisco Office.

Okeh Record Limerick Contest Creates Wide Interest Among Gotham Retailers

Campaign to Stimulate Interest of Public in Okeh Records Through the Co-operation of Dealers Staged by the New York Distributing Division of the General Phonograph Corp.

The New York Distributing Division of the General Phonograph Corp., 15 West Eighteenth street, New York, recently prepared an unusual campaign participated in by fifty Okeh dealers to stimulate the sale of Vincent Lopez records. This campaign, which has been in progress for the past three weeks and which terminates on Wednesday, December 17, is in the form of a Limerick Contest and has been so arranged that to those participating it appears that the dealer is the one sponsoring the contest. Two hundred thousand leaflets explaining the contest have been printed and each dealer participating has contracted to purchase a minimum of 2,000. They are sold to the dealer at 1 cent per leaflet and that is the total cost, except to those retailers who send them through the mail.

The leaflets contain four pages, the second and third pages being alike in all copies, containing the rules of the contest, the names of the judges, Otto Heineman, president of the General Phonograph Corp.; Vincent Lopez and Doris Blake, Love Advice Expert of the New York Daily News, and the prizes to be awarded to the winners of the contest. There are 100 prizes to be awarded as follows: First prize, $100 in gold; second, latest model William and Mary console phonograph; third prize, Outing portable phonograph; fourth to eighth prizes, two orchestra tickets to the Greenwich Village Follies for each prize; ninth to twelfth prizes, five of the latest Vincent Lopez Okeh records, and the thirteenth to one hundredth prizes, one of Vincent Lopez's latest records.

The first page of the leaflet contains the name of the dealer, a picture of the proprietor of the store and a view, either interior or exterior, of the store. A copy of the limerick then follows, with the last line blank, to be filled in by the contestants. The limerick reads:

There was a young girl from Broadway
Who heard Lopez perform on Okeh,
"Oh, boy! that's the stuff,"
Said this beautiful fluff
"....."

The last page of the leaflet features an advertisement of "Me and the Boy Friend," a recent Okeh release, played by Vincent Lopez and His Orchestra, and an invitation for contestants to visit the store.

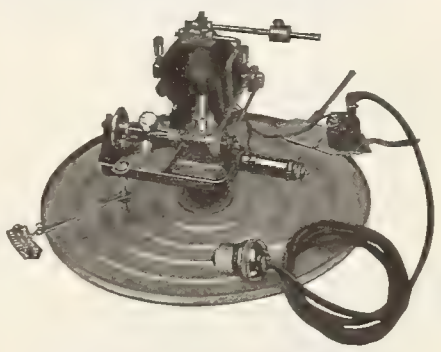
The chief feature of the campaign is that to all appearances it is strictly a dealer publicity stunt, for in no place on the circular does the name of the General Phonograph Corp. appear as being interested in the campaign. The nominal cost to the dealer and the high caliber of the prizes offered, which are certain to attract many contestants, assure those dealers who are participating of netting a large profit, besides securing many new record customers and increasing the prestige of the store to a considerable degree.

The PHONOMOTOR CO.

WM. F. HITCHCOCK, Proprietor

121 West Avenue Rochester, N. Y.

An Electric Equipment for the PHONOGRAPH



Fully GUARANTEED

Universal—alternating or direct current. Complete, with every part and ready to run.

Sample, mounted on motor board, 12x12x¾ unfinished board, $25.00 C.O.D. Money back if not satisfactory. ½ cash with C.O.D. order.

The PHONOSTOP

An automatic stop for all talking machines, 100% efficient.

STANDARD FOR EIGHT YEARS

Guaranteed.

Sold direct to manufacturers all over the world.

Nickel or Gold.

Your phonograph is worthy of the best stop.

This is the only one.

Your customers appreciate it

We also sell General Phonograph Hardware

Cable Address:
PHONOMOTOR, Rochester, N. Y.

Codes: Bentley's and A.B.C., 5th Edition Improved.

Richardson, Orr & Co., Sydney, Australian and New Zealand Representatives.

Trade Prices upon application

The PHONOMOTOR

Trade-Mark Reg. U. S. Pat. Office

D. Allen Betts Joins Staff of Eagle Radio Co.

D. Allen Betts, of Norwalk, Conn., formerly associated with the Apco Mfg. Co., of Providence, R. I., has joined the staff of the Eagle Radio Co. of Newark, N. J. Mr. Betts will remain for a short time in Eastern territory, following which he will make a trip to New England and the Southern States, where he has an extensive acquaintance. Mr. Betts is one of the pioneer radio enthusiasts and is an ardent booster for the Eagle product.

Tull & Gibbs Open Branch

Tull & Gibbs, of Spokane, recently opened a branch store at the Hotel Idaho, Coeur D'Alene, Idaho. A full line of talking machines, radio sets and pianos are being carried. Jack Hanguer is manager of the branch.

Special Victor Hanger of Standard Records Issued

Victor Co. Issues Attractive Hanger Listing Records Pushed During the Month—Leaflet Listing Fifty Records to Augment Plan

The Victor records receiving sales stress by dealers during the month of November under the company's sales plan for standard records were as follows: "Ave Maria" and "Elegie-Melodie," sung by Caruso, accompanied by Elman; "Drink to Me Only with Thine Eyes" and "Canzonetta," played by the Flonzaley Quartet; "Troncar suoi di," from "William Tell," sung by Martinelli, De Luca and Mardones, coupled with "Ah, Matilde, io t'amo e amore," from "William Tell," sung by Martinelli and Journet; "Festival at Bagdad" and "Young Prince and the Young Princess," played by Stokowski and the Philadelphia Orchestra; "Roamin' in the Gloamin'" and "Wee Hoose 'Mang the Heather," sung by Harry Lauder; Songs of the Past, in two parts, sung by the Victor Mixed Chorus; "Serenade" of Schubert, coupled with the "Serenade" of Titl, played by the Neapolitan Trio, and "Over the Waves" and "Sirens Waltz," both played by Pietro on the accordion.

An attractive hanger, printed in two colors, listing these records under the caption "Victor records which should be in every home," has been sent to all Victor dealers. To augment the efforts of the dealer to build up a clientele of buyers of good records, the Victor Co. has prepared and is distributing through wholesalers a leaflet containing the names of the fifty records suggested for the first twenty-five weeks of the sales plan for stimulating the sale of standard records.

Average $3,000,000 in Radio Sales Each Month

The average radio sales of this group total $100,000 a day in the Greater New York metropolitan area. These Gotham distributors of the

De Forest Distributors at Get-Together Dinner
De Forest Radio Co. were snapped at a recent dinner in the New York Advertising Club. (Left to right, standing) A. W. Landay, Progressive Musical Instrument Co.; R. K. Keator, Gilbert-Keator Corp; Henry Deimel, McPhilbin Radio Corp.; C. G. Gilbert, Gilbert-Keator Corp.; Edward Biel, Progressive Musical Instrument Co. (Seated, left to right) Max Fisher, McPhilbin Radio Corp.; H. Weil, Sr., Herbert-John Corp.; William H. Ingersoll, vice-president in charge of sales and advertising, De Forest Radio Co.; Alfred Simons, Universal Radio Co.

PHONOGRAPH CASES
RADIO CASES
Reinforced 3-ply Veneer
The Standard Case for Talking Machines and Radio Sets
Let us figure on your requirements
MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.
Mills in Va., N. C. and S. C.

A Brunswick Holiday

WHAT THIS CHRISTMAS BRINGS TO BRUNSWICK DEALERS

A Christmas brighter than ever before.

A New Year more prosperous than any in the past.

Another year's experience to build on —a reputation more solid, prestige that never ceases to grow.

Wider spheres of influence—firmer friendships.

A Greater Line—Greater Business—Greater Profits.

All made possible by the cordial good will and cooperation of our dealers.

*M*ERRY *C*HRISTMAS
*and a H*APPY *N*EW *Y*EAR

The Sign of Musical Prestige

Brunswick

PHONOGRAPHS · RECORDS · RADIOLAS

Message To the Trade

THE *Brunswick* *Radiola* ✻ *the* *Brunswick Phonograph* ✻ *the Brunswick Record* —*all contributing to the world of music, to make Christmas brighter for the whole world.* ✻ ✻ ✻

THE BRUNSWICK-BALKE-COLLENDER CO.
Manufacturers—Established 1845
General Offices: Chicago Branches in All Principal Cities

New England Distributors:
KRAFT, BATES & SPENCER, Inc.
80 Kingston St., Boston, Mass.

Canadian Distributors:
MUSICAL MERCHANDISE SALES CO.
79 Wellington St., West, Toronto, Ont.

Distributors' Conferences Productive of Ideas

Freed-Eisemann Calls Frequent Meetings to Discuss Sales Promotion Ideas

In conformity with its policy of frequent conferences the Freed-Eisemann Radio Corp. is arranging distributors' meetings in various parts of the United States, at which a member of the sales staff or the executive management is always present. The last meeting of this character was the meeting of the middle Eastern States distributors at the Emerson Hotel, in Baltimore. Just previous to that a conference was held in Des Moines.

These meetings in various parts of the country are attended by distributors representing all contiguous territories. Such meetings are also a feature at the various radio shows. The co-operation of the distributors in this plan has proved exceedingly valuable. Many interesting sales problems have been presented, discussed and solved at these deliberations.

In addition to this the main office of the Freed-Eisemann Corp. in the Sperry Building, Brooklyn, is constantly in touch with all the distributors throughout the United States and beyond. Special "dealers' helps" bulletins are issued at frequent times. All other methods of promotion adapted to radio merchandising are included in this service.

General Phonograph Corp. Issues Album Window Poster

The General Phonograph Corp., New York, recently sent to Okeh dealers a Christmas booklet, urging all dealers to concentrate on the sale of album sets as the logical Christmas gift. Six album sets have been prepared, each consisting of three double-faced records contained in a black leatherette album imprinted in gold and bearing on the inside front cover an interesting and comprehensive history of the composition. The sets are "Symphony in B Minor," Schubert's "Unfinished Symphony," "Der Freischutz," "Carmen," "Imported Recording" and "Orchestral Selections from Wagner," all of which are imported Odeon recordings. The sixth album is comprised of six fairy tales by the famous children's author, Elsie Jean.

The inner pages of the booklet are in the form of an attractive Christmas window poster, printed in red and black and featuring the "Unfinished Symphony of Schubert" album set.

Daniel Castellanos, Inc., Moves to New Quarters

The stock of records destroyed by fire in the store of Daniel Castellanos at 4 South street, New York, has been completely replaced and a new store was recently opened at 1 South street with an additional entrance at 61 Whitehall street. This store, which does practically 100 per cent talking machine record and player music roll business, is admirably situated, being adjacent to the terminals for three elevated lines, the street car depot and the South Ferry terminal. It is also easily reached by subway. A stock of 50,000 records is carried, with Spanish records featured. The line, in addition to possessing records in every one of the dialects of the many provinces of Spain, features the records of the following countries: Mexico, Peru, Chile, Argentina, Cuba, Porto Rico and Portugal. The store advertises heavily in La Prensa, the Spanish daily with a nation-wide circulation, and through this medium a large mail-order business has been built up. Robert Basserman, formerly manager of the record stock department of the wholesale division of the Columbia Phonograph Co., is manager of the store. Columbia phonographs and records are featured, and other record lines carried include the Okeh, Gennett and Odeon.

H. B. Leach Transferred to the Pacific Coast

Appointed District Sales Manager on Pacific Coast of Multiple Electric Products Co.

H. B. Leach, formerly in charge of the Baltimore office of the Multiple Electric Products Co., Inc., was recently made district sales manager of that company's interests on the Pacific Coast. Mr. Leach is making his headquarters in the company's new branch office in the Rialto Theatre Building, San Francisco, Cal.

The Multiple Electric Products Co., Inc., is the manufacturer of the well-known Atlas radio reproducer. This loud speaker is being distributed by a large number of music dealers, who find it a meritorious attachment for using the talking machine amplifying horn. The Multiple Co. also manufactures a loud speaking horn.

The Brown Radio Corp., New York, capital stock $50,000, was recently incorporated at Albany by A. Scheret, A. and S. Brown.

New Jewett Distributors Appointed in New York

The North American Radio Corp. and the Times Appliance Co. Will Represent Jewett Radio & Phonograph Co. in Metropolitan Area

The North American Radio Corp., of New York City, has taken on the Jewett line of quality products, including the Jewett "Superspeaker," the "Micro-Dial," "Parkay Cabinet" and the "Vemco" loud speaking unit, and is planning for greatly increased activities in the radio field during the coming year. This progressive house has an advertising campaign now in progress which is going across in a big way, according to reports from headquarters.

The Times Appliance Co., also of New York City, has joined the Jewett distributor forces. Now with this connection of one of the finest New York jobbing houses the Jewett Radio & Phonograph Co. has gained for itself an impressive representation in the New York metropolitan area.

MELCO SUPREME—the "Open Sesame" that reveals the priceless treasures of the air! Melco reception is to the ear, like a great, masterly-cut gem to the eye. Clear, Flawless, Supreme.

Ready for Distribution January 1, 1925. *Write for interesting literature*

MELCO SUPREME RECEIVER
TUNED RADIO FREQUENCY

AMSCO PRODUCTS INC. BROOME & LAFAYETTE STREETS, N.Y.

This test makes

ONCE the customer has heard a favorite selection reproduced by any ordinary phonograph, then Re-Created by the New Edison — the sale is clinched.

The evidence of his own ears leads him naturally, logically, to the selection of the New Edison. That is one of the reasons why New Edison dealers make money,

—at Christmas-time and all the time.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY

You don't need a fortune to become an Edison Dealer— ask nearest Edison Jobber

The NEW PHONO

Christmas Sales still easier!

EDISON

G R A P H

Non-Selling Employes as Prospect-Getters

Two Large Music Houses Encourage Employes to Turn in Prospects and Wisdom of Move Is Manifested by Greatly Increased Sales

Just how many talking machine dealers give thought to the sales-producing possibilities that lie in the porter, the shipping room clerk, the delivery man, the repairman or any one of a half dozen or more employes belonging to the service rather than the sales department of the business and who do not ordinarily come in direct contact with prospects and customers?

The average talking machine store which employs five or six salesmen or saleswomen usually has as many employes behind the scenes, as it were, whose work is necessary in the conduct of the establishment both before and after sales are made, and in most cases these extra employes are charged off to the general overhead account and are not regarded at all as potential business getters.

Employes as Business Getters

As a matter of fact, the shipping clerk, the porter or the cashier can, if properly handled, be encouraged to bring in the names of many prospects from among their friends and acquaintances, provided, of course, that some incentive is offered for their work in this direction.

That the employe outside of the sales department has a value as a sales producer is recognized by many of the representative concerns in the music trade, such houses as the Aeolian Co., New York; Lyon & Healy, Chicago, and the Knight-Campbell Music Co., of Denver, among others, encouraging office and shipping room help and even porters to bring in the names of prospective customers.

Naturally, these people cannot be regarded as members of the sales force and it is not good practice to have them engage in any way in the making of the sale. Their work is to dig up and bring in the names of prospects for the sales staff to work upon. They are paid a definite percentage of the sale in cases where it is closed.

Lyon & Healy Sales Jumped $400,000

Lyon & Healy some time ago reported that sales amounting to over $400,000 in a period of sixteen months have been traced directly to prospects brought in by the non-selling members of that organization. Of course, the Lyon & Healy establishment is a big one, but proportionate results should be realized by any dealer who seeks to encourage each member of his staff to be a producer.

A Successful Plan

The most successful plan is to have the employe turn in the name of a prospect with such information as is available. This name and information are placed on a regular prospect card, together with the name of the employe, and the card is turned over to the regular sales department for the follow-up. Where a sale is finally made a specified though small commission is paid to the employe who furnished the prospect. Inasmuch as nothing is paid for prospects who are not closed, the dealer is not put to any expense except when the actual sale is made, and the small amount then paid to the employe is not out of proportion to the cost of digging up prospects by other less direct means.

Regular Salesmen Should Follow Up Prospects

There are several reasons for refusing to allow non-selling employes to follow up their own prospects, except as their efforts supplement those of their regular salesmen. One reason is that the non-selling employe might be inclined to put in too much time in following up his prospects, to the detriment of his regular work. Another is that, being more or less unfamiliar with selling methods, he is liable to let the sale get away from him and to some competing concern before he is able to close. Still another reason is that when a non-selling employe follows up his prospect to close a sale he is competing directly with the members of the sales force, who must depend upon actual sales for their income, and such competition breeds bad feeling and is likely to lead to disorganization.

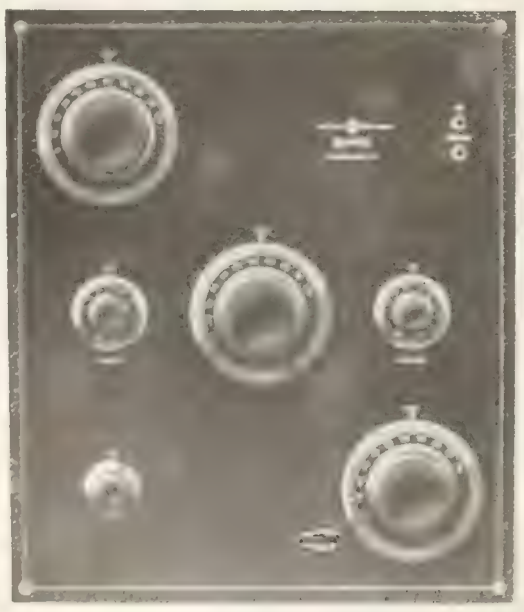
Contests Stimulate Effort

In the case of the Knight-Campbell Co. not only are non-selling employes encouraged to turn in the names of prospects, but they are spurred on to extra effort in that direction through contests in which prizes are awarded for those producing the greatest number of sales through the medium of prospects furnished. These contests have proved so successful as business getters that some form of competition is kept going almost constantly.

Prospects Bases of Selling

The prospect is the basis of all selling and much of the effort of the average dealer and his staff is devoted to gathering the names of those who might logically be expected to be purchasers of talking machines and other instruments. All organized effort through the medium of canvassers or direct mail appeals brings in only a comparatively small number of prospects in proportion to the number of people solicited. The employe of the house, on the other hand, with the ultimate sale in view from which he is to draw his reward, will bring in only the names of those who for some legitimate reason he believes to be in the market for an instrument.

An increasing number of music houses are following this plan of getting prospects through the aid of the non-selling members of the organization, and even if the small dealer with only three or four such employes gets a dozen sales a year as a result of their efforts the idea is well worth carrying out. It is to be remembered that expenses are incurred only when the sale is made.



New FADA Panels

for Victor Models

List $110

The 197A Fits the No. 215 Victor
The 196A Fits the Nos. 400, 405, 410 Victor

We are equipped with both men and experience to give special service to phonograph dealers in the radio business. Many of our personnel are themselves old phonograph men. Put your radio problems up to us. All our radio lines are subject to the usual phonograph trade discounts. Wire or phone your requirements today.

TRIANGLE RADIO SUPPLY COMPANY, Inc.
120 West 23rd St., New York, N. Y.
Telephones: CHELsea 4240-4241-4242

New Nyaccoflex Radio Distributors Appointed

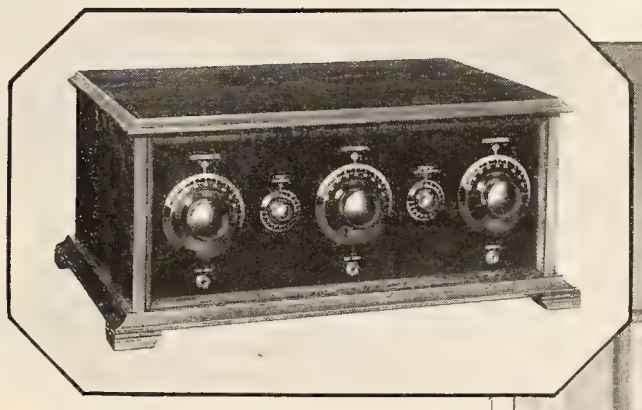
The New York Album & Card Co., Inc., of New York and Chicago, manufacturer of the Nyaccoflex two-tube radio receiving set, has announced the appointment of a number of representative distributors in the metropolitan territory. This set is now being distributed in this district by the Sparton Electric Co., Gilbert-Keator and Bristol & Barber. The popularity of the Nyaccoflex set has been tremendous and the appointment of these three prominent houses will assure metropolitan dealers of maximum service. Max Willinger, president of the company, is enthusiastic over the reception with which this set has met and is planning an energetic sales campaign and increased production for the coming year.

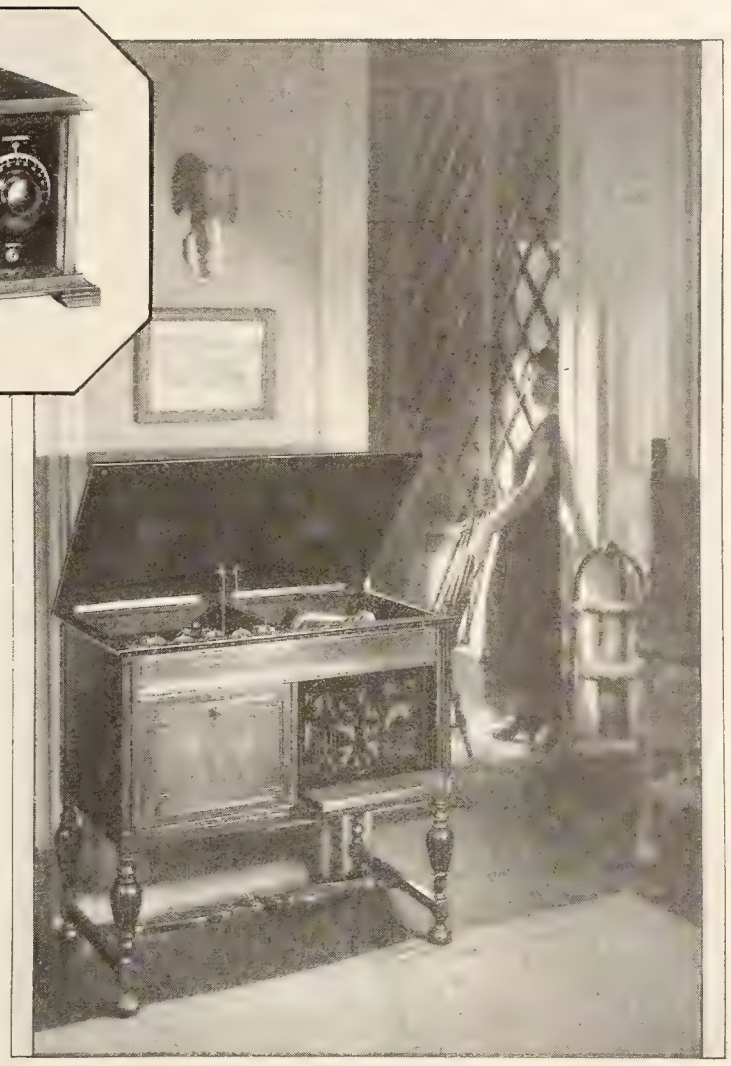
Donald O. Friend Joins Eagle

Donald O. Friend, of Brooklyn, N. Y., has joined the staff of the Eagle Radio Co., Newark, N. J. For the past six years Mr. Friend has been doing research work. He was four years with Scovill Mfg. Co., Waterbury, Conn., and two years with General Electric Co., located in New England. He is of the 1917 class of chemical engineers who graduated from the Massachusetts Technical Institute and has been a radio fan since he was a youngster. Throughout New England Mr. Friend is especially well known as a lecturer and for his great interest in the development of out-of-door broadcasting. He was also a representative sent to the last Code Interference Conference.

Max Landay at Hot Springs

Max Landay, president of Landay Bros., recently spent an enjoyable fortnight's holiday at Hot Springs, Va., together with Mrs. Landay. The golf course was the scene of Mr. Landay's activities and he secured the practice necessary for bringing his game to the top in preparation for the annual golf tournament of the Associated Advertising Clubs of the World to be held at Pinehurst, N. C., in January.





Combination Phonograph and Radio
ELIZABETHAN—*Model 50, in either walnut or mahogany.*

A "Royal" welcome on Christmas Day

THE simplicity of Adler-Royal Neutrodyne makes it a Christmas gift that can be enjoyed by every member of your family. Simply by turning the dials you can instantly tune in on the great broadcasting stations whether a few miles away or a thousand. When you have made a record of the dial numbers, you can always get that station again as quickly as you can set a clock.

The Adler-Royal Neutrodyne is the perfected form of Neutrodyne Some features, in addition to extreme simplicity of tuning, are unusual selectivity to tune out stations not wanted; absolute freedom from squeals and other discordant noises; and clear and pleasing amplification.

You may have your choice of two different styles of Adler-Royal Neutrodyne. Set 201-A operates with the usual "A" storage battery. Set 199 operates on dry cells. This is an achievement that has since the introduction of neutrodyne baffled radio engineers.

Royal is on exhibit only at the higher-class stores, whose reputation is an additional guarantee of the quality of the Royal line.

The moderate price of Royal Instruments will surprise you and the Royal dealer will make it easy for you to have, immediately, the instrument that suits your taste in your home.

Send for this attractive booklet

IF YOU will address our New York Offices, 885 Broadway, we will send you a fascinating book which describes the attractive models of the Royal line of phonographs and radio sets. both separately and in combination.

ADLER MANUFACTURING COMPANY
New York - - Louisville

ROYAL has built into beautiful Console cabinets, finished like a grand piano, two of the world's greatest contributions to home entertainment: a phonograph of superior tone, and the simplified form of the best type of Radio—the Adler-Royal Neutrodyne.

At will, you can listen to current music or the day's news on the radio And, when the mood changes, you have at your command a phonograph of exquisite note to play the records of great artists The change from phonograph to radio is made simply by touching a lever.

A Royal Franchise is valuable

WE invite correspondence from reputable dealers in territory where we are not adequately represented.

THE *Adler-Royal Neutrodyne is licensed under the Hazeltine Neutrodyne Patents and manufactured for us by King-Hinners Radio Company.*

Licensed by Independent Radio Manufacturers Inc. NEUTRODYNE Pat'd March 27 1923 and April 1, 1924 Hazeltine Pats. Nos. 1,450,080 and 1,489,228 Other Patents Pending

ROYAL
Phonograph and Radio

This advertisement is appearing in Saturday Evening Post for Dec. 6, 1924

A Royal Franchise is valuable. We invite correspondence from reputable dealers in territory where we are not adequately represented.

Address our New York Sales Office, 881 Broadway

ADLER MANUFACTURING COMPANY
New York Louisville

Pooley

RADIO CABINETS

ATWATER KENT

RADIO EQUIPMENT

Model 600-R-2
William & Mary style
American walnut or English brown mahogany, duo-tone. Rosewood and walnut inlay.

Model 1100-R-2
Stuart style
English brown mahogany or American walnut, duo-tone.

Model 1200-R 2
Louis XVI style
Selected American walnut and Oriental burl. Fluted silk interior fitting.

The RADIO BEAUTIFUL

Pooley's wonderful cabinet work—the world's standard for 41 years.

Pooley Built-in Loud-Speaker Amplifying Horn, patent pending—greatest advance in radio.

Easy To Sell

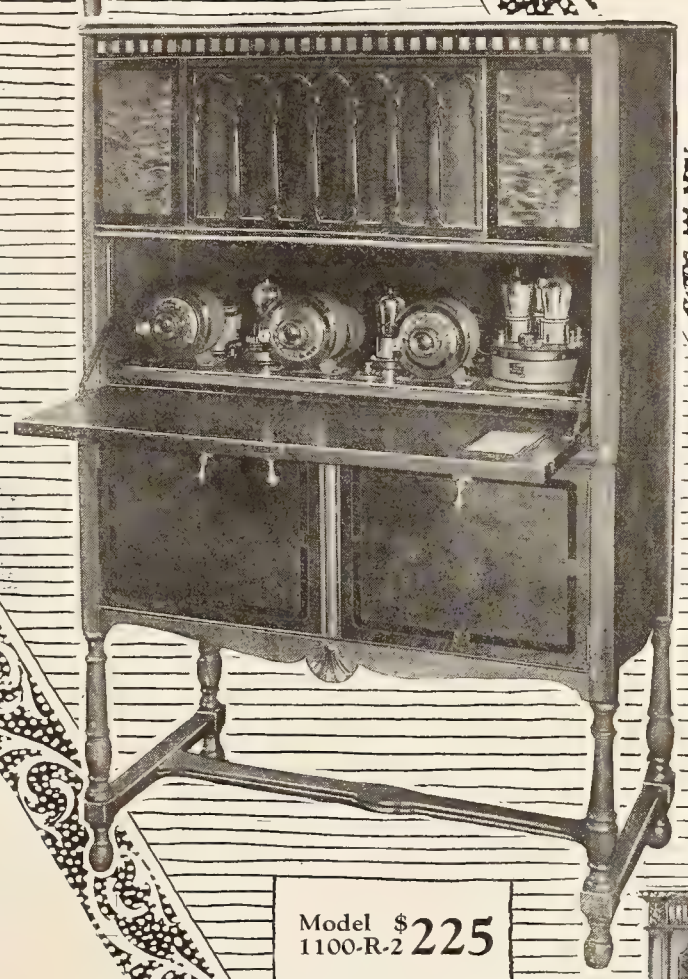
Desirable Territory Available to

Write Radio Sales Department C

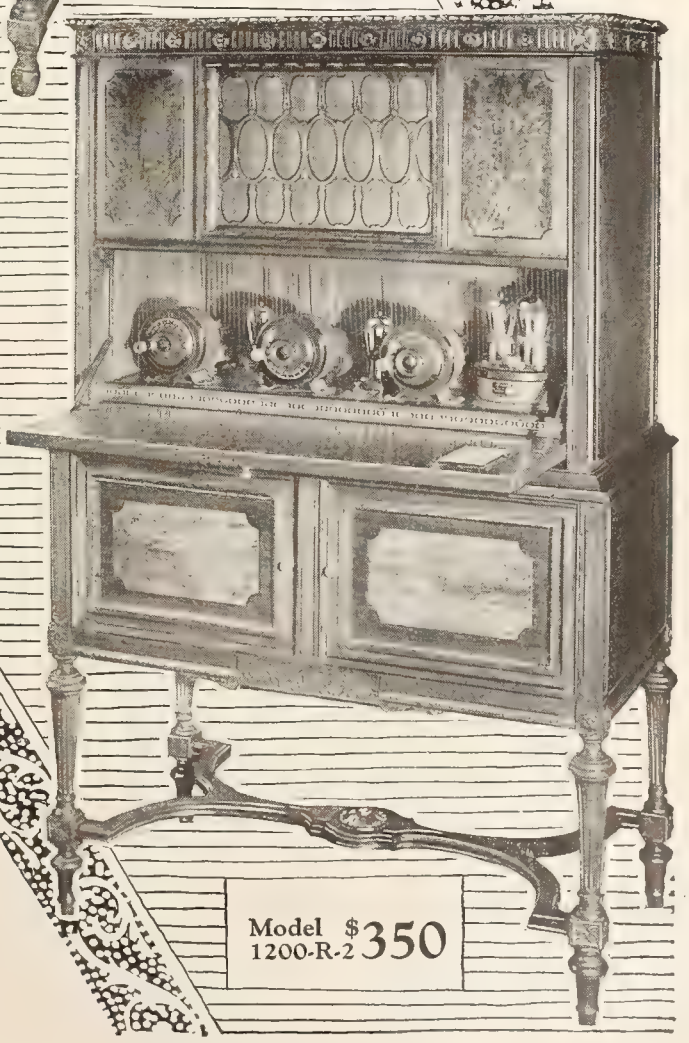
Pooley

Philadelphia, Indiana Ave.—16th & 17th Sts.

Model 600-R-2 $210



Model 1100-R-2 $225



Model 1200-R-2 $350

Pooley

RADIO CABINETS

ATWATER KENT

RADIO EQUIPMENT

Model 600-R-2

Length, 36″; Depth, 15½″; Height, 42″. Complete without tubes and batteries

Price $210

Model 1100-R-2

Length, 33″; Depth, 15½″; Height, 52½″. Complete without tubes and batteries

Price $225

Model 1200-R-2

Length, 36″; Depth, 18″; Height, 56½″. Complete without tubes and batteries

Price $350

The RADIO THEY WANT

ATWATER KENT unique efficiency, easy operation, selectivity, distance, volume.

ATWATER KENT Loud-Speaker of unexcelled tone quality and volume.

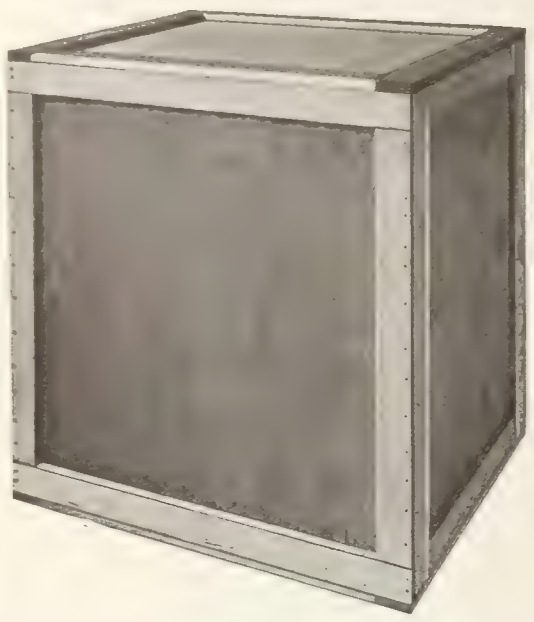
No Real Competition

Jobbers in the Musical Trade

Write Radio Sales Department C

Company Inc.

Philadelphia, Indiana Ave.—16th & 17th Sts.



RADIO MANUFACTURERS

Profit by Experience and Save Yourselves Costly Mistakes

Protect your expensive cabinet sets just as the manufacturers of the best phonographs have protected their product for years.

We have been the principal source of supply for shipping cases to the high grade phonograph trade for the past twelve years. Maximum protection, lower freight charges and better appearance have made

Atlas Plywood Packing Cases

standard in the talking machine trade, where the best has been demanded.

The similarity of your product makes these cases ideal for your shipments. Our thorough knowledge of your packing and shipping problems makes our advice and service invaluable. Ask for details.

Atlas Plywood Corp.

PARK SQ. BUILDING BOSTON, MASS.

Largest Manufacturers of Box Shook in New England

Handsome New Victrola Catalog Just Off the Press

All Instruments in Standard Victrola Line Illustrated and Interestingly Described in Attractive New Volume Recently Issued

There has just been issued by the Victor Talking Machine Co. a complete new Victrola instrument catalog, the largest of its type ever issued by the company, and in many respects the most interesting, for within its covers are illustrated all the instruments in the standard Victrola line, from the small table models and portables to the imposing flat top types, including the several models finished in period styles as well as Victrola 400 designed to accommodate a radio receiver and on which a strong campaign has been centered during the past month.

In all, twenty-five models are shown, and the catalog emphasizes impressively that the Victor Co.'s claim of an instrument for every taste and every purse is not overdrawn. In presenting the various models the descriptive matter has been kept away from the stereotyped form, and the paragraph that accompanies each of the models is a well-written advertisement that tells all that the salesman or the customer needs to know about that particular model. In addition to the popular 400 there are several other models of Victrolas adaptable for radio installation and this fact is mentioned in each case.

Coming as it does just before the holiday buying is in full swing, the new catalog should prove of distinct value to dealers and their salesmen in indicating to the prospective customers that there is a particularly wide range of Victor instruments to select from. The first two pages of the catalog are given over to a few introductory paragraphs telling of the Victor instruments themselves and the music they bring into the home. It is a dignified presentation and is short so that it does not bore the reader or detract from the appeal of the instruments themselves.

As to its typographical appearance, the catalog can excite nothing but favorable comment. It is bound in a rich brown cover upon which the name Victrola and the Victor trade-mark are embossed and set within a border in gold.

POLY PLUG

A Wonderful Feature

of the PolyPlug—and only the Poly-Plug—is the tension slot enabling the phone cords to be pulled and jarred without the slightest disturbance to the actual contact.

75c.

"WORTH IT"

Write for particulars

POLYMET MFG. CO.

70-74 Lafayette St. New York

Columbia European Master Records Selling Briskly

The Fine Arts Series of Musical Masterpieces recently released by the Columbia Phonograph Co., New York, in album sets, are selling well, according to the wholesale division at 121 West Twentieth street, New York. These records, made in Europe by the leading Continental orchestras, are arranged in sets of three, four and five double disc records. Cornelius J. Burke was recently added to the sales staff of the wholesale division to exploit these sets and he reports new accounts opened by the John Wanamaker New York store; Bamberger's, Newark; Bloomingdale's, New York; the Ideal Music Shop, New York, and a number of other large accounts.

The regular lines of Columbia merchandise are selling briskly and November showed more than a 25 per cent increase over October. Marie Fisher has been promoted to the managership of the record stock department, succeeding Robert Basserman, who resigned recently to enter business with D. Castellanos, a large dealer and exporter of Spanish records on South street, New York City.

Meeting the "Can't Afford It" Argument of Customers

When a salesman has what he thinks is a perfectly good prospect and has almost closed a deal and the prospect staggers him with that old standby, "I can't afford it," he finds himself in a position where quite often the sale does not materialize. In order to round out its line of Brunswick-Radiolas so that the salesmen can answer this argument the Brunswick Co. added Models Nos. 30 and 35, which are priced especially to appeal to those of limited purse. In addition the company has prepared and distributed to dealers considerable special publicity on these models, which includes inserts, dealer advertising, etc. This campaign also features the Brunswick-Radiola No. 100, which is designed for use with an outside antenna. Both of these models are proving popular and they are meeting a real need.

Davega Features Radio in Effective Display

Artistic Window Display of Freed-Eisemann Radio Receivers Attracts Attention

An unusually attractive radio window display was that of one of the Davega stores in New York in which were featured the Freed-Eisemann radio receivers and Sonora loud speakers. As may be seen in the accompanying illustration the window display placards prepared by the Freed-Eisemann Radio Corp. are used to advantage. The set itself stands out against the dark background in such a manner that the attention of passers-by is attracted to it.

Eye-Arresting Freed-Eisemann Display

Radio offers excellent opportunities for unique and interesting window displays and that of the Davega firm illustrates in an impressive manner the power of simplicity. A display of this character has the further advantage of equal effectiveness in any type of window, whether it be large or small.

Widener to Enlarge Store

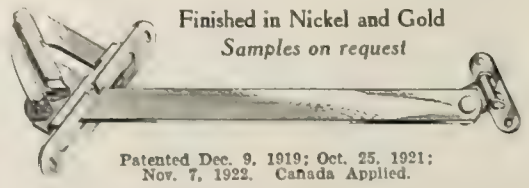
NEWARK, N. J., December 9.—The increasing demand for radio products has necessitated the enlargement of the radio department of Widener's Music Store, Inc., 869 Broad street, and the necessary alterations will be made in a short time to give this department the space which it requires. Radio sales at the present time, even without the proper facilities, form a large percentage of the gross business.

Empire Musical Instruments, Wilmington, Del., was recently incorporated at Dover, Del., to manufacture musical instruments, with a capital stock of $300,000.

AUTOMATIC LID SUPPORT

Finished in Nickel and Gold

Samples on request



Patented Dec. 9, 1919; Oct. 25, 1921; Nov. 7, 1922. Canada Applied.

The Most Dependable Lid Support on the Market

Star Machine & Novelty Co., 9-11 Watsessing Avenue Bloomfield, N. J.

WE take this opportunity to express our sincere appreciation to all our friends for their co-operation in 1924. Here's wishing you, one and all, A Very Merry Christmas and A Happy and Prosperous New Year.

General Phonograph Corporation.

President

S. O. Martin, President, Sonora Co., Discusses Radio-Phonograph Future

Gives Large Share of Credit for Advance in Cabinet Design of Radio Sets to Phonograph Manufacturers—Predicts Combination Phonograph-Radio Will Be Household Standard

In a recent interview S. O. Martin, president of the Sonora Phonograph Co., Inc., was asked to give his opinion of radio and its future in America. He said:

"Before answering your question, permit me

S. O. Martin

to point out to you the disadvantage from a volume sales standpoint under which the phonograph has suffered since January, 1924. I wrote in a trade periodical in December, 1923, that general business conditions for 1924 were noted as being less promising than in 1923, thereby affecting unfavorably the prospects of the phonograph business because of its peculiar sensitiveness to general business conditions. The warning seems to have been justified as the reports from the phonograph industry indicate.

"Yet, with the recent improvement in general business conditions comes a constantly increasing demand for phonographs and radio-phonographs. We believe that phonograph companies must make a proper connection with the radio industry since the situation in regard to radio is not at all a question of whether the phonograph business will be extinguished by radio, but on the contrary as to how far the phonograph business can safely ally itself with radio.

Radio Becoming Standardized

"Radio, despite the multiplicity of makes, has become sufficiently standardized so that certain makes have dependability and are becoming generally known as having dependability. Radio is really not so tremendously new. It has been in practical operation for telegraphic purposes for a decade. Receiving sets used as early as 1913 are still in operation and phonograph records have been regularly broadcast for several years.

"Now that radio is being dressed up in appropriate cabinets, it is becoming a drawing-room feature instead of an attic experiment. The advent of the cabinet type radio speaker to which the phonograph manufacturer has contributed his acoustic experiences is making even more rapid headway than in the old phonograph days when the enclosed type horn began to supersede the visible talking machine horn. This horn with its curves and decorations was then regarded as picturesque but is now practically obsolete.

"The experience of the phonograph manufacturer in cabinet design as well as acoustics is also rapidly being directly utilized by the radio field. Few people are aware of the active part now taken by phonograph companies in the design and manufacture of the better grade cabinets used by radio manufacturers. The American taste in furniture is excellent, and the progress made in the design of radio and radio-phonograph cabinets within the last six months does credit to the executive minds engaged in supplying the greatest home entertainment devices known to history.

A Household Standard

"In their intense interest in radio many people have lost sight of the fact that phonograph development as evidenced in the performance of the better phonographs has not stood still. It will not be surprising if the combination radio-phonograph becomes the standard household entertainment and educational instrument of the future."

Attractive Children's Record Envelopes Offered Dealers

The Musical Instrument Sales Co., Victor wholesaler, New York, is offering to its dealers children's record envelopes for Victor records 16863 (Mother Goose), 16955 (Noah's Ark), 17104 (Children's Games) and 18599 (Sugar Plum Tree). These envelopes are printed in attractive colors and are packed in bundles of 100, twenty-five of each design. These envelopes were used by dealers last year with great success and the M. I. S. Co. feels that the dealer who utilizes these envelopes in his display windows and in his warerooms will attract a considerable amount of children's business which ordinarily would pass him by.

"The Big Clear Voice of Radio"

$18

Herald

THE HERALD Model B Loud Speaker is a "big clear" bid for business.

No speaker finer at any price. The only speaker at this price with a goose-neck horn. Height 25 inches. Bell of fibre horn 12 inches.

The public likes the new Herald because it is clear and loud. You will like it because its voice wins sales.

Stock the Herald. Let it speak for itself. Let it coin public approval into profits for you.

THE HERALD Phonograph Unit instantly turns any standard phonograph into a radio loud speaker.

Exactly the same device that makes the Herald Speaker so full toned and clear.

Durable—simple—quickly adjusted. Every phonograph owner a possible buyer. An ideal unit for "built-in" cabinet loud speakers.

$6

HERALD ELECTRIC COMPANY, Inc.

113 FOURTH AVENUE, NEW YORK CITY

NOTHING else will do, once they hear this Speaker—an ingenious DIAPHRAGM innovation that signalizes the death knell of the Horn type of Speaker

EXIT the Horn type Speaker! Enter the Farrand-Godley Speaker—an entirely new *method* of radio reproduction.

The immediate, nationwide response to this marvelous Speaker—which, for the first time in radio reception, brings in *all* the lower tonal effects while retaining to the full the delicate shadings of the upper scale—indicates sales possibilities that embrace, as prospects, *every* owner of a radio receiver. Dealers already claim that it is the easiest selling item they have ever handled. A demonstration assures an immediate sale. The listener hears tonal beauties heretofore clouded in horn reproduction.

Write immediately for details and full information governing the sale of the Farrand-Godley Speaker in your locality. Address

FARRAND MANUFACTURING CO., Inc.
28 South Sixth Street • Newark, N. J.

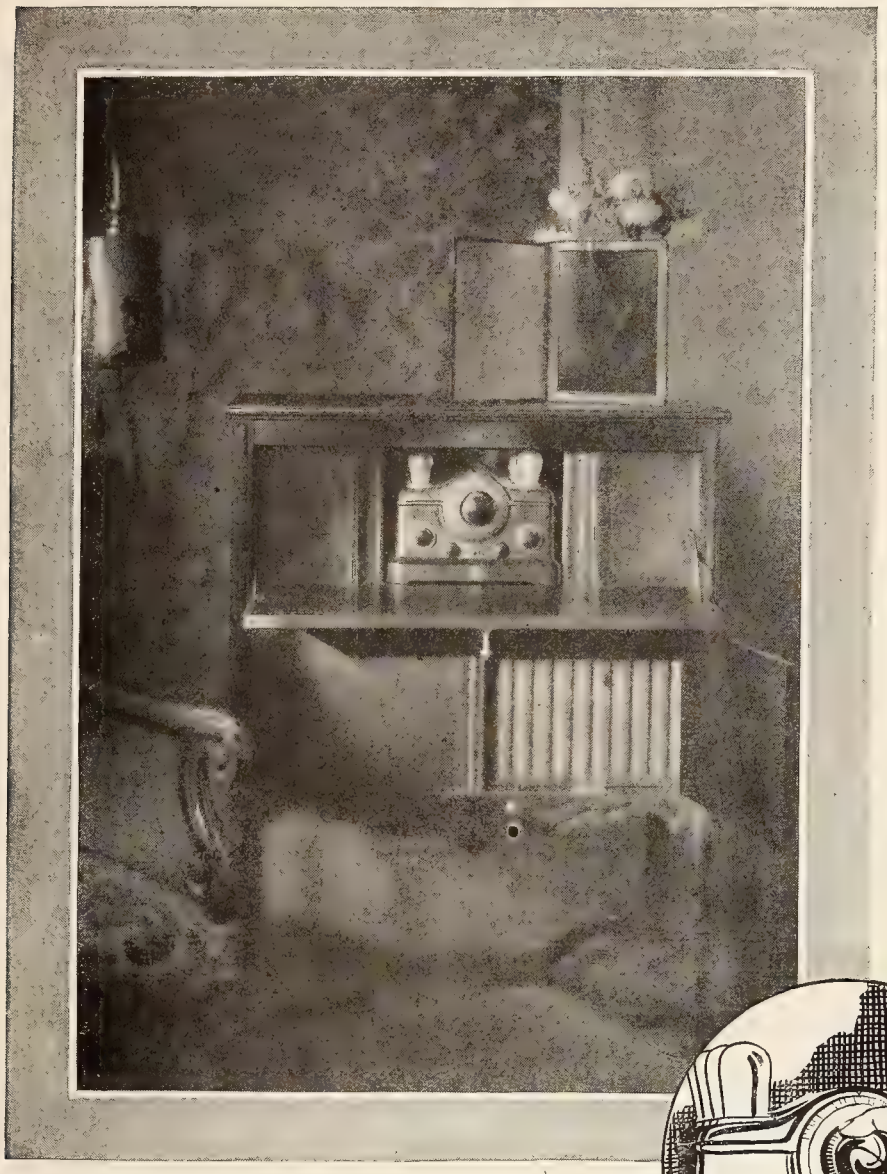
Farrand Godley SPEAKER

The Farrand-Godley Speaker is the result of many years of exhaustive study and research, the original patents having been granted as far back as 1918—from which time Mr. Farrand has worked unceasingly toward its further improvement. Today sees it perfected.

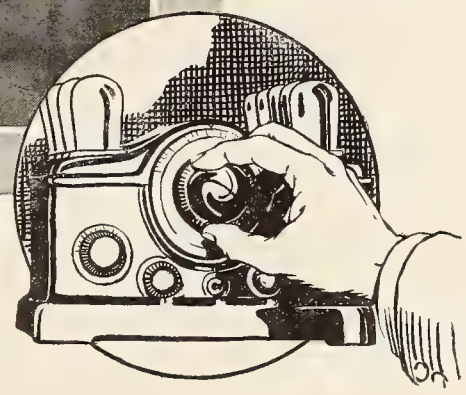
With the Farrand-Godley Speaker, all the heretofore hidden lower tonal effects are now faithfully, accurately reproduced—the resonant bass stringing of the 'cello, the full *lower* chords of the organ, the true vibrancy of the human voice—every delicate shading heretofore lost or distorted.

The Speaker, itself, is of diaphragm type, approximately seventeen inches in diameter, mounted on a distinctive bronze base.

List Price
$32.50



IF you would sell the most perfect Radio Receiver ever contrived— NOW is the time to seal the selling rights for your territory



Perfect Single Dial Control

The *only* successful multiple tube *single* control receiver ever designed.

The *only* radio receiver ever designed for home use that can amplify a weak signal one *billion* times.

The *only actual* single dial control receiver requiring *no* adjustment of compensating minor controls to bring in reception.

The *only* receiver that will produce *all* ranges of the musical scale with equal tone quality.

No outdoor antenna required —fifteen feet of copper wire, concealed along picture moulding or baseboard, is ample.

List Prices

Receiver	$195
In Table Cabinet .	$235
In De Lux Cabinet .	$375

FROM the enthusiastic reception accorded the Farrand-Godley *Single* Nine—virtually from the very first hour of its introduction —it seems that all of the radio world had been waiting for it. Leading distributors and dealers the country over, recognizing the designing genius and the past successes of Paul Godley and C. L. Farrand, have been quick to demand agency appointment.

Demonstration of the Farrand-Godley *Single* Nine—its matchless power, its brilliant clarity, irrespective of distance, its ease and simplicity of operation—have but further confirmed every pre-conceived opinion of its superiority.

In view of the widespread demand for selling territories, distributors and dealers are urged to make immediate application—communicating at once, with

FARRAND MANUFACTURING CO., INC.

28 South Sixth Street . Newark, N. J.

Farrand Godley Single "NINE"

Dealers' Views on Record Release Plans

Opinions Expressed in Trade Questionnaire About Merits of Various Record Release Plans and Interesting Suggestions Put Forth

What plan of record release proves the most satisfactory to the majority of talking machine dealers?

Since the abandonment of the long-established monthly record release system some time ago there has been considerable discussion in the trade as to just what plan of release is best calculated to keep the public interested and increase sales, the latter being the chief object. There are those who claim to have profited materially by the more frequent record releases, and others who complain for one reason or another that they did not prove wholly satisfactory, chiefly in view of the fact that they increased inventories.

At the suggestion of a number of dealers and others in the trade who desired a general opinion as to just what sort of release method has been found by experience to give the greatest satisfaction, The World took the opportunity of communicating with a number of representative dealers throughout the country relative to their points of view on this important question, and the results were interesting from a number of angles.

Divided Opinions

The survey proved, for instance, that a great majority of the dealers interviewed—44 per cent, to be exact—favored the weekly release as the most efficient in placing the popular song hits on the market with as little delay as possible and keep the public interested in the new things, thus increasing retail sales.

Forty per cent expressed themselves as being in favor of the old monthly release plan because of the fact that it gave them a greater opportunity to circularize those on their mailing list between releases and thereby keeping their record stocks cleaner and smaller.

Special Releases

Twelve per cent expressed preference for releases at irregular intervals as the records were pressed and while they were still in the active hit class, feeling that this method permitted of the featuring of a record or two at a time and concentrating on that record. In this connection it is fair to say that a considerable proportion—nearly 70 per cent—of dealers favoring the return of the monthly release also expressed the opinion that popular hits should be released at irregular intervals during the month as specialties. In other words, the monthly release for standard selections worked best when supplemented with special releases of the hits. That is, in reality, a combination of the old and new systems.

Of all the dealers interviewed only 4 per cent had no particular preference in the matter of releases.

Effect on Inventories

Answering inquiries as to the prospective weekly and irregular releases on inventories 46 per cent of the dealers stated that weekly and irregular releases had increased inventories to an average of 21 per cent, one reporting as high as 35 per cent increase and another only 7 per cent. Twenty-five per cent reported no increase in inventory, one reported 20 per cent increase, and 21 per cent had no figures to offer. Eight per cent reported an increase but could give no percentage.

Increased Sales

With the reported increase in inventory, however, there has come apparently a gratifying increase in sales as a result of weekly and irregular releases. Twenty-five per cent reported increases in sales averaging 15 per cent. The majority said 10 per cent, but a few claimed from 30 to 40 per cent, which brought the average up. Forty-three per cent reported increases without giving figures, 18.5 per cent no increases, and 7 per cent a decrease.

A great majority of the dealers, in commenting on the record situation, argued for fewer releases, particularly of popular numbers, which appeared to be the chief inventory builders owing to their short life, and general expression of opinion in favor of the plan whereby dealers have an opportunity of listening to sample records before placing orders.

Naturally, many of the dealers interviewed had personal ideas as to what should be done to develop a record release system designed to increase sales without any great disadvantages, some of the suggestions being practical and logical and quite a number visionary. Several, for instance, thought that a twice-a-month release would solve the problem and at least one dealer urged a weekly release of standard numbers with the hits brought out in between.

The survey is considered interesting in that it offers to the trade at large definite opinions on the record release questions—opinions that might be accepted as a guide by those who have to do with the distribution of records on a basis that will prove most satisfactory.

An Effective Method of Checking the Mailing List

B. Guy Warner, Brooklyn Dealer, Utilizes Inexpensive Plan to Weed the Deadwood From His List of Customers and Prospects

An inexpensive and effective method of securing new prospects for phonographs, of stimulating the sale of records and of affording an excellent check-up of the store's mailing list, weeding out the names of those customers who have ceased to patronize the store, all in one operation was recently put into effect by B. Guy Warner, Edison dealer of Brooklyn, N. Y., with extremely good results. It consisted of sending a reply postcard to the names on the mailing list, with the following form to be filled out:

B. Guy Horner,
549 Nostrand Avenue, Brooklyn, N. Y.
My present address is.....
I ☐ do
I ☐ do not receive Edison record supplements regularly.
Mr.
.....
Mrs.
has heard my Edison Phonograph and I would suggest sending him (her) catalogues showing models and prices.
Signed.....

As can be seen two purposes are filled, the undelivered postcards show those customers who have moved, and the names given as being interested in the Edison phonograph give the staff of salesmen likely prospects who can be approached with a much greater chance of completing a sale than if a "cold" approach were made. The name of the person recommended as a likely prospect can be used, and with this information available to gain the prospect's interest, the work of the salesman is made infinitely easier. Aside from these two results, another important feature was evidenced in an increased demand for records. Immediately following the sending out of these cards the number of people calling at the Warner store in the evenings increased manifold. It seems that the buying public needs something out of the ordinary to arouse their interest and while they may be receiving the record listings regularly each month, they have become more or less a matter of habit and are merely glanced at and forgotten, or disregarded entirely. The receiving of the above described card being unusual, it piqued their curiosity and they called at the store to satisfy it, incidentally purchasing a number of records.

Some dealers might state that while this plan might work as regards providing a check-up for the mailing list, it is doubtful if any prospects could be secured. The writer can vouch to the efficacy of the method as a good means of securing prospects. On the third day following the sending out of the cards fully forty per cent of the cards returned gave the name and address of some interested friend.

Novel Use for Phonograph

The current issue of Popular Science Monthly tells of a novel lighting effect which can be secured through the use of a phonograph and which might be of interest for use in window displays. It gives instructions for attaching wires to the phonograph so that at the playing of some Christmas hymn the lights in toy houses will light automatically, one after the other.

Make Ten Sales In One By Selling the Complete

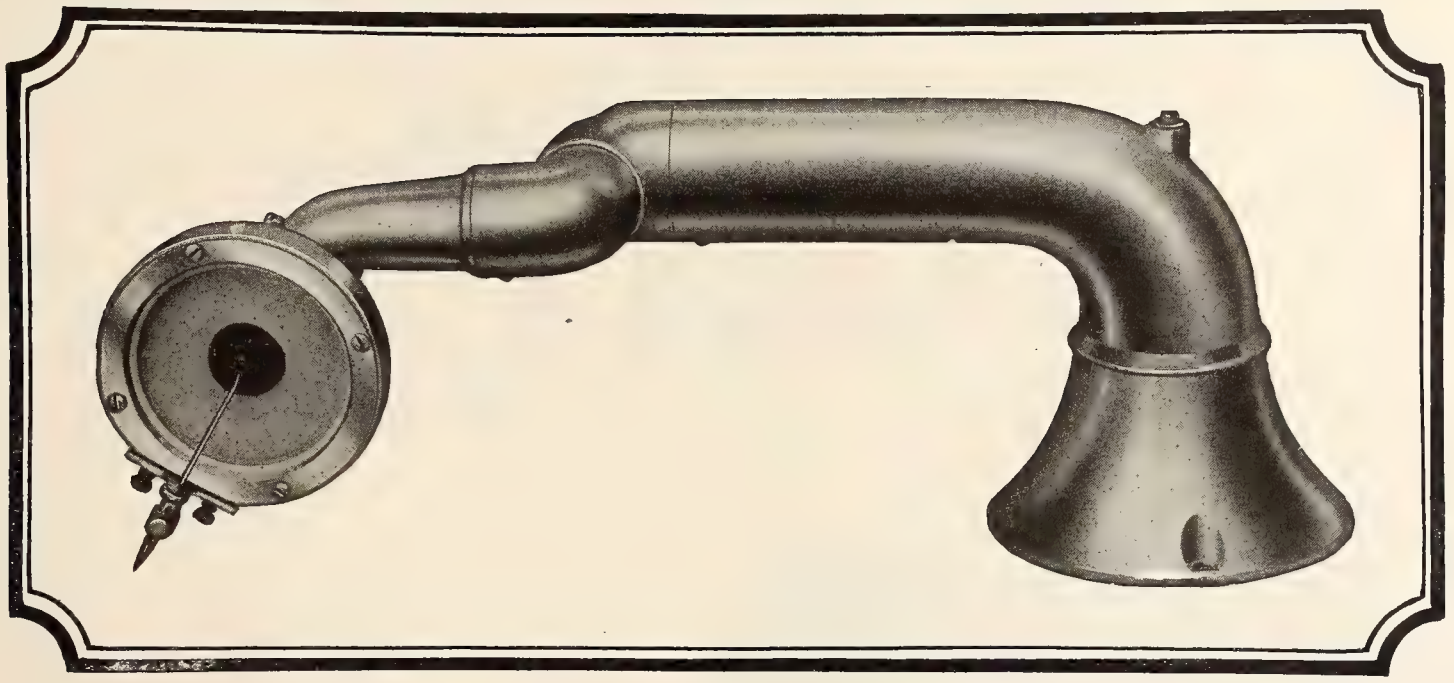
Brach Radio Antenna Sets

Dealers who stock this set can hand across the counter in a single carton every essential part of a radio antenna.

Every part conforms to standards required by National Board of Fire Underwriters. Speedy Sales. No bothersome questions to answer, nor parts to hunt.

L. S. BRACH MFG. CO.
Newark - - - New Jersey

The Sign of EMPIRE Good Tone Arms



EMPIRE PIVOT BASE TONE ARM AND REPRODUCER

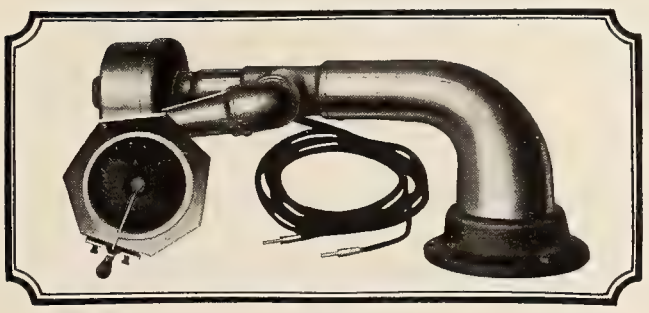
Makes A Good Phonograph Better

THE Empire Pivot Base Tone Arm and Reproducer is designed and constructed especially to bring out all the finer tones, and to bring them out with unequalled clearness and accuracy.

There is just one way to prove that *Empire Tone Arms* will make your good phonograph a better instrument, and that is by actual comparative tests. Try Empire Tone Arms on your own phonographs, compare them in any way you see fit. YOU be the judge.

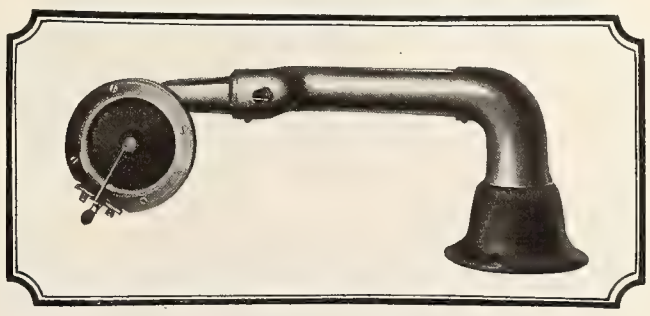
There is an *Empire Tone Arm* suitable for every phonograph requirement, a tone arm and reproducer that will bring out all the quality you are building into the instrument proper.

Sample Tone Arms and quotations furnished upon request.



For Both Radio and Phonograph

Here is a combination Loud Speaker and Phonograph Tone Arm all in one. The demand for this type is increasing tremendously every day.



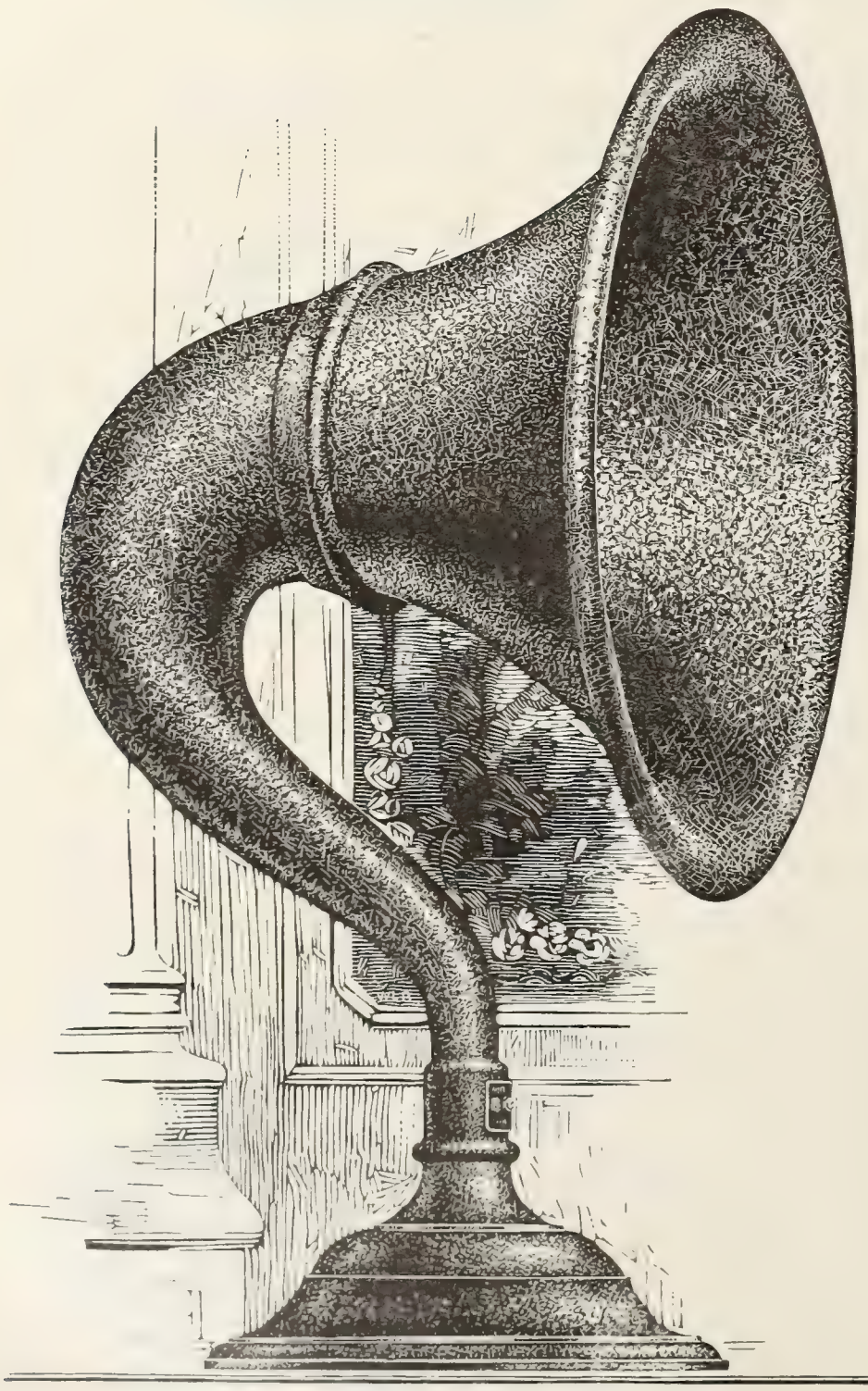
Empire No. 10 Tone Arm

The No. 10 is designed and built especially for use with portable phonographs. It is made in several different lengths.

EMPIRE PHONO PARTS COMPANY
2261 EAST FOURTEENTH STREET - CLEVELAND

ATWATER KENT

LOUD SPEAKERS



During more than a quarter of a century it has been the unswerving policy of the ATWATER KENT COMPANY *to produce the best at any cost.*

True to tradition, ATWATER KENT Loud Speakers possess a quality that proves itself in remarkable performance.

With this prestige and outstanding value back of them, ATWATER KENT Loud Speakers have won for themselves a nation-wide acceptance.

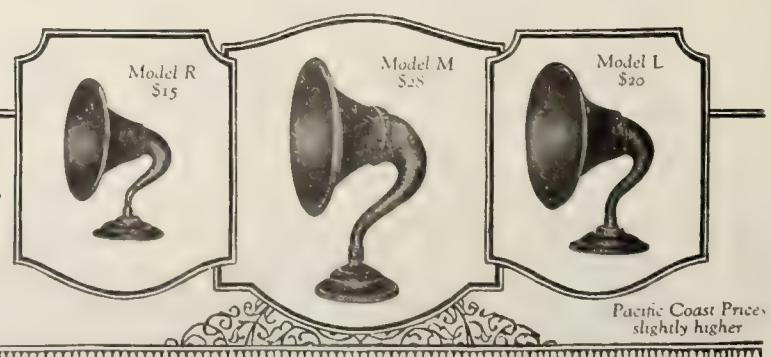
Add to this the mighty pulling power of a national advertising campaign devoted exclusively to ATWATER KENT Loud Speakers—and you, as a radio merchant, have as fine a business proposition as you could find.

Send for descriptive literature and dealer price list

ATWATER KENT MANUFACTURING COMPANY

4723 Wissahickon Ave., Philadelphia, Pa.

Bring Out the Best From Any Set



Pacific Coast Prices slightly higher

ATWATER KENT

RECEIVING SETS

The radio merchant who is building for himself a prosperous and lasting business is the one who is handling right now a sound and well-known line.

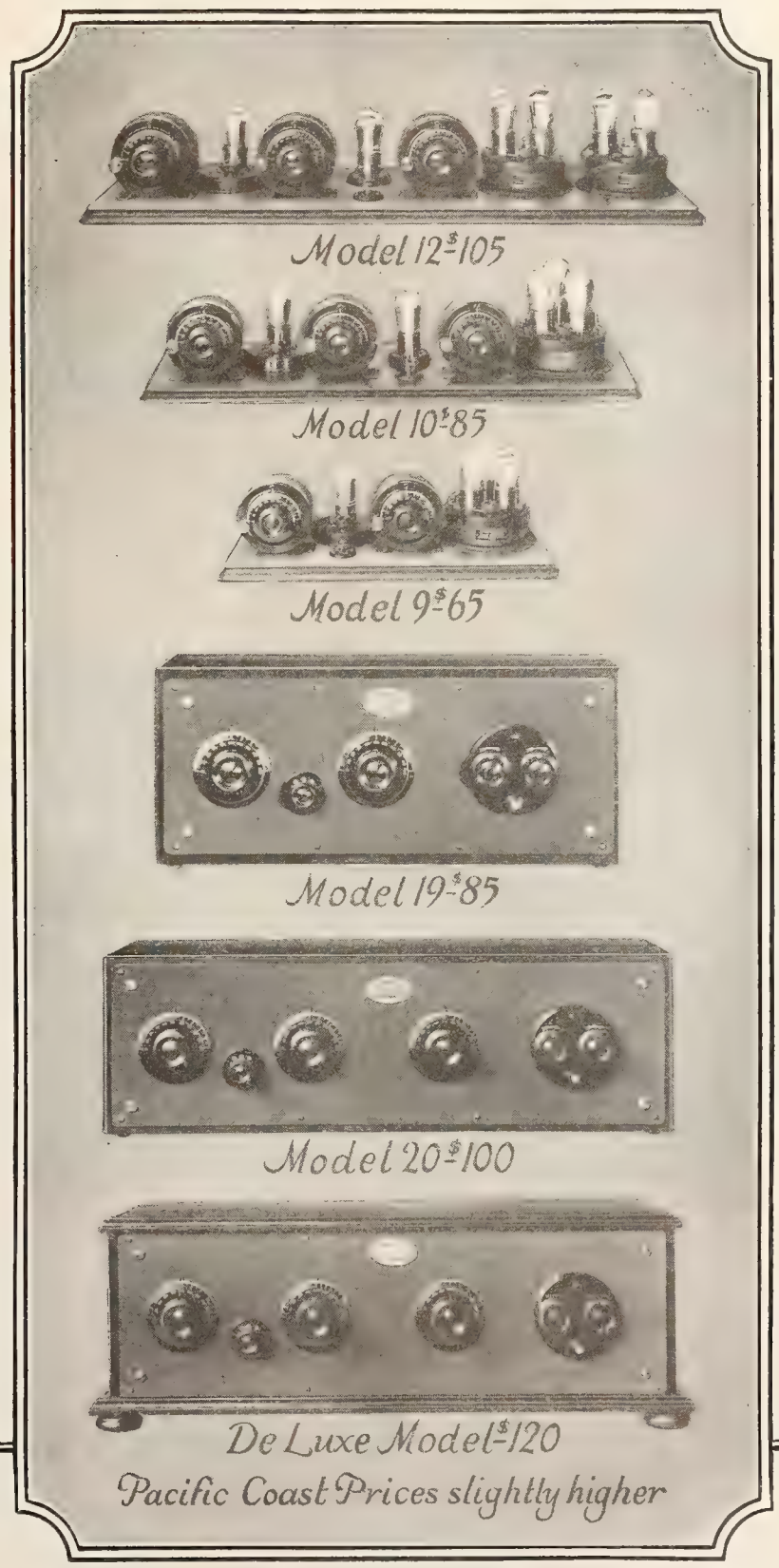
If every radio merchant could go through the ATWATER KENT Plant, the largest and finest of its kind in the whole world, he would know why there is no better radio made. He would see for himself that here is an organization with the promise of permanent leadership.

The merchant who handles ATWATER KENT Radio has the assurance that year after year he will keep the confidence of his customers—and be able to say to himself, "I *know* I handle the right line."

Send for descriptive literature and dealer price list

ATWATER KENT MANUFACTURING COMPANY

4723 *Wissahickon Ave.*, Philadelphia, Pa.



Think What Is Back of It

Christmas Gift Certificates Sent to Victor Dealers

Should Assist in Materially Increasing Sales of Album Sets of Records as Gifts—Proper Use of Certificates Adds to Profits

The Victor Talking Machine Co. has prepared and distributed to its dealers a Christmas gift certificate which should prove extremely valuable in stimulating the sale of records as Christmas gifts. The certificate is designed especially to assist in selling the Music Arts Library of Victor records but can be used for other Victor merchandise as well.

The certificate is printed in colors on fine-textured paper and has the appearance of a steel engraving. The border is composed of a picture gallery of world-famous Victor artists and the wording mentions specifically the Music Arts Library, but also contains a parenthetical phrase, leaving the final selection of records to the recipient of the gift certificate. The certificate receipt stub gives full instructions and shows that while the album sets are featured as being desirable as Christmas gifts, the idea is to sell the certificate rather than any certain class of merchandise.

The company suggests a number of ways in which the certificate can be used, including the ready-made advertising on the subject available for dealers and a gift-certificate window display. In sending out copies of the gift certificates to regular customers, it is suggested that dealers include a letter detailing its advantages and giving a list of those articles that can be bought.

Morrison

Loud Speaker

for

$5.00

List

Was $10—Now $5

In the so-called dull season nothing has stimulated the radio business like the tremendous Morrison price reduction. Dealers who said loud speakers wouldn't sell are piling up profits every day on the $5.00 list famous Morrison unit.

It's logical. Radio fans know Morrison's sterling qualities. Those who hesitated at paying $10.00 for a unit and those with other units are quick to recognize the wonderful value at this new price.

The unit is exactly the same unit previously sold for $10.00. We have got down to a real production basis with its consequent efficiency in buying and manufacturing economies.

Music Dealers

With this Morrison unit for $5.00 you can stimulate a real business in radio. You'll find your customers who own a radio set eager to have a Morrison unit. If you aren't familiar with our plan and discounts write for details. And see that your order for a reasonable quantity comes in early.

MORRISON LABORATORIES, Inc.

327 East Jefferson Ave.

DETROIT, MICH.

New Amrad Neutrodyne Described in Folder

The American Radio & Research Corp., Medford Hillside, Mass., has recently produced an attractive six-page folder on the new Amrad neutrodyne. This folder, attractively printed in colors and illustrated, pleasingly sets forth in a non-technical manner the many qualities of this new set.

Although one of the first of the fourteen manufacturers to obtain a neutrodyne license, it is only recently that the American Radio & Research Corp. went into production on the new Amrad neutrodyne.

In a number of ways the new neutrodyne departs from standard practice. Although it employs five tubes, only one of them is used as a radio frequency amplifier with the neutrodyne principle of magnetic and capacity coupling neutralization. The remaining four tubes are

Amrad Neutrodyne

employed as detector and three stages of audio frequency amplification. In view of the fact that there is but one stage of tuned radio amplification, there are only two tuning dials. These, however, can be logged in the same manner as in the standard types of three-dial neutrodynes. The plant of the company at Medford Hillside has been completely rearranged to permit quantity production on the new set.

Federal Demonstration Studio Used by Dealers

Many talking machine dealers in New York City and surrounding territory are taking advantage of the studio maintained by the New York offices of the Federal Telephone Mfg. Corp. in the Times Building, Broadway and Forty-second street, New York. Those dealers whose store facilities do not allow of a complete line of Federal receivers being demonstrated properly, find that the attractively furnished and fitted studio with the full line of Federal products, including all the latest models and the combination units of talking machines and radio sets, is an invaluable help in closing sales. The studio is open day and night, for the convenience of dealers and customers.

Freed-Eisemann Dealer Window Display Helps

In line with its policy of aggressive, attractive and intensive publicity, the Freed-Eisemann Radio Corp. has prepared for use in dealers' windows heavy cardboard background for receivers on exhibition. These backgrounds are in gold, black and green, with white border effects, the center being more than five feet high. They instantly strike the eye by their excellence of design and beauty of treatment, and withal reflecting an atmosphere of dignity—all combining in an effective sales message.

MICA DIAPHRAGMS

Immediate delivery—all sizes
Send for free samples and prices
All Mica Products

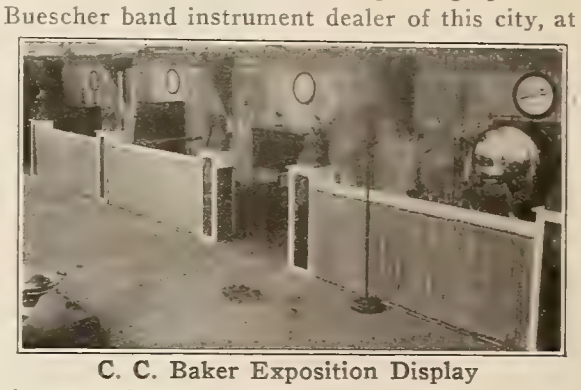
INTERNATIONAL MICA CO.

Phone Baring 535 PHILADELPHIA, PA. Cable Filasse, Phila.

C. C. Baker Wins Prize for Exposition Display

Brunswick and Buescher Lines Featured by Live Columbus, O., Dealer in Large Booth

COLUMBUS, O., December 5.—The illustration herewith shows the unusually attractive booth of C. C. Baker, Brunswick phonograph and Buescher band instrument dealer of this city, at



C. C. Baker Exposition Display

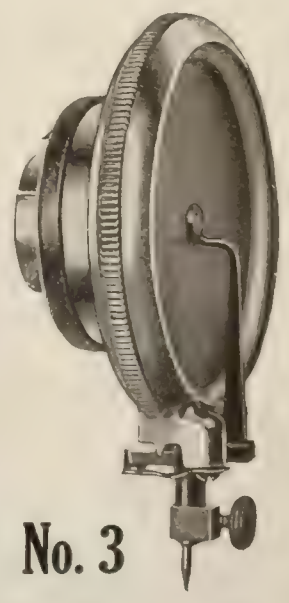
the exposition recently held here under the auspices of the Ohio State Journal. Among the great number of lines of merchandise exhibited the booth of this live retailer stood out as a center of attraction, and first prize for the best booth of the four hundred in the exposition was awarded to Mr. Baker.

Another Brunswick dealer who had an excellent display was the Goldsmith Co., also of this city, and as a result a large number of prospects were secured, which it is expected will net thousands of dollars in business in future sales.

Bennie Krueger and His Orchestra, Brunswick artists, scored a hit at the exposition, which intensified the interest in the Brunswick exhibits and also attracted attention to their recordings.

Extensive Victor Advertising

The Victor Talking Machine Co. recently sent to its dealers a poster showing an audience of 27,000 listening to Galli-Curci, singing in the Hollywood Bowl at Los Angeles, Cal. The number 27,000 in itself might fail to give an adequate idea of the size of such an audience, but from the illustration the listeners seem innumerable. The poster then states that Victor advertising each week reaches 18,000,000, so that in the course of a year there are 936,000,000 newspaper messages advertising the Victor business.



REPRODUCERS

No. 3, a quality sound box adopted by many well-known phonograph manufacturers.

FOR PORTABLES

No. 2, Victor Hub
No. 1, Columbia Hub

Combining tone quality and volume with attractive price.

Write for samples and prices

No. 3

J. E. RUDELL

144 Chambers Street
New York City

Unmasked!

Natural Tone Quality in Radio

You want more than mere distance—the new Grimes Type 3X-P gives you DX in abundant measure.

You want more than perfect selectivity—Type 3X-P makes you the master of your reception.

You want tone quality—refined purity in tone color that mirrors the low and high frequency of the human voice, the ensemble of symphonies, the sonorous diapason of the organ.

All these qualities of radio reception perfected by David Grimes, the acknowledged genius of Radio, are now assured by exercising the same care in the choice of a radio receiver as in the selection of a fine piano or phonograph.

For when Type 3X-P floods the room with the mellowness of its full-toned timbre, quality of tone is no longer a matter of doubt. It is here—here for you to listen to—here to gladden a million homes with soft voices and sweet harmonies. It adds no sputtering or tube noises to the original tone. It subtracts none of its beauties.

Type 3X-P is and brings the greatest message to the broadcast listener.

Backed by leaders in the music trade industry and by that indefatigable radio genius, David Grimes, Type 3X-P merits the confidence you have so long wanted to place in a receiver.

To the trade and to the public it is a boon—a thing of beauty—"a joy forever."

DAVID GRIMES, Inc.

1571 Broadway, New York **Strand Theatre Building**

FEATURES

- Absolute clarity of tone
- 3 Tubes equal 6
- Uses 3 UV-201 As or UV-199s
- Two stages of tuned radio
- Detector
- Three stages of audio
- Suspension Sockets, eliminating microphonic noises
- Standard Approved parts throughout
- Ahead of its time in features that make for simplicity and efficiency
- Indoor or outdoor aerial
- Pronounced selectivity
- Three-dial control
- Mahogany cabinet (English Brown) hand-rubbed finish
- Room for A and B batteries within cabinet

Type 3X-P
Official Laboratory Model

RETAIL PRICE $85
without accessories

Dealers, apply to your jobber for information. Jobbers, write direct to us.

The INVERSE DUPLEX

Insures Natural Tone Quality

LICENSED UNDER PATENTS ISSUED AND PENDING

The New Grimes Inverse Duplex-Super-Reflex

TYPE 3XP OFFICIAL LABORATORY MODEL

Qualifies as a Perfect Musical Instrument

Tone Quality

Operating Economy

Also Distributors for

MU-RAD Complete Line Receivers Recto Filter B-Radicator	RICHARDSON Receiving Sets	RAVEN Radio Receivers	KENNEDY "The Royalty of Radio"
REVIVO Rechargeable Batteries	MICRODYNE Radio Reproducers	BRISTOL Audiphone New Models	SILVER VOICE Speakers

GRIMES DISTRIBUTORS—Western New York and Western Pennsylvania

THE RADIO STUDIOS, 329 Elmwood Avenue, BUFFALO, N. Y.

A Message

"From The House of Service"

Representatives for **DAVID GRIMES, Inc.**

Manufacturers of the

Famous 3-XP Inverse Duplex

List Price $85.00 (Without Accessories)

The standard of tone quality.
Simplicity of operation.
Finest material and workmanship.
Efficient and reliable.
Backed by a National Advertising Campaign

The INVERSE DUPLEX
Insures Natural Tone Quality
LICENSED UNDER PATENTS ISSUED AND PENDING

MR. DEALER:—

After careful investigation, we have selected this famous instrument as our leader. In addition, it is backed by a reliable organization.

You should know our plan of distribution in your locality. We are personally interested to have you represent us.

Write or phone immediately.

NEW ENGLAND TALKING MACHINE CO.

93 Federal Street **BOSTON, MASS.**

Distributors for

Missouri, Southern Illinois, Northern Arkansas

GRIMES

Famous 3X-P Inverse Duplex

List Price $85.00 (Without Accessories)

Send in your order, be the Grimes agent in your city or town.

Mr. Dealer: I have tested and compared this set with higher-priced sets before appointment as DAVID GRIMES, Inc., Distributor and I truthfully will say I am sold; the Grimes should bring $200.00 if performance controlled price.—Signed S. G. Hoffman.

Dulce-Tone

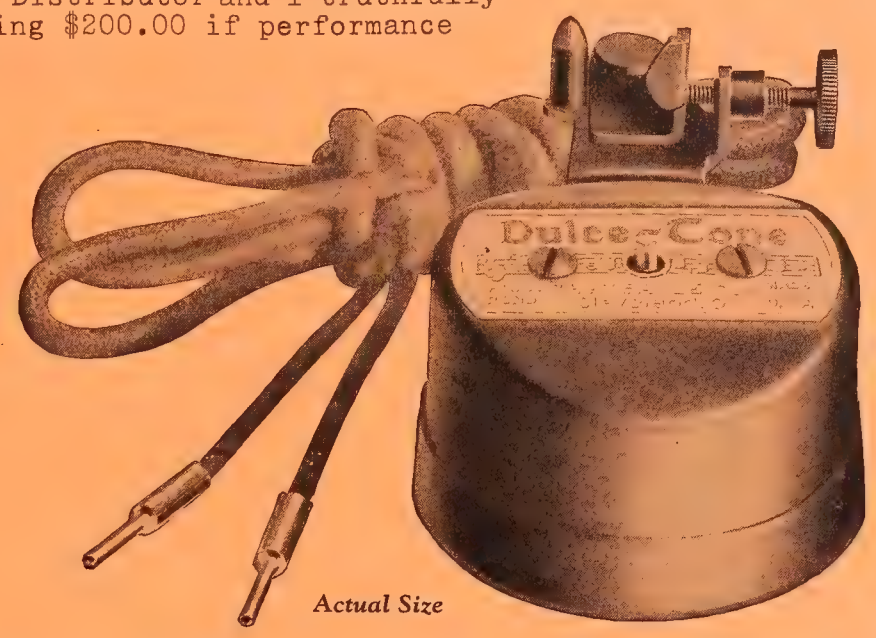
Radio Talking Machine Speaker

Protect your volume of record sales.

Not an attachment. Safe to use with the finest talking machines.

Write for information at once.

Radiotron Tubes—Burgess Batteries
Magnavox Loud Speaker



Actual Size

S. G. HOFFMAN MAGNETO CO., 3868-70-72-74 Washington Blvd., ST. LOUIS, MO.

Notice to Radio Trade—A Test Convinced Us

A SAMPLE INSTRUMENT WILL CONVINCE YOU

The Grimes Inverse Duplex-Super-Reflex

Type 3XP Official Laboratory Model

Surpasses them all in tone quality and simplicity of operation. Its quality and reasonable price have made it our leader.

Samples Sent for Free Test

To any radio dealer in our territory. Write for complete information.

Central New York authorized distributors. Jobbers for all radio parts.

Manufacturers of the well-known KELMAN "A" and "B" Radio Batteries.

The batteries that are favorites with the radio fans. A battery good for fifteen years' continued service. Backed by reliable organization with a two-year positive guarantee. KELMAN Batteries mean satisfied customers and good profits.

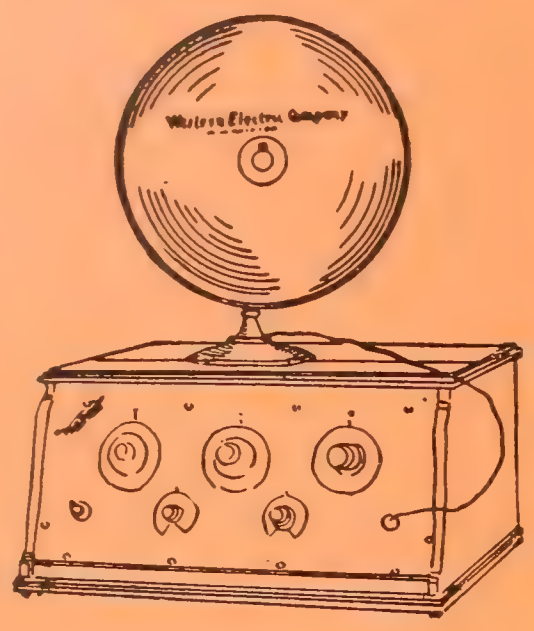
List price $7.50

Distributors and dealers write us today—some good territory still open.

Samples sent anywhere in the U. S. A. and Canada.

KELMAN ELECTRIC CO., Kelman Building, Rochester, N. Y., U. S. A.

Since 1904



Radio's Most Selective Receiver

GRIMES

3X-P Inverse Duplex $85.00

California by the Hour

with WESTERN ELECTRIC SPEAKER

Real Orchestral Reproduction

Radio in the home is an *invited* guest. One you like. You do not have to listen to whoever may come in. The *Grimes* 3*X-P* is so selective you may choose for yourself, from the best artists, speakers, entertainers. In a very short time Radio Artists will stand out in popularity even exceeding those in the movies.

DISTRIBUTORS

FRANK W. WOOD CO., 70 W. New York St.

INDIANAPOLIS, IND.

RADIO
WHOLESALE
TRILLING & MONTAGUE
DISTRIBUTORS
MERCHANDISERS

LIVE Dealers Wanted

Our rapid growth has necessitated our recent removal to larger quarters. We grow because we give the kind of service the dealer wants. Let us serve you and help you to "GROW WITH US"

DISTRIBUTORS OF
GRIMES

The INVERSE DUPLEX
Insures Natural Tone Quality
LICENSED UNDER PATENTS ISSUED AND PENDING

Also

Bright Star Batteries
(Supreme in Every Test)
Fahnestock Clips

Brach Aerial Outfits
Head Sets
Loud Speakers

NEW CATALOGS
Our extensive 1924-1925 Radio Catalog Now Ready
Mailed FREE for the asking

TRILLING & MONTAGUE
Exclusive Wholesale Radio Merchandisers
49 North Seventh Street - - - PHILADELPHIA, PA.

M. H. JOHNSON ELECTRIC CORPORATION

CENTRAL NEW YORK
DISTRIBUTORS OF

GRIMES

The INVERSE DUPLEX
Insures Natural Tone Quality
LICENSED UNDER PATENTS ISSUED AND PENDING

High Grade Merchandise

Send for Price List of Full Radio Line

M. H. Johnson Electric Corp.
80 Genesee Street - - - Utica, New York

Eisemann Magneto Corp. Plans to Finance Dealers

Arrangements Made With Commercial Investment Trust, Inc., to Handle Dealers' Paper

The Eisemann Magneto Corp., New York, manufacturers of the Type 6D broadcast receiver, recently announced through T. E. Kennedy, general sales manager of the company, a plan for financing the retail sales of this company's products. Through an arrangement with the Commercial Investment Trust, Inc., New York, the plan, which has already demonstrated its efficiency and practicability in connection with time-payments on automobiles, pianos and phonographs, as well as radio receivers, allows the dealer to handle the sales of receivers on the instalment basis without having his capital tied up in long payment notes. "We are exceptionally pleased to be able to offer this plan to the phonograph trade inasmuch as it has previously conducted a large amount of business on this basis, and is in a position to appreciate the advantages to be derived from it," said Mr. Kennedy. "It allows persons who would otherwise have to purchase a cheaper set than the Type 6D to take advantage of the instalment plan in paying and thus secure a radio receiver with which they feel perfectly satisfied. It naturally follows that this also enables dealers to increase sales. The plan is familiar to practically every phonograph dealer handling the sale of radio to-day, and it is explained in detail on the circular form which the Eisemann Magneto Corp. is sending its dealers.

Victor Arts Library Enjoys Big Demand

A. J. Beers, Inc., Victor dealer, 81 Chambers street, New York, reports a large number of sales of the albums of records of the Victor Music Arts Library. This store is admirably situated to do a large business in this type of record, as it is in the heart of the city's commercial section. Mr. Beers states that his customers have for a number of years been requesting such series of records, and the arrival of the albums was looked forward to by a number of his customers. Radio sets are also selling well and a campaign on the Ware Type T three-tube set resulted in a large number of sales.

Atwater Kent Co. Points to Need of Dealer Selection

The high merchandising policy of the Atwater Kent Mfg. Co., Philadelphia, Pa., is visualized in a recent communication sent by the company to all its distributors. The communication points out the desirability of encouraging such dealers as best merchandise the Atwater Kent line. The importance of the proper selection of dealers is impressed and it is emphasized that they form the connecting link between the buying public and the manufacturing and distributing organization.

The company has also issued an attractive colored broadside depicting Atwater Kent displays, national advertising electrotypes for dealers' use and the extensive billboard advertising campaign now being conducted.

Hempel's American Tour

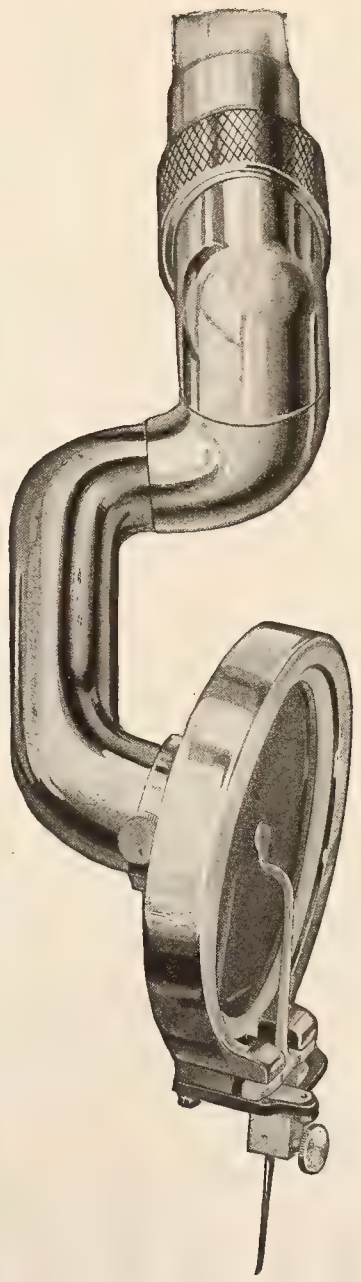
Mme. Frieda Hempel, the celebrated Edison soprano, who is scoring such tremendous successes in her concert appearances in Great Britain and Ireland, will commence her American tour the middle of January, giving her first New York recital at Carnegie Hall, February 10. Her American tour takes in most of the leading American cities, including a long promised tour of the Pacific Coast. Mme. Hempel will also appear as soloist with the New York Symphony Orchestra during the season.

DON'T SAY "KAN'T"

Say

"KENT"

Successfully used for TEN YEARS as a Sales Clincher by hundreds of EDISON DEALERS



The KENT PRODUCTS excel in:

Value
Quality
Material
Workmanship
Simplicity
Durability
Practicability

The KENT COMPANY is noted for:

Stability
Versatility
Excellent Service
Square Business Methods

TRADE MARK KENT ®

Reg. U. S. Pat. Off.

As our KENT No. 1 with soundbox, as illustrated, comprises only a part of our line, write for our catalog. Highest grade TONE ARMS made to order. Your inquiries are solicited.

F. C. KENT COMPANY

IRVINGTON, N. J., U. S. A.

Barcarolle
$150

Portables
$50—$65

Saginaw
$100

The Sonora Line
Offers You Best Values to Insure Profitable Christmas Business

MORE than ever the Sonora dealer is equipped this year to obtain the largest portion of the Christmas phonograph business. The three models shown here serve as tangible evidence of the salable merchandise available.

The Barcarolle at $150 has proved to be one of the most successful models ever introduced. There are quantity sales awaiting the stocking of this model.

Sonora Portables, at $50 and $65, always have a wide sale at Christmas time. With the Sonora Portable you offer your customers a real musical instrument in every sense of the word.

The Saginaw model, at $100, is the only high quality period model manufactured by a nationally known concern to sell at this low figure. Its salability is obvious.

The distributor for your territory, listed opposite, will be glad to give you complete details on the entire line of Sonora values. Write him today.

Sonora
Phonograph Company, Inc.
279 Broadway New York City

Makers of Sonora Phonographs, Sonora Radio Speakers, Reproducers and Sonoradios

Canadian and Export Distributor: C. A. Richards, Inc., 279 Broadway, N. Y. C.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

The New and Greater Sonora *Line*

The Sonoradio models 241 and 242, Sonora's most wonderful recent achievements, form the perfect bridge between the *old* and the *new* in retail Phonograph business.

These instruments, together with the Sonora Speaker and the comprehensive line of Sonora Phonographs, offer the enterprising dealer an exceptional opportunity for ever increasing business.

The distributor named below who covers the territory in which you are located will be glad to answer all inquiries regarding a Sonora agency on receipt of a letter from you.

NEW ENGLAND STATES:
THE NEW ENGLAND PHONOGRAPH DISTRIBUTING CO.
221 Columbus Avenue, Boston, Mass.

NEW YORK CITY (with the exception of Brooklyn and Long Island), also Counties of Westchester, Putnam and Dutchess; all Hudson River towns and cities on the west bank of the river south of Highland—all territory south of Poughkeepsie; Northern New Jersey:
GREATER CITY PHONOGRAPH CO., INC.
234 West 39th Street, New York

NEW YORK STATE, with the exception of towns on the Hudson River below Poughkeepsie and excepting Greater New York:
GIBSON-SNOW CO., INC., Syracuse, N. Y.

BROOKLYN AND LONG ISLAND:
LONG ISLAND PHONOGRAPH CO.
17 Hanover Place, Brooklyn, N. Y.

EASTERN PENNSYLVANIA, DELAWARE, SOUTHERN NEW JERSEY
THE WIL-MER CORPORATION
Spring Garden Building
Broad and Spring Garden Sts.
Philadelphia, Pa.

MARYLAND, VIRGINIA AND DISTRICT OF COLUMBIA:
BALTIMORE PHONOGRAPH DISTRIBUTING CO.
417 West Franklin Street, Baltimore, Md.

WESTERN PENNSYLVANIA & W. VIRGINIA:
PITTSBURGH PHONOGRAPH DISTRIBUTING CO.
Empire Building, Pittsburgh, Pa.

ALABAMA, except five northwestern counties, Georgia, Florida, North and South Carolina and Eastern Tennessee:
JAMES K. POLK, INC.
294 Decatur St., Atlanta, Ga.

STATES OF OREGON, WASHINGTON, NORTHERN IDAHO, NEVADA, with the exception of Counties Eureka, Elko, White Pine and Lincoln, and all California Counties north of Santa Barbara, Ventura, Los Angeles and San Bernardino:
THE KOHLER DISTRIBUTING CO.
63-67 Minna Street, San Francisco, Calif.

OHIO AND KENTUCKY:
THE OHIO MUSICAL SALES CO.
1747 Chester Avenue, Cleveland, Ohio

INDIANA:
KIEFER-STEWART COMPANY, Indianapolis, Ind.

ILLINOIS, AND RIVER TOWNS IN IOWA:
ILLINOIS PHONOGRAPH CORPORATION
616 S. Michigan Avenue, Chicago, Ill.

WISCONSIN AND MICHIGAN:
YAHR AND LANGE, Milwaukee, Wis.

N. DAKOTA, S. DAKOTA, MINN. AND IOWA. with the exception of the River towns:
DOERR-ANDREWS AND DOERR, Minneapolis

MISSOURI, KANSAS and five counties in northeast Oklahoma:
C. D. SMITH CO., St. Joseph, Mo.

LOUISIANA, MISSISSIPPI, ARKANSAS, part of Tennessee and part of Alabama:
REINHARDT'S INC., 104 South Main Street, Memphis, Tenn.

SOUTHEASTERN part of TEXAS and part of OKLAHOMA:
SOUTHERN DRUG COMPANY
Houston, Texas

MONTANA, COLORADO, NEW MEXICO, NEBRASKA, UTAH, WYOMING, Southern Idaho and Eastern Nevada:
MOORE-BIRD AND CO.
1720 Wazee Street, Denver, Colo.

ARIZONA AND SOUTHERN CALIFORNIA including the Counties of Santa Barbara, Ventura, Los Angeles, San Bernardino and all counties south, and Hawaiian Islands:
THE COMMERCIAL ASSOCIATES
408 E. Turner Street, Los Angeles, Cal.

Indianapolis Dealers Expect Holiday Buying to Bring Up Their Sales Volumes

Gift Buying Starts Slowly but Last-Minute Rush Is Expected—Dealers Pushing Radio—Many New Edison Dealers Established—Charles Clark in New Post—Trade Activities of the Month

INDIANAPOLIS, IND., December 7.—Christmas buying is not completely under way here as yet, but dealers look forward to it to bring up sales volume. The Brunswick dealers report the Radiola as moving very strong. In fact, these dealers are taking advantage of the local interest to intensively push the Brunswick-Radiola. This is true at the Brunswick Shop and also of the Baldwin Piano Co., where C. P. Herdman, manager, is well pleased with sales.

Charles Clark is announced as the new manager of the radio department of the Indianapolis Music House. This store handles the Royal line of radio-phonographs.

W. H. Meskill, local Edison dealer, reports sales of the Edison at his store as on a par with last year's sales. Christmas business in this instrument appears good. Records, however, are a little under their usual sale. Mr. Meskill also has the Muncie, Ind., store under his jurisdiction, which is ably managed by A. L. Huber. This store has proved very profitable and moves a great deal of merchandise. Miss Louise Huber, daughter of the manager of this store, a very fine pianist, recently went to Chicago to further her musical education in this line. Miss Huber has been in charge of the record department of this store for several years.

Collins & Harlan, popular Edison artists, gave a concert in Muncie the past week under the auspices of the Edison store, which was well received.

Frederick Pullen, manager of the Phonograph Corp. of Indiana, Edison distributor for this State and eastern Illinois, reports that business in phonographs is 200 per cent over October sales. Records also have been in unusually good demand. Mr. Pullen, who keeps in close touch with his dealers, is very optimistic over future business. He announced the sales contest that this organization conducted among its dealers as being very profitable. The contest, ending September 30, extended over a three and one-half months' period and comprised four groups according to the territory, population and sales. Thirty-eight contestants were entered and nine cash prizes were awarded. The result of the contest was very gratifying, since all the contest sales were in addition to regular business.

This firm announces T. F. Fitzgerald as its new credit manager and R. C. Huestis as traveling representative.

Recent visitors to the Phonograph Corp. of Indiana include:

From Thomas A. Edison, Inc., Orange, N. J., A. M. Farrier and R. R. Karch, of phonograph division; H. P. Munn, of auditing service division.

The dealers include: Eugene Osborn, Noblesville; G. W. Guthrie, Princeton; R. W. Cadwell, Sullivan; W. R. Essick, Decatur; Fred McDonald, Sheridan; Grover W. Sims, Huntingburg; Gus DePrez, Shelbyville; L. V. Hauk, Morristown; F. E. Felt, Newcastle; Sam Moore, Brazil, Ind.

A great many new dealers have been established by the Indiana organization and include:

Banner Furniture Co., Indianapolis; Carbon Furniture Co., Clinton; Risher & Underwood, Brookville; Wm. Swogger & Son, Kendallville; Cook's Music Shop, Indiana Harbor; F. A. Penniman, Hobart; E. E. Shoup, Andrews; S. J. Douglas, Roanoke; Carter Electric Co., Kokomo; Claude F. Fix & Son, St. Paul; Phelps Furniture Co., Butler; L. A. Wills, Walkerton; The Hilton Co., Aurora; Rector's Pharmacy, Culver; Gerber & Zimmer, Bremen; Lehman Music Store, Nappanee, all in the State of Indiana. C. J. Steppe, Dieterich; Brewer Furniture Co., Ridge Farm; E. Tretheway, Princeville; D. E. Leamon, Lena; O. J. Biedelman, Naperville; C. A. Sankiewicz, North Chicago; Wm. Kuehn, Lyons, Ill.

New Outfit Available for Cleaning Victrolas

Victor Co. Provides Outfit to Enable the Dealer to Keep His Instruments in Presentable Shape at All Times by Removing Blemishes

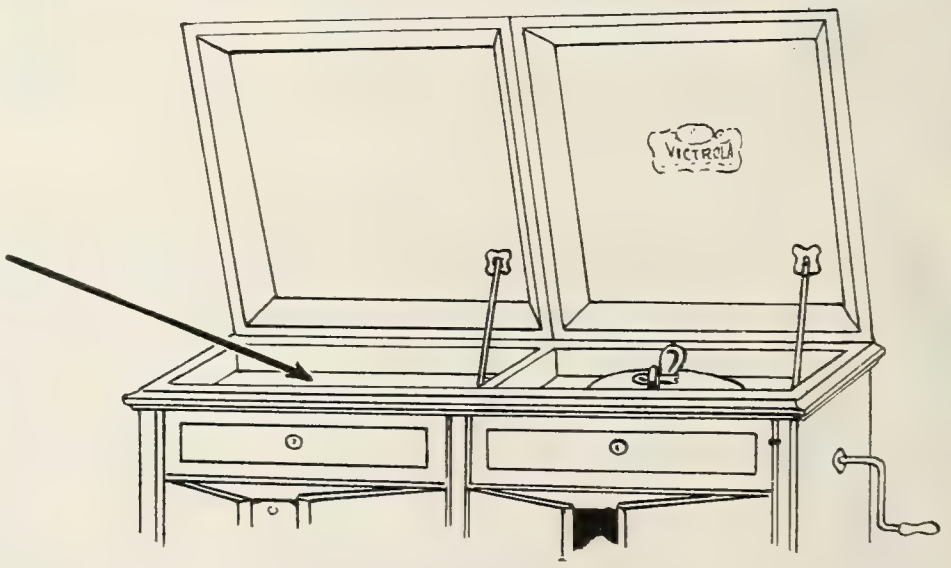
In order to enable the Victor dealer to keep his stock of instruments in first-class presentable shape by removing marks of shipment and other blemishes that are likely to develop through handling and for other reasons, the Victor Co. has announced a special dealer's outfit for cleaning Victrolas. The outfit consists of a brush, a pound of rubbing compound and two ounces of rubbing rags. The use of rubbing compound is urged in preference to other finishing materials, for the reason that it has been found to produce the most satisfactory results when used on Victrola cases. In addition to the complete outfit as outlined, various articles included therein may be purchased separately.

Samuels-Bittel Chartered

OWENSBORO, KY., December 7.—Articles of incorporation have been filed here by the Samuels-Bittel Music Co., which will have an authorized capital of $50,000. The new company has leased a store at 112 West Main street and will handle pianos, phonographs and musical accessories. The officers are W. S. Samuels, H. W. Powell, Lee Atherton, T. W. Davis and Agnes Waltrip.

New Federal Radio Panels for Victrola Specials

A Five Tube Set of Unusual Selectivity



The Victrola Specials are not complete without radio and, to demonstrate this new Federal panel in them, is to realize the greatest sales opportunity of the day.

In handling this new Federal panel, under the M. I. S. plan of distribution, you will encounter none of the elements of indiscriminate merchandising and may rest assured that there is a policy behind it worthy the permanent respect of Victor dealers.

We Are the Exclusive Distributors for These New Federal Panels in the Metropolitan District and Only Through Us Can They Be Procured.

Musical Instrument Sales Co.

Victor Wholesalers

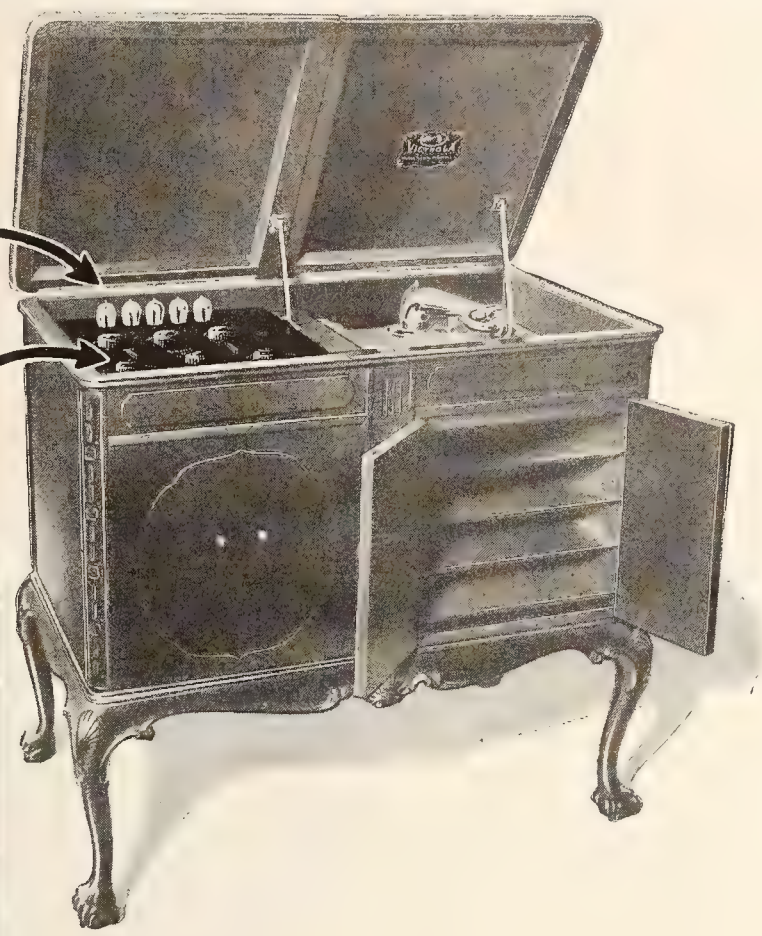
673 Eighth Avenue

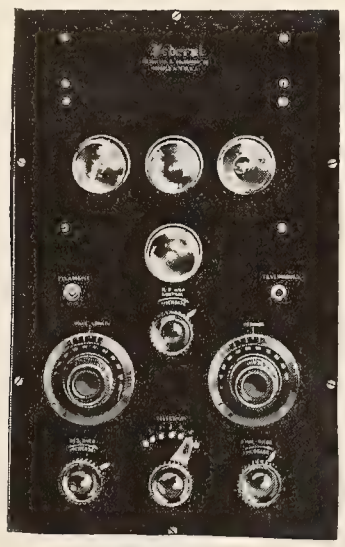
NEAR 43 ST STREET

New York

MISCO

No. 417—Gold finish for Victor Art Model Consoles.
No. 200—Nickel finish for Victor No. 215 Special.





No. 135
For all
Upright Phonographs
and
Victor No. 210 Console

New Federal Radio Panels for Music Merchants

SOME time ago Federal turned its vast engineering abilities to the construction of radio panels that would be in keeping with the latest Victor phonograph creations.

Out of all this effort has been developed the Federal panels No. 200 and No. 417 designed for Victor Console Art Models and the Victrola No. 215 as well as the Federal No. 135 panel for *all* upright phonographs.

These new Federal panels are built upon the same basic principles and traditions which have maintained Federal leadership in the electrical world for over a quarter century.

They incorporate advantages of tone beauty, selectivity and distance range that will astonish even the experienced radio enthusiast. They will hold the good will of all who buy them.

Music merchants are invited to write Federal for literature and for the name of the nearest distributor of these new panels.

FEDERAL TELEPHONE MANUFACTURING CORP.
BUFFALO, N. Y.

When in New York visit the Federal Studio, Suite 1710, Times Building.

Federal
Standard RADIO Products

Boston New York Philadelphia Washington, D. C. Pittsburgh Chicago Kansas City San Francisco Bridgeburg, Canada

How Metropolitan Dealers Are Increasing Sales Through Clever Promotion Stunts

Featuring Records of Music in Broadway Shows Has Stimulated Sales—A Clever Foreign Record Sales Boosting Plan—Prepares Record Concert Programs—Clever Foreign Record Display

One of the difficulties which confront the talking machine dealer is the inability to present his record releases in a manner that will give the buying public an adequate idea of the appeal of each record. With regular issues being released weekly and monthly and with special releases coming out in between, it is evident that the purchaser of records overlooks many recordings which would appeal to him if he had heard them played or if some method of presenting them to him were employed other than the mere announcement of their release. It was to offset this situation that the Victor Co. some months ago put in operation its plan of selecting each week two records from the Victor library of classical and standard records for special sales effort.

It remains with the dealer, however, to devise some method which will move the stock which remains on his shelves and his knowledge of his clientele should enable him to concentrate on those records which he has found have an appeal to his trade. William Berdy, Victor dealer of Brooklyn, N. Y., has stimulated sales by circulars featuring single records. He recently sent out circulars featuring the Victor records from current Broadway shows. About thirty records from twelve Broadway successes were mentioned and the result was noticeable in the increased demand. With even greater success Mr. Berdy has concentrated on the sale of a single recording. He recently distributed circulars telling of Sir Harry Lauder's recording of "O-H-I-O" and "Dixie Girls Are Good Enough for Me." The circular bore a characteristic picture of the artist and a descriptive paragraph concerning the record. The results were satisfactory in every way.

H. Weidman Evans, manager of the talking machine department of McManus Bros., Elizabeth, N. J., employs this method with a slight variation. He selects outstanding instrumental records from the foreign releases and translates the name into English when suggesting in a circular that the customers call and hear it. The fact that the name is new to them and that no other talking machine store could supply the record when it was asked for by its English name would bring the customer to the store and the sale of the record thus featured would be large.

Schwartz & Chakrin, Victor dealers of Brooklyn, N. Y., employ a different method which has been most successful. This plan was described in full in a former issue of The World and consists in preparing balanced music programs from Victor records for concerts in the home. A copy of the program is sent to the store's customers, together with a letter depicting the delights of listening to a musical concert given by great artists. In mailing to record customers the month's list of Victor record releases, Schwartz & Chakrin have departed from the usual form of the booklet furnished by the company, listing the releases with accompanying photographs of the artists and descriptions of the records, and instead send an announcement which they have printed and which each month has a different illustration at the head. The list is printed on a single sheet of heavy paper and each group of records is listed under its proper head. The expense is practically nil as the Victor Co. supplies the cuts and the only composition which the printer must make is the name and address of the dealer.

A window display featuring foreign records attracted much attention from passers-by to the windows of Gibbons & Owens, Brooklyn, N. Y. The display was formed of interlacing circles, each about a foot and a half in diameter, one painted to represent an atlas of the world, the other to represent a record. A third circle was centered immediately behind these two and revolved constantly, showing the various Victor foreign language record catalogs.

Music Store Incorporated

The Anderson-Kelly Music Shop, Utica, N. Y., was recently incorporated at Albany, with a capital stock of 400 shares of common stock of no par value. The incorporators are J. H. Anderson and J. A. Kelly.

One handle handles it
Outing
TRADE MARK
Master of Movable Music

4 Years Have Proved Outing Portables Are the Best

General Phonograph Corp.
15 West 18th St. New York, N. Y.
Metropolitan Outing Distributor

Campaigns of New Haven Dealers Creating Sales

Miller's Music Shop Going After Columbia Business With Aid of Truck—Amendola Bros. Plan to Move—Dixwell Music Shop Moves

NEW HAVEN, CONN., December 8.—Miller's Music Shop, this city, has added a new truck for the ever-increasing outside sales. Louis Miller reports very good success on the Christmas Club Plan and has already booked numerous sales through this idea. This store enjoys a big foreign business, catering to the Polish, Italian, Russian and Jewish population. Miller's Shop is featuring the new Columbia phonographs and the New Process Columbia records.

Amendola Bros., 164 Wooster street, have negotiated with local real estate dealers with the idea of purchasing a new location for a high-class music shop. These live merchants have five Dodge trucks to take care of their outside sales work and report a brisk business especially with Columbia phonographs and records.

On December 1 the Dixwell Music Shop, 903 Dixwell avenue, Columbia dealer, will move to a more spacious store one block from the present location. Mr. Colella and Mr. De Angelis are the live merchants operating this store.

Dean David Smith, 219 Elm street, is featuring Columbia New Process records for the students attending Yale University. Mr. Smith is using considerable advertising space in the college papers featuring special releases by such famous popular Columbia stars as Ted Lewis, California Ramblers, the Little Ramblers, Paul Specht, Dolly Kay and Eddie Cantor. Miss Cohen is supervising the record department of this up-to-the-minute college store and reports a big demand among the students for Columbia records.

Issues Boy Scout Records

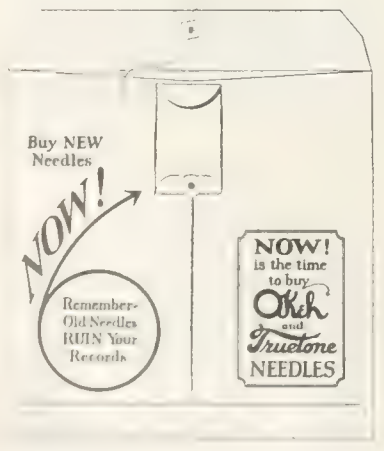
The American Record Mfg. Co., Framingham, Mass., has issued a series of three records for the Boy Scouts. These records will be known as "Official Boy Scout Records" and are manufactured with the sanction and permission of the American Boy Scouts, who have given the American Record Co. exclusive rights.

The first of these records is a two-faced ten-inch record of the official bugle calls of the Boy Scouts. The other two records in the first series will carry appropriate Boy Scout messages and relative material.

Ott's Opens Radio Dept.

ROSEBURG, ORE., December 5.—Ott's Music Store recently installed a complete radio department, featuring the Sonoradio. Other lines carried include the R C A products, the Gilfillan neutrodyne and the Crosley line, all of which are proving popular here.

They Can't Forget Needles—
Even During the Christmas Rush!



General Phonograph Corporation
OTTO HEINEMAN, Pres.
25 West 45th St. New York, N. Y.

THE Christmas rush will find you selling more records than at any other time of the year. And logically, your needles should take a proportionate boost, too. But clerks and customers have that habit of "forgetting" needles—and needle sales fall far below what they should be.

The new OKeh "Automatic Reminder" Delivery Bags stop this hindrance to needle sales right at its source. Attached to each record delivery bag is another small envelope for inserting a package of OKeh or Truetone Needles. The little envelope itself stands out "like a sore thumb" and an ingenious arrangement of the words "Buy New Needles NOW!" fairly cries out for attention. Every time a record is sold and put into one of these record delivery bags, both the customer and the clerk are given an automatic reminder of OKeh and Truetone Needles.

Your distributor can supply you in minimum orders of 1000. You can use this amount during the holiday season—and they pay for themselves in greatly increased needle sales! Order a thousand bags today—and watch your needle sales take an immediate jump.

VOCALION
RED RECORDS

BEN BERNIE'S ORCHESTRA
Everywhere!

AT THE daily concerts of the Roosevelt Hotel—filling their tenth engagement at the Palace Theatre—their return engagement at the Hippodrome—over the radio at Station W. N. Y. C. and still more important on Vocalion Red Records, the playing of Ben Bernie's marvelous Hotel Roosevelt Orchestra has the world foxtrotting.

14822 10″ .75 — I Can't Get the One I Want—Fox-trot / Driftwood—Fox-trot

14854 10″ .75 — Somebody Loves Me—Fox-trot from "George White's Scandals" / Put Away a Little Ray of Golden Sunshine for a Rainy Day—Fox-trot

14878 10″ .75 — June Night—Fox-trot / Doodle Doo Doo—Fox-trot

14901 10″ .75 — Tea for Two—Fox-trot from "No, No, Nanette" / I'm Satisfied (Beside That Sweetie O'Mine)—Fox-trot

14923 10″ .75 — Dear One—Fox-trot / Romany Days—Fox-trot

14924 10″ .75 — Manda—from "The Chocolate Dandies"—Fox-trot / Then You Know That You're in Love—from "Top Hole"—Fox-trot

Red Record Representatives have a gold-mine in the Vocalion dance numbers by Ben Bernie's Orchestra

The AEOLIAN COMPANY
AEOLIAN HALL, NEW YORK

Distributors of Vocalion Red Records

MUSICAL PRODUCTS DISTR. CO.,
22 W. 19th St., New York City

WOODSIDE VOCALION CO.,
154 High St., Portland, Me.

A. C. ERISMAN CO.,
174 Tremont St., Boston, Mass.

GIBSON-SNOW CO.,
306 W. Willow St., Syracuse, N. Y.

LINCOLN BUSINESS BUREAU,
1011 Race St., Philadelphia, Pa.

PITTSBURGH PHONO. DISTR. CO.,
217 Stanwix St., Pittsburgh, Pa.

VOCALION RECORD CO. OF MD.,
305 N. Howard St., Baltimore, Md.

O. J. DEMOLL & CO.,
12th and G Sts., N. W., Washington, D. C.

S. E. LIND, INC.,
2765 W. Fort St., Detroit, Mich.

VOCALION CO. OF CHICAGO,
Distributors of Vocalions and Vocalion Records,
529 S. Wabash Ave., Chicago, Ill.

OHIO MUSICAL SALES CO.,
1747 Chester Ave., Cleveland, O.

LOUISVILLE MUSIC CO.,
570 S. 4th St., Louisville, Ky.

STERCHI BROS., Knoxville, Tenn.

STERCHI FURN. & CARPET CO.,
Atlanta, Ga.

D. H. HOLMES CO., New Orleans, La.

REINHARDT'S, INC., Memphis, Tenn.

RADIO EQUIPMENT CO.,
1319 Young St., Dallas, Tex.

STONE PIANO CO., Fargo, N. D.

STONE PIANO CO.,
Distributor of Vocalions and Vocalion Red Records,
826 Nicollet Ave., Minneapolis, Minn.

MOORE-BIRD CO.,
1720 Wazee St., Denver, Colo.

MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles, Cal.

MUNSON-RAYNER CORP.,
86 Third St., San Francisco, Cal.

Launch Special Campaign to Exploit Victrola 400

Victor Co. Announces Unusual Advertising Drive on Popular Model of Victrola Specially Built to House a Radio Receiving Set

The Victor Talking Machine Co. has announced what is believed to be the greatest sales campaign ever conducted by any talking machine manufacturer for the exploitation of any single type of instrument. It was inaugurated last month by a special drive, featuring the Victrola 400, listed at $250, which is not only a beautiful instrument in itself, but specially designed so that it will accommodate a radio receiving set.

In addition to the current advertising included in the Victor Co.'s regular program, which, incidentally, reaches very large proportions at this period of the year, a special advertisement featuring the Victrola 400 appeared in the leading newspapers in all sections of the United States, covering a circulation of approximately 18,000,000 readers throughout the country. It was admirably conceived in every way.

In order that the dealers may co-operate in the campaign and realize directly upon the results thereof, the advertising department of the Victor Co. has distributed a folder containing three suggestions for window displays featuring Victrola 400, each of them decidedly attractive. There are also offered the series of ready-made advertisements for the dealer's use in supporting the general campaign on his own account in his local papers covering his individual territory.

Coming as it does just before the holiday season is in full swing, the campaign should be productive of notable results, provided, of course, that dealers see to it that they have on hand a sufficient number of Victrolas 400 to take care of the demand which will in all probability be developed.

Pathé Broadside Features Two New Radio Models

The Pathé Phonograph & Radio Corp., Brooklyn, N. Y., has recently addressed a large broadside to "Mr. Radio Merchant in every city." The first page reproduces a greatly enlarged letter signed by Eugene A. Widmann, president of the company, and calling attention to the merchandising advantages of the new Pathé models "B" 5 and "S" 5. The inside spread features these two popular receiving sets in colors with a full description of each. Mention is also made of the Pathé loud speaker, "S 5 Highboy" and "Minute Man." On the back page is reproduced a photograph of the large plant of the company in Brooklyn showing the production facilities available on these two new models.

It is reported from the headquarters of the company that although these broadsides have been out only a short time they are resulting in a large volume of orders.

San Antonio Music Co. Opens Radio Department

SAN ANTONIO, TEX., December 5.—The new radio demonstration and display rooms of the San Antonio Music Co. were recently opened and attracted much favorable comment because of their furnishings and fittings. The rooms have been equipped to have the appearance of the living room of a home, and Buddy Elking, Jr., manager of the department, states that a customer can get an adequate idea of how the receiver will sound in his own home as no attempt has been made to make the room soundproof, other than the usual draperies at the doors and windows. A complete line of sets and panels for insertion in the talking machine is being carried.

Okeh and Odeon Records

A Complete List of Okeh and Odeon Distributors

WALTER S. GRAY COMPANY
926 Midway Place, Los Angeles, Calif.

WALTER S. GRAY COMPANY
1054 Mission St., San Francisco, Calif.

L. D. HEATER
357 Ankeny St., Portland, Ore.

TEXAS RADIO SALES COMPANY
2005 Main St., Dallas, Texas

JUNIUS HART PIANO HOUSE, LTD.
123 Carondelet St., New Orleans, La.

CONSOLIDATED TALKING MACHINE COMPANY
1121 Nicollet Ave., Minneapolis, Minn.

YAHR & LANGE DRUG COMPANY
207 E. Water St., Milwaukee, Wis.

JAMES K. POLK, INC.
294 Decatur St., Atlanta, Ga.

THE ARTOPHONE CORPORATION
1103 Olive St., St. Louis, Mo.

THE ARTOPHONE CORPORATION
804 Grand Ave., Kansas City, Mo.

CONSOLIDATED TALKING MACHINE COMPANY
227 W. Washington St., Chicago, Ill.

CONSOLIDATED TALKING MACHINE COMPANY
2957 Gratiot Ave., Detroit, Mich.

THE RECORD SALES COMPANY
1965 E. 66th St., Cleveland, Ohio

STERLING ROLL AND RECORD COMPANY
137 W. 4th St., Cincinnati, Ohio

PHONOLA CO., LTD., OF CANADA
Elmira, Ont., Canada

IROQUOIS SALES CORPORATION
210 Franklin St., Buffalo, N. Y.

EVERYBODY'S TALKING MACHINE COMPANY
810 Arch St., Philadelphia, Pa.

GENERAL PHONOGRAPH CORPORATION OF NEW ENGLAND
126 Summer St., Boston, Mass.

GENERAL PHONOGRAPH CORP.,
(New York Distributing Division)
15 W. 18th St., New York City

JAMES COWAN COMPANY
18 West Broad St., Richmond, Va.

Okeh and Odeon Records

W. D. Andrews Becomes Sleeper Distributor

Prominent Syracuse, N. Y., Wholesaler Placing Line in Many Talking Machine Stores in Its Territory—Business Outlook Excellent

The Sleeper Radio Corp., manufacturer of Sleeper Monotrol radio sets, announced through Gordon C. Sleeper, president of the company, the appointment of W. D. Andrews, Victor jobber at Syracuse, N. Y., as a distributor for the Sleeper Radio Corp. products. This follows closely on the heels of the appointment of C. N. Andrews Co., Victor jobber of Buffalo, as a Sleeper distributor.

"We are very much pleased with the progress that these two concerns have made in their territories since taking on our line. The C. N. Andrews Co., Buffalo, during a period of about four weeks has opened up forty new accounts for the Sleeper Monotrol, and W. D. Andrews, of Syracuse, has secured distribution for the Sleeper Monotrol in thirty-two phonograph stores in its territory," said Mr. Sleeper, in commenting on the progress his concern had made in the talking machine field.

Fox Co. in Fine New Home in South Norwalk, Conn.

SOUTH NORWALK, CONN., December 7.—Fox Piano Co., 85 North Main street, this city, moved to a new location on December 1. The new store is located at 43 and 45 North Main street. E. P. Craig is the manager of this large piano and phonograph shop and reports that due to the ever-increasing business it has been necessary to make the change with the idea in mind of having larger quarters and at the same time better their present location. The Fox Piano Co. has branches in Bridgeport, South Norwalk, Stamford, Conn., and New Rochelle, N. Y.

The Donnelly Music Shop, here, Victor dealer, is using the Christmas Club Plan on a very large scale, featuring same in the local newspapers and devoting special window display space.

Adams-Morgan Co. Plans Big Drive on Paragon Sets

The Adams-Morgan Co., Inc., Montclair, N. J., manufacturer of Paragon radio receiving sets, recently announced through J. B. Renwick, Jr., general sales manager of the company, its strong schedule of advertising throughout the season of 1924-25. "This campaign includes a number of national magazine publications, newspapers and other consumer mediums. It should aid the dealer materially in cutting down the sales resistance of the consumer and create a decided demand for Paragon products. We feel that the new Paragon line is worthy of the consideration of everyone, and, accordingly, we have willingly appropriated a large sum towards the advertising of our products," said Mr. Renwick. The company is also furnishing a liberal supply of dealer helps in the way of circulars, display cards and window trimming, in order to allow the trade to cash in directly on its elaborate campaign of national advertising. This policy is prolific of good results.

Features DeForest Line

OMAHA, NEB., December 9.—A local agency for the DeForest line of radio receivers was recently awarded to the Schmoller & Mueller Piano Co. The compactness of the DeForest reflex radiophone is one of the chief reasons why this set is proving so popular, the fact that the batteries and loud speaker are enclosed in one cabinet appealing especially to the women, states the manager of the radio department of this store.

A CHRISTMAS GIFT

To the Talking Machine Industry

MILLIONS OF RADIO ENTHUSIASTS

Have Been Waiting for the

SELECTRON

List Price
$10.00

SELECTRON is now here to give to radio the same fine quality of tone amplification that made the talking machine the greatest of all musical instruments.

SELECTRON gives greater volume and finer quality than any so-called loud speaking horn—regardless of price—because:

SELECTRON makes use of the highly developed tone-chamber of the talking machine and absolutely avoids the use of the tone arm and sound box for radio reproduction—leaving these parts free to perform their intended function, i. e., to reproduce talking machine records.

SELECTRON accomplishes this without in any way disturbing the talking machine itself and without any so-called installation.

To you as a Talking Machine Dealer SELECTRON is of the utmost importance because:—

1. **SELECTRON brings "dead" Talking Machines back to life and back into the record market.**
2. **SELECTRON brings real profit in its sale.**
3. **Each of the millions of Talking Machine owners is a prospect.**

SELECTRON becomes an integral part of the talking machine itself—thus imparting permanency to the radio set.

Remember, the talking machine tone-chamber is the product of 25 years of experimentation and development and not an overnight attempt to fill a sudden excessive demand.

Have your Jobber tell you about Selectron.

By simply placing Selectron as shown either radio or talking machine becomes available at the mere turn of a dial.

JOBBERS AND DEALERS

By all means, look into all attempts made heretofore at solving the problem of utilizing the talking machine tone-chamber for loud speaking. Then, finally look into Selectron and you will immediately see why leaders of the industry acclaim it the "missing link." Write for further information.

AUDAK CO., 565 Fifth Ave., New York, N. Y.

In Canada, manufactured by McLagan Corp., Stratford, Ont.

Connecticut Retailers Cashing in on Campaigns

Improvement in General Industrial Conditions Felt by Phonograph Trade

Industrial conditions in Connecticut are showing signs of increased activities over the past three months with marked improvements, both in the industries and employment conditions over the past month. Recently there have been numerous new factories started in some sections of Connecticut, namely, South Norwalk, Stamford, Bridgeport and New Haven.

The talking machine and music merchants throughout the State of Connecticut are in a better frame of mind with regards to the outlook for holiday business and already some reports on business being done are most encouraging. In order to stimulate the music business the dealers are using the Christmas Club Plan, backing the idea with large newspaper space and featuring this thought through exclusive windows.

Dealers interviewed recently have been using the truck sales plan for the purpose of reaching prospective customers in the outlying districts and to the merchants using this method of increasing sales falls the volume end of the business. A number of music dealers are employing house-to-house canvassers and report to the effect that through this means business has been built up to a great degree. The outlook for the holiday business is encouraging and should be the means of building a great volume of business for the music merchants in this section.

A new music shop was opened in Ansonia recently. This is a branch store of Miller's Music Shop, 144 Congress avenue, New Haven, and is under the management of Oscar Feinberg, for some years past handling the outside sales work at the New Haven store. The new store is the only exclusive music shop in the town and will feature the new Columbia phonographs and New Process Columbia records. Mr. Feinberg reports a very big demand for records, owing to the fact that the local population had no means of purchasing them in this section prior to the opening of this shop.

M. Quadretti & Son, of Shelton, Conn., have been stimulating sales through the truck sales plan and inaugurating the Christmas Club Plan and report a good volume of business through these channels. Messrs. Quadretti feature the Columbia phonographs and records.

The Piquette Piano Co., of Derby, Conn., Columbia dealer, has added the entire Victor line, which has been made necessary through the big demand for this product. The Piquette Piano Co. purchased the entire phonograph department of the Howard & Barber store.

J. F. Willis, Jr., manager of the Willis Piano Co., Ltd., Halifax, N. S., was a recent visitor to Waterbury, Conn., making his headquarters at the New England Music Co., Columbia dealer. A. S. Willis, a brother, is manager of this shop.

Expand Department

GREELEY, COLO., December 8.—The stock of the Radio Shop, 912 Eighth street, was recently purchased by the Weld County Music Store. The store has been remodeled to accommodate the new radio department. A complete line of receivers is carried by this store, including the entire line of Brunswick-Radiola combination units and the full line of RCA products. J. E. Hill is manager of the store and Gordon Moss, formerly owner of the Radio Shop, is manager of the new department.

Victor December Advertising

The Victor advertisements in the December magazines feature the desirability of the instrument as a Christmas gift. Various models of Victrolas are featured, together with the group picture of famous Victor artists attired in the costumes of their favorite operatic characters.

Popular Texas Orchestras Record for Okeh Catalog

Portable Recording Equipments Sent to Dallas to Make Records of Leading Orchestras in That City and in San Antonio

DALLAS, TEX., December 1.—Through the medium of the Texas Radio Sales Co., Inc., distributor of Okeh records in this territory, there has just been completed a number of recordings of local orchestras in which much interest has been shown.

The General Phonograph Corp. of New York, sent P. P. Decker, a recording expert, to Dallas with a portable recording outfit, and while here he made records of a number of selections played by the Jack Gardner Orchestra of Dallas, the Jimmie Joys Orchestra of San Antonio, two of the most popular orchestras in Texas, as well as several numbers by the Cornfield Symphony Orchestra, making "old time" records exclusively.

Paul Blackwell, of the talking machine and record division of the company, is particularly enthusiastic over the new local recordings and is of the opinion that the release of the records by these Texas orchestras will result in a tremendous boom in record sales within the next few months, as the various organizations are very popular and much in demand.

Brunswick Issues Hanger Featuring Myers' Orchestra

The Brunswick Co. recently issued to its dealers a magnificent window hanger featuring Vic Myers and His Orchestra and three recordings made by this Los Angeles aggregation. The hanger is of extra heavy stock with a picture of the orchestra in sepia with a circular insert of Vic Myers. The records featured are "Heartbroken," coupled with "Burmalone"; "Beets and Turnips," coupled with "Weary Blues," and "Helen Gone," coupled with "Springtime Rag."

Everyone Knows—

"One handle handles it"

Outing

TRADE MARK

"Master of Movable Music"

PORTABLES ARE THE BEST

JUNIOR, $25.00
Black, Brown or Green Leatherette — Oak, Red or Brown Mahogany

TO all our friends and the trade in general, we extend our sincerest wishes for a very

MERRY CHRISTMAS
and
A HAPPY, PROSPEROUS NEW YEAR

SENIOR $37.50
Oak, Red or Brown Mahogany

Distributors in the Metropolitan District for OUTINGS and

Okeh and Odeon Records

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division: 15 West 18th St.

Milwaukee Wholesalers and Retailers Busy and Optimistic Over Holiday Sales

All Lines Move as Christmas Gift Buying Starts—E. E. Gessert in New Post—Radio Show Attracts Wide Attention—Edison Comparison Recital Feature of Food and Household Show

MILWAUKEE, WIS., December 7.—Business was good during the month of November, according to reports of local jobbers and wholesalers of talking machines and radio, and orders of merchandise for the holiday trade are being filled. Both talking machines and combinations with radio have been active for the pre-Christmas business, and many orders for Christmas records have been received at local houses. Interest in radio and radio-phonograph combinations was greatly increased by the second annual Wisconsin Radio Exposition, held at the Milwaukee Auditorium in November, and other events have stimulated this trade.

Wholesalers Busy and Optimistic

"Business is fine," stated Carl Lovejoy, Milwaukee representative of the Brunswick Co. "Both phonographs and Radiolas have been in very good demand during the past month, and records are still on the uphill climb. Milwaukee dealers in Brunswicks have been featuring the Brunswick-Radiola in special advertising during the past month, which has proved effective."

"We have been getting orders faster than we can fill them," declared Fred E. Yahr, of Yahr & Lange, wholesalers of Sonora in Wisconsin and Michigan. "Dealers have been replenishing their stocks, after letting them drop to a low figure during the past six months."

Mr. Yahr commented particularly on the movement of radio goods, which are also handled in the music department of the firm. Ware Radio Corp. products have been selling especially well and many new accounts have been opened.

E. E. Gessert With Yahr & Lange

E. E. Gessert, who has been connected with sales promotion work in Wisconsin for the past twelve years, has been placed in charge of the musical merchandise department of Yahr & Lange, taking over the work formerly handled by H. M. Hahn, who has resigned. Mr. Gessert is thoroughly familiar with the Wisconsin territory covered by the music department of the firm, and is experienced in sales promotion work.

Satisfactory Victor Demand

"Business is going along pretty well, and we are ahead of last year," said Harry L. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. He reported that talking machines were moving very well and records are also showing considerable activity. A similar optimistic report of business was given by David M. Kasson, vice-president of the Interstate Sales Co., an organization owned by the Badger Talking Machine Co., which features radio. The Interstate Sales Co. features De Forest radio sets and also handles Freed-Eisemann and several other lines, which have been incorporated in a comprehensive catalog.

Three men were sent to Marinette, Wis., by the Interstate Sales Co. to assist with the formal opening of the radio department in the Lauerman department store of that city.

Starr Business Improving

"Business in general is going very good again," stated Alfred F. Kiefer, Wisconsin distributor for Starr phonographs and Gennett records. "Machines are moving very good, and our special Christmas records are going very big."

The East Side Music Co., which handles the Starr line, has moved into a new location at Farewell and North avenues. The company is now the only music store located on the upper East Side of Milwaukee and handles a complete line of musical instruments.

J. H. Becker Convalescent

John H. Becker, owner of the Foto Shop, is recovering from a month's illness, and is getting on his feet just in time to care for the holiday business at the store. He reports that business is picking up a little in both machines and records. He has been featuring the Starr machines, and reports that Domino records have been active.

Wide Interest in Radio Show

Milwaukee dealers and jobbers of radio and other musical instruments were greatly interested in the Second Annual Wisconsin Radio Exposition, which was held in November at the Milwaukee Auditorium. The entire available display space of the building was taken up with exhibits of Milwaukee and Wisconsin dealers, jobbers and manufacturers, while a number of Eastern radio concerns were also represented. Yahr & Lange featured Sonoradios, Ware receivers and Malone-Lemmon sets in their three booths. The Interstate Sales Co. was represented in the exhibit, while two prominent dealers who featured their radio departments through exhibits at the show were Edmund Gram, Inc., and the Kesselman-O'Driscoll Co. The number of exhibitors was about seventy.

The Wisconsin Radio Trade Association, Inc., was behind the radio exposition this year. The Association is an organization of radio dealers, jobbers and manufacturers in the city and the State, who are co-operating to promote the advancement of radio as a means of education and entertainment.

Edison Concert at Exposition

One of the events connected with the Food and Household Show of the Milwaukee Journal, which preceded the radio show, was the concert given by the Luebtow Music Co., featuring Edison records. The concert was given by Glen Ellison, famous Scotch baritone, accompanied by Alta Hill. In addition to singing several groups of songs for the visitors at the show, Mr. Ellison also gave a comparison between his voice and its re-creation on an Edison phonograph. Visitors to the show were invited to the concert without charge.

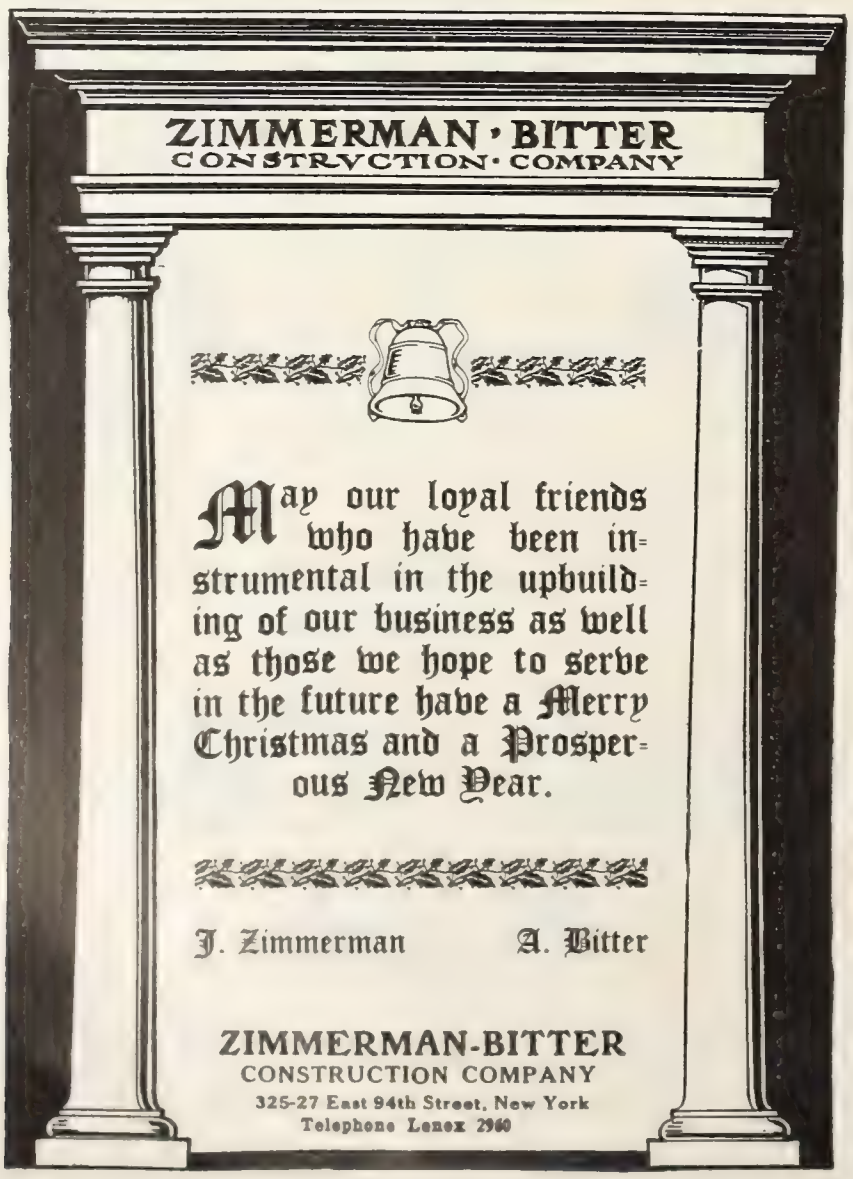
Brief But Interesting

Music as a part of the regular work of public schools was favored in a group of addresses given before the music section of the Wisconsin State Teachers' Association meeting, held in Milwaukee in November. Three addresses were given before the group, which featured the importance of music in the life of the community.

Members of the music trade were interested in the announcement of the marriage of Miss Myrtle Jane O'Driscoll, daughter of M. J. O'Driscoll, of the Kesselman-O'Driscoll Co., prominent local music store, to Dr. Arthur E. Wilkes, of Hortonville, Wis. The couple will make their home in Hortonville.

The Badger Music Shop of Fond du Lac, Wis., which was recently taken over by J. A. Sandee and A. E. Knop, now claims one of the largest music stores in the State outside of Milwaukee. This store is featuring Brunswick and Victor talking machines and records.

The Universal Radio Sales Corp., of Racine, Wis., has opened its offices on the fourth floor of the Arcade Building, in that city, and is now conducting a retail and wholesale business in radio and supplies. The officers of the company, which features Racine-made products, are Thomas Tullock, F. W. Duncan and J. M. Weisman.

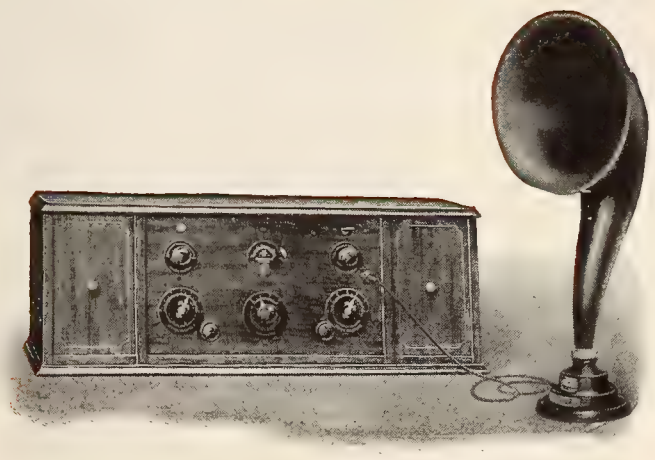


Handling Strong Radio Line

A radio department was recently installed in the Broad & Market Music Co., Newark, N. J. A comprehensive line is being carried, including the DeForest, Ware, Dayton Fan & Motor, RCA and Brunswick-Radiola. The department occupies the second floor of the building, where the lines are displayed to advantage.

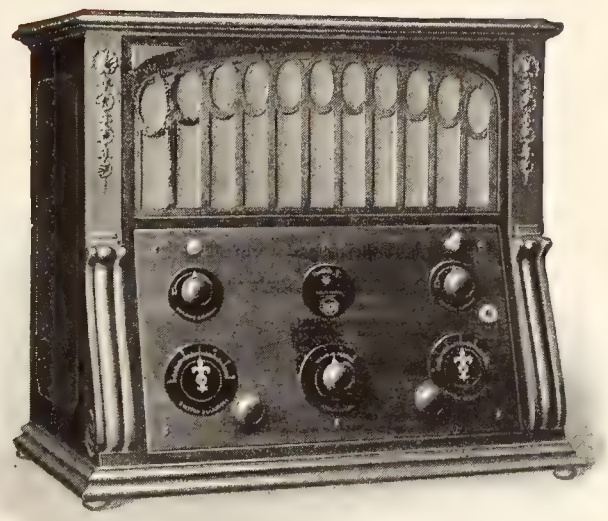
The Holt-Engler Corp., New York, was recently incorporated at Albany to manufacture radio apparatus. The capital stock was listed at 200 shares of common stock of no par value. The incorporators are M. Holt, J. Engler and H. E. Rosenberg.

LATHAM



Radiola Regenoflex
A modified Radiola X, in mahogany cabinet with external loudspeaker. Four WD-11 Radiotrons and Radiola Loudspeaker. No batteries or antenna.....$191

Radiola X
Selective and non-radiating. Remarkable for distance reception and perfect reproduction. Built-in new type loudspeaker. Complete with four WD-11 Radiotrons—everything except batteries and antenna $245



SUPPLY AND DEMAND

$30,000 SPENT TO MAKE SALES FOR YOU

DEMAND

The demand which will be created by the advertising campaign carried out by the Radio Corporation of America in New York newspapers during the holiday season, will create an overwhelming demand for this company's products. $30,000 will be spent in New York City alone.

SUPPLY

The supply of Radiolas carried in stock by E. B. Latham & Co. should aid you in meeting the demand created by this tremendous advertising campaign. The service rendered you by us will be found a decided factor in the satisfactory consummation of sales.

E. B. LATHAM & CO.

550 Pearl Street New York, N. Y.

NEW YORK

Prepare Musical Program for Art and Industry Show

Thos. A. Edison, Inc., Among Representative Music Trade Concerns to Consider Plans for Show at Atlantic City Next Summer

At a meeting held at Chickering Hall, New York, on November 20, and attended by a number of representative members of the music trade, including Harold L. Lyman, Thos. A. Edison, Inc., Orange, N. J.; Dr. Sigmund Spaeth, of the American Piano Co., and others, plans were discussed for the musical features programmed for the next annual National Art Industry Exposition to be held at the Million Dollar Pier, Atlantic City, for six weeks beginning July 1, 1925.

A program was submitted by A. Conrad Ekholm, managing director of the exposition, which included the following features:

A composite music trades exhibit of leading musical instruments, demonstrated by competent artists employed by the manufacturers; a music master course, providing instruction by famous teachers for the various leading instruments and the voice; a national musical talent contest, with attractive prizes offered to the winners, and an information bureau to serve the various musical publications and musical talent; also a series of recitals, lectures and concerts are contemplated in the program.

Thos. A. Edison, Inc., was among the exhibitors at the exposition at Atlantic City this past summer and the company was enthusiastic over the results. Nearly 120,000 people attended the 202 recitals given by Edison artists in connection with the Edison phonograph during the course of the show.

The Arco Radio Corp., Brooklyn, N. Y., was recently incorporated at Albany with a capital stock of $5,000. The incorporators are O. C. Palmieri, J. E. and I. Ginsburg.

Victor Presents Wagner's "Ring" at Atlantic City

Lectures on the Four "Ring" Operas Being Given Each Monday Evening by James E. Richardson and Illustrated With Records

ATLANTIC CITY, N. J., December 2.—Opera lovers have been offered a real treat by the Victor Talking Machine Co. at the company's showrooms in this city through the presentation of a series of lectures on Wagner's "Ring" given by James E. Richardson, one of the music critics of the Victor Co., and illustrated with Victor records.

The series began on November 24 with the "Rheingold" and continues until December 15, a lecture being given each Monday evening. Following the "Rheingold" there are presented in regular order: "The Valkyrie," "Siegfried" and "Twilight of the Gods." That the series interests the public has been amply evidenced at the first two lectures when the Victor Auditorium in the Brighton Casino was crowded.

Canadian Distributor for Dictograph Products

The Dictograph Products Corp., New York, manufacturer of Dictogrand and loud speakers, Aristocrat head phones, Dict-O-Phono-Unit and other radio products, recently announced the appointment of the Marconi Wireless Telegraph Co. of Canada, Ltd., as exclusive Canadian distributor for this company's products. The Marconi Wireless Telegraph Co. is located in Montreal, with offices at Vancouver, B. C.; Winnipeg, Man.; Toronto, Ont.; Halifax, N. S., and St. Johns, Newfoundland. The Dictograph Products Corp. is conducting intensive sales campaigns among its various dealers and furnishing co-operation in the form of very attractive window displays to be used by its dealers.

Vocalion Is Featured in Film Story of "The Swan"

Instrument Given a Prominent Place in the Decoration for a New Screen Play in Which Frances Howard Plays a Leading Part

The Famous Players-Lasky Corp., which is now filming the story of "The Swan," which was one of the big successes last season on

Frances Howard and the Vocalion

the dramatic stage, has selected a period model of the Vocalion as a decoration in several of the interior scenes.

Frances Howard, popular screen star, is playing a leading part in the film presentation of "The Swan" and is shown in the accompanying illustration using the Graduola tone-control of the Vocalion. At the present time Miss Howard is playing the lead in the current success, "Best People."

Ro-Burn Radio, New York, was recently incorporated at Albany to manufacture electrical devices with a capital stock of $10,000. The incorporators are: A. and G. Werner and N. Saron.

THE SYMBOL OF SERVICE

CONTINENTAL

"New York's Leading Radio House"

Distributors for:

Alden Mfg. Co. ("Na-ald")	Lopez Low-Loss Tuner
Allen Bradley Electric Co.	Manhattan Electric Supply Co.
American Transformer Co.	Mitchell-Rand
L. S. Brach	R. Mitchell & Co. ("Se-ar-de")
Cornish Wire Co.	Mueller Electric
Crosley Radio Corp.	Multiple Electrical Products
Chaslyn Co.	National Carbon (E. R. Batt)
Como Apparatus Co.	Pacent Electric
Daven Radio	Premier Electric
Diamond State Fibre	Radio Corp. of America
Dubilier Cond. & Radio Corp.	Sterling Mfg. Co.
Eby Mfg. Co.	Testrite Inst. Co.
General Radio	U. S. Tool Co., Inc.
Jewell Elect. Instrument	Ward-Leonard
Colin B. Kennedy	Western Electric Co.
King Electric	Weston Electrical Inst.

Our Service—Your Service

The word service is used extensively and a great many times overdone, still service is vitally necessary in any successful dealer business.

As jobbers we have but one thing to offer our dealers—"Service." During the past years we have bent our entire efforts towards reaching this goal.

With delivery trucks and a well-trained organization to back our standard line of products we can supply dealers quickly, accurately and satisfactorily.

Let Continental Radio and Electric Corporation help you build a successful business.

Our Service—Your Service

Wholesale Distributors Only

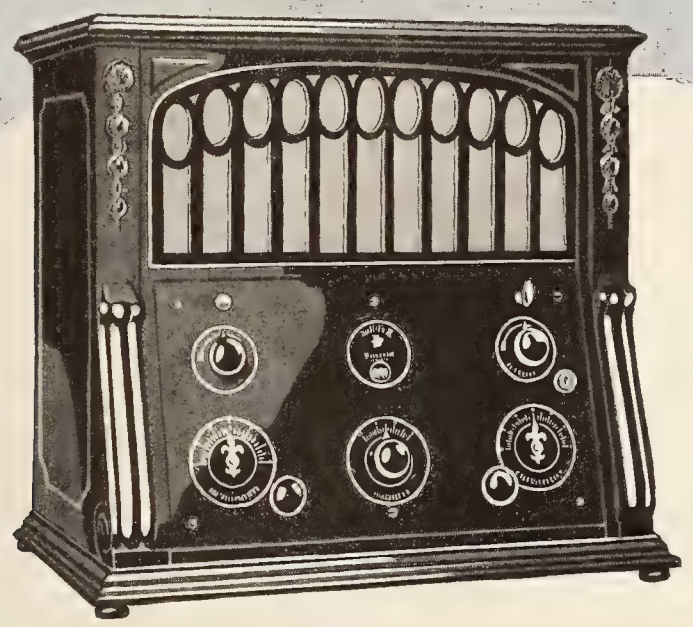
CONTINENTAL RADIO & ELECTRIC CORPN.

Fifteen Warren Street **New York, U. S. A.**

2089-Q

A Sales Drive for the Regenoflex

—for Christmas —for 1925



Radiola X

The Regenoflex circuit in a rich mahogany cabinet, with its own loudspeaker built in. With four Radiotrons WD-11. List $245

For Christmas—two pages in the Post—full pages in a long list of important magazines—big newspaper ads — extra dealer helps—new displays. For 1925, a great "carry-on" campaign. The sales impetus of Christmas will swing right on through the New Year—capture the gift money purchases of January. Order ahead—keep your stocks in shape. Keep the sales mounting—right up to Christmas—and after.

"There's a **Radiola** *for every purse"*

Radio Corporation of America
Dept. 156
Sales Offices: Suite No. 3612
233 Broadway, New York
10 So. La Salle St., Chicago, Ill.
28 Geary Street, San Francisco, Cal.

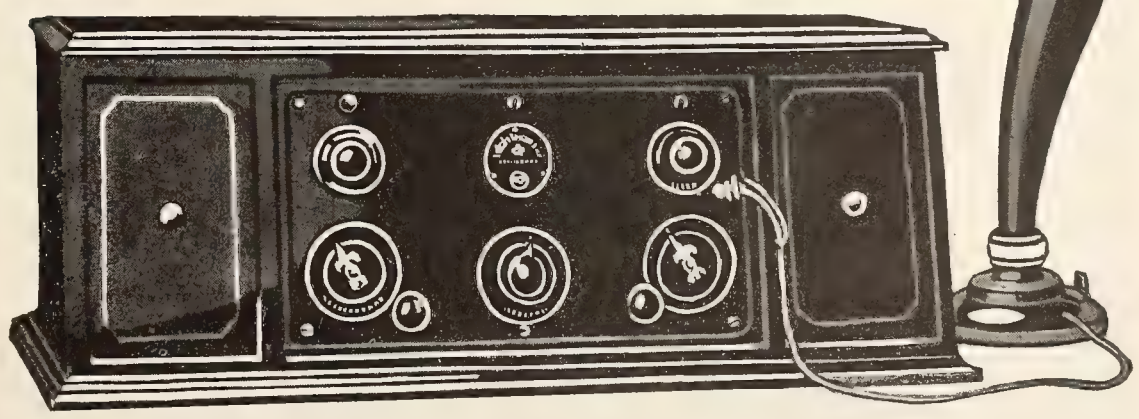
Radiotrons—and Radiola Loudspeaker

Both are in line for heavy Christmas selling. In the fan magazines—and in newspapers—big advertising for both of these will run straight up to Christmas—and after.

Radiola Regenoflex

Sensitive, selective, non-radiating. Famous for its *tone quality!* With four Radiotrons WD-11 and Radiola Loudspeaker. List. $191

This symbol of quality is your protection



Radiola

REG. U. S. PAT. OFF.

Christmas Gift Buying Becomes Evident Throughout Trade Circles in Cincinnati

Entire Trade Looking Forward to Large Holiday Sales Volumes—Starr Piano Co. Establishes Local Record Laboratory—Combination Radio-Phonographs in Demand—Campaigns Launched

CINCINNATI, O., December 8.—Wholesale and retail dealers in talking machines, records and kindred merchandise state that they have had a splendid business throughout the past month. Christmas buying has been going on to some extent for the past week, and from now until the twenty-fourth it will progressively get larger.

New Starr Studio

The Starr Piano Co. has established a studio for the making of talking machine records on the fourth floor of its building, at 27 West Fourth street. "This is the first permanent recording laboratory to be established in Cincinnati," said W. M. Purnell, head of the company's publicity department. "We are making lots of Gennett records for individuals, as well as for catalog. A personal record makes a fine Christmas remembrance for relatives and friends, and many persons are having them made for that purpose. A great many parents are having their children's speaking voices recorded, or in case a child is a musician records are made of its singing or playing." According to Mr. Purnell, there has sprung up a big demand for the old-fashioned phonograph horn. "Many want the old horns to use as loud speakers in connection with their radio outfits," he explained, "but it is almost impossible to find any more, so great has been the demand. Attics have been searched everywhere, and the supply has vanished. But in my opinion the horn will come off the radio set, just as it was taken off the talking machine. Sound boxes will be adapted to radio, I think, and they will be just as satisfactory with the radio as they are with the talking machine."

Drive on Brunswick

The E. M. Abbot Piano Co. has been making a successful drive to increase its sales of Brunswick products. The Brunswick-Radiola is very popular here and the console style is a particularly fine seller. The same thing, of course, applies to Brunswick records, and there is a rapid turnover with them.

Victrola-Radio Cabinets in Demand

The handsome Chubb & Steinberg Music Shop, at 17 East Sixth street, reports sales to be satisfactory. It has been featuring the Victrola and radio combination, in a console pattern, and the Sonora, in cabinet design.

Building Fine Business

Louis H. Ahaus, who conducts the beautiful and artistic Brunswick Shop, in the Edwards Building, reports that "day by day business is getting better in every way." This is the newest establishment of its kind in the city, and although it was only opened up a few months ago it has built up an exceptionally fine trade.

Victor Holiday Publicity

The Victor Co. of Camden, N. J., is still continuing to use large newspaper space daily in telling about Victrolas and Victor records. The latest advertisements stress the fact that a new Caruso record and a new Paul Whitman record have been placed on sale. Different styles of Victrolas are featured in the same advertisement, with an admonition that Christmas shopping should be done at once, in order to avoid possible disappointment.

Christmas Drives Under Way

In order to get their share of the talking machine business, several leading department stores are using big space in daily newspapers for the purpose of calling attention to Christmas bargains. The Alms & Doepke Co. used full pages in telling about the beauties and advantages of Brunswick-Radiolas, and of course the Brunswick records were also stressed.

Lowry & Gobel, furniture dealers, are featuring Pathé consoles and records for Christmas. May Stern & Co., another concern that deals in furniture, are featuring a console phonograph with a polychrome mirror, a small torchiere and Columbia records as part of a combination offer.

Widener's has formed a good-sized Christmas Club, which will furnish Santa Claus a large number of instruments to present to favored ones. This store is featuring a console Victrola with twenty-four records.

Steinway & Sons have been featuring the Brunswick-Radiola and Brunswick records.

Pushing New Outing Portable

The Sterling Roll & Record Co. reports that business has been improving steadily for the past few months and that sales have been entirely satisfactory as to volume. Ben Brown, of the company, says that since he received the announcement regarding the new Heather Green Leatherette Junior Outing Portable he did not even wait for the sample but told his dealers immediately, with the result that he secured many orders before the sample could get to him by express. The other instruments in the Outing line also are selling well, evidence of the year-'round salability of these products.

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years Have Proved Outing Portables Are the Best

Sterling Roll & Record Co.
137 W. 4th St. Cincinnati, O.
Outing Distributor

Columbia Demand Growing

Miss R. Helberg, manager of the Columbia Distributors, states that both local and out-of-town demand has been increasing steadily, and now sales are satisfactory as to volume, with every indication that they will continue to grow larger for some time to come.

Ohio T. M. Co. Busy

The Ohio Talking Machine Co., which does an exclusive wholesale business, reports that for some time past its business has been increasing, and a larger demand is confidently expected. "The rural population is once more fairly prosperous," commented C. H. North, of this company, "and that means that they will once more be in the market for our goods."

Fada Sets Are in Use Throughout the World

F. A. D. Andrea, manufacturer of the Fada neutrodyne, in a recent check of deliveries found that their sets are being used throughout the world, including such countries as Java, Sweden, Spain and Australia. One letter from a fan in Stockholm, Sweden, reported reception from forty well-known European broadcasting stations. There are none in his own country. Australian fans using Fada neutrodynes frequently bring in American stations 7,000 miles away. Reports to Mr. Andrea from Argentina, Chile, Brazil, British Guiana and Peru also attest to the satisfactory reception of these sets.

OKeh and Odeon Records

THE Christmas season is a mighty busy one for dealers handling the popular Okeh and Odeon Records. It is the time when speed and accuracy in filling orders are absolutely necessary.

Let us have your emergency orders. We have prepared for them and can fill them quickly, accurately and completely!

MERRY CHRISTMAS! HAPPY NEW YEAR!

Wholesale Phonograph Division
STERLING ROLL and RECORD CO.
137 West 4th Street CINCINNATI, OHIO
Buy OKeh Needles—They Keep Record Sales Alive!

Wishing you a
Merry Xmas
and a

Progressive
New Year

Progressive Musical
Instrument Corp.
319 Sixth Avenue, New York City
Wholesalers of
Musical Instruments and Radio

Improvement in Pittsburgh Industrial Situation Brightens Holiday Outlook

Retailers Are Optimistic as Holiday Shoppers Begin to Crowd the Business Thoroughfares—E. J. F. Marx Honored—New Brunwick Dealers Launch Intensive Campaigns—The News

PITTSBURGH, PA., December 10.—Trade conditions in talking machine circles in the Steel City and vicinity are showing a marked improvement, and there is observed more of an optimistic spirit on the part of retail dealers. The upward trend of business that followed the fall of the first snow of the season was a very satisfactory one and indicates that there is bound to be a very good volume of trade during the holiday season. Judicious advertising by the Victor Talking Machine Co., the Brunswick Co., the Cheney Co. and the Columbia Co. in the local newspapers has carried an appeal to the buying public that is resulting in a vast amount of increased business.

At the Standard Talking Machine Co., Victor distributor, it was stated that business conditions are much improved, and that there is the usual good business to be looked for during the holiday season.

As a farewell testimonial to E. J. F. Marx, the retiring Victor representative in the Pittsburgh district, who is now located in Chicago, a few of his intimate friends among the Victor dealers tendered him a dinner. A. A. McGowan, manager of the Joseph Horne Co. talking machine department, on behalf of the dealers, presented Mr. Marx with a set of cuff links.

W. P. Brown, of Kittanning, and T. R. Cannon, of Franklin, Pa., well-known talking machine dealers, were visitors to the Standard Co.'s offices recently.

Mark Fishel, talking machine dealer, of Homestead, Pa., presented a silver cup to a group of school children on the occasion of a recent anniversary celebration in the borough.

George S. Henry has become identified with the W. F. Frederick Piano Co.'s store at Morgantown, W. Va. Mr. Henry will specialize in the radio department.

The W. F. Frederick Piano Co., of Johnstown, Pa., on January 1 will move to 317 Main street. A full line of Victrolas and Victor records and radio outfits will be carried.

The J. M. Hoffman Co., Brunswick phonograph and Radiola dealer, has purchased the building it is now located in at 537 Wood street for $150,000. The firm was founded in 1863 and is one of the oldest in western Pennsylvania.

The C. C. Mellor Co., in co-operation with the Pittsburgh Post Westinghouse radio station KDKA, last week inaugurated an interesting radio demonstration. KDKA erected in the Mellor Co. show window a broadcasting station, and every day for a week, at 4 and 8 o'clock, a program was broadcast, drawing large crowds. The Mellor Co., in addition to handling the Victor line, has the Brunswick phonographs and Radiolas.

Recently when the C. C. Mellor Co. added the Brunswick line, an intensive campaign was immediately inaugurated to make that fact known to the public. Large advertisements were run in the local newspapers and in addition the company circularized its entire mailing list. The drive bore fruit in sales and inquiries, making the effort a paying one. In connection with the campaign the company also arranged some unusually effective window displays which created considerable interest in the various instruments, especially the Brunswick-Radiola.

At the office of the Player-Tone Talking Machine Co., I. Goldsmith, president, said: "Our Player-Tone phonograph and radio combination is meeting with unexpected favor, according to reports from our jobbers. The outlook for the holiday season for the Player-Tone line is excellent, and we expect to make new records in sales." A very popular combination of the Player-Tone is that of the console No. 300, which is equipped with four and five tube sets, including a loud speaker.

The Rosenbaum Co., as a feature of the "Founder's Day" business drive, featured the Radiola VIIB five-tube receiving set.

The Kaufmann & Baer Co. is featuring the Amrad four-tube radio frequency set.

George H. Rewbridge, manager of the wholesale Victrola department of the W. F. Frederick Piano Co., stated that sales of the Victor line were much improved and he saw no reason why the average Victor retail dealer should not have a generous share of business this month.

The Esenbe Co., distributor of the Colin B. Kennedy radio products, Atwater Kent sets and the Pooley radio cabinets, is located in larger and more commodious quarters at 909 Penn avenue. The firm is also distributor of the Jewel and Oro-Tone portable phonographs.

Local dealers of the Sonora and Sonoradio report trade conditions considerably improved. The local distributors of the Sonora line are the Pittsburgh Phonograph Distributing Co., J. L. DuBreuil, manager. The concern also distributes Vocalion records. Mr. DuBreuil expressed himself as gratified at the volume of Sonora business that is handled here.

Following its announcement that it had added the Brunswick line, the big Kaufmann & Baer store, of this city, immediately inaugurated an intensive sales drive, which included an extensive newspaper campaign and the circularization of its large mailing list. Tying up with this drive a special window display featuring Brunswick products, illustrated herewith, was arranged.

Fine Kaufmann & Baer Window

Horace Hays, of the E. G. Hays Co., Brunswick dealer, accompanied by Mrs. Hays and their son, Lloyd, are spending the Winter at Miami, Fla.

Manager Nichols, of the Columbia Co., who is the Outing portable jobber in this territory, certainly has taken advantage of the year-round selling possibilities of these instruments and is continually receiving shipments of black leatherette Juniors. Manager Nichols is opening many new Outing accounts.

QUALITY RECORD
Pressing
SANDERS, Inc.
SPRINGDALE, CONN. Near Stamford
Telephone Stamford 3980

Exclusively Wholesale Service in the
PITTSBURGH DISTRICT

Colin B. Kennedy Equipment
Atwater Kent Equipment
Pooley Radio Cabinets
French Ray-O-Vac Batteries
Exide Storage Batteries
Gold Seal Homchargers
Music Master Loud Speakers
Weston Radio Plugs
Pennsylvania Radiophones
Brach Antenna Sets

Jewel and Oro-Tone Portable Phonographs

ESENBE CO.
SWARTZ & BUEHN
909 Penn Avenue Pittsburgh, Pa.
Catering especially to music dealers

A. H. Mayers Waging a Vigorous Radio Drive

C. Brandes, Inc., New York, manufacturer of Brandes table-talker loud speakers and matched tone head sets printed in the latest issue of "Brandes Broadcast," the company's house organ, an interesting article concerning the activities of A. H. Mayers, New York, phonograph dealer, in the merchandising of radio sets and speakers. Mr. Mayers has met with exceptional success in the sale of radio panels to present owners of console phonographs. He employs a mailing list of 4,000 names, which is increasing constantly and forms a sound nucleus for prospective business. Mr. Mayers also believes in advertising locally in newspapers and on billboards and uses effectively the advertising helps supplied by manufacturers in both his window and store displays.

E. M. Lang in Radio Field

Edward M. Lang, formerly district manager of the Carryola Co. of America, has entered the radio field as president of the Telemotive Radio Corp., New York.

The New PARAGON Four Doubles Its Selling Field

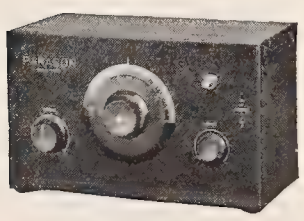
PARAGON RECEIVERS have always had a strong selling appeal for the radio fan—for the people who know sets and who know radio values and are willing to pay for such values.

The new Paragon line not only appeals to these people, but adds also the wide field of set buyers who are influenced by price.

Dealers in radio everywhere tell us the new Paragon Four is the biggest value they have seen. Retailing at $65, it gives the purchaser a good-looking, finely constructed, four-tube set employing the new Paradyne non-radiating circuit, giving clear, strong loudspeaker reception over practically unlimited range. They can't ask more than this of sets costing three times as much and requiring more tubes and battery power.

PARAGON THREE $48.50

Three tubes. Single dial control. Loudspeaker volume over surprising range. Mahogany case, 17 inches long.



PARAGON TWO

Two tubes. Single dial control. Loudspeaker volume over moderate range. Mahogany case, 11 inches long.

$27.50

Backing this new receiver is a complete line carrying Paragon quality into the three-tube and two-tube classes. If your jobber is not yet showing these new sets, get in touch with us at once and take advantage of the big advertising drive that is putting Paragon over nationally.

PARAGON FOUR

Four tubes. Single dial control. Range almost unlimited for clear, loudspeaker reception. New Paradyne non-radiating circuit. Mahogany case, 21 inches long.

$65

PARAGON

REG. U. S. PAT. OFF.

FOUR $65

ADAMS MORGAN COMPANY, Inc. **10 Alvin Ave., Upper Montclair, N. J.**

Makers Since 1915 of Record-holding Radio Receivers

Unusually Heavy Demand for Records Is Outstanding Feature of Kansas City Trade

Many Christmas Shoppers Turning to Records as Solution of Gift Problem—Strong Demand for Classics—C. M. Williams Made Manager at Wunderlich's—Trade Against Radio Trade-ins

KANSAS CITY, MO., December 7.—The big feature of talking machine interest at the opening of December has been the heavy demand for records. Some dealers report that they have never before experienced so much interest among buyers so early in the holiday season, obviously for Christmas purposes. It is reported in one retail store that Red Seal records, for instance, are far in the lead—the public seeking the good music.

A special feature available here the first day of December was the offering of John Charles Thomas, Brunswick artist, who will be a feature of one of the high-class concert series programs coming here about the first of the year. It is reported that there is always an immediate call for any new productions from the Brunswick studios.

New Victor Portable Proves Ready Seller

A new merchandise item available here now, which is taking hold well, is the new portable Victrola at $35. Such items, at prices within reach of literally everybody, are said to meet with a quick welcome from the public, but this item seems to have sold with unusual freedom, especially considering the several factors that might be supposed to militate against the movement of any new feature of the kind. The sales have not been extremely large, but sufficient to indicate that it will be popular.

C. M. Williams Wunderlich Manager

C. M. Williams, a phonograph man of wide experience and who was formerly with the Wyatt & Wall store in St. Joseph, Mo., has been made manager of the talking machine department of the Wunderlich Music Co. This is a new position in the Wunderlich store, created in order to provide opportunity for a manager who can give intensive attention to sales promotion and to handle the growing business of the company in this department. Miss McArthur, manager of the record department, continues in this capacity.

Marie Tiffany, Brunswick artist, who appeared in concert in Kansas City recently, paid a call to the Wunderlich store.

Holiday Radio Shortage Probable

Radio business, especially in the combination outfits, continues to be a strong feature of trade with music houses that are giving this service to the public. It is said that merchants have difficulty keeping stocks of the units and that there may be a shortage before Christmas. For two months there has been a shortage of Radiolas in the territory, the distributors and the retailers scrambling to provide the buyers with equipment desired.

Take Stand Against Radio Trade-ins

The problem of exchanges for new radio and combined radio and talking machine outfits is beginning to loom up in Kansas City. One or two retailers have already taken a fairly firm stand against wholesale acceptance of used merchandise offered as part payment on the new outfits, and are strictly holding down the allowances. There is comparatively little sale for old radio equipment. It seems possible that some elements of the public may be to a certain extent demoralized in their notions of radio values, especially of the value of used radio, by the overeagerness of inexperienced music dealers in receiving too much used merchandise at excessive allowances. But the leading dealers are handling the situation cautiously, both to avoid overloading with used merchandise and also to maintain the prestige of their firms with respect to values.

Making Most of Radio Opportunity

"The music dealer who is not cashing in on prestige gained from selling other merchandise to sell radio is missing a good bet," said a Kansas City retailer recently. "Take our own case as an instance; we are sold out, right along, on the more expensive radio sets and combinations, because a mere reminder to many of our customers brings a sale. The cheap, home-made product is past history, to a large extent, and we find the demand for factory-made sets constantly increasing."

In this store, it is well known, effort has been made over a number of years to develop a high-class clientele. Emphasis is placed, in all merchandising, on the highest class of pianos and reproducing instruments, and thus a clientele has been built up that appreciates the merchant's offerings and service. It is a class that can buy the more expensive equipment, if desired. And the desire is stimulated—or, rather, the opportunity to buy is given, the desire being present and waiting for calling out. The dealer need not go outside his own piano and player customers for radio prospects, if he has built his prestige well and given service. And if he is not trying to sell radio to these customers he is failing in his duty to them—they want radio and are only waiting for somebody to offer it to them. He knows their credit, their tastes, and can serve them better than anybody else can serve them.

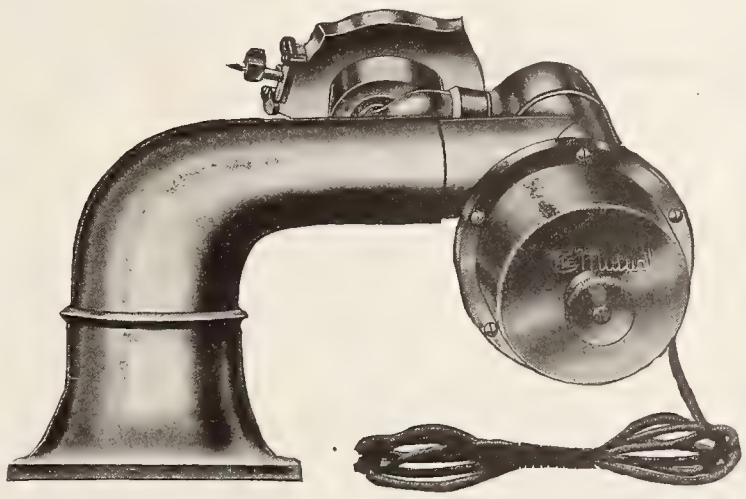
Victor Foreign Records

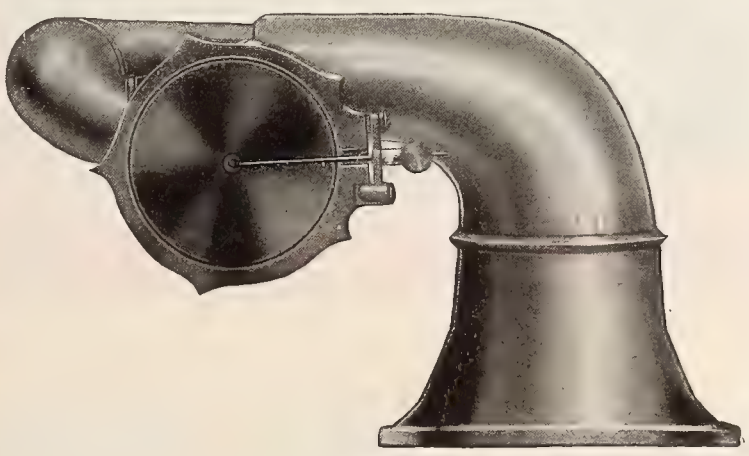
The Victor foreign-language records released for the month of December include recordings in the following languages: Italian, Hebrew and Yiddish, Bohemian, Danish, Hungarian, Polish, Mexican, including Spanish selections recorded for Mexico; Norwegian, Portuguese, Swedish, Welsh, Greek, Russian and German. Catalogs, listing the records, have been sent the dealers together with window hangers and posters.

Holiday Greetings!

We extend our heartiest wishes for a Merry Christmas and a Happy New Year to all our friends and patrons.

Introducing our new No. 6 tone arms — interchangeable — can be used for PORTABLES as well as for console and upright machines.





Alone in its field! Equipment for those who want the best.

Samples within a few weeks. Write today for full particulars of our most surprising offer to the trade.

MUTUAL PHONO PARTS MFG. CORP.

149-151 Lafayette Street, New York City

DISTRIBUTORS
The Canadian Acme Screw & Gear, Ltd.....1209 King St., West, Toronto, Can.
Industrias Unidas, S. A.....Balderas 110, Mexico City, Mexico
Targ & Dinner Music Co.....229 W. Randolph St., Chicago, Ill.
Shapleigh Hardware Co.....4th St. and Washington Ave., St. Louis, Mo.

Announcing

BOSCH

Absolutely Reliable

Backed by the Bosch Guarantee

Delivers "B" current from the electric light socket

the new

NOBATTRY

THE Bosch Nobattry is a device which enables anyone to obtain from an electric light socket perfect and ample plate voltage for radio vacuum tubes. It takes the place of all "B" batteries and is decidedly more efficient, reliable, convenient and economical.

The Bosch Nobattry is a development of the American Bosch Magneto Corporation, which holds a supreme position in the production of fine electrical apparatus. Its great New England manufacturing plants, and its enviable reputation as a producer of high quality precision apparatus should establish immediate confidence in this latest development for the improvement of radio reception.

Do not confuse the Bosch Nobattry with other devices made for eliminating "B" batteries. It is radically different in design and construction, delivering an abundance of current at 15 to 150 volts.

A REAL MONEY MAKER

Here's a new radio device you can sell with absolute confidence. It is of the same high quality as all Bosch electrical units, and is backed by the famous Bosch Guarantee of "satisfaction or your money back."

Don't delay—the demand is sure to be enormous, and live dealers who place their orders immediately will get a big share of the profits.

Deliveries on the type for AC current can be made in January—orders to be filled in the order they are received.

Wire today for sales proposition and discounts. State whether you are a dealer or jobber, and give references to aid us in quick allocation of territories.

PRICES

Type BAN	For Alternating Current	$49.50
Type BDN	For Direct Current	30.00

AMERICAN BOSCH MAGNETO CORPORATION
Main Office and Works: Springfield, Mass.

Chief Points *of* Superiority

1. Suitable for any receiving set using 1 to 14 tubes—will also take care of power amplifier.
2. Unlimited current supply.
3. Requires no attention—does not run down or wear out.
4. Cannot burn out radio tubes even if wrongly connected.
5. Uses no tubes—there's nothing to repair or replace.
6. Costs only a fraction of a cent to operate.
7. Detector voltage adjustable—from 15 to 50 volts.
8. Amplifier voltage adjustable, too—from 90 to 150 volts.
9. Constant voltage—plenty of pep.
10. Gives clear tone, greater volume, and more distance.
11. It is NOISELESS — there's absolutely no hum or distortion.
12. Will operate low power transmitting sets.

Built by the makers of the world famous Bosch Magneto

Richmond Trade Optimistic Over the Outlook as Holiday Drive Plans Mature

Distribution of Large Sums Saved in Christmas Clubs Provides Funds for Gift Purposes—Console Models Lead Demand—Corley Co. Opens Retail Branch—Most Dealers Handling Radio

RICHMOND, VA., December 9.—Although business is reported to have been a bit slow in some sections of this territory during the Fall months, practically all talking machine dealers were counting on doing a first-rate Christmas business. Upward of $2,000,000 was put in circulation in Richmond through Christmas savings clubs early in December, and the local dealers anticipate getting their share of this shopping money. There is also but little unemployment in this territory, and that helps to keep business on the move. A number of the local dealers have been using quite a bit of advertising space to play up their Christmas wares, and they reinforced this with attractive window displays and direct-mail publicity.

Console models ranging in price from $100 to $150 are reported to be the leaders in Christmas gift sales. Most dealers here are now featuring radio in some form and this is affecting the sales volume favorably. Experience has shown, they say, that where a customer already has a talking machine, a separate radio outfit is desired. If not, a combination machine is usually asked for.

Corley Co. Opens Retail Branch

The Corley Co., Victor distributor, with Richmond headquarters, recently opened a retail store in Petersburg, known as the Corley Co., with J. K. Fletcher in charge. Mr. Fletcher is well known to the Petersburg music trade, having been connected with another house there for a number of years before connecting with the Corley firm. Fred R. Kessnich, wholesale manager of the Corley Co. in Richmond, went over to Petersburg and assisted in arranging details incidental to the formal opening. Pianos as well as Victrolas are handled.

Dealers Taken Into the Fold

Goldberg Bros., of Richmond, Pathé distributors, announce the opening of several new accounts in this territory.

The Corley Co. has appointed Sawyer-Brown Co. a Victor dealer at Ahoskie, N. C.

Trade Members at Anniversary Celebration

Miss Florence H. Biscoe, of the Corley Co., returned recently from a trip for the firm through southwest Virginia and a part of West Virginia, cities included in her itinerary being Lynchburg, Roanoke, Bluefield, Welch and Beckley. At Beckley she was a guest at a banquet given by A. Z. Lilly, proprietor of the Lilly Music Store, Victor dealer, incident to his anniversary sale. Other guests included A. H. Bates and J. C. Griffith, of the Ohio Talking Machine Co.; Phil Wyman, W. E. Brown and A. T. Reeves, of the Baldwin Piano Co., Cincinnati; Miss Bertha Echardt, of the educational department of the Victor Talking Machine Co. Souvenirs were given away every day of the celebration to visitors to the Lilly store. Factory representatives were also present each day and made interesting talks to visitors.

Big Outing Demand

James Cowan placed a substantial order for Outings the latter part of October. It was double the quantity sold in this territory last year, and Mr. Cowan thought it would be enough to carry him through the holidays, but the demand has been so great that repeat orders have been sent to the Outing factory.

H. W. Carner Back at Desk

Friends of H. Wallace Carner, Starr jobber, Richmond, will doubtless be pleased to learn that he is back again at his desk, following an absence of two months, due to illness.

Buys Remaining Sprinkle Stock

The Colonial Piano Corp., Richmond, Columbia dealer, announces that it has bought all the remaining stock of the bankrupt Sprinkle Piano Co. in that city.

Assignment to Creditors

The Wilmington Talking Machine Co., Wilmington, N. C., recently made an assignment for the benefit of creditors.

Watts Buys Cheney Shop

HOLLYWOOD, CAL., December 4.—The music store, formerly known as the Cheney Shop, at 6611 Hollywood boulevard, has just been taken over by Herbert A. Watts. The business has been expanded and will operate at the same address under the name of the Holly-Angeles Music Co. Adolph Dorenwend is associated with Mr. Watts in the management of the business.

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years Have Proved Outing Portables Are the Best

James Cowan Co.
18 West Broad St. Richmond, Va.
Outing Distributor

New Brunswick Dealer in Exclusive New York Section

H. P. Baran & Co. Open Attractive Store at 247 Park Avenue in Close Proximity to High Class Apartment House District

H. P. Baran & Co., located on the edge of New York's most exclusive residential section at 247 Park avenue, have just entered the phonograph field, carrying the Brunswick line exclusively. Mr. Baran, who is well known and popular in this territory, feels satisfied that this district is an exceptional field for the development of an up-to-date phonograph establishment and already the demand for Brunswick merchandise and in particular the Brunswick-Radiola has entirely proved his theory.

Mr. Baran has been prominently identified heretofore in this section as a dealer handling the Benz, Hudson and Essex motor cars and some few months ago he became keenly interested in the Brunswick line, with the result that Mr. Baran is now an exclusive Brunswick dealer with a full representative line of Brunswick phonographs, records and the new Brunswick-Radiola.

Paul Specht and Orchestra Star at Proctor's Theatre

Paul Specht and His Orchestra, Columbia artists, were the magnet that drew capacity houses to Proctor's Fifth Avenue Theatre during the orchestra's recent engagement there. Each of the eleven men in the Specht organization is a master in his line, and this fact is recognized by the audiences.

Since the return of this orchestra from Europe it has filled highly successful engagements at the Claridge Hotel in Philadelphia and at the Century Roof in Baltimore. On its return to New York the orchestra will begin an indefinite engagement at one of the city's large hotels, where Mr. Specht will put in operation the half-hour non-stop selections, which were originated by one of the Specht bands in London, where it met with unqualified approval.

Phenomenal Growth of the Eagle Radio Co.

Twice this season the Eagle Radio Co., Newark, N. J., has been compelled to enlarge its factory space and to add to its corps of workers. The new model "B" balanced receiver is recognized as a neutrodyne whose performance is quite all that is claimed for it.

Like every other branch of the radio business the Eagle Radio Co. began in a small way. At the very beginning of its career its slogan was "Good Workmanship" and with that motto emphasized in every department it has established a reputation and standing that are unexcelled.

Full Volume—Yet Crystal Clear

K-E builds up volume naturally instead of forcing the tone

Caruso's marvelous singing swayed millions—and his voice lives after he is gone.

No one ever attempts to lay Caruso's greatness to the shape of his mouth. His remarkable *vocal cords,* though, will still be discussed in music circles generations from now.

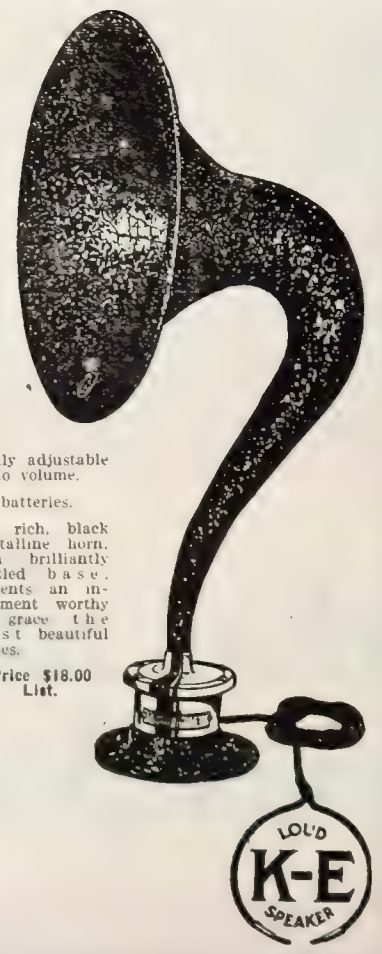
The diaphragm—the "vocal cord"—of the loud speaker produces tone.

It took our engineers sixteen months to perfect the diaphragm of the K-E.

There lies the "secret" of such purity in tone—the faithfulness with which the K-E re-creates.

See your jobber or write us direct for literature on this unusual speaker.

We shall be glad to send you a K-E to test at the special introductory price of $11.70. (List $18.)



Easily adjustable as to volume.

No batteries.

The rich, black crystalline horn, with brilliantly nickled base, presents an instrument worthy to grace the most beautiful homes.

Price $18.00 List.

Kirkman
ENGINEERING CORP.
Established 1912
484-490 Broome St., New York
Makers of the K-E Automatic Stop

Columbia Fine Art Series of Musical Masterworks

If you want profit . . .

You can sell from three to five records from the Columbia Masterworks Sets just as easily as you ordinarily sell one.

If you want new customers . . .

The Columbia Masterworks Sets will open for you a new field of customers—the people who have always desired improved phonographic tone reproduction.

If you want to sell the best . . .

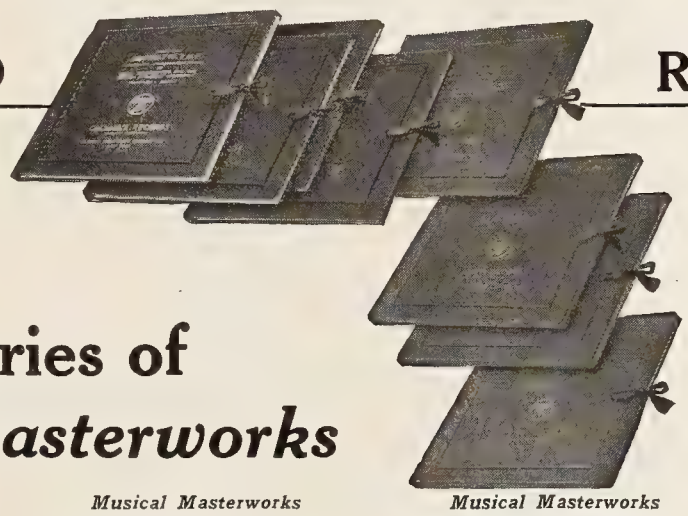
Stock and feature the Columbia Masterworks Sets. These imported recordings are matchless in tone and faultless in surface. To sell them is to sell the best.

If you want information . . .

Write or wire the nearest Columbia branch or distributor. Effective sales aids have been prepared for you.

COLUMBIA PHONOGRAPH COMPANY, 1819 Broadway, New York

IMPORTED RECORDINGS



Fine art series of *musical masterworks*

The Columbia Fine Art Series of Musical Masterworks comes in eight beautiful albums as illustrated here. Descriptive material of the records in each album is on the cover.

SYMPHONIES

Musical Masterworks

No. 1 BEETHOVEN—SEVENTH SYMPHONY
By Felix Weingartner and London Symphony Orchestra.
In nine parts—five double disc records. Complete with permanent record album—$8.75.

Musical Masterworks

No. 2 BEETHOVEN—EIGHTH SYMPHONY
By Felix Weingartner and London Symphony Orchestra.
In seven parts—four double disc records. Complete with permanent record album—$7.00.

Musical Masterworks

No. 3 DVORAK—SYMPHONY "FROM THE NEW WORLD"
By Halle Orchestra, Conducted by Hamilton Harty.
In ten parts—five double disc records. Complete with permanent record album—$8.75.

Musical Masterworks

No. 4 MOZART—SYMPHONY IN E FLAT, No. 39
By Felix Weingartner and London Symphony Orchestra.
In six parts—three double disc records. Complete with permanent record album—$5.25.

Musical Masterworks

No. 5 TSCHAIKOWSKY—SIXTH SYMPHONY (Pathetique)
By Sir Henry J. Wood and New Queen's Hall Orchestra.
In eight parts—four double disc records. Complete with permanent record album—$7.00.

CHAMBER MUSIC

Musical Masterworks

No. 6 BEETHOVEN—QUARTET IN C SHARP MINOR, OPUS 131
By Lener String Quartet, of Budapest.
In ten parts—five double disc records. Complete with permanent record album—$8.75.

Musical Masterworks

No. 7 HAYDN—QUARTET IN D MAJOR, OPUS 76, No. 5
By Lener String Quartet, of Budapest.
In six parts—three double disc records. Complete with permanent record album—$5.25.

Musical Masterworks

No. 8 MOZART—QUARTET IN C MAJOR, OPUS 465
By Lener String Quartet, of Budapest.
In eight parts—four double disc records. Complete with permanent record album—$7.00.

MISCELLANEOUS RECORDS OF CHAMBER MUSIC AND OPERA

Write to the Columbia branch or distributor nearest you

Atlanta, Ga., 561 Whitehall Street
Boston, Mass., 1000 Washington Street
Chicago, Ill., 430-440 South Wabash Ave.
Cleveland, Ohio, 1812 East Thirtieth Street
Dallas, Texas, 2000 North Lamar Street
Kansas City, Mo., 2006 Wyandotte Street
Los Angeles, Cal., 809 S. Los Angeles Street
New York City, 121 West Twentieth Street
Philadelphia, Pa., 40 North Sixth Street
Pittsburgh, Pa., 632 Duquesne Way
San Francisco, Cal., 345 Bryant Street

Buffalo, N. Y., 700 Main Street
Detroit, Mich., 439 East Fort Street
Minneapolis, Minn., 18 North Third Street
Seattle, Wash., 911 Western Avenue

COLUMBIA WHOLESALERS, Inc.
205 West Camden Street, Baltimore, Md.

TAMPA HARDWARE CO.
Tampa, Fla.

COLUMBIA STORES CO.
1608 Glenarm Avenue, Denver, Colo.
221 S. W. Temple, Salt Lake City, Utah

W. W. KIMBALL CO.
Wabash Avenue and East Jackson Boulevard, Chicago, Ill.

COLUMBIA DISTRIBUTORS, Inc.
1327 Pine Street, St. Louis, Mo.
224 West Fourth Street, Cincinnati, Ohio
517 Canal Street, New Orleans, La.

COLUMBIA PHONOGRAPH CO., LIMITED
22 West Front Street, Toronto

Columbia

PHONOGRAPHS AND Columbia ***NEW PROCESS*** **RECORDS**

MAGNAVOX

Reg. U.S. Pat. Off.

The illustration on the right will appear in Magnavox National advertising for December.

Look especially for the Magnavox page in December 6th Saturday Evening Post — it will bring you profitable business.

TRF-50

THE successful Phonograph and Music dealer knows that the cream of the holiday trade goes to the dealer whose merchandise represents not only sound value in itself but also an intensive National Advertising and sales policy steadily maintained from year to year. A Magnavox connection places in the energetic dealer's grasp every factor essential to large volume and satisfactory net profits.

Salesmen trained in the art of retailing any line of high quality musical instruments are especially impressed by the advantages offered by Magnavox Radio in comparison with other radio equipment. In addition to the distinctive appearance and unfailing operating excellence of every Magnavox product, the name Magnavox has long been established throughout the world as a standard of value and good will which reflects credit upon the local Magnavox Dealer.

12P

At the height of the holiday season, it is the Registered Magnavox Dealer who is best equipped to take full advantage of the enormous impetus which the radio business has received this year.

A Magnavox Radio Product for Every Customer

From the man who drops in to replace a burnt-out tube, to the one who calls to purchase a complete Receiver with built-in Reproducer, the Registered Magnavox Dealer can supply practically every demand.

Thanks to the favorable influence exerted by the Magnavox National Advertising and selling policy, the individual Registered Dealer soon finds his own merchandising efforts multiplied in efficiency and results. Every Magnavox dealer receives direct assistance permitting him to operate over an unusually large consumer territory.

How to Become a Registered Magnavox Dealer

Application for enrollment as a Registered Magnavox Dealer should be made on regular forms provided for that purpose by representatives of Magnavox Distributors and Jobbers.

In passing upon these applications, an exceedingly high standard for qualification is observed by The Magnavox Company, consistent with the degree of cooperation extended each Registered Dealer and the great value of the Magnavox franchise. As the number of dealers is limited to the point where each dealer can be assured a large volume of Magnavox business, application should be made at once.

We will be pleased to send you our broadside announcement describing the complete Magnavox Radio line and dealer policy. A personal representative will also call upon you on request made to nearest Magnavox Distributor or Jobber.

Magnavox Reproducers for all receiving sets

The first radio reproducer ever made was the famous Magnavox *electro-dynamic* type.

These instruments contain reproducing units of extreme sensitivity and power.

M4—$25.00
R3 — 35.00
R2 — 50.00

Magnavox Tubes

Can be substituted for ordinary tubes to great advantage in any receiver, $5.00

Magnavox Receiving Set TRF-5

A five tube tuned radio frequency receiver with Unit Control, in carved mahogany cabinet. Complete with a Magnavox Reproducer . $125.00

Magnavox Receiving Set TRF-50

Identical with the above as to circuit and panel but encased in carved mahogany period cabinet with built-in Magnavox Reproducer (shown large on facing page) . $150.00

THE MAGNAVOX COMPANY, Oakland, California

New York: 350 WEST 31st ST. *Chicago:* 162 N. STATE ST. *San Francisco:* 274 BRANNAN ST.

Canadian Distributors: **Perkins Electric Limited, Toronto, Montreal, Winnipeg**

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE—This is the forty-fifth of a series of articles by William Braid White devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

Records Are Life of Business

The more one studies the talking machine business, the more one concludes inevitably that its life-blood is the record. The more one understands how this great industry has been built up, the more one clearly sees that everything else in it is subsidiary to this simple disk on which are engraved those mysterious and microscopic grooves, imprisoning within their sinuous contours the innermost secrets of the Kingdom of Tone. The talking machine business, in the broad sense of the term, is founded and rooted in the record, with which it stands, and without which it immediately would fall.

Such a statement, once made, seems obvious enough; but the implications it carries are neither so completely recognized nor so thoroughly appreciated as one might wish. Anyone will admit, that is to say, that the statement made in the first paragraph is self-evident; but when it comes to applying that statement in the practical conduct of a retail talking machine business, that is another matter entirely.

New Problems

For the purposes of the present discussion, we may put aside altogether any consideration of the attitude which the talking machine dealer may take towards any of the other musical goods. Suffice it to say that such dealers are coming in increasing numbers to sell pianos, small goods and sheet music, as well as radio. What now matters is how the sales possibilities of the talking machine end of the music business, always understood to be so very high, may to-day, in face of contemporary conditions, be best preserved and even increased.

The answer to the implied question is to be found in one simple statement; namely, that to-day it is the musical possibilities of the talking machine which have to be exploited. Since now these musical possibilities are founded upon the musical resources contained in the catalogs of records, it is plain that the policy of developing those possibilities must proceed from the sale of records.

Self-evident as it appears, the position here stated is by no means clear to a great many business men who, nevertheless, desire to clear up their own ideas and adapt them to the conditions of the moment. It is then worth while setting forth these important facts in a little more detail.

The Two Schools

There are two opposing tendencies visible among the buying public in this country at the present time. On the one hand we have the spectacle of a people apparently mad on the motor car, on dancing and on the movie theatre. This public does not stay at home; or when it does, spends its time dancing to music broadcast from some distant station, and received through the agency of a radio set of some kind. This public, if it buys a talking machine at all, buys a cheap one; and its idea of music is dance music, an idea reflected in its purchases of records. This is the noisy public, the vocal public, the public of which the presence in, or absence from, the dealer's store is most quickly noticed.

On the other hand there is the public which is spending money in ever-increasing quantities upon the study of music, upon tickets to symphony concerts and recitals, upon support of grand opera. This is the public which is steadily producing a musical atmosphere in this country and is preparing the way for a genuine American school of musical thought. Juilliard, Eastman and Curtis Foundations, Civic Opera in Chicago, Orchestral Associations in Los Angeles, San Francisco, Detroit, Cleveland, Indianapolis and twenty other cities: all these represent the workings of that musical spirit which to-day shows itself more or less in every community. It is to this public that the talking machine business of to-morrow must make its appeal.

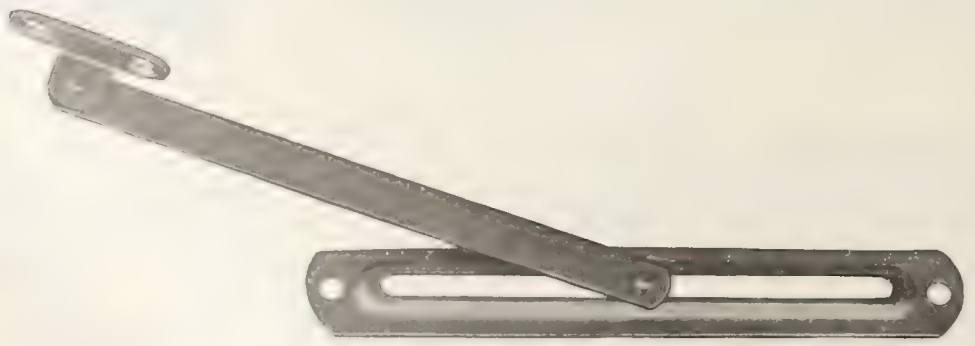
Yes, strange as it may, or certainly would, seem to a visitor from Mars, the talking machine merchant is faced with the need to exploit the musical side of the talking machine. He is faced with the necessity of building up among those who care for music an understanding of the talking machine, and an appreciation of what it alone can do for the music lover. Thus compelled, he finds himself turning to the magnificent collections of records, and he sees that there are millions of good men and women in this country who have not the faintest idea that such wonders exist, who would consider themselves the happiest of mortals if they could have these treasures at their command; but who do not know that they can have them, who have never been told anything about them by those who alone can tell the story effectively; that is, by the community dealers.

Exploit the musical powers of the talking machine forsooth! Why, what else is there to exploit; and what more need be exploited? Does the mob turn to something else? Then sell the mob what it wants, and when all that is done, turn to those who are not the mob, who are supporting to the tune of millions and tens of millions annually the art and performance of music in America. These are not alone the rich in big cities; in fact not principally they. Rather are they the music teachers in the smaller communities, the professional musicians, the students of music, the cultivated men and women in the small towns where college or normal school holds sway; rather are these they who furnish the soil in which the new salesmanship must sow its seeds. These, too, are the people to whom the musical possibilities of the talking machine are still almost entirely a sealed book.

Volumes Could Be Written

I could write volumes about just my own talking machine records. Without taking any particular trouble, and at slight expense, it has been found possible to assemble from the various catalogs published in this country, a representative library of musical interpretations, which only a few years ago the richest man in the world could not have acquired, simply because it did not exist. Orchestra, string quartet, violinist, cellist, harpist, violist, clarinetist, soprano, tenor, contralto, baritone, bass and chorus, are all represented. There are complete operas, complete symphonies, complete quartets, a complete oratorio; and there will be more like these year by year, for year by year the riches accumulate in the catalogs. To say that music like this cannot be sold is nonsense, pure nonsense. The problem is merely that of bringing the thing and the person together. Does any merchant really believe that he cannot sell such music in his community? If he does say that he so believes, let him seriously ask himself whether he has ever tried!

To exploit the musical possibilities of the talking machine through its marvelous records is not work, it is play. To bring the music and the buyers together calls for no more than a modicum of intelligent planning and activity. Given these, the selling must go on yearly increasing in vigor and prosperity.

HARDWARE
for
RADIO and PHONOGRAPH CABINETS
LID SUPPORTS
CATCHES
CONTINUOUS HINGES
BULLET CATCHES
STOP HINGES
INVISIBLE HINGES
NEEDLE CUPS

WEBER-KNAPP CO.
JAMESTOWN, N. Y.

Leonard Braun in Europe

Leonard Braun, the well-known tenor, who is recording exclusively for the Emerson Phonograph Co. in English, Jewish and Hebrew, left for Europe on "The Republic" on November 22 for a concert tour in the principal cities throughout the Continent. He expects to return in February, at which time he will fill the engagements which have been arranged for him in the United States and Canada.

THE HIGHEST CLASS TEN DOLLAR LOUD SPEAKER ON THE MARKET

12 inch Bell

NON-RESONANT HORN

23 inches ever all. Mahogany crystal finish.

RETAILS at
$10.50 West of Rockies
$14.00 in Canada

$10

Tone

FULL — CLEAR — MELLOW
without Distorting or Blasting

A SENSATIONAL SELLER and a real MONEY MAKER for the live dealer who wishes to feature a FIRST QUALITY Loud Speaker at the popular $10 price.

Act!

Write today to any of the following distributors.

IMMEDIATE DELIVERY

HALLIWELL

HALLIWELL ELECTRIC COMPANY, INC.
Fourth Avenue and Twelfth St., New York City
Makers of the Finest Electrical Apparatus for a Half Century.

PROGRESSIVE MUSICAL INSTRUMENT CO., 319 Sixth Avenue, New York

YAHR & LANGE,
207 East Water Street, Milwaukee, Wis.

GIBSON-SNOW COMPANY, Inc.,
306 West Willow Street, Syracuse, N. Y.

H. D. TAYLOR & COMPANY,
99 Oak Street, Buffalo, N. Y.

SOUTHERN AUTO & EQUIPMENT CO., Inc.,
111 South Forsyth Street, Atlanta, Ga.

KIEFER-STEWART CO.,
Capitol Ave. & Georgia St., Indianapolis, Ind.

MUSICAL SUPPLY & EQUIPMENT CO.,
221 Columbus Avenue, Boston, Mass.

OHIO MUSICAL SALES CO.,
1747 Chester Avenue, Cleveland, O.

THE EASTERN ELECTRIC SUPPLY CO.,
43 Market St., Portland, Me.

H. A. McRAE & CO., Inc.
137 River Street, Troy, N. Y.

LUCKER SALES COMPANY,
17 South Sixth Street, Minneapolis, Minn.

AMERICAN RADIO CORPORATION,
3-11 North Central Avenue, Baltimore, Md.

A. R. RODWAY,
616 So. Michigan Ave., Chicago, Ill.

Factory Representatives: PACIFIC STATES COMMERCIAL CO., 443 South San Pedro Street, Los Angeles
Canadian Distributors: THE OTTO HIGEL CO., Ltd., King and Bathurst Streets, Toronto

Edison Christmas Window for the Use of Retailers

Simple and Effective Display Prepared by Thos. A. Edison, Inc., for the Trade

Thos. A. Edison, Inc., has prepared for its dealers a special window display for use just prior to the holidays. The display, which is illustrated herewith, is so simple in arrangement that it can easily be used by every Edison dealer regardless of the size of his windows. The Christmas touch is given by the placards,

Edison Christmas Window

which cleverly illustrate the theme of the various recordings displayed. The large placard emphasizes the suitability of an Edison phonograph as a Christmas gift.

Brown's Music House Opens Handsome New Building

Prominent Old Reading, Pa., Firm Opens Modern Store in Three-story Building

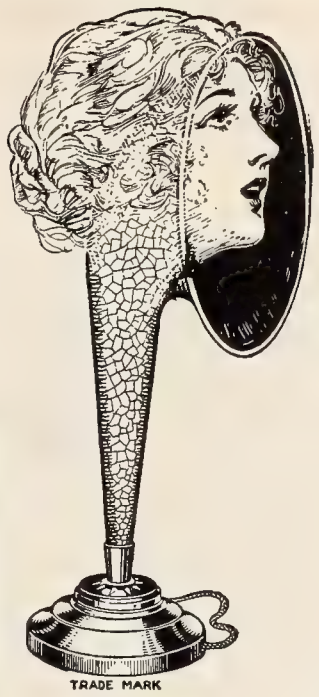
READING, PA., December 8.—Amid a blast of illumination, gorgeous flowers and magnificent palms, Brown's Music House, 17 North Eighth street, this city, opened the doors of its new establishment to the music lovers of Berks County. This is one of the oldest music houses in the State, having been in existence since 1876, when it was known as Lichty's.

Mr. Brown was employed as manager of the Lichty Music House until the demise of Mr. Lichty, in July, 1918. After a half year of managerial services for the estate, he bought out the business, continuing under the old trade name until March, 1923, when the name was changed to Brown's. Many changes were wrought during the period from 1919 to 1923, until he no longer was able to serve his rapidly growing trade, and a new location was bought at 17 North Eighth street, just two doors nearer Penn. And now Mr. Brown brings to the public a music store modern in all its appointments, a handsome three-story building.

The store directory lists the basement as a bargain department. First floor, sheet music, musical merchandise, player rolls, Victor record department and office; second, reproducing grand piano parlor, Gulbransen, registering piano department and grand piano parlor; third, Victrola parlors, upright and player piano department, reproducing roll department, stool and bench department, radio department and mechanical adjusting room.

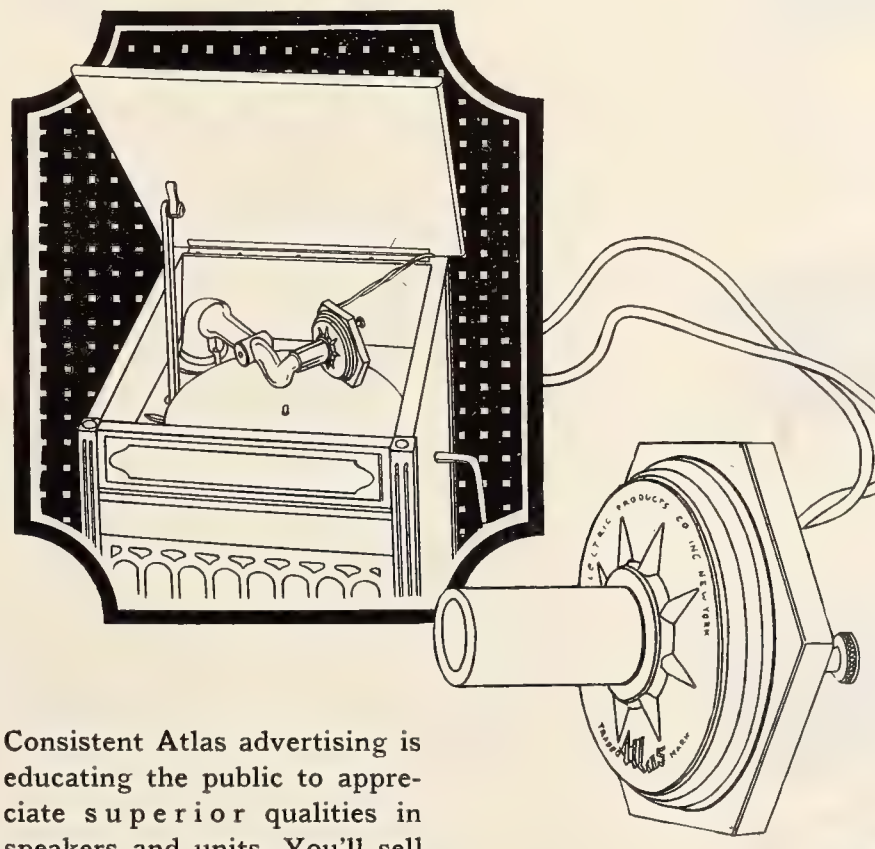
Give Records as Souvenirs

The Brunswick records were given much favorable publicity recently when Ray Miller and His Orchestra, exclusive Brunswick artists, presented a Brunswick record to every lady present at a matinee at the Arcadia ballroom, New York's elaborate dancing palace. The record was enclosed in a special envelope bearing a picture of Mr. Miller and was inscribed "Compliments of Ray Miller and His Arcadia Orchestra."



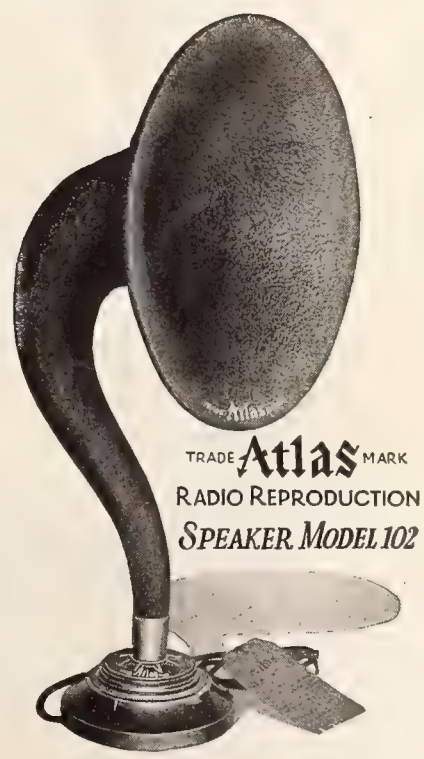
Atlas
TRADE MARK
RADIO REPRODUCTION
SPEAKER

The finest radio set, properly installed, perfectly tuned, is merely dead, lifeless metal by itself. An instrument to convert magnetic waves into sound waves must be added—then radio becomes a living, speaking thing. The Atlas Speaker is that instrument; it gives balanced Atlas Radio Reproduction.



The Atlas unit Attachment couplings are provided to fit any standard make of phonograph.

Consistent Atlas advertising is educating the public to appreciate superior qualities in speakers and units. You'll sell complete sets faster when you equip them with Atlas Radio Reproduction!



The famous Atlas Speaker, with non-magnetic Bakelite base.

Multiple Electric Products Co., Inc.
Department O.
365 Ogden Street, NEWARK, N. J.
New York, Boston, Philadelphia, Baltimore, Pittsburgh, Detroit, Chicago, St. Louis and Rialto Bldg., San Francisco.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Below are shown just a few of the Sonora period models for Fall. Of highest quality throughout, and priced moderately, these models represent splendid values and are exceptionally salable. Handling the Sonora line will be your best assurance of a profitable Fall Season. Why not get in touch with us to-day?

Saginaw
$100

Marquette
$125

Serenade
$150

Argyle
$235

Queen Anne
$250

Sonora Phonograph Co., Inc.
New York City

Export and Canadian Distributors
C. A. RICHARDS, INC.
New York City

San Francisco Retailers Interested in Preparations for Annual Music Week

Effective Tie-ups With Visiting Artists and Holiday Campaigns Stimulating Business—Portable Demand Continues—Planning Broadcasting Station—Other Trade Activities of Month

SAN FRANCISCO, CAL., December 12.—This city's fifth annual Music Week will be held May 17-23, 1925, at the same time as National Music Week. It will be under the auspices of the City and County of San Francisco and the San Francisco Community Service Recreation League. The Music Memory contest for school children will be a feature of Music Week. Forty thousand copies of the prospectus announcing the Music Memory Contest have been sent to the public schools and 8,000 copies to the parochial schools. Preparations for the contest started in November and will continue for the next six months. The forty compositions in the contest can be secured in the form of talking machine records, sheet music or music rolls. The record numbers of the various selections were given in the prospectus.

In speaking of the part the talking machine dealer plays in aiding the contest, the prospectus reads: "If you have a Victrola, player-piano, piano or phonograph, play these selections—if you can't play, have your friends play them. Any music store downtown, or in the neighborhood, will be glad to play them for you without obligation to purchase."

Prizes and school trophies are being offered for the successful competitors. A Victrola and thirty records will go to the school team making the best score.

Planning Powerful Radio Station

In the very near future this section will have one of the most powerful broadcasting stations in the world, operating at 1,500 watts, under the new experimental license for super stations. The station will be connected with the General Electric Co., Oakland, and will be known as "KGO." The station will have a maximum of 5,000 watt power.

Heavy Outing Demand

Walter S. Gray & Co., local representatives of the Outing Talking Machine Co., state that the demand for the Outing portables is very heavy in this territory all year around, but that at the present time the holiday trade has materially increased the weekly sale of Outings of all models. The Outing senior model is particularly popular, as its musical qualities have made a wide appeal to the buying public. This company has been distributing Outings for more than three years, and Mr. Gray recently stated that he expects to handle the product for a good many more "three years."

Effective Artists' Tie-up

Two concerts were given recently by the talking machine department of the Emporium, of which Charles Mauzy is manager. Some of the leading vocalists of the "Blossom Time" company sang in the assembly hall, with an audience of 750 at each performance. The concerts were to feature the records of the singers, and the increase in record sales was apparent immediately.

Wiley B. Allen Co. Broadcasts

A successful concert was recently broadcast from KPO station by the Wiley B. Allen Co. Several members of the store's organization entertained, as did several local artists. Radio fans in this section look forward to the Wiley B. Allen concerts, especially those who appreciate good music.

Radio was given a great boost by the broadcasting of the California-Stanford football game on Thanksgiving. Every move was broadcast, and the radio listeners could visualize the game much better than many in actual attendance.

Holiday Advertising Now Mapped Out

For months past Neill C. Wilson, head of the advertising department of Sherman, Clay & Co., and his assistants have been mapping out the Christmas Victor advertising campaign. It was launched during the first week of December. Prior to this the advertising of Sherman, Clay & Co. had given much space to "Seven Features of Victor Service," together with a timely reminder, "Christmas Is One Day Nearer." The big campaign includes four-page art sections in nineteen papers of the Pacific Coast. The first page is given entirely to a beautiful picture, drawn especially for the campaign, showing the family having a Victor Christmas. The second and third pages show, with cuts, the Sherman, Clay & Co. Victor lines, and the fourth page consists of Victor factory advertising. The keynote of this big campaign is to "Make This a Musical Christmas."

Music Advertising on Sporting Page

The Thanksgiving football game between the University of California and Stanford University saw nearly eighty thousand enthusiasts seated at the Stadium. Seventy thousand applications for tickets had been rejected days before on account of lack of space to accommodate everyone. However, the public was allowed to see the game from the adjoining hills. Such a live subject as the game was too good for Neill C. Wilson to let slip, and on the day of the game the sporting page of the daily newspapers in the Bay region carried Sherman, Clay & Co. advertisements. Mr. Wilson said that he figured thousands of boys and young men would read the sporting pages that day, so he composed the advertisement for them—a picture of the football field and men in a scrimmage; a reminder: "He-men like these usually know how to play some musical instrument," and a list of seven men on the Stanford team and thirteen of the California football squad, including the assistant coach, who can and do play instruments. Each man's favorite instrument was given, followed by a suggestion that at Sherman, Clay & Co.'s stores there were young men who know musical instruments and will freely and frankly discuss them with callers.

Opens Radio Department

WILKES-BARRE, PA., December 6.—A new phonograph and radio department has been opened in MacWilliam's store here, and is under the direction of Bill Williams. The Brunswick phonograph and Brunswick-Radiola are featured prominently in the spacious showrooms on the second floor of the store. Mr. Williams has a wide musical following in this city, due to his singing activities, and is attracting large numbers of his friends to the new music department.

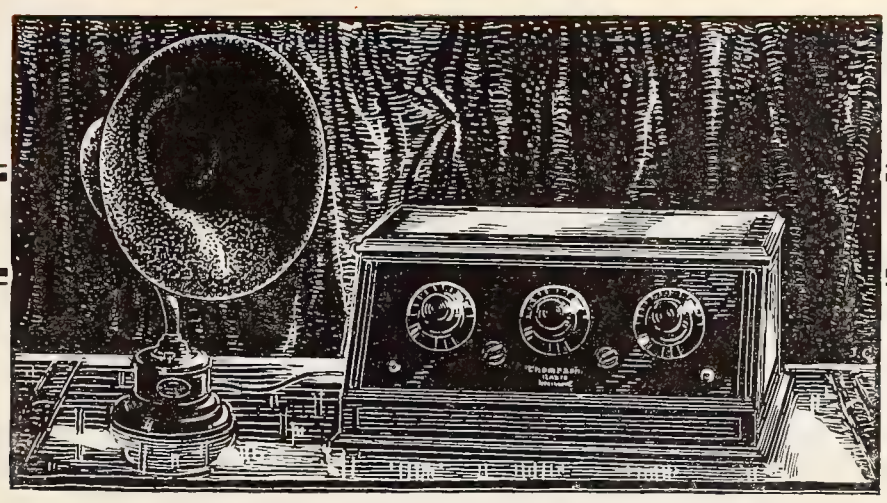
A branch of the Charles Emdee Music Store, of Catskill, N. Y., has been opened at 107 Main street, Philmont, N. Y.

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years Have Proved Outing Portables Are the Best

Walter S. Gray & Co.
1054 Mission St. San Francisco, Cal.
Los Angeles, Portland, Seattle Outing Distributor

Building Prestige For Thompson Dealers



THOMPSON RADIO NEUTRODYNE

The Thompson Organization and Experience

The Thompson Organization has a background of fifteen years' experience in the manufacture and distribution of radio products.

Its outstanding contributions to the development of radio have received broad recognition, and have earned for the company an enviable reputation over the entire world for skill, quality and reliability.

The United States and foreign governments have often relied on the Thompson Organization to design, develop and produce army, navy and commercial apparatus of the most intricate and exacting character.

The Thompson Organization's past indicates that it should be capable of keeping abreast of the future developments of the radio industry in the matter of improvements of a progressive and permanent nature. It is conscious of the deep responsibility it bears to its distributing and Dealer Organization in this respect.

The Thompson Policy on Quality

The Thompson Organization is dedicated to a permanent policy on quality product, available to the public at attractive prices and backed by Distributor and Dealer service. It believes that any temporary success at the expense of quality is foolhardy and poor policy. It is determined to place in the hands of the public only such merchandise as will be a continued source of pride and a permanent investment for the user. Consequently it is determined to provide only products of correct design, attractive appearance and satisfactory performance; ignoring the fleeting novelty, but adhering to all that is sound and fundamental in manufacture and distribution of radio apparatus.

Rigid manufacturing specifications call for products which will merit the user's enthusiastic recommendation to his neighbors and friends.

The Thompson Position in the Radio Patent Situation

The R. E. Thompson Manufacturing Co. is the only company in the radio industry that has both a Hazeltine Neutrodyne license and an Armstrong Regenerative license, and that can combine, when required, the best features of both.

The Thompson licenses, under the Armstrong Regenerative Patents and the Hazeltine Neutrodyne Patents, afford a bulwark of protection to its Distributors and Dealers, not duplicated by any other manufacturer. Practically all satisfactory types of Radio Sets, it is contended by the Patentees, fall under one or the other of these fundamental inventions. The R. E. Thompson Manufacturing Co. has non-cancellable licenses under both patents.

The subject may be of only small interest today, to Distributors and Dealers generally, but business men of vision who plan, work and build for the future, clearly realize that large financial interests in the past have never shown a disposition to let pirates walk away with patented ideas and principles of merit. Consequently, they place their efforts back of only those products whose future is safeguarded.

Thompson's position in the patent situation being amply protected assures Thompson Distributors and Dealers that a business built upon Thompson Products will continue and not be subject to interference or sudden interruption.

List Prices

Thompson Neutrodyne 5- and 6-tube Radio Receiving Sets range in list price from $125 to $180. Thompson Speaker is now listed at $28.

Write to us for the name and address of the Thompson Distributor in your locality

R. E. THOMPSON MANUFACTURING CO.

30 CHURCH STREET, NEW YORK, N. Y.

"Experience Is the Vital Factor in Excellence"

Satisfactory Business Enjoyed in the Salt Lake Field as Holidays Approach

Dealers Report Sales Gains—Combination Phonographs and Radio Especially in Demand—Prospects for Good Pre-Holiday Sales Volumes Excellent—Williams Co. Moves—The News

SALT LAKE CITY, UTAH, December 7.—The talking machine business here is in good shape. There is nothing in the nature of a boom, though gains are being made over previous years in some cases. The companies putting out the combination talking machine and radio equipment are doing well. Manager Spratt, of the Brunswick Co., said the demand was excellent for the Radiola. Fred A. Bain, in charge of the wholesale department of the John Elliot Clark Co., Victor distributor, said their own combination instrument was arousing much interest on the part of dealers. Mr. Bain had just returned from Butte, Mont., when interviewed. He said prospects for business looked bright in that section. The Clark Co. has a branch establishment there. Mr. Bain reported calls for machines from many smaller dealers. He said the early part of December last year saw quite a lull in the phonograph business, and he was wondering what was going to happen this year. Everyone is looking for a good Christmas business. The record business at this time is normal, according to Mr. Bain. Mr. Spratt, of the Brunswick Co., had just returned from an Intermountain trip with R. H. Perry, traveling representative of the company, whom he left in the field. He said business was good in Nevada.

The industrial situation is satisfactory. The metal mining and smelting industry is beginning to show signs of increased activity. Metal mining and smelting is one of the most important industries in the State to-day, and when it is looking up business is generally good here. Had the crops been as heavy this year as last, the Winter of 1924-5 would have been one of the best in Utah, from a business standpoint, in many years. As it is, things are about normal. There is no unemployment in essential industries and men are getting good wages in most instances.

The Williams Music Co., of Ogden, has moved from 215 Washington avenue to a much better store, as well as a much better location, at 2348 on the same street.

The Ogden store of the Glen Bros.-Roberts Piano Co. has, according to Thomas J. Holland, sales manager and director, found its plan of sending out students to canvass for records in the residential districts of the city a worthwhile scheme. The boys work on commission and get special compensation when they get a prospect for a phonograph that is sold. An experienced salesman follows up these prospects, he said. Mr. Holland said so far they have not been successful with girls as solicitors. He did not know whether they lacked the courage or whether it was just an unwillingness to do the work that made them not take kindly to it.

The employes of the Consolidated Music Co. had a wonderful time the other night at the store. The store orchestra played music for the dancing. A new set of officers was chosen for the employes' committee. Sales Manager C. V. Ridges was made chairman; Leo Vaughn, vice-chairman; Miss Lia Bean, treasurer; Miss Irene Fisher, secretary, and Miss May Peterson, member of the committee.

MURDOCK NEUTRODYNE

$100 *with built-in Loudspeaker*

THE Murdock Five Tube Neutrodyne is the outstanding 1925 model receiving set. You will be impressed by the beautiful tone quality and the rich cabinet design. There is space in the cabinet for B batteries. The only accessories necessary are batteries and tubes. A "Murdock" set is backed by our 20 years of successful experience in making radio apparatus, and by our advertising which is appearing in leading newspapers and radio magazines.

WM. J. MURDOCK COMPANY
417 Washington Ave. Chelsea, Mass.
Branch Offices:
NEW YORK WASHINGTON CHICAGO
LOS ANGELES SAN FRANCISCO SEATTLE

MURDOCK RADIO PRODUCTS
Standard since 1904

Musical Instrument Sales Co. Sends Out Peppy Bulletin

The Musical Instrument Sales Co., New York, recently sent to its dealers a bulletin couched in terse, pithy language, reviewing the general business situation and outlining many reasons for optimism on the part of business men. The letter follows:

"IMPORTANT
IMPORTANT
IMPORTANT
IMPORTANT

to every 'Thinking' Victor Dealer.

Things are on the BOOM! STOCKS are rising. The financial curve is plotting an upward trend. Business *IS* getting better—and—

If you don't find it so now—YOU WILL LATER. There's no doubt about it. Things are humming down on WALL STREET—the financial barometer of the world. Coal mines are busy, the steel industries are working ninety-four per cent to capacity. Everybody is rarin to go—

HAVE YOU CAUGHT THE SPIRIT? Are you following the trend? Are you susceptible to an increased business contagion? It's going to be a cinch to sell soon BUT—YOU'VE GOT TO TELL YOUR MARKET WHAT YOU HAVE TO SELL.

C'mon now—put your VICTOR PRODUCTS to the FRONT—front of your windows—front of your store and FRONT OF YOUR MIND.

REMEMBER
The gross on VICTOR PRODUCTS
The *absence* of SERVICE EXPENSE
The NET PROFIT attainable.

Will you let the best VICTOR MONTH OF THE YEAR go past without showing the most satisfactory and satisfying merchandise in the world

or

will you display it BIG between now and CHRISTMAS and make the profits—NET—that you have always enjoyed."

Houck Opens New Store

MEMPHIS, TENN., December 6.—A second local store has been opened by the O. K. Houck Piano Co., at 1296 Madison avenue, for the convenience of residents living in this section of the city. W. W. Wade, who has been connected with the South Main street store for the past ten years, has been made manager of the new branch, which will handle the same lines of pianos, phonographs and accessories. The new establishment will hold to the tradition of one price and no commissions, which has distinguished the O. K. Houck house in all its branches.

The GREBE SYNCHROPHASE

TRADE MARK

"By many words wit is exhausted."
—Lao Tzu

The Synchrophase needs no extravagant claims.

Doctor Wu

A BROADCAST Receiver that marks a step forward in radio design which will stand as a challenge to the industry for a long time to come. Its surpassing craftsmanship is equalled only by its easy, dependable operation.

Greater sensitivity has been gained through two stages of *Balanced* tuned radio frequency—the result of many months of intensive research by the Grebe engineering staff. Extreme selectivity has been obtained by the use of Binocular coils.

The settings for the various broadcast stations are equally spaced over the dials. This is accomplished by S-L-F (straight line frequency) condensers.

A new type of volume control gives an unbroken range of six variations of audio amplification.

Wise jobbers and dealers everywhere are cashing in on the Synchrophase. Write us for particulars.

Synchrophase Secrets—
No. 1 The "Binocular" Coil

A truly fieldless coil with which the detector and radio stages are tuned. Unaffected by impulses from undesired local stations, its use is a tremendous factor in the success of the Synchrophase.

A. H. GREBE & COMPANY, INC.
Van Wyck Blvd., Richmond Hill, N.Y.
Western Branch: 443 So. San Pedro St., Los Angeles, Cal.

This Company owns and operates Station WAHG.

GREBE RADIO
TRADE MARK
REG. U. S. PAT. OFF.

All Grebe apparatus is covered by patents granted and pending.

Pre-Holiday Campaigns Create Scenes of Busy Activity in Twin Cities Stores

Trade Determined to Make Most of Christmas Buying Period to Swell Sales Volumes—Many Dealers Expand Stock by Adding New Lines—Radio Shows Hold Center of Stage

MINNEAPOLIS AND ST. PAUL, MINN., December 7.—The season is a busy one for phonograph folk, marked, as it is, by pre-holiday preparation, as well as by the opening of important new city accounts and by the radio show staged by the radio dealers of the Northwest, which closed November 29 at the West Hotel.

Cable Co. Adds Sonora

Cable Piano Co.'s Minneapolis store has added and is displaying the Sonora line in its phonograph department, of which Neil Schumacker is in charge. This is an important move for the firm, which is one of the oldest and most prominent in the cities, giving the Cable's clientele the opportunity of selection from a large stock for holiday buying. The Cable Co. took on the Sonora line the last week in November and now handles Brunswicks, Victrolas, Sonoras and Edisons, having acquired the latter line in October.

Brunswick With Foster & Waldo

Foster & Waldo have started in the Brunswick line. They featured it strongly in half-page announcements in the Minneapolis Tribune and Journal. The firm has a large Brunswick sign decorating the entire front of their building and a special window display. This is one of the strongest selling organizations in the United States and unique in its methods. Big newspaper copy, backed by the outside efforts of one of the finest retail organizations in America, has brought this big music house into the position of being the largest phonograph merchants in the Northwest. The company now sells five important phonograph lines—Sonoras, Victrolas, Cheneys, Brunswicks and Edisons, the latter also being a recent acquisition.

The Metropolitan Co. has been featuring the newly acquired Brunswick line in its advertisements. Its department has been remodeled under the direction of the new manager, John Lang, for some years with the Dayton Co.

Raudenbush Gets Lucker Edison Stock

The acquiring of the William A. Lucker Edison stock by Raudenbush & Sons December 1 is another important move in the phonograph world here. With Mr. Lucker retiring from the phonograph business, the Raudenbush people opened a St. Paul music store in the building occupied by Mr. Lucker, 393 St. Peter street. F. H. Raudenbush is in charge of the store. The phonograph selling force, headed by Mr. Camp, has been kept intact. The Raudenbush firm closed its music store at 410 St. Peter street in June, and since then has been without a location. The former Lucker store is a familiar one to the firm, however, Raudenbush's having occupied it for some years up to 1912.

Adds Brunswick

The Brunswick line has been added by the Luger Furniture Co., for many years a big dealer in Fargo, N. D. It is doing special display on Brunswick goods, handling both Brunswick phonographs and Radiolas. O. Young, of Grand Forks, N. D., has added both Brunswick phonographs and Brunswick-Radiolas to his present Victor line.

Sonora Featured by Hartman's

The Sonora line has been largely displayed in the windows of the newly remodeled Hartman Furniture Co., a branch of one of the largest furniture companies in the country, which is an exclusive Sonora dealer in Minneapolis.

Wide Interest in Radio Shows

The big phonograph jobbers here had booths at the Radio Show in Minneapolis, including the George C. Beckwith Co., the Minneapolis Drug Co., the Brunswick-Balke-Collender Co. and the Lawrence H. Lucker Sales Co., as well as strictly radio dealers. Following, as it did, on the heels of the Chicago Radio Show, which was conducted from November 18 to 23, many phonograph and radio men came back imbued with enthusiasm and ideas for the show here. Among the men who went to Chicago for the event were John E. Date, of Doerr-Andrews & Doerr, Sonora jobbers; Charles C. Bennett, of Beckwith's; Lawrence H. Lucker and A. L. Toepel, of the Lucker Co., Edison jobber.

Visitors to the Northwest show were all provided with a Victor bag for carrying their show literature, distributed at the door by a pantalooned young woman representing the Beckwith Co. and advertising "radio with a Victor." Beckwith's booth, in charge of Fred Strom and Bob Coleman, displayed well-known radio lines, including the Thompson and Freed-Eisemann neutrodyne, Federal and Paragon sets. According to Mr. Strom, most of the visitors were retail prospects. Dealers were making inquiries as well.

The Zenith line and the Sonora Model 242, combined with the Ware three-tube reflex neutrodyne, were important parts of the exhibit of the Minneapolis Drug Co. (Doerr-Andrews & Doerr), of which John E. Date was in charge. The firm is exclusive Northwest distributor for the Zenith Radio Corp., and in addition to showing the wares of this manufacturer the booth contained Garod neutrodyne receivers, Crosleys, a full line of batteries and accessories, as well as the popular Sonora loud speaker. Doerr-Andrews & Doerr are selling hundreds of these loud speakers, and quite despair of being able to supply the demand.

E. J. Jordan, special representative for the Zenith people, and J. Taral, radio engineer, are in Minneapolis at the Minneapolis Drug Co. for a time.

Brunswick-Radiolas occupied a prominent booth conducted by the Brunswick Co., as well as being a feature of the display of the L. S. Donaldson Co. H. L. Davies, interviewed at the show, reports the most profound interest in these beautiful instruments. Murray Kirschbaum, phonograph manager at Donaldson's, put in much time explaining Radiola advantages.

Ware and DeForest sets were shown in the Lucker booth, of particular interest being the Ware type T, the demand for which exceeds the supply.

Good Outing Business Continues

The Edward G. Hoch Co. is displaying the complete Outing portable "Line of Nine" in its showroom and altogether reports a very satisfactory pre-Christmas business and predicts that Outing sales will continue to increase all Winter. The heather green leatherette model is finding considerable favor in this territory.

All Lines in Demand

C. C. Hicks, Victor representative in the Northwest, who was at the Minneapolis office after coming from St. Louis, finds business good, with records going very well. Not only are dance numbers going particularly well, but there is a surprisingly big demand for Red Seal records and standard numbers.

Lucker's storerooms are stuffed with an alarming amount of Edison-filled packing cases. The firm is just moving five carloads of phonographs, which will be exhausted by February.

"Doc" O'Neill, of the Brunswick branch, says: "Brunswick phonographs and Radiolas are going big through the entire Northwest."

Many Trade Visitors

Out-of-town dealers have been making November a visiting month in the Twin Cities, many of them preparing their holiday stocks. Visitors at Beckwith's have included Mr. Larson, of Thief River Falls; John Alden, of Hibbing; Paul Gregg, of Menomonie, Wis.; Bill Hart, of Winona; Bill Weber, St. Cloud; "Judge" Hershey, Willmar, and C. O. Querna, Madison, Minn.

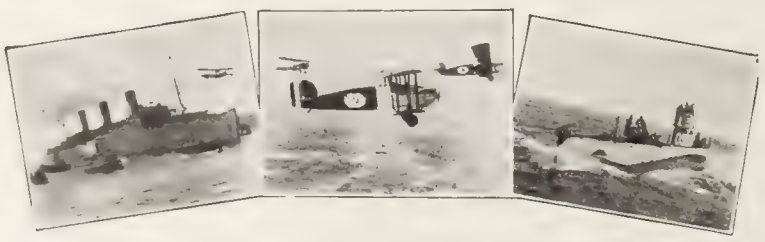
'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years Have Proved Outing Portables Are the Best

Edward G. Hoch Co.
27 No. 4th St. Minneapolis, Minn.
Outing Distributor

The Adventures of

BURGESS
RADIO BATTERIES



They're in the Wireless Room of the Leviathan — *The World Flyers Carried Burgess* — *Standard Equipment of United States Submarines*

Underwood & Underwood Photos

Remarkable are the adventures of Burgess Radio Batteries. And where there's danger—upon, above, or below the earth, sky and sea, will be found Burgess Batteries—laboratory products.

"ASK ANY RADIO ENGINEER"

Write to 265 Burgess Engineering Building, Madison, Wisconsin, for the Burgess Radio Compass. It is amusing, unusual and useful.

BURGESS BATTERY COMPANY
Engineers DRY BATTERIES Manufacturers
Flashlight - Radio - Ignition - Telephone
General Sales Office: Harris Trust Bldg., Chicago
Laboratories and Works: Madison, Wis.
IN CANADA: Niagara Falls and Winnipeg

JONES-BEACH

The Jones-Beach Buildings

We have the facilities and are prepared to render the maximum of service to the talking machine retailer in his radio merchandising.

The Jones-Beach building shown herewith provides 30,000 square feet of floor space to carry stock. This allows the immediate filling of your orders. Seven trunk lines on the Bell and Keystone systems bring our facilities within your immediate reach.

THROUGH constant touch with the leading manufacturers we are aware of all new developments in the radio field and are always on the alert to find and distribute such merchandise that comes within the Jones-Beach standard of quality. Jones-Beach service is helping many dealers to build a successful and substantial radio department. We would like to demonstrate this service to you.

We are wholesale distributors for such nationally known lines as

Radio Corp. of America
Atwater Kent Mfg. Co.
Fada Neutrodyne

JONES-BEACH & CO.

Wholesale Distributors of Radio Products

Jones-Beach Bldg. **307-13 N. 7th St.**

PHILADELPHIA

Year-Round Sales Value of Outing Shown by Demand

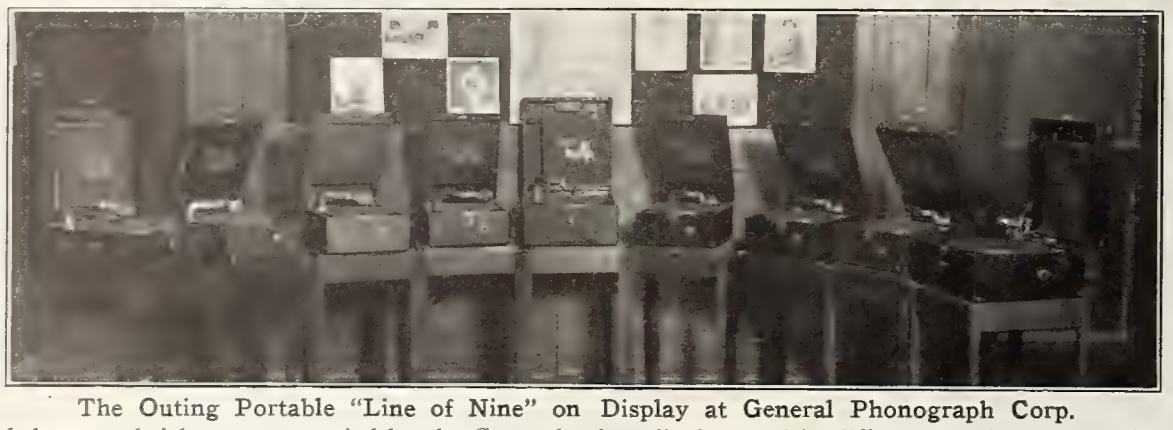
New York Distributing Division of General Phonograph Corp. Finds Continued Demand for Outing Portable Instruments

Consistent sales effort on the part of the sales force of the New York distributing division of the General Phonograph Corp., 15 West Eighteenth street, New York, has resulted in the unprecedented popularity of Outing portable talking machines with the dealers supplied by this wholesaler. This line has at all times been one of the most brisk movers carried by the General Phonograph distributing division and during the Summer months Outing portables enjoyed a volume of sales hitherto unsurpassed.

Norman Smith, manager of the distributing division, felt that with the experience of the Summer months to go by it would be an easy matter to incite the dealers to even greater efforts and he began an educational program in which he was ably assisted by his outside force. Some dealers erroneously reasoned that the portable was a seasonal article of merchandise and that its popularity would wane with the coming of the Fall and Winter months. These dealers allowed their stocks of machines to become low and the fallacy of their reasoning was proved when the demand for the instruments continued and telephone orders to the wholesaler for immediate shipments of Outings became common.

The sales totals for each month show a material increase over the previous month and Mr. Smith feels certain that the next few months will show even greater increases. The accompanying illustration shows the full "Line of Nine" Outing portables on display at the offices of the distributing division of the General Phonograph Co., and an identical display is being featured in the windows of the West End Music Shop, of Bridgeport, Conn.

Many other Outing dealers are showing similar displays with different styles of window dressings, and where lack of window space does not allow of an effective display of the full line of nine, several of the models are attractively presented in harmonious settings.



The Outing Portable "Line of Nine" on Display at General Phonograph Corp.

Meiser Branch in Sunbury, Pa.

SUNBURY, PA., December 7.—A branch of the Meiser Music House, of Northumberland, has been opened here in the Third street side of the Sclavos Building. George L. Weirick, formerly a representative of Charles M. Stieff, Inc., has been appointed manager of the local store. Pianos, Victrolas, radio and small goods will be handled.

Freed-Eisemann Publicity Aid to Dealers in Selling

Campaign Is National in Scope—Dealer Helps of High Caliber Included

In order to satisfy the public demand for the latest information on radio developments, the Freed-Eisemann Radio Corp., Brooklyn, N. Y., is following a definite policy of publicity that is certain to make many new friends for radio, and so help the dealer in selling to the ultimate consumer. An elaborate advertising campaign has been laid out, which includes pages and double pages in the Saturday Evening Post, pages in leading quality magazines, pages in radio publications, in the talking machine trade organs and in other trade papers. Backing up this campaign is a schedule of activities, along the lines of dealer helps, including the issuance of booklets relating to selling problems and describing the means of obtaining the best results with Freed-Eisemann receivers.

A news bureau has been formed, the aim of which is to keep the public informed of the part Freed-Eisemann receivers are playing in supplying entertainment, and where practicable the news items will be linked up with current events.

Eagle Co. Co-operation

Daniel O. Friend, special representative of the Eagle Radio Co., 16 Boyden Place, Newark, N. J., is spending some time with Korsmeyer, of Lincoln, Neb. This firm is distributor for the Eagle balance neutrodyne receiver and Mr. Friend is assisting the radio department in public demonstrations. According to the sales department of the Korsmeyer company, the Eagle set is being widely distributed by music dealers throughout the West, and a number of exhibitions and displays in which Eagle retailers are taking part are being held.

The reasons why—

DOMINO RECORDS

are the leaders at

35¢

Early releases of the latest and biggest hits.

Recordings by foremost artists and most popular orchestras.

A price that assures quick turnover with a handsome margin of profit.

Mr. Dealer: A cracker-jack DOMINO Sales Boosting Advertising Service is yours for the mere asking. This service consists of all necessary mats, cuts, hangers, catalogs, etc.

DOMINO RECORD CO., 22 W. 20th St., New York

Sell it

to dwellers in crowded apartments

to clubs

to business girls who room out

to schools

Swanson Jr. Portable Opens the Way to Those Extra Sales

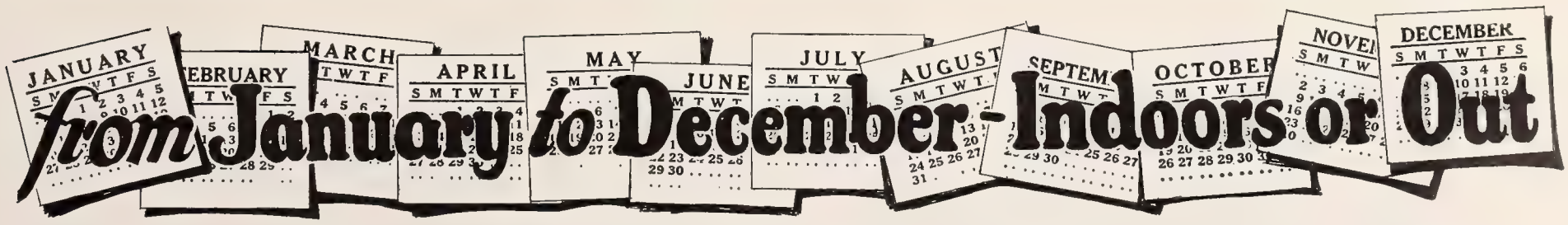
Distributors of the Swanson Jr. Portable

Chicago: Lyon & Healy, Wabash Ave. and Jackson Blvd.; Cheney Talking Machine Co., 24 N. Wabash Ave.; Consolidated Talking Machine Co., 227-229 W. Washington St.
New York City.....General Phonograph Corp., 15 W. 18th St.
Buffalo.....Wm. A. Carroll, 803 Bramson Bldg.
Cleveland.....Record Sales Co., 1965 E. 66th St.
Detroit.....Consolidated Talking Machine Co., 2957 Gratiot Ave.
Cincinnati.....Columbia Distributors, Inc., 224 W. 4th St.
St. Louis.....Artophone Corp., 1103 Olive St.
Kansas City.....Artophone Corp., 804 Grand Ave.
Minneapolis.....Consolidated Talking Machine Co., 1121 Nicollet Ave.
Portland, Ore......L. D. Heater, 357 Ankeny St.
New Orleans.....Junius Hart Piano House, 123 Carondelet St.
Richmond, Va......Richmond Hardware Co., 101 S. 14th St.
Atlanta.....A. J. Wismer, 218 Barnett St.

to 4 new prospects for every one who buys a cabinet machine

$25.00 List (IN FAR WEST $27.50)

Some exclusive territory still oper for reliable jobbers. Write or wire.



from January to December—Indoors or Out

Consolidated Talking Machine Co.

227-229 West Washington St. **Chicago, Illinois**

Cleveland Retailers Complete Plans for Extensive Drives to Secure Holiday Sales

Advertising to Feature Campaigns—Special Drives on Victrola Model 400—L. Meier & Sons Celebrate Anniversary—New Lines Added by Many Dealers in Holiday Preparations

CLEVELAND, O., December 8.—Individually and collectively, the members of the talking machine trade in this territory have completed plans for bringing in the belated Christmas business. In this connection some notable advances in publicity methods have been developed, all of which must have a significant influence upon the buying public. Present indications are that the usually normal holiday business will be closed between now and the evening of December 24.

Dealers Tie Up With Victrola 400 Week

An example of the tendency for closer co-operation of the retailer with jobber and manufacturer is supplied in the virtually 100 per cent representation by dealers in this district in the Victrola 400 Week, sponsored by the Victor factory and supported with national publicity, and detailed for retailers by the Cleveland Talking Machine Co., distributor in this territory. A notable example was the creation of several windows, prominent displays of this instrument and local advertising supplementing the national publicity by Dan E. Baumbaugh, manager of the May Co.'s talking machine department. This instrument was shown three ways—as a straight Victrola, Victrola adaptable to radio, and Victrola complete with radio. Those familiar with the premium at which department store window space is held, and the keen desire of department heads to obtain some of it, will recognize this achievement. Other dealers were equally enthusiastic in their support of this movement.

Special Display Brings Business

Another Baumbaugh exploit that indicates the tendency for close tie-up with local activities was seen at the May Co. talking machine department in the special Whiteman display of

Baumbaugh's Whiteman Display

Victrolas and records and pictures of the orchestra in action. This display influenced considerable new business, according to Mr. Baumbaugh, and has inspired the creation of three similar displays, which will be permanent in this establishment, these to feature Victor machines and records, Sonora instruments and Vocalion records, and Brunswick phonographs and records.

Celebrates Anniversary

In connection with individual effort to stimulate business the work of L. Meier & Sons during the last week stands out as the best attempt of its kind to date. Yearly, during November, this firm celebrates its entry into the Victrola business. Incidentally, it is the largest exclusive talking machine house in this vicinity. This year the twenty-seventh anniversary was observed. Larger crowds than ever before gathered at the store, and the names of many live prospects were secured. A good deal of publicity was obtained from the appearance of the Eight Victor Artists, which drew a large attendance at Lyceum Theatre. This marks the second time Meier & Sons have had the distinction of being the only retailers to sponsor this group's appearance in Cleveland.

Dealers Receptive to New Lines

Probably no better indication of the more receptive attitude of dealers to added lines can be offered than in the progress being made by the local Brunswick organization in establishing Brunswick with dealers heretofore without it. Opening of the Denton-Cottier-Daniels Brunswick department, in Buffalo, stands out. The opening event was arranged with the assistance of M. S. McLeod, branch manager; E. M. Scott, phonograph division manager, Cleveland, and E. F. Germain and F. L. Stewart, of the Brunswick Buffalo offices. These and others were guests of President Daniels at luncheon at the Buffalo Athletic Club, where principles of Brunswick sales promotion work were adopted.

A similar event for Cleveland is promised with the opening of the Brunswick department of the Muehlhauser Bros. Piano Co., in Cleveland. Here also one of the several private rooms in the Muehlhauser establishment will be remodeled for a demonstration and display room, and the opening will be marked with a big Brunswick drive.

L. Meier & Sons also are preparing for the establishment of a radio department, and here the combination Victor-radio instrument will be featured. It is the belief of Louis Meier, head of this firm, that the people want both talking machine and radio, and that the combination cabinet supplies this want. Many different types of radio will be demonstrated in the new Meier department, and all will be adaptable to the Victor combination cabinet.

Local Orchestra to Record

Under the direction of the Ohio Musical Sales Co., Sonora and Vocalion record distributor, another series of records will be made by the Austin Wylie Orchestra, of Cleveland. Popularity of this orchestra and its original recordings prompts this move. In connection with the second recording effort, another week's en-

(*Continued on page* 84)

5 Novel features

make this the Radio Horn you can sell easily

CHARMITONE
LOUD SINGER

A Musical Instrument for the Radio

is rapidly becoming the favored instrument of enthusiasts, due to its remarkable musical performance, its patented mechanical features which assure ease of operation, and its beautiful appearance. It is a sure money-maker for any Radio Department.

One-piece horn, sparkling, dark gray Crystalline finish; silver plated metal parts. Perfect workmanship in every detail.

Model J-10 shown above.

Model H-8, with straight horn, complete $18.50

Extra Stethoscopes, complete, each 1.50

1—TWO-IN-ONE-ACTION: tuning and amplifying off the same master phone in base of horn.

2—NO HEAD PHONES NEEDED: Supersensitive Stethoscope Attachment eliminates necessity for head phones.

3—EASY TO OPERATE: tuning is done with Stethoscope in ears, then one turn on lever cuts out Stethoscope and operates horn. No plugging in and out of radio set.

4—ANY NUMBER STETHOSCOPES may be used for listening without extra drain on batteries or loss of volume.

5—ADJUSTABLE VOLUME CONTROL: same lever controls volume, from soft to loud, in both Stethoscope and horn.

If your Jobber does not handle CHARMITONE, write us for Dealers' terms

DUAL LOUD SPEAKER CO.

210 West 54th Street **New York City**

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years Have Proved Outing Portables Are the Best

Ohio Musical Sales Co.
1747 Chester Ave. Cleveland, O.
Outing Distributor

Cleveland Trade Activities

(*Continued from page* 83)

gagement at the local Keith Theatre will be arranged and another tour of Ohio is planned. Meanwhile this orchestra has made several auspicious appearances in connection with trade activities, one being at the May Co. talking machine department, which served to stimulate record and machine sales, the other at the December meeting of members of the music trade at the Hotel Cleveland.

O. F. Jester in New Post

S. S. Larmon, manager of the Cleveland Columbia branch, announces the appointment of Oden F. Jester as representative of this office at Detroit. Mr. Jester formerly was with Brunswick in Philadelphia and with Columbia in Baltimore.

J. M. Ervin Royal Representative

J. M. Ervin, well known in this territory as special representative of Sonora in this district and in other capacities, has been appointed district representative of the Royal Lines, with headquarters and warehouse facilities in Cleveland. Mr. Ervin recently returned from South America, where he acquired new ideas on business conditions and merchandising.

In New Post

F. J. P. Haske has been appointed Cleveland and northern Ohio representative of the French Battery & Carbon Co., Madison, Wis.

Dealers in Theatre Party

Brunswick dealers took advantage of the theatre party arranged by M. S. McLeod and E. M. Scott, of the local Brunswick organization, which marked the opening of the week's engagement for Al Jolson in Cleveland. More than 100 attended on November 30. Material helpful for dealers to cash in on the noted comedian's appearance was prepared, and Al himself proved once more he is the life of the party and thereby pepped up the dealers to renewed activity in selling his records.

Most Dealers Handling Outing

The Ohio Musical Sales Co. started selling Outings last Spring, right after it took over the territory formerly covered by the C. L. Marshall Co. It finds practically every dealer in the territory has been selling Outings for two or three years, and most of them have profited extensively through increased sales volume.

Masterworks Records Popular

New Fine Art Series of Musical Masterworks records have been received at the Columbia Co. here, and the initial shipment was pretty well absorbed the week after it arrived. These numbers, all instrumental, are made abroad by leading orchestras and bands. Their merit, explains S. S. Larmon, branch manager, is contained in the finer quality of materials used in pressing the records. This eliminates almost entirely surface noises. The appeal to the buying public has been almost instantaneous. Robert Thalmayer, Columbia recording expert at Vienna, is expected in Cleveland some time this month on his tour of the country, and he will add more sales value to these records from his previous experiences with them.

Buescher Co. to Expand

Simultaneously with the appointment of Norman H. Cook to the organization of the Buescher Co., oldest phonograph retail establishment in town, plans for the expansion of this firm's business are being made by I. H. Buescher, head of the company. Radio will be featured as a musical essential, and stress will be laid upon the value of the combination phonograph-radio cabinets. Mr. Cook, who recently joined the organization, formerly was with the Eclipse retail division, and is noted for developing the phonograph department of the Hallé Bros. Co., exclusive department store.

New Federal Fool-Proof Receiver Is Announced

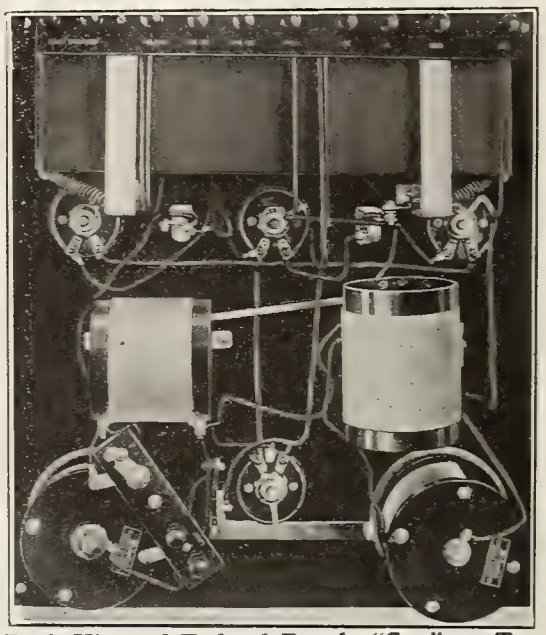
New Federal Type 417 Panel Receiver Designed for Use With Several Models of Victrolas, Has All Delicate Parts Enclosed in "Can"

The Federal Telephone Mfg. Co. has just completed and presented to the trade a new panel receiver, known as type 417, designed for use with Victrola models 400, 405 and 410, and embodying several new features of direct interest to the talking machine dealer who regards the service problem as a bugbear which cannot be eliminated.

The new panel includes a five-tube set with two stages of tuned radio frequency, a detector and two stages of audio frequency, all controlled by two dials, after the small control handles have been set for selectivity and antenna. Several other features recognized as standard with Federal receivers are also present in the new type, but the outstanding innovation is the enclosing of the transformers, delicate wiring and other parts in an all-metal sealed container termed a "can."

The idea of the "can" is to keep the delicate parts, after they have once been adjusted at the factory, away from the hands of the amateur "improver," and likewise protected from dust and other foreign substances. The various leads are brought out through the top of the can and in the event that the transformers or other parts give trouble, it is only necessary for the repairman to disconnect these leads, release a pair of springs and lift the entire can out. The can is then sent to the Federal factory, where the necessary repair work is done and in the meantime a new unit can be inserted in the receiver without delay.

The idea of the new arrangement is that it



Back View of Federal Panel—"Can" on Top

places the question of responsibility directly on the shoulders of the manufacturer and simplifies materially the service problem for the dealer, for the coils and condensers that are left

Front View of New Federal Panel

outside the can or casing are not usually subject to damage.

The accompanying views of the front and back of the panel give some idea of the arrangement of the parts and show how the "can" is placed directly under the lead terminals.

The White-O-Dyne Co., New York, was recently incorporated at Albany, N. Y., to manufacture radio apparatus, with a capital stock of $10,000. The incorporators are P. S. and L. S. and J. S. Lasdon.

The Capitol Radio Corp., Brooklyn, N. Y., recently increased its capital from $5,000 to $10,000.

RADIO

Combination Set Manufacturers

Are PROGRESSIVES in the talking machine field. They are looking into the future and preparing to meet a clearly forecast demand.

We have looked into the future and are prepared to meet a demand, just as clearly forecast, for quality binding posts "with Tops Which Don't Come Off." We are PROGRESSIVES in our field.

EBY posts are scientifically designed, beautifully finished and their price is right. They can be furnished either plain or engraved in twenty-five different markings.

Our COMBINATION is QUALITY and SERVICE

H. H. EBY MFG. CO., Philadelphia, Pa.

CONFIDENCE

The gain of confidence was never begotten overnight. Not a first, second or third transaction, but rather years of business relationship are the seeds that bring forth confidence in a business house.

And in looking back over the ever-widening span of years through which this organization has steadily increased its patronage—has ***continuously*** served a multitude of customers from the date of its birth—we note with pleasure the degree of confidence reposed in us—in our product and in our methods.

All of which merits an expression of resolve to even more fully promote this condition in future.

BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

370 SEVENTH AVENUE, at 31st Street, Suite 1214, NEW YORK

Selling Agents for W. H. Bagshaw Co., Factories, Lowell, Mass.

W. H. Bagshaw Co.
Export Department
44 Whitehall St., N. Y. C.
Cable Address:
"Brillneedl"

Western Distributor:
The Cole & Dunas Music Co.
430 S. Wabash Ave.,
Chicago

Canadian Distributor:
The Musical Mdse. Sales Co.
79 Wellington St., W.,
Toronto

Pacific Coast Distributors:

Munson & Rayner Corp.
926 Midway Place
Los Angeles, Cal.
San Francisco, Cal.

Walter S. Gray Co.,
926 Midway Place
Los Angeles, Cal.
1054 Mission St.
San Francisco, Cal.

REPRESENTATIVES in SYDNEY, New South Wales; MELBOURNE, BRISBANE, PERTH, Australia; WELLINGTON, New Zealand; HAVANA, Cuba; BUENOS AIRES, Argentine; SANTIAGO, Chile; BARRANQUILLA, Colombia; GENOA, Italy; DUBLIN, Ireland

Victor Co. Sends Dealers Comprehensive Sales Plan on the Music Arts Library

Special Bulletin Distributed to Victor Dealers Outlines Best Methods of Bringing These Albums of Records Before the Public in a Strong Manner and Increasing Sales

The Victor Talking Machine Co., Camden, N. J., recently sent its dealers a sales plan for marketing "The Music Arts Library of Victor Records." The sales plan is explained in detail in an eight-page bulletin, printed in colors and containing a perfect wealth of information on the best methods of bringing the album sets to the notice of the public, together with thirty suggestions on how to get results.

These suggestions are most comprehensive and overlook no medium the use of which might bring profit or prestige to the dealer. The first problem treated in the suggestions is that of the dealer advertising the product in the store. Three methods of calling the attention of customers to the album sets are explained in full. To advertise the new product outside the store, four suggestions are given. First, the mailing of a folder, which is supplied by the Victor Co., and which explains the Music Arts Library in full to those people who are interested in good music. Second, the advertising of the sets in the newspapers with a return coupon and offering to have a salesman bring the album for inspection. The third suggestion is the use of the advertisements prepared by the Victor Co., electros of which will be supplied free. The last suggestion in this group is to advertise the Library in the program of every musical event in the dealer's city. Electros of illustrations are supplied dealers and a sample advertisement has been prepared.

The important question of effectively displaying the sets in the store is next treated. Three displays are described in full. One for the showcase, in which the album is opened and an idea of the interesting reading matter concerning the composition can be gained at a glance. The second, the group of six albums, placed on a small library table with an accompanying card, reading: "An Ideal Christmas Gift." The third suggestion in this group relates to the important question of window display. Full instructions for dressing the window and building the display are given, together with an illustration.

Other means of securing the interest of customers have been prepared and include a curiosity postal card, bearing the message: "There's a key that opens the gate of memory and gives access to the heart of the world. Bring this card with you and we'll let you see it." The sending of this card is to be followed up by a telephone call to each customer. Electros for printing the postcard have been prepared by the company.

It is suggested that dealers arrange an evening concert in the store, using the records in recital. A sample invitation letter is given in the bulletin and a copy of the admission card, electros of which will be furnished dealers. These admission cards, when collected at the door, will give the dealer a line on his live prospects.

A number of sales talks to introduce the Music Arts Library to customers are given in the folder, with special talks to interest those customers who already have some of the records contained in the album, and those customers who profess no interest in anything but dance music and popular songs.

The campaign should recommend itself to every Victor dealer. Every important step in the merchandising of the album sets has been covered and the expense to the dealer is comparatively small, as folders, electros of the advertisements and gift certificates for those people who intend giving the sets as gifts are all supplied by the Victor Co. The preliminary steps were all so well thought out and planned so that the dealer can start his campaign immediately upon receipt of the folder, thus making the most of the holiday appeal.

Selectron Radio Show Exhibit Drew Crowds

More Than 100,000 Persons Viewed Display—Over 48,000 Pieces of Literature Distributed

Maximilian Weil, president of the Audak Co., the well-known manufacturer of the Selectron, attended in person the recent radio exposition held at the Grand Central Palace, New York City, for the primary purpose of holding personal interviews with radio enthusiasts and prospects for radio goods.

Mr. Weil stated that over 100,000 people viewed the exhibit and over 48,000 pieces of literature were passed out during the week of the show. In summing up his experiences at the show, Mr. Weil said:

"The visitors may be divided into three groups, those with whom radio is still a novelty —having owned a radio set a comparatively short time; those with whom radio is no longer a novelty, having had a radio set a considerable length of time, and those who own talking machines and are considering the purchase of radio."

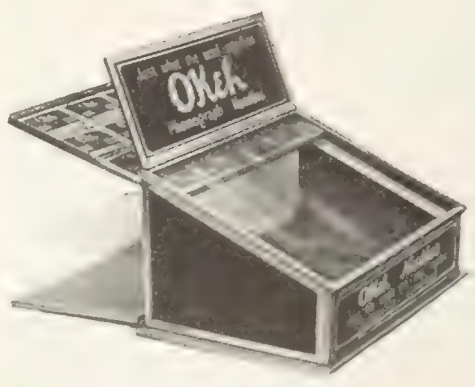
The Selectron exhibit proved particularly interesting to talking machine dealers, many of whom looked forward to its adaptation to the phonograph as a means of not only inducing future sales of such instruments but assuring a healthy and continued demand for records.

The result of the interviews with dealers made Mr. Weil believe that while the trade itself was desirous of encouraging radio to the fullest extent, at the same time it would welcome means that would continue interest in talking machines and records. This, he said, is the function of the Selectron which makes possible the use of the amplifying tone chamber of the talking machine for radio loud speaking purposes without in any way disturbing the instrument as a talking machine. He says the Selectron makes the tone chamber instantly available for radio purposes and leaves absolutely intact the instrument for talking machine record renditions.

Maximilian Weil

It was of particular interest to note the great number of people who viewed the Selectron exhibit. Lady visitors were by far in the majority and manifested the keenest interest.

An OKeh Christmas Business Booster —and you can get it Free!



YOU may remember to remind every customer to buy needles, but the chances are, with the hustle and bustle of the Christmas rush to distract you, you won't. That's where this new OKeh Needle Displayer does its work! Placed prominently on your counter, it immediately attracts and reminds the customers about OKeh needles for you! Sixteen packages of needles can be safely displayed in the sliding tray under the immovable glass top; 180 more packages may be stored in the space underneath the tray, making it unnecessary to disturb the tray display when a sale is made. The case is made of metal, heavily lacquered and beautifully lithographed.

Every dealer ordering 100,000 OKeh needles will be presented with one of these valuable Displayers absolutely FREE. You can easily sell that many needles during the Christmas season with the help of the Displayer. Order them from your distributor to-day and get your Okeh Needle Displayer FREE!

General Phonograph Corporation

OTTO HEINEMAN, Pres.

25 West 45th St. New York, N. Y.

Pathé Records Radio Program From Europe

During the recent trans-Atlantic radio tests a notable experiment was made by the chief engineer of the radio laboratories of the Pathé Phono & Radio Corp., of Brooklyn, N. Y. The reception of the European broadcasting on the Pathé radio set was recorded on a blank record with the Pathé recording machine. It is said that this was probably the first time that European broadcasting was recorded in this country through the air.

Radio Distributors Chartered

The Radio Distributors Corp., New York, has been incorporated at Albany with a capital stock of $10,000. Incorporators are: P. Koenigfest, J. Mendelsohn and A. Last.

An Invitation to Your Store

What is being done to stimulate the sales of Hohner Harmonicas and to support Hohner dealers? One answer to that question is given at the top of this page. Striking posters, billboards and painted signs like the one above are now being displayed in numerous important city locations to attract the attention of thousands of music lovers, young and old.

Each one of these compelling sales messages of good music and fun is an invitation to *your* store. There is a tremendous demand for the Free Instruction Books offered in Hohner advertising and we are doing everything possible to supply this demand through Hohner dealers.

An inquiry for the Free Book at your store will invariably result in a sale. The more inquiries you receive, the more sales you'll make. And Hohner sales mean satisfied customers and growing profits.

Through leading magazines and newspapers; billboards and posters; radio, movie and theatrical performances; professional stars; phonograph records; public school and municipal contests, we have created a demand for more than twelve million Hohner Harmonicas a year. All we ask you to do is help us supply them.

It shouldn't be necessary for us to urge you to go after *your* share of this splendid business. We have made it very easy for you to cash in on the growing demand for "The World's Best" Harmonicas in your vicinity.

Why not get in line for a liberal share of the profits now being "rung up" by thousands of Hohner dealers and distributors.

IMPORTANT
to Hohner Dealers

Hohner interest and enthusiasm is sweeping the country. You can easily turn it into money by tying up with the big Hohner Advertising Campaign. Be ready with a Hohner display, colored charts, free instruction books, and a bigger stock than ever. We are creating the demand. All we ask you to do is to help us meet it. You can get your share of this splendid business by stocking Hohner goods — and pushing them.

If You Want to Tie Your Store to Hohner Advertising, Write

M. HOHNER., Inc., 116 East 16th St., New York

Fascination
Inspiration
Education
Entertainment
Musical Accuracy

HOHNER HARMONICAS

Health
Portability
Durability
Convenience
Popularity

How Clean-Cut Methods Built Tremendous Columbia Business in Baltimore Field

Progressive Merchandising Methods, Backing the Dealers in Efforts to Do More and Better Business and Service in Short Period Made Columbia Wholesalers, Inc., Leading Concern

BALTIMORE, MD., December 4.—A notable example of the efficacy of clean-cut business methods and perseverance is to be found in the success and growth achieved by the Columbia Wholesalers, Inc. It is another instance of a firm beginning in a small way and growing steadily to large proportions. Credit for this

President L. L. Andrews

achievement is due to the energetic efforts of Leroy L. Andrews and William H. Swartz, president and vice-president, respectively.

The present corporation was formed in March, 1923, with the two aforenamed executives, together with William S. Parks, former branch manager, who was subsequently called South and sold out his interest. This new corporation purchased the Baltimore branch of the Columbia Co., taking over the personnel, stock and fixtures. Faith in the ability and fairness of the new company was strong and the firm went ahead and earned a very substantial net income at the end of the first year despite the competition of department store cut-price sales in the territory. When the Columbia Wholesalers, Inc., took over the Columbia territory there were two hundred and five dealers handling Columbia products. To-day, within a period of a year and a half, this number has been increased to three hundred and twenty-five, including most of the big music houses and department stores. It is interesting to note that many of the dealers are exclusively Columbia.

Vice-President William H. Swartz

It is reported that there are still a large number of applications for Columbia agencies which have not been accepted because of the conflict with previously established accounts. This policy has made many friends for the Columbia Wholesalers, Inc., and an instance is to be found in that there are thirty-four Columbia dealers in Baltimore at present with seventeen applications for agencies on file. It is reported that the outlook for Columbia business in the territory is exceptionally good; new models and the New Process records have proved their popularity, and it is estimated that dealers in this territory are apparently turning their stock over on an average of at least ten times a year.

Some time ago Columbia Wholesalers, Inc., entered the radio field. They have surrounded themselves with some of the best-known products in the field, such as DeForest, Magnavox, Fada, Crosley, Federal sets and Philco and Burgess batteries. Coupled with the representation of these well-known lines, they have built up a service department which has proved very popular throughout the territory in solving the radio problems of the dealer. Prominent on the staff of radio experts is W. L. Vanaman, former radio editor of the Baltimore News, who is accustomed to appear at the dealers' stores at a specified time to answer all questions pertaining to radio. Heavy demands have been received for the various sets which they distribute and in spite of the large orders which this company has placed the orders received have almost swamped them with business. Accordingly, this company recently advised dealers to place orders for their radio requirements at least three weeks in advance. The company operates in Maryland, District of Columbia, Virginia, North Carolina and part of West Virginia.

L. L. Andrews, president of the Columbia Wholesalers, Inc., formerly a foreign representative of the Ford Co., is a graduate of Cornell University and is active in the local Cornell Club. During the war Mr. Andrews won his commission as a lieutenant of naval aviation. William H. Swartz, vice-president, was formerly assistant manager of the Baltimore branch. During the depression in 1921 he achieved a record in the moving of many carloads of phonographs in this territory. He is a graduate of Johns Hopkins University and during the war rose from private to first lieutenant of infantry.

Season's Greetings

We take particular pleasure at this season of the year to extend to our Patrons, to whom we are deeply grateful, our Heartiest Greetings.

May Xmas and the New Year hold for you full enjoyment of Health and Happiness and, quite naturally, we hope our De Luxe needles will be found each day contributing in good measure to the fulfillment of this wish.

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of

DE LUXE NEEDLES

ANSONIA, CONN.

ONE NEEDLE PLAYS 100-200 RECORDS

Standardization Discussed at Meeting of Radio Section

At the semi-annual meeting of the Radio Section of the Associated Manufacturers of Electrical Supplies, held the latter part of last month at the Hotel Roosevelt, New York, important questions involving the standardization of radio apparatus and the problem of interference between broadcast stations were discussed.

The steps to be taken towards the elimination of fraudulent or misleading advertising of radio apparatus and supplies were discussed and reports were read from the National Vigilance Committee of the Associated Advertising Clubs of the World, outlining the character of campaign necessary to accomplish these ends. It was conceded at the meeting that through the splendid educational work done in the promotion of radio it has become a leading all-year-round industry.

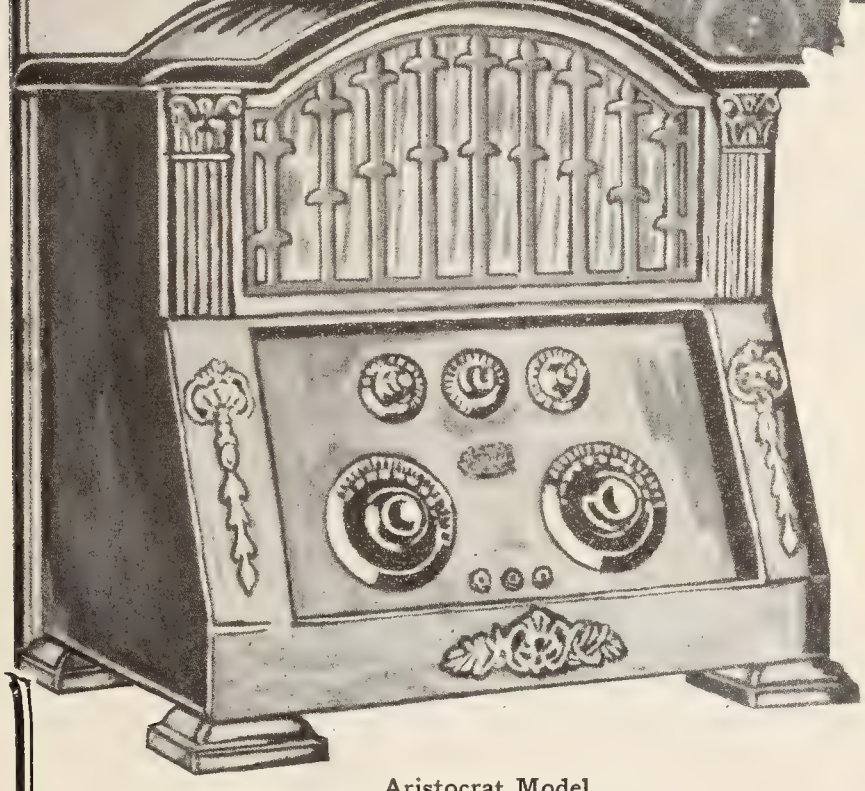
Freed-Eisemann Receiver for Army Signal Corps

The engineering department of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., recently produced a receiving set which is being used by officers of the Signal Corps of the U. S. Army and which is said to be a marvel for sensitivity, selectivity and power. The problem which faced the Army officials was of getting a receiver that could bring in messages from the army stations and eliminate everything else and could receive messages on wave lengths from 1,000 to 3,000 meters and nothing else. The set produced by the Freed-Eisemann Corp. for the army was accepted by the government and is a complete success. It is a four-tube set with three stages of neutralized tuned radio frequency and a regenerating detector.

A young Filipino saw in a newspaper an advertisement which read:

"Wanted. A saxophone. Must be in good condition."

Not long afterwards a swarthy young chap called at the address and said to the advertiser: "I want to accept the position as a saxophone. I have never been a saxophone, but I think I can do it, and I am in good condition."—Youngstown Telegram.

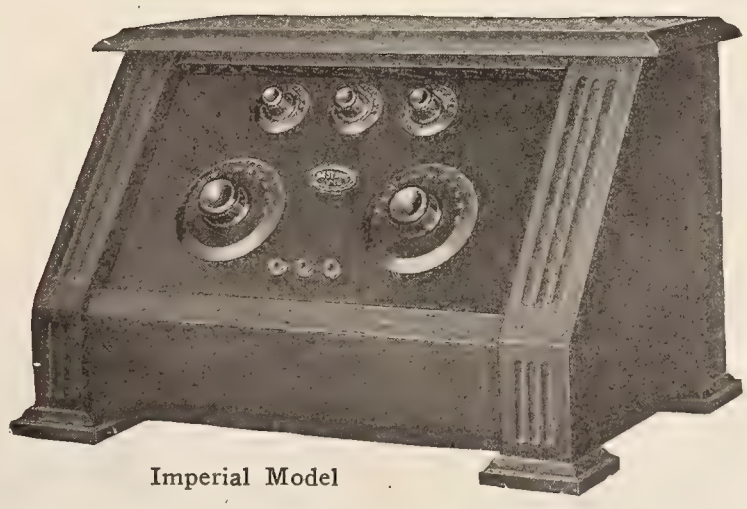


Aristocrat Model

The Bestone V-60 five-tube receiver in beautiful distinctive, antique polychrome cabinet, with built-in high-grade loud-speaker and battery compartment.
New Popular Price, List, $150.00

Now Ready

The Bestone V-60 Five-Tube Phonograph Panel—all sizes.
New Popular Price, List, $85.00



Imperial Model

Bestone V-60 five-tube receiver, Imperial Model, in beautiful polished mahogany cabinet.
New Popular Price, List, $100.00

The Radio Receiver you have been waiting for—the

Bestone V-60

Balanced Tuned Radio Frequency—Five Tube

Perfect tone

without howls, squeals or whistles.
Simplicity - Volume - Distance - Appearance at popular prices.

So distinctive are these from other receivers that they should be sold as musical instruments and—

Our Sales policy protects you against price-cutting competition.

Write for particulars

HENRY HYMAN & CO., Inc.
Manufacturers

476 Broadway
New York

212 W. Austin Ave.
Chicago

OKeh The Record of Quality

IROQUOIS SALES CORPORATION
210 FRANKLIN STREET BUFFALO, N. Y.

Distributors for New York State and Northwestern Pennsylvania for OKeh Records and ODEON Records.

A capable, efficient sales organization that is ready and willing to co-operate with OKeh and Odeon dealers in building up a permanent, profitable demand for these popular record lines.

ODEON The Imported Record of Quality

Unprecedented Demand for Records Is Feature of Trade in Buffalo Territory

Holiday Gift Buying and Radio Held Responsible for Unusually Large Record Sales—Wm. Hengerer Co. Stages Extensive Drive—New Erion Co. Display Rooms Opened—Other News

BUFFALO, N. Y., December 8.—The activity in record departments in practically all music stores of the city is a feature of the trade that cannot be overlooked by even the most casual observer. It is admitted that the great volume of record business can be almost directly traced to the radio. A dealer in one of Buffalo's suburbs said that he never had such a great demand for Red Seal records as he has experienced in the past three or four weeks. He declared that 75 per cent of his buyers call for records of a classical number, or some instrumental piece they heard on the radio. Some of these are called for by the humming of a tune, which requires quite a versatile clerk to know just what they want. This dealer said that he keeps the radio programs to refer to when a patron calls for a musical number on a phonograph record, when they do not know what the name of the song is, although they do know the tune. He refers to his program, and plays the records of songs listed, until he finds the one the patron wants.

Floyd Barber, Kenmore dealer; C. O. E. Curtis, Brunswick Shoppe; Charles Hieneke, of Denton, Cottier & Daniels; A. W. Fleishman, of Hengerer's; A. W. Erion, of The Erion Piano Co., and Fred Pellien, of the P & L Music Shoppe, are unanimous in their opinions that where the right kind of merchandising methods are employed radio and talking machines will supplement each other, consequently having an advantageous effect on sales volume.

Wm. Hengerer Co. Pushing Brunswick

A special sales promotion campaign, lasting a week, was staged by the Wm. Hengerer Co., department store, of this city, following its acquisition of the entire Brunswick line last month. Newspaper advertising, direct mail and window displays broadcast the Brunswick message, and as a result many customers and prospects visited the large and artistic department of the establishment. The windows of the store are ideal for display purposes, as may be seen by a glance at the accompanying illustration.

Wm. Hengerer Co.'s Artistic Brunswick-Radiola Window

An Exclusive Foreign Record Dealer

Frank Rappa, exclusive foreign record dealer, handling the Victor line, is doing an exceptionally good business where he is located, in the heart of the foreign section of Lackawanna.

Formal Opening of Erion Co. Display Rooms

A formal opening celebrating the twenty-third anniversary of the Erion Piano Co., Inc., and opening of its new display rooms and warehouse was an occasion of December 6. Floral gifts from scores of members of the trade, in all sections of the country, decorated the store. Among members of the trade who visited the store on opening day were Walter Lane, president of Bush & Lane; John Parnham, president; Jim Barron, vice-president, and Clifford Davis, sales manager of the Cable-Nelson Piano Co., and Eddie Johnson, of Schaff Piano String Co., Chicago, and Fred C. Erdman, O. L. Neal and C. N. Andrews, of the Victor Co. An orchestra on the second floor of the store played through-

1924 1925

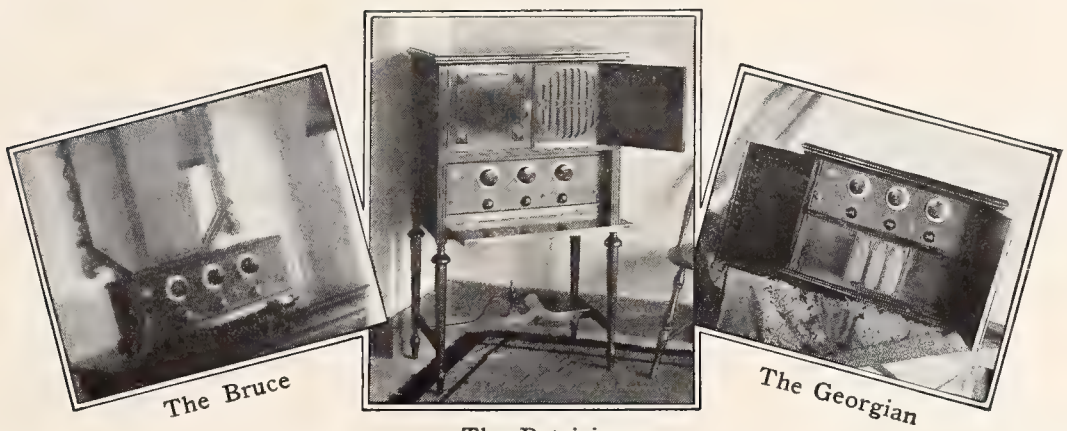
Comes A New Year

AGAIN we are privileged to extend to Victor dealers our earnest wishes for a joyous and bountiful Holiday Season, and a New Year full of accomplishment and prosperity. We also take the occasion to acknowledge the continued support of the retail trade, and to renew our pledge to give to the full extent of our efforts and facilities to the further development of Victor business during 1925.

Yours For a Bigger And Better Business,

BUFFALO TALKING MACHINE COMPANY
776-778 WASHINGTON STREET BUFFALO NEW YORK
HIS MASTER'S VOICE

Newport Radio Receiver



The Bruce — The Patrician — The Georgian

THE New Year will have an abundance of Radio opportunities for the talking machine dealers.

We pledge our part to make this statement come true. ✦ ✦ ✦ ✦

Best Wishes for a Merry Christmas and a Happy New Year. ✦ ✦

Newport Radio Corp.

250 West 54th Street,
New York City

Distributors:

BLACKMAN TALKING MACHINE CO.
28-30 West 23rd Street
New York, N. Y.

BRISTOL & BARBER CO., INC.
3 East 14th Street
New York, N. Y.

out the day. Each guest received several souvenirs and keen interest was shown in the company's line of pianos and complete stock of Victrolas.

Enthusiastic Over Radio Show

Music dealers of the city are cashing in on the enthusiasm created by the radio show held here in Broadway Auditorium the third week of November. It was one of the finest, operated on a broader scale and created more genuine interest than any show of its kind ever conducted in Buffalo. Jobbers and dealers of Buffalo who exhibited at the exposition were Curtis N. Andrews, featuring the Sleeper, Fada and Kodel sets; Buffalo Talking Machine Co., displaying the Malone-Lemmon neutrodyne, the Federal panel in the Victrola and DeForest sets; Neal, Clark & Neal, with a similar display; Denton, Cottier & Daniels, with an elaborate Radiola display, and the Hoffman Piano Co., showing the Radiola in the Brunswick, and the Sonoradio and Ware sets.

Has Built Big Outing Clientele

Mr. Clare, of the Iroquois Sales Corp., is one of the oldest Outing portable jobbers, having successfully sold the line for over four years. He has built up an Outing clientele among the largest and most progressive dealers in his territory. Mr. Clare knows the portable situation from A to Z, and states that his dealers report that the Outing is enjoying continued popularity.

Announce Brunswick Addition

Denton, Cottier & Daniels, Inc., recently announced the addition of the Brunswick line by staging an "opening week" to which the public was invited. The entire Brunswick line was on display, including the Brunswick-Radiola, which attracted especial attention. This concern is one of the oldest music houses in the State, and the prestige which it has built in over fifty years is reflected in its large patronage.

News Gleanings

A. L. Niles has opened a phonograph store in the Strand Building, Salamanca, N. Y.

The Callahan Furniture Co., 212 Pennsylvania avenue, Elmira, N. Y., made an assignment on November 24, to Thomas M. McInerney.

S. S. Kresge is erecting a new store building on Main street, Niagara Falls, N. Y., which is expected to be ready for occupancy in the Spring.

The Parkside Furniture Co., in Main street, Buffalo, suffered a loss of about $5,000 when it was damaged by fire recently.

Thomas A. Carlo has opened a new furniture store in the Kraft Building, Batavia, N. Y.

A. Victor and Laurens Enos have been named on a committee for the Main Street Association, who will make efforts to improve the appearance of Buffalo's chief thoroughfare.

Goellner Furniture Co. is going out of business. Its present stock will be incorporated with that of Goellner's, Inc., a new firm, headed by the junior members of the old concern, with headquarters in an adjoining building. Officials of the company report a good holiday trade in Cheney portable phonographs.

Arthur Erion, Jr., was born on November 20 to Mr. and Mrs. A. W. Erion. Mr. Erion is president of the Erion Piano Co. He declares that his first-born will succeed him as head of the store, which was established twenty-three years ago by the present president's father, Frederick.

J. E. MacWilliams, advertising manager of J. N. Adam Co., has been promoted to vice-president of the company.

Radio Firms Chartered

The B. W. Battery & Radio Corp., New York, was recently incorporated at Albany with a capital stock of $10,000. The incorporators are: L. F. Sulzon, Jr., M. Keels and F. H. Clifton.

The Victory Products Corp., New York, was recently incorporated at Albany, to manufacture radio sets. The incorporators are: F. E. Bebus, A. Firman and E. L. Salmon.

Wall-Kane Employes Enjoy Festive Thanksgiving Eve

Dancing and Other Pleasures Feature Party Tendered by N. Cohen, President of the Wall-Kane Needle Mfg. Co.

Thanksgiving Eve was the occasion of general festivities at the headquarters of the Wall-Kane Needle Mfg. Co., Brooklyn, N. Y. N. Cohen, president of the company, tendered the Thanksgiving party to his many employes at Wall-Kane headquarters. The rooms were attractively decorated for the event, and the large packing room on the ground floor was cleared for dancing, with the help of a talking machine, which was installed. It is stated that Wall-Kane jazz needles were used exclusively.

In an adjoining room a table was attractively set for the banquet which was served. The menu cards at each place were prepared in an entertaining manner and announced the banquet, ball and entertainment given at the "Grand Ballroom of the Hotel Wall-Kane." The menu was complete, from appetizer to dessert, and it listed such choice viands as roast chicken a la "Wall-Kane," cranberry sauce a la "jazz," etc., etc. The table was tastefully decorated in red, white and blue. The guests assembled promptly at 8:30 and entered heartily into the spirit of the affair, which proved to be a decided success from every angle.

This party was only one of a series of entertainments provided by Mr. Cohen this year.

New Murdock Neutrodyne Strikes a Popular Note

CHELSEA, MASS., December 9.—The William J. Murdock Co., of this city, reports that the new model Murdock five-tube neutrodyne with built-in loud speaker and compartment for "B" batteries has met with immediate popularity. It is expected that this new model will prove the most popular number in the Murdock line. The company has a large factory in this city, and the various production departments have been rearranged and added to in order to take care of the increased demand created by this new set. D. R. Murdock, treasurer of the company, who is directing its sales activities, is making extensive plans for the coming year, which he hopes to make one of the biggest in the history of the company.

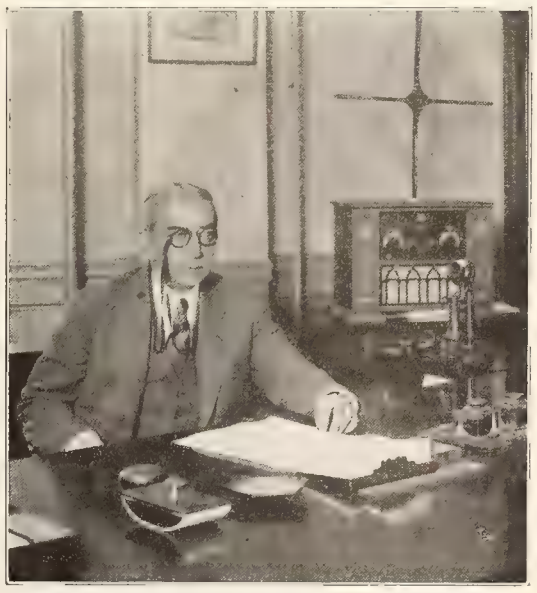
'One handle handles it'
Outing
REG. U.S. PAT. OFF.
'Master of Movable Music'

4 Years Have Proved Outing Portables Are the Best

Iroquois Sales Corp.
210 Franklin St. Buffalo, N. Y.
Outing Distributor

Radio Takes Its Place as Office Equipment Item

No branch of modern business is more highly specialized or carried to a greater ultimate of efficiency than is advertising. One of the three largest and most successful advertising agencies



H. W. Dickinson and His Office Radio

in the world, George Batten Co., of New York City, considers radio an essential adjunct to its private office equipment. Howard W. Dickinson, vice-president of that corporation, is here shown with his reception set installation.

"HIS MASTER'S VOICE"
REG. U.S. PAT. OFF.

It has always been the policy of this house to build "good will" by rendering a service that is at all times dependable and cooperative.

The number of Victor dealers we are now serving regularly, and who depend upon us for their supply, is constantly increasing.

There must be a reason for their preference.

This not only applies to local and nearby dealers, but many at more distant points find our service dependable. Our shipping facilities out of Buffalo are unexcelled.

Try us and be convinced.

CURTIS N. ANDREWS

SERVICE CAN DEPENDABLE COOPERATIVE BUFFALO, N.Y.

Victor Distributor
Exclusively Wholesale
Court & Pearl Sts.
BUFFALO, N.Y.

SERVICE CAN DEPENDABLE COOPERATIVE BUFFALO, N.Y.

Interesting Addresses Feature Meeting of Talking Machine and Radio Men, Inc.

Review and Outlook of the Phonograph Industry by S. O. Martin, President, Sonora Phonograph Co., Leading Talk—B. Gross and H. Brennan Also Deliver Addresses—New Members Elected

An address by S. O. Martin, president of the Sonora Phonograph Co., Inc., in which he reviewed the phonograph industry as it exists at the present time, the reasons for the depression which dealers are experiencing, the subject of the alliance between the phonograph and radio receiver and the future of the phonograph industry, was the outstanding feature of the Talking Machine and Radio Men, Inc., dealers' meeting, held Wednesday, December 3, at the Café Boulevard. Mr. Martin pointed out that the depression felt in the phonograph industry was simply a part of the general business condition and proved by figures that for thirteen months, starting in May, 1923, business passed through a period of economic depression surpassed only by the falling-off in business experienced in 1921. He stated that a new cycle in business began in July of this year, the upward trend of which is becoming more and more evident.

"There are four factors, the presence of which has never failed to indicate better business, and these factors are now present," continued Mr. Martin. "They are increasing industrial production after depression, better agricultural prices, increasing exports and easy money," he said, adding that although general business was yet below normal, it would steadily increase and bigger and better business would be experienced during 1925. The speaker then passed from a review of general conditions to his own industry and stated that the phonograph business never failed to respond to better business conditions, and as the phonograph industry seemed to descend lower than the low mark of dull times, it seemed to exceed the high mark of good times.

In addition to the current of improving general conditions the phonograph industry is being aided by its alliance with radio, an alliance which is proving of benefit to both. Mr. Martin stated that the Sonora plant is running night shifts to keep up with the demand and the probabilities are that the factory will continue to work overtime for the first quarter of 1925. This condition is caused not only by the demand for the radio products, for, Mr. Martin said, if the company were not making these products it might not be as busy but it would still be making money. In speaking of the combination unit, Mr. Martin stated that the company is providing a radio-adapted phonograph into which can be installed any of a number of standard radio panels.

In summarizing, Mr. Martin said that the phonograph industry may be fixed at a certain figure of annual volume, perhaps at $75,000,000 or $60,000,000, as against $100,000,000 plus formerly. It is difficult, he said, to believe it will be worse because of its real function in the life of the people. In the future, the manufacturer must get closer to the dealer and co-operate with him in his problems, and the dealer, in turn, must find his customer instead of waiting for the customer to find him.

At the conclusion of his talk Mr. Martin put the following questions to his audience: 1. How many were phonograph dealers January 1, 1923? 2. How many of such dealers now sell radio sets? (The answer was unanimous.) 3. How many think that the radio phonograph, with set installed by manufacturer, has a good future? and 4. How many prefer radio-adapted phonographs but without installation by the manufacturer to radio phonographs with set installed by manufacturer? A majority of those at the meeting voted as being in favor of the unit with the set installed by the manufacturer.

Benjamin Gross and Herbert Brennan, of the Gross-Brennan Co., factory representatives of the Stromberg-Carlson Tel. Mfg. Co., were the other speakers at the meeting. Mr. Brennan spoke on the merchandising plan of this manufacturer, which policy consists of selling direct to the dealer, thus enabling the company to secure the best representation and protecting the dealer against price-slashing. Mr. Gross gave a short talk in understandable language on the technical features of the Stromberg-Carlson receiver, stressing the construction of the sets, which are made for durability and permanence.

The meeting went on record as requesting that the association be represented at the hearing at the Board of Aldermen on the proposed legislation to stop all phonographs, radio sets and sound-reproducing instruments being played by dealers to attract the public to their stores. The association feels that while such a law is needed, the present draft of the proposed law should be modified considerably.

At the suggestion of Irwin Kurtz, president of the association, an attempt to secure funds to stage a radio concert, with prominent musical stars as artists, will be made. Manufacturers and jobbers of radio apparatus will be solicited. It was announced by Sol. Lazarus, chairman of the entertainment committee, that the annual ball of the association will be held on Monday, January 19, at the Hotel Pennsylvania.

The following firms were elected members of the association: Kor-Rad Co., Inc., New York; Eagle Radio Service Co., Inc., Hackensack, N. J.; Julien Loeb, Brooklyn, N. Y.; Q. R. V. Radio Service, New York; Columbia Mantle Co., Inc., Brooklyn, N. Y.; C. A. Richards, Inc., New York, and David Grimes, Inc., New York.

Everybody's Co. Waging Vigorous War on Infringers

Court Grants Permanent Injunction Against Alleged Infringers of Catalog Copyright

Everybody's Talking Machine Co., Inc., of Philadelphia, Pa., manufacturer of Honest Quaker main springs and a complete line of talking machine parts, has for some time past waged war on those infringing on its rights.

A notable instance was an alleged infringement of the Everybody's Talking Machine Co. catalog. As the result of a suit instituted, the company announces that the United States District Court for the Eastern District of Michigan recently granted a perpetual injunction against the Phonograph Supply Co., of Detroit, restraining it from infringement of a copyright covering its 1924 catalog and other copyrights covering photo-engravings listed in this catalog. The court further ordered delivery of all infringing copies and all plates and other means for making same.

The company plans to continue this protection of its rights and announces it will spend any further sum necessary against any further parties who infringe on its copyrights. It is completing a year that has surpassed all others in volume of business transacted in talking machine parts. Local business not only passed all records but exceptional foreign business was reported as well. The sales staff now consists of seven men, who are covering all parts of the country. Plans for the coming year will probably make it even a greater one with respect to sales of the Honest Quaker line. A sales campaign of greater magnitude than former drives is under consideration.

Federal Panel Proves Popular

BUFFALO, N. Y., December 8.—The Federal Tel. Mfg. Co. announces that the Federal panels, Types 200 and 417, for insertion in the new console models of Victrolas are proving extremely popular with talking machine dealers throughout the country. These two models were designed to work in perfect harmony with the Victrola and in addition to being dependable radio receivers, simple in operation, their design adds rather than detracts from the appearance of the musical instrument.

New Building for Goggan

SAN ANTONIO, TEX., December 6.—The store of Thomas Goggan & Bros., in this city, has commenced a removal sale preliminary to occupying their new quarters at Travis street and Broadway on January 1. The new building, which is now nearing completion, is three stories in height and will be occupied in its entirety by the firm. Thomas Goggan, head of the house, states that it will probably take care of the firm's needs for expansion during the next twenty years.

Dulce-Tone

Radio Talking Machine Speaker

Make Radio Increase Your Talking Machine Business!

DULCE-TONE adapts the talking machine's perfected reproduction to radio. It makes radio reception and the playing of records instantly interchangeable.

Dulce-Tone protects your present talking machine sales and record sales, and in addition, makes possible a big volume of radio business! Victor jobbers sell Dulce-Tone. It is a most profitable instrument to handle. Ask for complete particulars.

Two models to fit all talking machines. Retail price complete $10

THE TEAGLE COMPANY

1125 OREGON AVENUE • CLEVELAND, OHIO

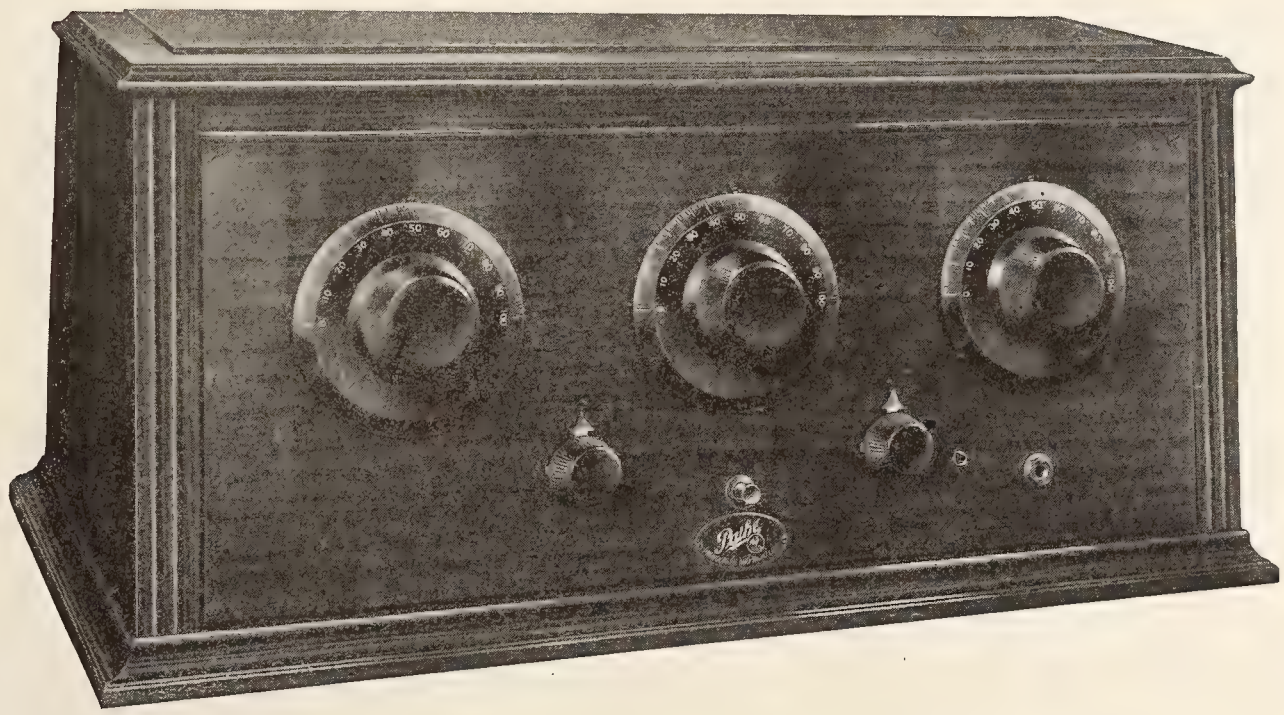
THIS IS Pathé YEAR

REG. U.S. PAT. OFF.

High Quality Radio Receiver

Pathe B-5 $60

West of Mississippi $65



THE Pathé B-5 five-tube three-stage radio frequency receiver is of very high quality, of excellent performance, great selectivity that will get you distance as well as give you clear, loud reproduction of the nearby stations. It compares favorably with anything on the market. The sets are carefully made and thoroughly tested before shipment.

For Profits—Send Coupon To-day

Pathé Phonograph & Radio Corp.
40 Grand Ave., Brooklyn, N. Y.
Gentlemen: Kindly send me further information on how I can make profits on Pathé Sets.
Name .....
Address .....
City .....
State .....
This puts me under no obligations.

Pathe Phonograph & Radio Corporation

40 GRAND AVENUE BROOKLYN, N. Y.

Start of Holiday Gift Buying in Toledo Indicates Whirlwind Finish of Year

All Factors of the Trade Are Optimistic as Early Predictions of Good Holiday Demand Begin to Materialize—Victrola Show at Lion Store Draws Crowds—Activities of the Month

TOLEDO, O., December 8—The busiest month of the year for phonograph and record merchants has started on its career. Dealers feel confident it will not disappoint their plans for a holiday volume of good proportions. In fact, indications during the past week or two point to a fulfillment of the ambition. It is, however, believed there will be a large amount of last-minute buying this year.

Christmas Savings checks to the tune of five millions will be paid to depositors shortly. In the past a portion of this money has been used for buying machines—this year will be no exception. Moreover, record trade is maintaining a steady climb. Scarcely ever have discs shown greater activity than now. In the opinion of merchants radio broadcasting is contributing to the growing popularity of records.

C. H. Grinnell Optimistic Over Outlook

C. H. Grinnell, of Grinnell Bros., Detroit, while in Toledo this week stated the past month was a good one for both Victrolas and records. He also stated the future of the talking machine is bright, hence his concern expects to do a large volume of business during the new year. In a few towns a change of dealers may be advisable, in others dealers will be established—new blood is the life of any business. A trade which does not secure new customers can scarcely hope to progress.

Victrola Show at Lion Store

The Lion Store Music Rooms recently conducted a successful Victrola Show in the attractive salesrooms of the department. In the opinion of Harry J. Reeves, manager, this event did much to attract new customers to the store and was the means of closing sales with prospects who had delayed buying. A carload of exhibit goods was shipped from the Victor factory for the event. The parlors were decorated with Autumn foliage and floral pieces as well as colorful pennants and banners.

One showcase contained the tone arm and spring barrel manufacturing process detailed from start to finish. Also the record pressing process together with the raw materials and how and where they were obtained. Likewise the finishing stuffs for a Victrola. Then, the completed product, the glass Victrola and the trade-mark machine along with the new vertical models 350, 360, 370 excited a deal of interest. Several custom-built wall models were also a part of the exhibit. The whole was most instructive and interesting to both old customers and prospects. Machines were displayed on platforms in individualistic settings.

Several record artists visited the show and entertained visitors each day, among them Georgie Price, Victor artist appearing with the Passing Show; Eddie Peabody, banjoist with Philip Spitalny's Orchestra, Cleveland, Victor artists; Jeane Goldkette, director of the Detroit Athletic Club Orchestra, record artists; also Bud Peltier and W. Dulwego, Detroit composers.

The radio department, which operates in conjunction with the talking machine section, is showing the Brunswick-Radiola line, recently taken on. Harold Goldy is a new member of the radio sales force. Miss Irene Fritz has joined the record sales staff.

J. W. Greene Holiday Drive

At the J. W. Greene Co. Christmas windows with Santa Claus decorations and interior trims of holly and tinsel give the Cheney, Victor and Brunswick machines festive settings. The store is exploiting the music-in-your-home-on-Christmas appeal through a long string of billboard and newspaper announcements. Direct mail Christmas literature also is going to hundreds of prospects. Extra sales people are employed here to serve holiday patrons. The department is now using a distinctive green record bag.

W. W. Smith, president of the Greene Co., and of the Piano Merchants Association, suffered a fractured collar bone in an automobile accident on Thanksgiving Day. He is in Toledo hospital.

Cable Co. Remodeling

The Cable Piano Co., Brunswick and Victor dealer, is rearranging and remodeling the store to care for new merchandise, including the Brunswick-Radiola line, recently added. The store is also displaying the Victrola 400 radio combination machine in window and interior arrangements. A Christmas record suggestion rack of numbers appropriate to the season is selling many selections.

Columbia Masterwork Series Popular

At the Talking Machine Shop, the Columbia Masterwork record series, made up of classic works, is finding favor with patrons, Fred Frame stated. German and Polish record buyers look to this store for late folk songs and native music, he said. The Pal portable is new merchandise added lately.

L. J. Comer, Columbia representative for the Toledo territory, had on display for two days at this store the new Harmony Columbia console model. Several dealers viewed the machine and placed orders.

New Columbia Dealers

John A. Shaw, 3261 Monroe street, has recently opened an exclusive Columbia agency. He expects to do a large neighborhood Christmas business. The Abbey Music Co., Adrian, Mich., and H. C. Boynton, Bryan, O., are also new Columbia agencies established recently.

Trade Improves at Goosman Co.

At the Goosman Piano Co. holiday buying is under way. Business during the recent past has shown marked improvement, according to E. A. Rae, now in charge of the phonograph division. He formerly conducted Rae's Record Shop on Monroe street. Starr and Vocalion machines are leading sellers here.

Brief but Interesting

The La Salle & Koch Co. Record Shop has added the Brunswick line to that of the Victor. This department is one of the F. C. Henderson Co., Boston, group.

The United Music Store, in the theatrical district, has taken on the Brunswick line of machines and records. With this and the Victor range to work upon sales are on the upgrade.

The Whitney-Blaine-Wildermuth Co. is coupling its machine efforts with the wide publicity accorded the Victrola 400.

FREED-EISEMANN

CROSLEY

A PHONE CALL to the Greater City will replenish your stock that same day.

A large and complete stock of all Freed-Eisemann and Crosley models combined with our own truck service makes this immediate delivery possible.

Dealers who do business with us know that they are linked up with a house whose promised service is a thing of absolute certainty.

Fitzroy
1446
1447
1448

Greater City Phonograph Co.
234 West 39th Street
NEW YORK

Radio Window Tie-Up With Stations Received

BALTIMORE, MD., December 6.—The Hub Piano Co., of this city, has recently created an ingenious method of attracting public attention to

Hub Brunswick-Radiola Display

its display windows. In the illustration shown, the stars on the windows indicate the different stations that had recently been reached on a Brunswick-Radiola No. 160. The arch over the instrument was finished in a color scheme that possessed great attention-getting qualities. The direct results produced by this singular display proved rather conclusively that a development of unusual ideas in window trimming fully justifies the effort spent in arrangement.

In New Home

The Davis, Burkham & Tyler Co., Wheeling, W. Va., recently moved to its new location in the Burgess store. The new quarters allow of a larger stock of musical instruments being carried, and the display facilities are much improved.

ASK—*and you shall receive*

A set of strikingly effective Display Cards that tie up directly with our National Ads.

Attractive booklets—interesting, non-technical—ready to send to your customers.

They're *free*—you have only to ask for them.

Freed-Eisemann Radio Corporation

MANHATTAN BRIDGE PLAZA, BROOKLYN, NEW YORK

FREED-EISEMANN

RADIO RECEIVERS

NEUTRODYNE

Console Talking Machines Prove Favorites of the Christmas Shoppers in St. Louis

Combination Radio-Phonograph Also Popular With Gift-Buying Public—C. R. Salmon New General Manager of Columbia Distributors—Big Edison Drive Under Way—Other Trade Activities

ST. LOUIS, MO., December 8.—Talking machines moved with somewhat less briskness in early December than is expected at this season. In talking machines consoles had the call, the orders for Christmas delivery being almost exclusively for these. There were good sales also of combination talking machines and radio. However, a last-minute buying rush is expected to bring up sales volumes.

C. R. Salmon in Important Post

Cuthbert R. Salmon, well-known St. Louis talking machine man, has been appointed general manager of the Columbia Distributors for the Mississippi Valley, with headquarters at 1327 Pine street. He succeeds A. B. Creal, who resigned to go into another line of business. Mr. Salmon was connected with the Columbia branch here for years and was later, for two years, with the Chicago branch, operating in the Loop district. He returned to St. Louis October 1 as assistant to Mr. Creal.

Edison Prospect-Getting Campaign

The Silverstone Music Co., Edison distributor, has been stimulating Edison sales with the cooperation of Edison owners. Letters were sent several weeks ago to owners, asking for the names of friends who had expressed a desire to own one. The inducement offered was a dinner set of twenty-six pieces of Sheffield plate silverware for each sale made as a result of prospects furnished. The results were so satisfactory that a supplemental offer of a china dinner set of twenty-six pieces was made, and this offer also brought good results. Latterly, the owners furnishing prospects to whom sales were made have been given their choice of the silver or china.

C. E. Yaekel, of St. Elmo, Ill., has opened an account with the Silverstone Music Co. as an Edison dealer in his town.

M. Goldberg, vice-president of the Silverstone Music Co., says dealers have been buying conservatively during the Fall and early Winter, but he expects orders to come with a rush just before Christmas. The company's business in the past month has been exceptionally good in the oil section of Arkansas.

Urges "Shock Method" of Selling

The Koerber-Brenner Co., Victor distributor, in a recent "Analysis of Better Records," recommends the "shock method" of selling the public more records after it has bought what it wants. The method is said to be sometimes successful in bringing new music to a customer's attention, or at least in jarring him out of his complacent self. "So," runs the advice, "when a sale is completed and the customer is ready to go, instead of allowing him to follow you out of the booth and watch you wrap the package and make change, say: 'Let me put this record on for you while I am getting these ready.' Then play, not another of the same type he has been hearing but something as different as possible from the thing he has been hearing—a Gospel hymn for a dance customer, a Galli-Curci air for a Hawaiian customer, etc. You are not guilty of forcing, for you have given no hint of expecting the customer to buy, you are taking none of his time, and you are broadening his knowledge."

How a Live Dealer Gets Business

C. J. Hunt, who comes to St. Louis from Davis & Ruben, Minneapolis, has been in charge of the talking machine department of Hellrung & Grimm for the past six weeks, and each week he has put over a new idea for attracting attention to the Victor line.

A full-page advertisement in the Sunday papers was the opening gun of the campaign. This announced that for $1.00 you might join the Christmas Victrola Club for that week only. A big corner-window display continued the message and a large part of the furniture display floor, opposite the entrance, was filled with Victrolas. Victor banners and a glass-encased Victrola helped to add interest to the display.

This was followed by taking advantage of that latest popular fad—the cross-word puzzle. In a prominent front window was displayed a huge cross-word puzzle, the central part of which formed the letters "H" and "G," and these were colored red to make them unmistakable. Duplicates on small cards were distributed to prospective customers and run in the newspapers.

When the solution was placed in the window, one week later, these words were in red and placed to read logically, in a sentence: "You

(*Continued on page* 98)

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years Have Proved Outing Portables Are the Best

Marks Radio & Phono. Corp.
2215 Pine St. St. Louis, Mo.
Outing Distributor

The Artophone Corporation

A Very Profitable Proposition

The OKeh *and* Odeon

Record Agency

THERE are a number of different fields open for the OKEH dealer. We call your particular attention to the following big selling types of records. We have a complete line which includes the most popular artists:

Blues by Popular Negro Artists
Dance and Popular Song Hits
Hill Country Music
List of All Foreign Languages

Rare Record Importations (Odeon Records)

Our stock is complete and we will give you TWENTY-FOUR HOUR service. Prepare now for a BIG PHONOGRAPH and RECORD trade this fall.

The Artophone Corporation

1103 Olive Street, St. Louis, Mo.
203-5-7 Kansas City Life Building, Kansas City, Mo.

Complete stock of radio, phonographs, phonograph supplies and accessories

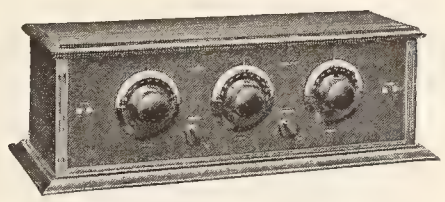
We Are Doing Our Part

WE are going the limit to put the MU-RAD story over and to make it easy for our dealers to sell the MU-RAD line. Above are shown some of the media used.

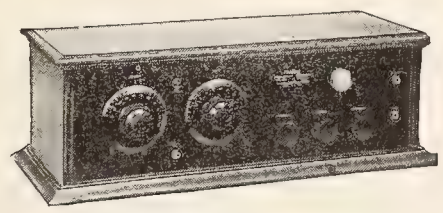
To further help the dealer we have planned a fairly elaborate co-operative advertising campaign.

Write to your nearest distributor and ask for descriptive literature of the MU-RAD line and for information about our co-operative policy.

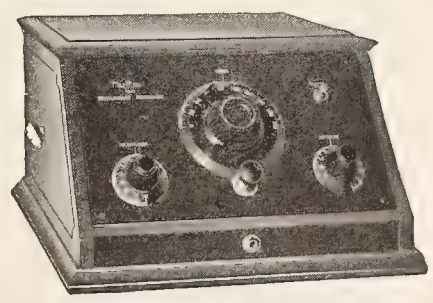
MU-RAD
LABORATORIES, INC.
Asbury Park, New Jersey



MU-RAD MA-20—$185



MU-RAD MA-15—$180



MU-RAD MA-18—$110

DISTRIBUTORS

Wireless Mfg. Company	Canton, Ohio
Hickson Electric Co	Rochester, N. Y.
F. C. Howard Piano Co	Syracuse, N. Y.
Pierce Electric Co	Tampa, Fla.
Chandler & Farquhar	Boston, Mass.
Fred E. Holmes Co	Detroit, Mich.
Marshall-Wells Co	Portland, Ore.
Peaslee-Gaulbert Co	Louisville, Ky.
Redfield Electric Co	Ogden, Utah
Radio Equipment Co	Dallas, Tex.
American Radio Mfg. Co	Kansas City, Mo.
Standard Radio Supply Co	Fort Dodge, Iowa
Benson Radio Company	St. Louis, Mo.
Pattinson Electric & Sup. Co	Hutchinson, Kan.
Radio Studio	Buffalo, N. Y.
Milhender Elec. Sup. Co	Boston, Mass.
Spartan Electric Corporation	New York City
T. W. Meiklejohn Co	Fond du Lac, Wis.
Edmund Gram, Inc	Milwaukee, Wis.
Radio Electric Company	Shreveport, La.

Activities of St. Louis Trade

(Continued from page 96)

get the girl, we'll do the rest" (a slogan of Hellrung & Grimm of many years' standing), and "The Place to Buy Your Victrola."

This week a tie-up is being made with the Victor advertising of the No. 400 Victrola. This type of instrument in the window is made to stand out by the use of an orange spot light. On the windows are large arrows bearing a dozen or more points of superiority of the instruments and with ribbons running to the various parts of the machine described. The arrows center to a card bearing information about the Victrola No. 400.

Busy Days for Outing Jobber

Marks Phonograph & Radio Corp. are selling a large quantity of black leatherette Junior Outing portable phonographs, but they also report adding a large number of new accounts on their books with the "assistance of the Outing." Dealers demand a portable of quality and one that has an established reputation, and they have no difficulty whatsoever in selling all the Outings they can get.

News Gleanings

Dennis Bros., of Granite City, Ill., are making a city-wide canvass to gather the prospects for Christmas Victrolas. James Conway is now in charge of the department.

Friends of E. C. Rauth, vice-president of the Koerber-Brenner Co., will regret to learn of the recent death of his mother.

Victor dealers of St. Louis have been advertising the appearance recently of several Victor artists, Mme. Schumann-Heink, Sousa and His Band, Harold Bauer, and Georgie Price with the "Passing Show."

The Morton Radio Corp., New York, was recently incorporated at Albany with a capital stock of 100 shares of common stock, no par value. M. Shindler, G. Weinstein and R. Fichtel are the incorporators.

Brunswick-Balke-Collender Co. Offers New Stock Issue

130,000 Shares of Common Stock, No Par Value, Offered to the Public—Interesting Report Made Regarding Company's Affairs

The Brunswick-Balke-Collender Co. recently offered to the public 130,000 shares of the common stock in the company of no par value. In offering the stock there was published in daily newspaper advertisements a letter from D. E. Bensinger, president of the company, outlining the history and development of the business and emphasizing particularly the opportunities for the development of radio, upon some of which the company has realized to a material degree.

The letter presented some interesting figures regarding the net sales of the company and the net profits realized, the sales in 1923 totaling $28,295,385.82, with a net profit of $2,555,884.67. The new common stock was offered at $49.50 per share, and it was announced that application will be made to have the stock listed on the New York and Chicago Stock Exchanges. The stock was immediately oversubscribed on announcement.

Three New Radio Products Announced by Mu-Rad Lab.

The Mu-Rad Lab., Inc., Asbury Park, N. J., has recently announced three of its newest productions. This concern is well known as the manufacturer of the Mu-Rad six-tube loop receiver, Type MA-15, and the five-tube single control receiver, Type MA-18. These two receivers are continued as standard equipment for the present season. In addition, this company has just announced its Type MA-20 receiver, its Recto-Filter unit, and its B-Radicator unit.

The Type MA-20 receiver should prove to be one of the most remarkable developments in radio for some years past. It is a five-tube, three-dial, tuned radio frequency set, designed especially to permit the elimination of strong interference from local broadcasting stations, while distant reception is being conducted. It may be used with batteries like all other previous types of receivers, but presents an especially unique installation when used with the Mu-Rad Recto-Filter unit, with which arrangement no storage batteries or B batteries are required, nor is an antenna or loop necessary. All that is required is to plug into the ordinary 110-volt, 60-cycle, A. C. lighting socket.

Mu-Rad MA-20

The Recto-Filter unit is a device which changes the 110-volt, 60-cycle alternating current from the light lines into current of the proper magnitude and at the proper voltages and other characteristics suitable for operating the MA-20 receiver. The Recto-Filter cannot be used with any other type of receiver than the Mu-Rad MA-20.

Mu-Rad Recto Filter

The Mu-Rad B-Radicator is a unit whose function is well defined by its name. It eliminates B batteries. It can be used with any type of circuit or any type of receiving set. It is remarkable on account of its small size and weight. The dimensions are 10 inches by 4½ inches by 6 inches. The weight is 13 pounds. Like the Recto-Filter, it uses either one or two standard UV-201A tubes. There are no adjustments to be made on this unit as automatic regulation of the voltages is provided by the unique electrical design of the unit.

Mu-Rad B-Radicator

The Type MA-20 is also furnished in handsome console cabinet, if desired, with built-in loud speaker of specially powerful and faithful reproduction characteristics. These instruments round out the line of Murad Lab., Inc.

U. S. Radio Corp. Chartered

The United States Radio Mfg. Corp., New York, was recently incorporated at Albany, with a capital stock of $50,000. J. Fiastl and F. Bieber are the incorporators.

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect

We get the best India Mica directly.

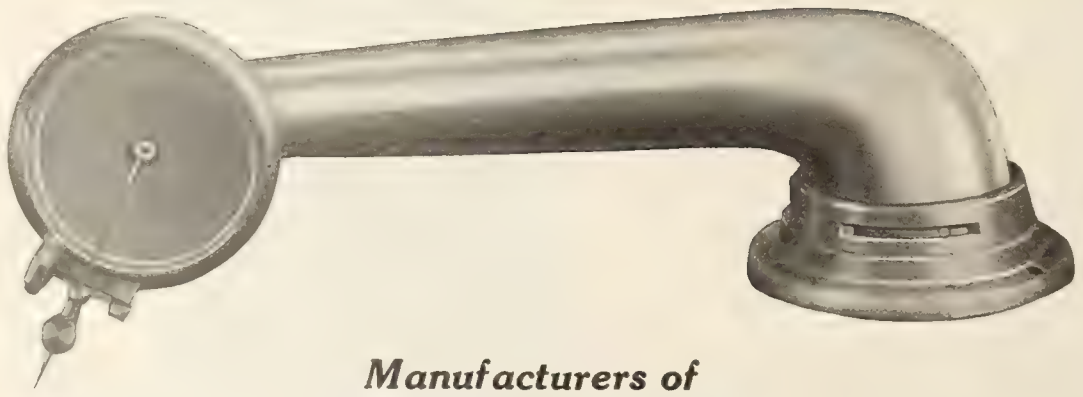
We supply the largest Phonograph Manufacturers.

Ask for our quotations and samples before placing your order

American Mica Works

47 West St. New York

The Best Low Priced Portable Arm on the Market



Manufacturers of

Supreme Reproducers

High Grade Tone Arms

Also Originator of the Radio Tone-Arm

Samples of Portable Arm with Sound Box $1.50

With Silvertone Diaphragm

WM. PHILLIPS PHONO PARTS CORP.

145 West 45th Street -CABLE ADDRESS- "PHONOPARTS" New York City

The Responsibilities of A Policy

It takes years to build a reputation which eventually becomes summed up in the word "Dependability." It is true of a nation, of a concern and its goods, or an individual and his conduct. Therefore, a reputation for dependability usually carries with it a known policy and a corresponding responsibility.

You don't expect an article stamped "Sterling" to be silver plated. When you buy jewelry at Tiffany's, you expect the quality that the name implies. The Cadillac Company was one of the last to install a self-starter as a part of the Cadillac equipment. Previously there were experiments in the form of acetylene gas, compressed air, and spring mechanisms, none of which were worthy of adoption by the Cadillac Company. But with the installation of the Delco self-starter, the first dependable device of the kind was marketed. Again a reputation was maintained, leadership was recognized, and others hastened to follow.

The Blackman Talking Machine Company could have entered the radio business sooner and added to its sales, but we could not have done so maintaining our policy for selling dependable goods and giving customary service. We believe Victor Dealers have been getting valuable experience in the radio line. We are confident it has enabled them to better appreciate Victor quality and service.

We are very optimistic regarding the outlook for 1925. President Coolidge has received the support which we believe he deserves as a courageous leader, and the stock market is forecasting greatly improved business and returning confidence.

The responsibilities of a policy have seemed to temporarily give an undue advantage to competitors in the manufacturing and distributing field, but we feel the dawn of a new achievement is at hand.

We wish our friends a Very Merry Christmas and a Happy, Healthy and Prosperous New Year, and believe the outlook will justify the fulfillment.

J. NEWCOMB BLACKMAN.

Blackman
TALKING MACHINE CO.
28-30 W. 23RD ST. NEW YORK N.Y.
VICTOR WHOLESALE DISTRIBUTORS

These are but two examples of the Garod Newspaper Advertising now appearing all over the United States.

Is there a best radio receiver?

ONLY deliberate comparison of various receivers can determine. Noises once thought inseparable from radio *must* tune out. The ideal receiver is a musical instrument when music is desired. And the voice of the singer . near or far.... must be as rich in charm as in actuality • Wherever the test of hearing includes the Garod Neutrodyne the choice is always Garod. Distant programs are not distant to the Garod.... even when local stations are broadcasting • Its vast reserve of power is controlled by a single, simple dial • Go to the Garod dealer and ask for the Visitor's Hearing. It will mark the end of your seeking. . the end of your quest for the best in radio achievement • And the man who selects a Garod need not pay for it all at once Any Garod dealer will explain the unique payment plan.

GAROD
NEUTRODYNE

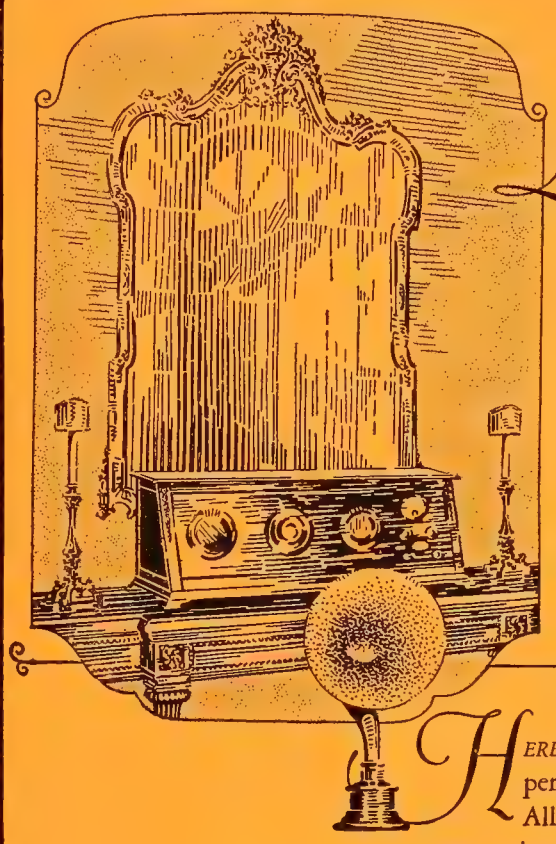
DISTRIBUTOR'S NAME HERE

STREET ADDRESS TOWN OR CITY

Advertising Power plus Garod Power—

Dealer helps are of a dozen sorts. All of them have very definite value in the sale of any product. With Garod, dealer help is *advertising* help and the two advertisements shown on these pages are only part of the big effort to acquaint the buying public with the definitely established power and clarity and volume of the Garod Neutrodyne.

Garod Corporation, 120 Adams Street, Newark, N. J.



Let the loud speaker test the receiver

HERE, perhaps, is the ultimate proof of perfect reproduction. The *speaker* test. All Garod achievement.... its clearness.... its tone fidelity.... its spanning of distance, is measured by *speaker* evidence The harmonies of a concert orchestra blend only as the master conductor intends. Yet the elusive reeds and sweet wood instrumental tones are heard as individually as the ear may choose . And when the reserve power of the Garod is tapped by the turn of a simple dial, the welling of great volume floods the room. It is merely magnifying a joyous sound, free of distortion and clear as musicians have made it.

Go to the Garod dealer and ask for the Visitor's Hearing. His test will be a loud speaker test, and through it you will learn what no mere words can convey. The man who chooses a Garod need not pay for it all at once. Any Garod dealer will explain the payment plan ~

GAROD NEUTRODYNE

DISTRIBUTOR'S NAME HERE

STREET ADDRESS GAROD NEUTRODYNE TOWN OR CITY

Broadcasting Bigger Business for Dealers

In addition to the newspaper campaign, advertisements will appear in Vanity Fair, American Magazine, Cosmopolitan, Harper's Bazar and House and Garden. To the dealer who has chosen Garod it will be an added satisfaction to know that advertising power is contributing to the established power of merit of an already great receiver.

Canadian Distributors: Continental Equipment Co., Ltd., 357 St. Catharine St., West, Montreal

Sleeper MONOTROL
THE MOST PERFECT RADIO SET in AMERICA

A FOUR-POINT PROGRAM—

Any dealer has a four-point interest in the Radio equipment he sells.

1st—Performance
2nd—Saleability
3rd—Manufacturer's Support

And fourth, the financial strength behind the product he represents.

The performance of the Sleeper Monotrol is best judged by you critically and comparatively. Its saleability is not a question of theory but a fact proven in hundreds of markets. Through 1925 an extensive and intensive advertising and merchandising program assures the Sleeper dealer of consumer acceptance and demand.

A completed million-dollar stock issue allows the Sleeper Company to keep its product and policies where they should be—a long stride ahead of competition.

See a Sleeper. There is some open territory. A wire will bring you detailed information.

John C. Sleeper

SLEEPER
RADIO CORPORATION
Long Island City, N. Y.

Sleeper
MONOTROL
REG. U.S. PAT. OFF.

Trade Leaders Predict a Prosperous 1925

Prominent Members of the Trade Throughout the Country Express Optimism Over the Outlook for the New Year—National Election Results Held to Insure Business Stability for Time at Least

MEMBERS of the talking machine trade as a whole will enter the New Year full of confidence in what it promises to bring forth in a business way. There have cropped out in the trade occasionally during the past few months some pessimistic utterances regarding business, although a casting up of accounts appears to indicate the year as a whole has in many sections produced a sales volume approximating normal. Regarding 1925, however, pessimism is conspicuous by its absence, according to reports that have reached The World from those who have to do with the production and distribution of talking machine products.

Prophecy is a dangerous thing, for the ability to gauge accurately what is going to happen six months or a year hence is given to few men. There are, however, definite fundamentals of business and economic data, a consideration of which affords a basis for arriving at fairly accurate conclusions regarding the immediate future.

Prominent trade members see in the result of the election and the continuance of the present administration, with its avowed policies of sound government, a definite assurance that for some time at least business may be expected to go along smoothly.

Although trade has been described as "spotty" since the opening of the Fall season, following several months of rather poor business, the general tendency has been upgrade. There has been sufficient improvement in business to promise a very fair balance for the entire year and lead to the expectation that after January 1 increased industrial production now plainly evident, better prices for farm products, increase in export trade and easy money market will all begin to have their effect on business in general and, naturally, the talking machine industry will benefit accordingly.

There are those in the trade who feel inclined to believe that the talking machine business will swing back to a boom condition during 1925. Perhaps their optimism is fully justified, for even the most conservative members foresee a twelve months' period that will show a volume of trade at least of normal size and, it is hoped, considerably above normal.

Numerous members of the talking machine industry have taken occasion to express their opinions as to what the future holds for the trade for the columns of The World, and some of these opinions, many of them highly interesting, are presented herewith:

Views of the Manufacturers

Victor Talking Machine Co., Camden, N. J. By Eldridge R. Johnson, President.

Mr. Coolidge was elected by a majority which leaves no doubt as to the approval of his policies and the American public has again demonstrated that the people are capable of grasping broad national problems and that they desire, above all things, to be fair to business and to business men. The foolish radical theory of using tax laws as a means of destroying wealth seems to have been repudiated. Mr. Coolidge's last message is strong and sound; its effect will surely be to put new heart into the class of business men who have suffered so much during the last twenty years from persecution at the hands of the radical political element.

The present business slow-up was precipitated by the hostile attitude of the 68th Congress and, while business is now on the mend, it will take some time before general business gets back into its old stride. The business depression since last Spring has been general; of course there are a few exceptions, such as radio. The Victor Co. has suffered less than many of the so-called standard lines. The Victor Co. is going on with its plans of building, advertising and developing and the temporary slackening in the demand is really a benefit. We have confidence in the permanency of our business and are taking advantage of this opportunity to attend to many things that were badly in need of attention but were not taken care of before because the Victor organization was so deeply absorbed in the problems of production.

The radio situation is receiving special consideration. There is every promise that radio will become an important article of commerce in this country (at present it is very complicated and there are many confusing and dangerous conditions existing that must be adjusted before radio can be accepted as a permanent business), but I can see no reason to change the policy of the Victor Co. as was outlined some months ago. The Victor Co. has no intention of going into the manufacture of general radio devices. We desire to co-operate with the radio manufacturers as far as possible but shall confine our efforts to the manufacture of devices that are necessary connecting links between the talking machine and the radio and we hope, in the near future, to be able to make it easier for the trade to handle Victrolas which are combined with highly efficient radio outfits.

There has been a constantly increasing demand, with a few periods of reaction, for Victor goods in the last twenty-five years. Victor product is a staple product, it will not be superseded by radio and while I firmly believe, as I stated above, that the radio business will eventually become substantial it will go through a period of reorganization and regeneration before it can seriously be considered as really a staple article.

Brunswick-Balke-Collender Co., Chicago. By Percy L. Deutsch, Vice-President.

Dr. Frank Crane has stated "The city of the future will be intelligently planned, before a single house is built or a lot sold."

Although our program for 1925 has no direct connection with this well-known writer's prediction, we are at the present moment developing what we trust will prove an intelligent plan.

The only premise upon which we consider it consistent to base an estimate is experience, and we will therefore necessarily be guided to a great extent by the trend of demand, market possibilities, and business indices that we are getting to-day, and have noted for some few months past.

Our position in this industry is unique, in view of the enormous market we have begun to uncover with our new product, Brunswick-Radiolas. We don't mind stating frankly that, in spite of the fact that our production facilities have been amplified considerably, we are still facing the embarrassing situation of being unable to supply enough goods to meet the market. This condition, however, is a temporary one, as we have already laid plans for further extension of our manufacturing plants, and have worked out schedules for 1925 which, we feel, will be more comparable with the tremendous demand for our product. Our schedules, too, will call for a large production of Brunswick phonographs and Brunswick records, which the coming year should see sold on a large scale.

The advertising plans of the Brunswick-Balke-Collender Co. for 1925 are based upon a scale commensurate with our scheduled production activities. This part of our program has been expanded to an extent that would not have been contemplated even by our most enthusiastic estimates a year ago. However, our pleasant business experience during 1924 justifies in full the extensive advertising plan which we will launch in the new year.

As already stated, we have based our plan of operation largely upon experiences that have been met, and on events that are in immediate prospect. With the present trend of satisfaction in general business and increasing markets, due to expanding prosperity, there is every reason to believe that our big program for 1925 will be in line with the great opportunities that the market will present. This year was the largest in our history, and we are confident that 1925 will produce more business for our dealer organization than has ever before been encountered. Our entire plan is based upon this happy estimate.

Sonora Phonograph Co., Inc., New York. By S. O. Martin, President.

A markedly brighter year for the phonograph industry in 1925 than in 1924 can be confidently and logically expected. In the first place, general business will continue the improvement already in progress. Four factors are present that have always before preceded steadily swelling prosperity in the United States namely, increasing industrial production after depression, better agricultural prices, increasing exports, and easy money. The phonograph industry has always followed the general business trend upward and even exceeded the high mark registered by general business just as it has descended under the low mark of general business in dull times. Furthermore, the increasing reciprocity developing between the phonograph and radio industry with benefit to each will add to the impetus given by general business improvement. Already these joint influences have caused the Sonora plant to begin to operate at full capacity in September and with night shift continuously since October with certainty of continuing so through the first quarter of 1925 and probably throughout the year. The above facts and factors would certainly seem to warrant optimism for 1925.

General Phonograph Corp., New York. By Otto Heineman, President.

I do not believe that I have heard more pessimistic expressions at any time about the phonograph industry, with the exception of the year 1920, than this Summer.

I have been told by everybody that the radio would finally put the phonograph out of business. This remark was like a disease which spread throughout the country.

Just at that time we were discussing our plans for the manufacture of phonograph motors, etc., and everybody was surprised at my plans for the manufacture of motors for the Fall, which were about twice as large as in 1923. I was asked: "Why this optimism for the phonograph industry?", to which I replied about the same as in my letter to our jobbers and dealers in June, 1924, which answer was:

"A continuation of our present government

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TRADE LEADERS PREDICT A PROSPEROUS 1925—(Continued from page 99)

with the addition of Mr. Dawes as vice-president would bring prosperity to every trade, including the phonograph industry. This was based on the expectations of the success of the London conference in July, 1924, which meant a reconstruction of Europe, financially and politically."

During my many travels in Europe I have seen that especially Germany was like a great factory with the finest machinery, excellent workmen and the best brains in the management, but the wheels were not turning because of lack of working capital to buy the raw materials and to finance the sales of the merchandise.

The Dawes plan has started to give Germany working capital and the wheels are again turning; and where will Germany get its raw materials? Practically everything from America, and what refers to Germany also refers to other European countries.

If America is prosperous and if a hundred and ten million people are buying, there will also be some people, and plenty of them, to buy phonographs and records. The phonograph has not put the piano out of business as was predicted in the early days and radio will not put the phonograph out of business. Radio and phonograph are both home entertainers, but each in its field.

I believe that the year 1925 will see a greater phonograph business and a greater record business than we have seen since the boom days of 1918 and 1919.

Starr Piano Co., Richmond, Ind. By Fred Gennett, Secretary.

I cannot look forward to the year 1925 except with the happiest anticipations for a continued increase of business in the talking machine and radio industry. The happy combination of the radio unit in the phonograph has lent new life and prospects to the phonograph industry. The opportunity afforded the dealer to make a new deal with his old customer and the satisfaction given by the old instrument means that those who have sown good-will through the furnishing of an honest product will reap the benefits of added sales through the stimulus of the new buying demand, and in this field the Starr radio-phonograph will undoubtedly reap its due benefits.

Wolf Mfg. Industries, Quincy, Ill. By F. A. Wolf, Treasurer.

Our volume of sales for 1924 will amount to 25 per cent more than any previous year. The business outlook for 1925 looks very promising, as our unfilled orders are considerably more than at any time in the history of our business.

Barnhart Brothers & Spindler, Chicago. By L. R. Brink, Phonograph Department.

In our opinion the general public has confidence in the present administration and buying seems to be on the increase. We believe this is a barometer for a prosperous year for 1925.

Fletcher-Wickes Co., Chicago. By Elmer Fletcher, President.

Although 1924 has been a successful year in some lines, many men in business no doubt would be glad to forget, if it were possible, the results obtained during 1924, and make a new start in 1925 when the prospects are more encouraging for a successful year in all lines. The results of the November 4 election have left the country in a more optimistic state in regard to business than heretofore. With this and the increasing demand for our products in foreign countries, 1925 and years following will see business in this country in a healthier and more prosperous condition than ever before, the talking machine business included.

Peerless Album Co., New York. By Phil Ravis, President.

Now that the political sky is clear and European conditions are taking on a more placid aspect, the outlook for 1925 seems like a beautiful sunrise after a night of storm. There is no question but that some of the worst days are behind us.

In the talking machine industry interests and sales volumes have been divided by radio, but this situation will gradually adjust itself as there is plenty of room in our vast and rapidly assimilating American capacity for many different things to accommodate both radio and an instrument of permanent music.

Already a trend toward the home record library has been felt by the large manufacturers who are making forward strides to meet the new demand, a demand that Peerless has been advocating for the past five years.

Udell Works, Indianapolis, Ind. By Tom Griffith, Vice-President.

In 1924, as a whole, we will not do as much business as we did during 1923. In volume of business it will probably show a shrinkage of about 15 per cent. We have, of course, tried to cut down overhead and eliminate all unnecessary expense.

The first quarter of 1924 was very good; the second quarter, however, was far from normal; the last quarter will be fair and we really believe it would have been good if it had not been for the uncertainty about the election.

As for 1925, we feel that the manufacturer with the merchandise, right selling organization and with aggressive tactics will get a good volume of trade. We feel that competition will be keen, however, and that we will have to be on our toes all the time.

In other words, while we felt that the election of Mr. Coolidge tended to restore confidence and give us courage for the future as far as business conditions are concerned, we also felt that it did not change the basic underlying conditions.

We are looking forward to a good year with much confidence, and as it will be our 53rd, we see no reason why with the experience that we

(*Continued on page* 102)

The FORDEC "B" BATTERY ELIMINATOR

is making a sensation—and MAKING GOOD. It is the final word in "B" battery eliminators—designed by the same skillful engineers who developed the successful Eagle Battery Charger. Tested under every conceivable condition.

Special Features of FORDEC

Clearer reception than when "B" batteries are used. Handles the detector tube without A C hum. Works perfectly on distant stations. Will handle all commercial sets, from a single tube to an eight tube super-heterodyne. Output, 75 milli-amperes.

Smooth, complete control of both detector and amplifier voltages. No taps.

Detector, 0 to 45 volts. Amplifiers, 0 to 140 volts.

No special tubes required. Uses standard 5 volt ¼ ampere tubes—and USES THE IMPERFECT TUBES WHICH LIGHT BUT DO NOT OSCILLATE. A wonderful outlet for the defective tubes which are so hard to get replacement on. Tube life unlimited. Tests show 2,000 hours of successful operation.

Operates on 110 volt, 60 cycle Alternating Current only. Not built for Direct Current. Operating cost, 1-3 of one cent per day.

Jobbers—dealers—get busy on FORDEC. Write—wire—phone for samples and start to sell. There is REAL profit in selling FORDEC. Address the office nearest you.

Model B.....$38.50
Model C..... 45.00

Foreign and Domestic Electrical Commodities, Inc.

Eastern Sales Office
629-635 West 23rd St.,
New York, N. Y.

Western Sales Office
11502 Madison Ave.,
Cleveland, Ohio

Advertising that helps you sell FADA receivers

YOU have seen the striking full-page FADA advertisements in *The Saturday Evening Post* month after month. Look for the issues of December 6th and December 20th. The December 6th issue carries a big two-page smash *in colors* that will create interest and boost holiday sales of FADA Neutrodyne receivers. On December 20th, just when Christmas sales are heaviest, purchasers are again reminded to buy a FADA Neutroceiver or FADA Neutrola. This *Saturday Evening Post* advertising is supplemented by pages in all the leading radio magazines, by pages in *The Literary Digest* and *The American Magazine.*

In addition to one of the largest magazine campaigns ever conducted for radio receivers, FADA is using newspaper space generously in the leading radio centers. Some of this advertising is reproduced above—greatly reduced. It localizes FADA sales and brings customers to the stores selling FADA receivers.

Tie up with this FADA advertising. We will furnish mats or electros of FADA newspaper copy in 12 and 28½ inch space, with plenty of room for your own name. Use it before Christmas. This material is supplied free to dealers who agree to run it in their local papers. Write for further information about FADA Neutrodyne receivers and FADA advertising.

F. A. D. ANDREA, INC.
1581 JEROME AVENUE NEW YORK

TRADE LEADERS PREDICT A PROSPEROUS 1925—(Continued from page 100)

have had that it should not be a good one for us.

Vitanola Talking Machine Co., Chicago. By S. S. Schiff, President.

At this season of the year we are always inclined to be optimistic in our prophecy for the coming year. A new year always seems to carry with it new opportunities, and it is only natural we should expect and plan to make the most of them. But this year all will agree that never was a favorable forecast based on such solid foundation of facts. Politically, socially, and commercially, the American nation has proved itself sound. With decreased burdens of taxation, and American business being given many new encouragements, the future certainly looks bright. As for the talking machine and radio business in which we are interested, conditions have been very good the past two months, and we cannot see anything but good for 1925. Our combination radio and phonograph sets are in big demand, and our straight phonographs, too, are going well. In fact, the large volume of orders we have recently been receiving on straight phonographs has outstripped even our own optimistic forecasts.

Oro-Tone Co., Chicago, Ill. By L. Hunt.

We believe that general prosperity will prevail for the next four years at least. Some businesses will of course show greater activity than others. This will depend on conditions and elements which may enter into various business channels. Generally speaking, we look for good business.

Everybody's Talking Machine Co., Inc., Philadelphia. By S. Fingrutd, Secretary.

We believe that the business outlook for the new year is very encouraging. We base our opinion upon the splendid financial condition of the entire country, and place particular emphasis upon the business being done to-day in the stock and bond market.

We regard the stock market as a barometer of business conditions, and with the excellent business being done to-day we feel confident that the phonograph industry will certainly enjoy its share of the good business that the new year will bring.

Wm. Phillips Phono Parts Corp., New York. By William Phillips, President.

We believe that the year 1925 will be very successful for the phonograph manufacturer if he will design cabinets suitable for the standard radio sets that are on the market, eliminating extra cabinets for those that have radios in their homes.

The phonograph horn is the best amplifier and where there are radio tone arms on the market to-day the phonograph manufacturer should take advantage of same by building the proper cabinet for radio and phonograph combined.

Doehler Die-Casting Co., Brooklyn, N. Y. By Lester H. Pillion, General Sales Manager.

That 1924 was a further and probably final period of readjustment, following post-war inflation, appears very evident from a survey of the various statistics available. The thoroughness of the liquidation of the past year leads us to anticipate a period of gradual improvement with prices advancing to meet the increased demand.

We regard the outlook for 1925 as favorable to good business.

Views of the Distributors

Cohen & Hughes, Baltimore, Md. By William Biel, Secretary and Treasurer.

Generally speaking, as far as the Victor business was concerned for 1924, we are entirely satisfied with the results achieved in view of general business conditions throughout the country, with particular reference to the South, where a large portion of our transactions occur.

Although it appeared that for one reason or another Victor popularity was not up to its usual standard, upon close inspection of general business conditions we reached the conclusion that it was not the fault of the talking machine business but general conditions throughout the United States, and we can truthfully say that the talking machine business, as far as we were concerned, has held its own as well as, if not better than, other commodities.

The outlook for radio, in which we have recently become interested, is exceedingly bright, and we think will become increasingly so after conditions in this industry become more stabilized.

Chas. H. Ditson & Co., New York. By Paul Carlson, Manager, Wholesale Victor Department.

My opinion is that business will be more stabilized in 1925 than during the past year. The re-election of President Coolidge has created a feeling of confidence throughout the country that obviously is already being favorably reflected in business.

Victor business will be good, as it occupies a place separate and distinct from anything else on the market.

"The best music available whenever you want it" will continue to be a slogan of much value to Victor dealers.

New York Talking Machine Co., New York. By A. D. Geissler, President.

The Victor Talking Machine Co.'s far-sighted attitude in preparing for the era of economic confidence which we have entered is going to give the Victor jobber and Victor dealer their greatest opportunity in 1925. They have completed, and paid for, this year a beautiful $2,000,000 addition to their factory, and another $1,000,000 addition will be completed within the next few months. These important signs of confidence exhibited by the Victor Board of Directors cause us to consider again whether,

(*Continued on page* 104)

New Aluminum Shell Tenor Banjos

Special Features of Aluminum Shell

The trouble with the usual wooden-banjo is that the shell, after a while, has a tendency to warp, buckle, or crack. It is impossible to get a good tone from a banjo with a warped rim. Our aluminum shell eliminates this trouble as it cannot warp, buckle, or crack. This feature alone makes it far more desirable than the ordinary wooden-rim banjo.

The only other banjo on the market with a metal shell that we know of retails for about $250.00. Our instruments having the same feature retail from $30.00 to $60.00. It goes without saying that the tone of these aluminum shell instruments is far superior to the usual banjo of a similar price. The tone is more resonant, the vibrations are longer and the result is a more "banjoish" sustaining tone. Due to our aluminum shell, our banjo gives more of a banjo "twang", a greater volume, and therefore is much more desirable.

$17.50

The Alumitone "Leader"

Our best seller—has aluminum shell about one-half inch thick, finished in natural color buffed and polished. Has mahogany finished resonator rubbed and polished, twenty professional brackets, 3-piece maple neck block inlaid down the back, black veneered head-piece with pearl ornamentations, white bone nut, 4 pearl position dots and fingerboard, good white head.

No. B1510R—Dealer's price, each..... $17.50

The Alumitone "Grand"

For tonal quality is almost equal to the Alumitone King. Has solid aluminum shell about one-half inch thick, finished in natural color, buffed and polished. Has mahogany finish resonator rubbed and polished; heavy grooved straining hoop, twenty professional brackets, Waverly extension tailpiece, Joseph Rogers, Jr. head. Neck is made of maple three-piece with block inlaid strip down the back, black veneered head plate with fancy pearl inlaid ornaments veneered fingerboard, pearl ornaments, white bone nut.

No. B1511R.—Dealer's price, each $22.00

$22.00

The Alumitone "King"

$30.00

For tone the best in the line. Has solid aluminum shell with baked black enamel finish—has fancy cut block inlaid resonator rubbed and polished, 20 professional brackets, arm rest, Joseph Rogers, Jr., head, fancy pearl inlay headpiece, fingerboard with pearl ornaments, ebonized heel plate.

No. B1512R — Dealer's price, each $30.00

$30.00

Cases To Fit

Flannel Lined Cases

Are made of 5-ply veneer, covered with keratol, and lined with flannel. Very durable, and attractive in appearance. To fit any instrument shown on these two pages.

Order by No. B1520R. Price, each..... $6.50

Velvet Lined Cases

Are made of 5-ply veneer, covered with keratol and lined with beautiful purple velvet. Very durable and attractive. To fit any instrument shown on these two pages.

Order by No. B1521R. Price, each..... $7.75

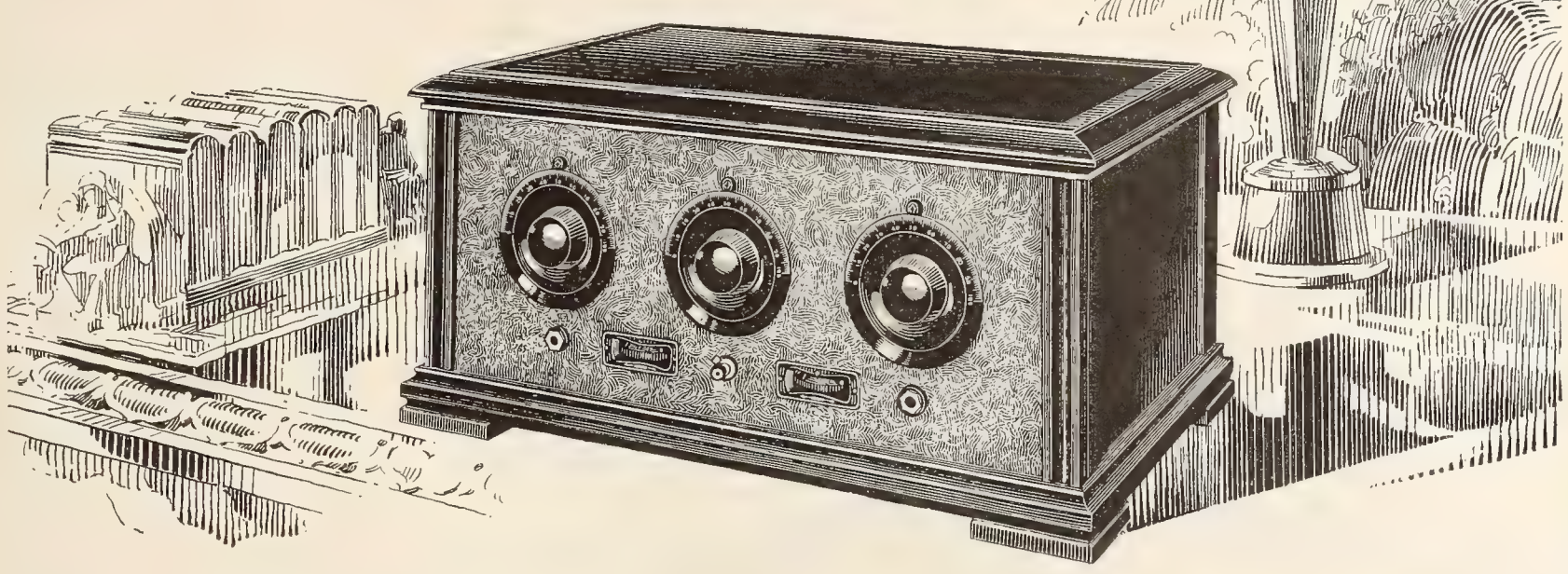
OUR GUARANTEE!!

Every Alumitone tenor banjo carries an unconditional guarantee. Should any instrument prove defective in any way (breaking of heads excluded) within a period of two years, we will replace it, no charge. We further guarantee these instruments to be perfect in tone in every respect, and will gladly accept back any Alumitone tenor banjo that is not satisfactory in every respect, if returned within 30 days of its purchase.

COLE & DUNAS MUSIC CO.

430 SO. WABASH AVENUE CHICAGO. ILL.

EISEMANN
ELECTRICAL EQUIPMENT



Type 6-D Broadcast Receiver

Non-oscillating—Non-radiating

SPECIFICATIONS

Circuit: Two stages of tuned radio frequency amplification, detector and two stages of audio frequency amplification. Non-oscillating. Non-radiating. Astatic transformers used to minimize mutual induction.

Tubes: Five in all. Jacks provided for either five or four tube operation.

Batteries: Either storage or dry-cells.

Cables: Complete set supplied for "A" and "B" batteries.

Wave lengths: 200 to 600 meters, with uniform efficiency of reception.

Aerial: 75 to 125 feet, single wire.

Panel: Aluminum, with attractive crystal black finish. A perfect body capacity shield.

Dials: Sunken design. Shaped to fit the hand and permit a natural position in tuning.

Rheostats: Adequate resistance for all standard base commercial tubes.

Condensers: Single bearing, low leakage losses.

Sockets: Suspended on cushion springs which absorb vibrations.

Cabinet: Mahogany, with distinctive lines and high finish. Ample space provided for "B" batteries.

EISEMANN

THE real, intrinsic value of the 6-D Receiver can be fully appreciated only by making direct, side-by-side tests with other makes.

Such comparisons need not be confined to sets in the same price-class. The 6-D is the equal, in every detail, of many receivers priced $25, $50 and even $75 higher.

Performance of the highest order, strikingly attractive appearance and moderate price—all these elements of true worth are found in the 6-D.

You will note its clarity and the full, generous volume. You will also observe the unusual sharpness of tuning. And the finely carved, high finish mahogany cabinet will make a strong appeal.

Price $125.00 without accessories. If your jobber cannot supply you, write to us.

EISEMANN · MAGNETO · CORPORATION

General Offices: 165 Broadway, New York

DETROIT · SAN FRANCISCO · CHICAGO

TRADE LEADERS PREDICT A PROSPEROUS 1925—(Continued from page 102)

even with these increased facilities, they will be able to take care of Victor demand.

Radio seems to be rapidly assuming the aspect of a more stabilized industry. The Victor Co. in its advertising and our dealers in their activities seem to recognize this. This should be an excellent thing for the Victor business. Hundreds of thousands of people in the narrow confines of their little homes who did not know before what the outside musical world was doing have been developed into excellent Victrola prospects. There is room in every home for a Victrola and a radio, or better still, for a Victrola with a receptacle permitting the owner to install the radio of his own choice.

The most wonderful thing that has happened for these United States, and possibly for the world, has been the election of President Coolidge and the assurance of a continuation of a conservative and economic administration, and the man who takes advantage of the present situation and enters wholeheartedly into an aggressive selling campaign of Victor products and possibly other musical instruments cannot fail to make good in 1925.

Gibson-Snow Co., Inc., Syracuse, N. Y. By C. T. Malcolm.

The year 1924 has given us all a new lease on life and we believe that the balance of this year and the year 1925 will be the best years in the history of both the phonograph and radio business.

Walter S. Gray Co., San Francisco, Cal. By Walter S. Gray, President.

I consider results for 1924 in the music business as satisfactory on the whole. It is true that the phonograph business suffered quite severely from the increased sale of radio, but I think that will all come back to the music business in the year 1925, because of the fact that practically all music dealers are now dealers in radio, as well, having added that very popular branch of the music business to their phonograph establishments. The principal enjoyment of radio is music; it properly belongs in the music store and the public go to the music stores for it. The manufacturers also, I find, are looking toward the music business as their proper outlet, and altogether it seems to me that the volume of business in the year 1925 in the music trade must be very much larger than that in 1924.

Greater City Phonograph Co., Inc., New York. By Maurice Landay.

Considering that general business conditions for the first nine months of this year were below normal, plus the rivalry of radio, the phonograph dealer who really went after business in an aggressive manner did fairly well. As for those of our dealers who took in radio in the early part of this year, and pushed both lines vigorously, they have done very well indeed.

Since September business has been decidedly on the up-grade, and most of our dealers will show an increase of business, in volume, over last year.

1925 looks like a real boom year for phonograph dealers who will push phonographs, radio phonograph combinations and straight radio. Phonograph dealers selling radio and radio combinations on the instalment plan are insisting on at least a one-third down payment, which is bringing in a great deal more cash than when they were selling phonographs only, so that their business is on a sounder and more liquid basis.

L. D. Heater Co., Portland, Ore. By L. D. Heater, President.

The results for 1924, as a whole, have been very satisfactory and the outlook for the next six weeks before the first of the year is very gratifying. Some of our trade found, however, that the business slowed down materially before election, but after this question was settled it increased materially.

The outlook for 1925 is for one of the best years which we have ever had outside of those during the peak of the trade in war time. We find in our territory that the radio has in the last six months affected the talking machine sales materially and will probably do so for some time to come. However, we look for the pendulum to swing back and the talking machine trade soon to become stabilized and believe that there will be a very good business done in both lines in our territory during the coming year.

Kiefer-Stewart Co., Indianapolis, Ind. By O. C. Maurer, Vice-President.

We are highly pleased with results obtained so far in 1924, as we had a slight increase in the sale of talking machines over 1923; and we believe that, in spite of the tremendous radio business now being done, 1925 will prove to be even a better year.

Reinhardt's, Inc., Memphis, Tenn. By Walter C. Reinhardt, President.

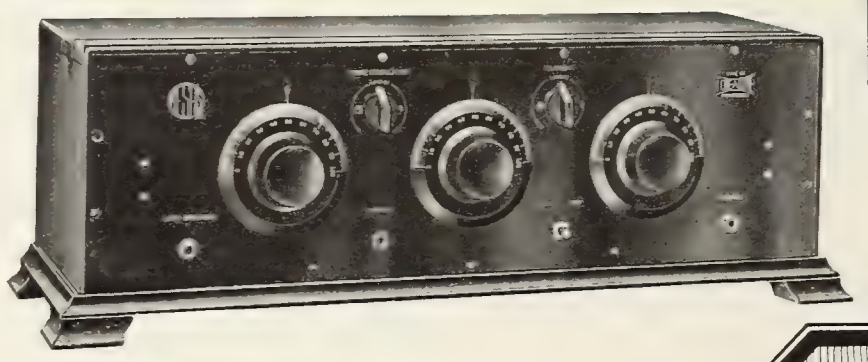
1924, to the writer, has proved to be another one of those times that come every four to seven years and the retail merchant must have his business flexible to meet these changes.

During the writer's twenty-three years in business he can recall when the bulk of our business was music boxes, accordions and sheet music for the piano, also quite a volume of mandolins and mandolin music. This was in 1901, 1902 and 1903. Then there was a change; from 1905 to 1910 the larger sales came from phonographs; then from 1910 to 1920 the bulk was divided between phonographs and records, records increasing monthly. Then about that time, 1920, the band and string instruments came back to life again and are now bearing the burden.

The past year is simply a repetition and the music man has had to shift his store around and add radio and let this and the band and string instrument departments take care of the decline in record and phonograph sales.

Business conditions in general are considerably off evidently because of the conditions in the rural districts during the past four years.

RESAS
Tone-A-Dyne



There's Big Money
in Selling This Marvelous Receiver

$78 LIST

The Resas Tone-A-Dyne opens up a big field of money making. It is just what thousands of people have been waiting for—a low-priced set that not only is equal to high-priced sets in appearance, but that will do everything any other set will do.

Everything is in your favor when you handle the Resas Tone-A-Dyne—liberal profits, easy sales and additional sales through recommendations of old customers.

The 5-tube Resas Tone-A-Dyne will give unexcelled volume and clarity on indoor or outdoor antenna. And the exclusive Tone Modulator permits regulating the tone and volume by turning a knob.

It tunes right through local stations. Distant stations are always at your command.

Has a handsomely finished Mahogany cabinet, size 21½"x8½"x9½".

In everything except price, the Resas Tone-A-Dyne is a $150.00 set. It is fully guaranteed for one year.

Why not reap the harvest of big sales and nice profits that are sure to be yours when you sell this remarkable set. Send *now* for a sample at regular dealers' discount with the understanding that you may return it at the end of five days if not entirely satisfactory. Mail the coupon now, while you think of it.

RESAS, Inc.

112 Chambers St. New York, N. Y.

Resas, Inc.,
112 Chambers St., New York.
Send one Resas Tone-A-Dyne set at $78.00 less regular dealers' discount with the understanding that it may be returned in five days and no charge made if we are not entirely satisfied with it.

Name .....
Street .....
Town..... State.....

Again let us express the pleasure we derive in serving you and wish you a Merry Christmas.

"HIS MASTER'S VOICE"

C. BRUNO & SON, Inc.

351-353 Fourth Avenue **New York**

Victor Wholesalers to the Dealer Only

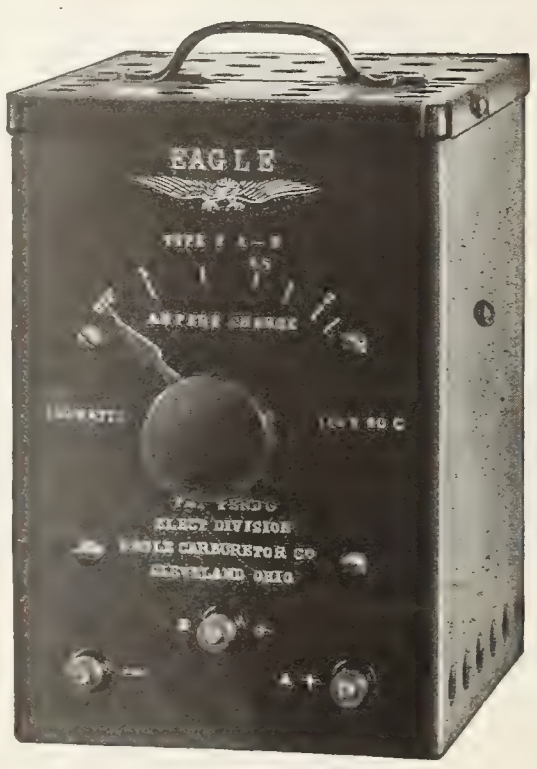
Columbia General Record Catalog for 1925 Issued

A Timely Publication—Contains All Records Listed Up to and Including December, 1924

The advertising department of the Columbia Phonograph Co., Inc., New York, N. Y., is receiving congratulations from Columbia dealers everywhere upon the publication of the 1925 general record catalog, which is now in the hands of the dealers. Aside from the attractive appearance of the publication, an outstanding feature of the production of the 1925 book is the fact that it is in the hands of the dealers before January 1, 1925, thereby establishing a new record for the issuance of a book of this character.

The Columbia 1925 record catalog contains all records listed up to and including December, 1924, giving Columbia dealers an up-to-date and complete catalog which can be used to splendid advantage. The book is divided into five sections, providing for maximum convenience for the dealer and public. Part 1 is an alphabetical list of artists making Columbia records; part 2 is a complete list of Columbia records, alphabetically arranged and cross-indexed (any desired title which has been recorded and listed may be found under the title itself, the name of the artist or organization making the record, the class of music or performance and in many cases under the name of the composer); part 3 contains classified lists of specially selected Columbia records; part 4 features gems and novelties from Columbia catalogs of foreign language records; part 5 is a tinted section containing the new Columbia series of Musical Masterworks and a list of Columbia's concert and operatic stars with their recordings.

The 1925 Columbia catalog is the largest ever issued by the Columbia Phonograph Co., Inc., indicating the care and attention that this organization is giving to the development and growth of its record activities. The book in itself is typographically perfect, handsomely designed and in every way a worthy and welcome addition to the quality literature that has been issued the past six months by the advertising and sales divisions of the Columbia Co.



Eagle Battery Chargers

have made good in a big way. They are the **standard** in the independent charger field.

LEGITIMATE—Tungar Bulbs are used in EAGLE CHARGERS under arrangement with General Electric Company.

STRONG SELLING FEATURES—Two winding transformers that cannot burn out radio tubes. The only charger which charges 120 volts of "B" battery in series. Complete control of the charging rate. **Adopted as standard equipment** by leading manufacturers. Sold by 120 leading radio distributors, in always increasing volume. Written guarantee with each charger.

SALES POLICY—Absolutely clean. Trade and consumer advertising counter cards and good printed matter, and plenty of all.

PERFORMANCE—EAGLE CHARGERS have an earned reputation for splendid performance under practically every condition. Wherever they are sold we have favorable reports and the trade tells us of increased sales through word of mouth advertising by pleased users.

THE DISTRIBUTORS' OPPORTUNITY: Factory production for this season is almost entirely allotted. A few more good distributors can be taken care of, and then we shall have to close the list until next year. Act quickly, and we will take care of you. We make no delivery promises which we cannot fulfill, nor do we oversell our production.

Get the **EAGLE CHARGER** proposition—learn how easy it is to please the public and make money by selling a **really good** bulb charger. Address the office nearest you.

Foreign and Domestic Electrical Commodities, Inc.

Eastern Sales Office
629-635 West 23rd St.,
NEW YORK, N. Y.

Western Sales Office
11502 Madison Ave.,
CLEVELAND, OHIO

Brilliantone Special Holiday Needle Package

Two Hundred and Fifty Needles Contained in Record Cleaner Can

The Brilliantone Steel Needle Co., New York City, sole selling agent for the W. H. Bagshaw Co., Lowell, Mass., has produced a needle package particularly appropriate for holiday sales. This new package contains 250 needles, in a combination record cleaner can. The article has double utility, in that it is a needle container and record cleaner in one. These two features, plus its general attractiveness, will undoubtedly make it a big seller.

The Brilliantone Steel Needle Co., which is also sole selling agent for the Petmecky needle, made by the W. H. Bagshaw Co., is enclosing in all packages of Petmecky needles delivered to dealers a special notice announcing that the enclosed needles are the genuine Petmecky Multitone needles, as near hand-made as it is possible to make talking machine needles. Warning is given that the word Multi-tone, due to the fact that it cannot be copyrighted, is being used by imitators. In conclusion, the Petmecky guarantee is given, agreeing to refund the money without question should the needles not give perfect satisfaction.

Bestone Receiving Set Welcomed by Music Trade

Henry Hyman & Co., Inc., New York, manufacturers of Bestone V-60 radio receiving sets, is distributing its products exclusively to the music trade. "We have adhered to our original plan of selling to the music dealer and have found that it works out most satisfactorily," said B. F. Muldoon, advertising manager of the company, in a recent chat with The World.

"We have been most successful in avoiding the element of price cutting, inasmuch as we have, by using the music trade, avoided channels of distribution which might otherwise result in the cutting of prices. In this plan we have received the enthusiastic endorsement of many leading dealers throughout the country and a number of them have commented on the fact that they are well pleased with our merchandising policy. We have been interested to note the successful method adopted by several of our dealers in avoiding the complications and complaints resulting from the sale of receivers on the instalment plan by not selling the set complete with accessories. These dealers sell the set with a separate guarantee and thus avoid complaints which might result from troubles encountered from the accessories in reality, but which are often blamed by the customer on the set itself."

Prisoners Hear Italy on Fada

The results of radio reception during the recent international broadcasting tests, as announced by F. A. D. Andrea, Inc., New York, manufacturer of Fada neutrodyne radio receiving sets, aside from reflecting credit on the Fada's reception ability, strikes a pathetic note reflected from the steel and masonry of a prison. This report comes from the Pennsylvania State Prison at Bellefont, Pa., in a letter written by one of the prisoners and authorized by the warden, reading in part as follows:

"On Tuesday, November 25th, at 11:20 p.m. we detected a station and by careful tuning in were rewarded with a soprano solo in Italian. After this number was finished the announcer came on and spoke in Italian and we listened in on several other selections, which we heard very clearly, at the end of which the station was announced and the call letters given as IRO."

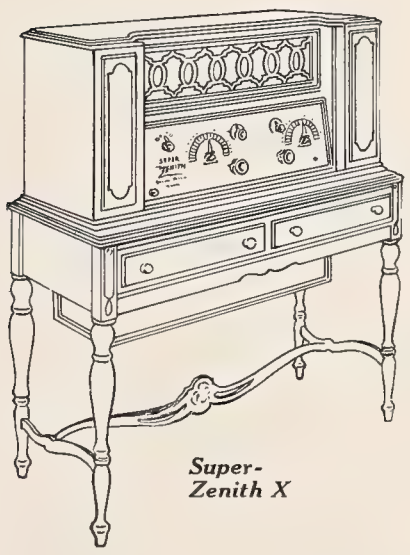
ZENITH RADIO

TRADE MARK REG.

Super-Zenith VII—the ideal radio set for the fine home

Zenith Fulfills All the Music Man's Requirements—

They Cost More
But They Do More



Super-Zenith X

In radio, as in other lines sold by the music merchant, four factors are important:

1. ***Merchandise*** so excellently made that it will appeal to people who understand and appreciate beauty of design, craftsmanlike construction, adequate performance. Zenith, built ***by*** music men, ***for*** music men, at a music man's ***discount,*** offers the merchant radio sets that hold their own with the finest musical instruments on the merchant's floor. Seven models, ranging in price from $95 to $550.
2. ***Service*** so thorough and complete that it retains the customer's good will for life. Zenith requires a minimum of service—performs admirably even under the most adverse conditions—delivers radio results that exceed even the fondest hopes of the enthusiast.
3. ***A Margin of Profit*** consistent with the heavy investment and generous service required in the maintenance of a high-class music store. Zenith offers the music merchant an unusually liberal margin. The nation-wide popularity of Zenith, backed by its unique publicity, assures him rapid sales, quick turnover.
4. ***Permanence*** in the industry—protection against unfair competition. Zenith provides the merchant an exclusive territorial franchise which assures him the opportunity to build a permanent and highly profitable business.

A few territories are still open, but they are going fast. Wire for particulars.

ZENITH RADIO CORPORATION

332 South Michigan Avenue, Chicago

ZENITH—the exclusive choice of MacMillan for his North Pole Expedition—Holder of the Berengaria Record

The complete Zenith line includes seven models, ranging in price from $95 to $550.

With either Zenith 3R or Zenith 4R, satisfactory reception over distances of 2,000 to 3,000 miles is readily accomplished, ***using any ordinary loud speaker.*** Models 3R and 4R licensed under Armstrong U. S. Pat. No. 1,113,149.

ZENITH 4R—A specially designed three-circuit regenerative receiver in combination with an audion detector and ***three-stage*** audio-frequency amplifier, all in one cabinet. Price (exclusive of tubes and batteries) $95

ZENITH 3R—A specially designed distortionless ***three-stage*** amplifier in combination with the new and different Zenith three-circuit regenerative tuner—all in one cabinet. Extreme selectivity. Price (exclusive of tubes and batteries) $160

The new Super-Zenith is a six-tube set with a new, unique, and really different patented circuit, controlled exclusively by the Zenith Radio Corporation. It is NOT regenerative.

SUPER-ZENITH VII—Six tubes—2 stages tuned frequency amplification—detector and 3 stages audio frequency amplification. Installed in a beautifully finished cabinet of solid mahogany—44⅞ inches long, 16¾ inches wide, 10⅝ inches high. Compartments at either end for dry batteries. Price (exclusive of tubes and batteries) $230

SUPER-ZENITH VIII—Same as VII except—console type. Price (exclusive of tubes and batteries) $250

SUPER-ZENITH IX—Console model with additional compartments containing built-in Zenith loud speaker and generous storage battery space. Price (exclusive of tubes and batteries) $350

SUPER-ZENITH X—Contains two new features superseding all receivers. 1st—Built in, patented, Super-Zenith Duo-Loud Speakers, designed to reproduce both high and low pitch tones otherwise impossible with single-unit speakers. 2nd—Zenith Battery Eliminator. Requires no A or B batteries. Price (exclusive of tubes) $550

Price (without battery eliminator) $450

All Prices F. O. B. Factory.

ZENITH RADIO CORPORATION
Dept. 12W
332 South Michigan Avenue, Chicago, Ill.

Gentlemen: Please send me full details of your dealer proposition.

Name.....

Address.....

.....

Quality Products Favored in Talking Machine Industry

Deductions From Investigation Among Radio Dealers Give Interesting Conclusions

"An investigation among radio dealers to ascertain the outlook for the next few months, shows an unprecedented demand for high quality radio parts," said S. H. Mapes, sales manager of the Joseph W. Jones Radio Mfg. Co., New York, in a recent chat with The World. "Dealers interviewed state that they have endeavored to close out their stocks of cheap merchandise and are preparing to take care of a record demand for quality radio parts.

"The time has come when the public realizes that it is impossible to get good reception with a set that contains low-grade parts. Of course, there will be some demand for cheap apparatus, but the demand will be so small that it will be almost negligible. Cheap parts cannot give results and radio fans are beginning to realize this. One dealer stated that he had already noticed an unusually keen interest among his customers in quality merchandise, with price a minor factor in his sales.

"It is now apparent that the dealer who hopes to build up a profitable business on gyp parts may just as well go out of business. Two years ago the demand was for 'price' merchandise, but last year this demand fell off considerably, and this year it is showing a still greater decline. Many manufacturers have reached the point where they can produce quality merchandise in large quantities at a low enough cost to compete with the inferior low-grade merchandise, and they have also systematized their factories so as to turn out sets at much lower prices than heretofore. It is, therefore, not surprising to learn that manufacturers of high-grade radio merchandise are speeding production to take care of what will probably be the biggest radio-parts season."

William J. Murdock Made President of Chelsea Bank

CHELSEA, MASS., December 8.—William J. Murdock, president of the William J. Murdock Co., of this city, who is known as one of the pioneers of the radio industry, has been elected president of the Broadway National Bank, of Chelsea, Mass. This is a decided tribute to the executive ability of Mr. Murdock, which has already been proved through the rapid growth of the William J. Murdock Co. under his direction. This company was among the first concerns in the country to engage in the manufacture of radio accessories at the time when the amateur was beginning to dabble in the new art. After the inception of broadcasting the Murdock Co. refrained from engaging in the manufacture of a complete set until Professor L. A. Hazeltine, of the Stevens Institute of Technology, announced his invention of the neutrodyne circuit. The Murdock Co. is holder of the Hazeltine license and the Murdock neutrodyne set has been made known throughout the entire country. Many talking machine dealers are successfully merchandising the line.

New Record by Wendell Hall

A window poster featuring the second installment of "It Ain't Gonna Rain No Mo'," sung by Wendell Hall on Victor records, has been sent to all Victor dealers. The popularity of the first recording by this artist is an assurance that the second edition of his famous song will be equally well received. Since the issuance of the first record, Mr. Hall has appeared in many broadcasting stations in all sections of the country and thousands of radio enthusiasts will welcome the new record. Coupled with the "Rain" song on the record released December 12, is "We're Gonna Have Weather," sung by the same artist.

Gross-Brennan Represents Thermiodyne in New York

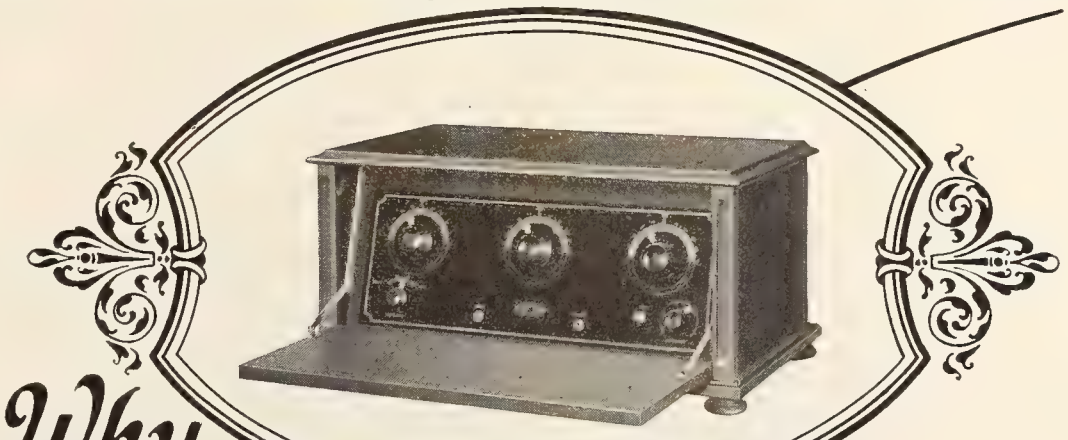
Adds Well-known Plattsburg, N. Y., Manufacturer's Line to Radio Sets Now Handled

Gross-Brennan, Inc., 342 Madison avenue, New York, who have been attaining considerable success as manufacturers' representatives for well-known radio products, have been appointed manufacturers' representatives for the Thermiodyne Corp., Plattsburg, N. Y., maker of the Thermiodyne receiving set. This instrument, which is a six-tube set, with a one-dial control, attracted wide attention at all of the radio shows this season, and it is being extensively advertised to the trade and public. Gross-Brennan, Inc., will represent the company in its relations with jobbers, covering twelve of the most important Eastern States, with the exception of Pennsylvania.

The success of Gross-Brennan, Inc., is a tribute to the experience and capability of the founders of the organization, Benjamin Gross and Herbert A. Brennan. Mr. Gross is widely known in the electrical and radio industries, and Mr. Brennan is a veteran of the talking machine trade with several years' experience in the radio field. Starting with a two-man staff the company has steadily increased in growth until today the force comprises twelve men. Among the various firms it represents is the Stromberg-Carlson neutrodyne set for which the company is manufacturers' representative in the East, dealing direct with the dealers. Its success with this set has been very gratifying, and many important accounts have been opened during the past few months.

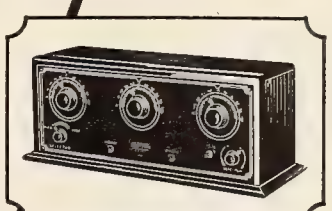
New Edison Featured in Ads.

Lyon & Healy, of Chicago, have recently been running full-page advertisements featuring the new Edison. The illustrations used in these advertisements are particularly effective and the whole campaign is calculated to bring considerable holiday business to this famous house.



Dayola $125.00

Why there is more value in DAY-FAN Radio



OEM-7 $98.00

DAYTONIA $285.00 and other models

All essential parts of DAY-FAN sets are made in our factory. These sets are not merely an assembly of parts made by others. All parts are designed and manufactured to work in unison and make possible extreme accuracy.

The appearance of DAY-FAN sets suggests a quality entirely in keeping with their accuracy of manufacture.

Their volume is such that on many stations it must be dampened for the ordinary room.

Their selectivity can be varied at will from broad tuning to extreme sharpness.

Manufacturing accuracy and the use of rivets instead of screws reduce servicing to the lowest point yet obtained in radio manufacturing.

These are a few of the remarkable DAY-FAN qualities. A demonstration will add many more

The DAYTON FAN & MOTOR CO.
Manufacturers of High-Grade Electrical Apparatus for more than 35 Years
DAYTON, OHIO.

Day-Fan RADIO

Entire Baltimore Trade Is Optimistic

Advent of December Brings Marked Improvement in Demand for All Lines of Merchandise —Month's Trade News and Activities

BALTIMORE, MD., December 10.—While the talking machine business last month slumped to some extent generally, a marked improvement has been noted since the first of the month and dealers are now very optimistic over the outlook for ending the year with a substantial increase over 1923. One gratifying feature to the retailers is the demand for the higher-priced machines and the number of cash sales on the more popular-priced models. This feeling of optimism is also evident in the local jobbing field and is reflected in the hustle that is now on to supply the Christmas trade.

While this practice of buying in small quantities naturally increases the jobbers' overhead it is looked upon with favor generally. In commenting on this situation one prominent jobber said: "The retail trade to-day is buying more conservatively than at any time since the war and I for one am glad to see it. A number of retailers who formerly bought in twenty-five lots of a certain type of the more popular machines are now buying in lots of five and ten.

W. C. Roberts Predicts Busiest Month

W. C. Roberts, manager of E. F. Droop & Sons, Inc., Victor distributors, is another local jobber who is optimistic over the outlook for business this year as well as the continued popularity of the talking machine despite the rapid increase in radio. "I am looking for the biggest December in the history of the firm," said Mr. Roberts, "and unless business takes an awful slump I feel sure my prediction will come true. Business started off with a rush on the first of the month and I see no reason why it should not continue right along up to Christmas. One thing that is going to help is the fact that the jobber to-day for the first time in years has the stock on hand to supply the trade with practically every type of machine and there will be no waiting for delivery from the factory which has been the case in past years. The radio is not going to hurt the talking machine business no matter how many radio sets are sold as there will always be a demand for music that can be supplied only by the talking machine. We are the only talking machine jobbers in Baltimore who have not taken on a line of radio and one of the few in the country. While radio is not a passing fancy and is here to stay it will never take the place of the talking machine with the music-loving public and eventually, I believe, it will prove a big aid in the sale of records."

Features Artists in Window

And speaking of records, A. B. Feder, who manages the record department at Eisenberg's department store, has built up one of the largest record businesses in the city within the past year by a very unique and original method. Mr. Feder features every performer appearing at the local theatres in a window display each week. The most popular record maker is given the place of honor each week with a large picture in the center and the other artists' pictures are grouped around it, together with their song hits. In addition, Mr. Feder attends every show each week and in that way keeps posted on the popular hits of the day.

Many Dealers Feature Outing

Mr. Swartz, of the Columbia Distributors, is finding that because Outing portables have been sold for so many years and are so well known among the dealers in his territory, since taking on the Outing portable distribution six months ago he has added a large number of new accounts.

W. L. Vanaman in New Post

The Columbia Wholesalers, Inc., which has built up a large business in the distribution of radio sets, accessories and parts has announced the appointment of W. L. Vanaman to its staff. Mr. Vanaman is an ex-post signal officer and educational officer of the United States Army, and for the past three years has been radio editor of the Baltimore News. Mr. Vanaman's extensive experience will doubtless be of much service to him in the important duties he now assumes and will also be of genuine benefit to the many dealers whom the Columbia Wholesalers, Inc., serve.

Large Demand for Brunswick-Radiolas

Chas. F. Shaw, manager of the local Brunswick agency, was in the midst of a salesmen's meeting when The World representative dropped in to see him but paused long enough to say that business generally is very satisfactory and the only trouble he is having at present is in getting enough Brunswick-Radiolas to supply the demand. "We have been oversold ever since the machines were put on the

(Continued on page 110)

Baltimore Headquarters for

Columbia Service

READY TO DELIVER

All types of Columbia Phonographs
The New Imported Recordings
Records of Hits—While they are Hits
All Best Selling Standard Selections
Best Line of Race Records on the Market
Old Time Tunes and Fiddlin' Records

Let Us Serve You

COLUMBIA WHOLESALERS, Inc.

L. L. Andrews — Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St. — Baltimore, Md.

Prestige and

VICTOR

To be a Victor dealer is half the battle. Victor products inspire confidence—and confidence means *sales*.

Cohen & Hughes
INCORPORATED
VICTOR PRODUCTS
WHOLESALE EXCLUSIVELY

BALTIMORE — WASHINGTON

"Noted *for* Service"

National Advertising to 728,088 Readers

Makes Sales for EAGLE Dealers

NOW Appearing in the January issues of

POPULAR RADIO

RADIO BROADCAST

Q. S. T.

POPULAR SCIENCE MONTHLY

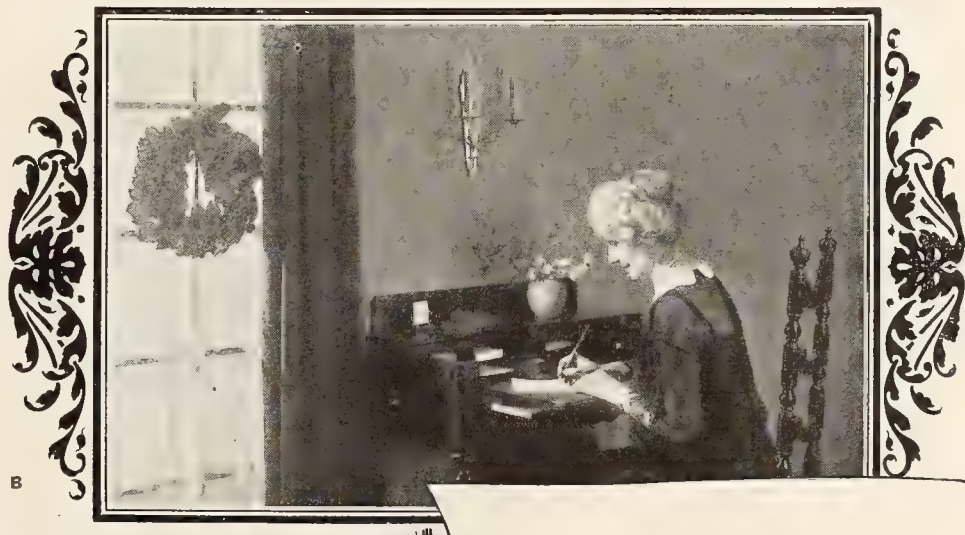
VOGUE

CHARM

Tie up with this Tide of Popular Demand

WRITE FOR PROPOSITION

The GREATER *Neutrodyne*
EAGLE
Balanced Receiver



New Model B
5 Tubes
$175.00

A Happier New Year

The EAGLE GUARANTEE

The warrantee that accompanies every Eagle Receiver fully protects you.

REASONS *for Buying the New Model B*

Exclusive EAGLE Instruments

Multiple (filament control) switch; ball-bearing, die-cast condensers; revolving resistor element rheostat—found only in the New Model B.

Balance

The perfect balance of tube capacities—the secret of neutrodyne efficiency.

WE SOAR ABOVE
EAGLE RADIO COMPANY
NEWARK NEW JERSEY

NEUTRODYNE

EAGLE RADIO CO.

My dear Boy:

Only your wonderful thoughtfulness could have found just the very gift I wanted—the New Eagle Receiver. When folks asked me this year "Was Santa Claus good to you?" I told them I had someone who was better to me than even Santa Claus.

I was a little afraid that radio might prove too complicated for me but the Eagle is as easy to operate as my phonograph. John made up a "log" for me and now all I do, is decide on the program I want to hear and turn the dials to the numbers for that station. No more loneliness, long evenings, dull times. My Eagle keeps me entertained.

John says its the best radio set money could buy, to which I replied "Of course, didn't Bob select it for me" Now John is going to get a new Model B Eagle. Says its just the set he's been waiting for.

I appreciate this wonderful gift more than I can tell you.

Your affectionate,
Mother.

EAGLE RADIO CO.

WE SOAR ABOVE
EAGLE RADIO COMPANY
NEWARK NEW JERSEY

22 Boyden Pl., Newark, N. J.

Baltimore Trade Activities

(*Continued from page* 108)

market," he said, "and the trade in this territory has been only about half canvassed at that. Sales of talking machines are also very good and we are to-day carrying less stock than at any time since I took charge of the agency. We are shipping them out as fast as we receive them and the demand for the York model still keeps up. Our record business is showing a very gratifying increase and I believe the radio is going to help the sale of both machines and records." New accounts taken on this month by the Brunswick agency include the Radio Sales Studio, Inc., of Washington; Bunch Furniture Co., of Statesville, N. C., and Holoway Bros., Monroe, N. C.

Columbia Wholesalers Rushed

"Business is booming, with a capital B," said W. H. Swartz, vice-president of the Columbia Wholesalers, Inc., distributors of the Columbia. "Last week we shipped out more records than in any week this year and two weeks ago we shipped out the largest number of machines. "The console 239-R, which is the $100 console arranged to accommodate a radio panel, has taken big with the trade, and we are shipping them out as fast as we can get them from the factory. We are also equipping this console with the four-tube Federal panel and earphones which proved a big leader with many dealers."

Paul Specht's records are setting a record in this territory, according to Mr. Swartz, since the firm distributed to the trade copies of "Success," containing Paul Specht's own story, coupled with the appearance of the orchestra at the Century Roof Garden a couple of weeks ago.

Brief But Interesting

Ted Weems and His Orchestra came down from Philadelphia on Wednesday to play at the annual dinner of the Johns Hopkins fraternity at the Southern Hotel and were given a great ovation by the large crowd in attendance.

C. J. Chirmer, assistant to C. F. Shaw, manager of the Brunswick agency, is receiving the congratulations of the staff on the arrival of a baby girl last month.

North Carolina is booming and is one of the busiest States in the Union just at present, according to M. M. Kuhn, who represents Brunswick in that territory. "But keep your eye on Virginia," said F. H. Espey, when he could get a word in. Both Mr. Kuhn and Mr. Espey were in attendance at the local salesmen's conference.

Articles of incorporation have been filed with the State Tax Commission by the Wilson Music Shop, Inc., Gay and Monument streets, Baltimore. The capital stock of the company is $10,000 and the incorporators are John F. Wilson, George J. Sellmayer and Edward J. Sellmayer.

Electradyne Receivers Selling in Brisk Fashion

These Sets, Together With Fordec Eliminator and Eagle Charger, Well Received by Music Trade—All Lines Oversold

The Foreign & Domestic Electrical Commodities, Inc., New York, manufacturer of the Electradyne radio receiver, the Fordec "B" battery eliminator and the Eagle battery charger, reports a satisfactory demand for all three products. Since these articles of radio equipment were introduced to the market a little more than a month ago, a complete sales organization has been built up, covering every section of the country. About sixty distributing connections have been made and the company is closing the distributor list for the season as the demand for the products has been so heavy that the factory has been hard put to take care of the representatives already appointed. H. H. Southgate, vice-president in charge of sales, states that the company would rather have fewer representatives and be able to satisfy their demands for their products than increase the representation and fall farther short in filling orders of their dealers.

The Electradyne receiver has been particularly well received, and the factory recently increased production to keep up with the demand. During the recent international broadcasting tests Newcastle, Eng., was heard on an Electradyne set on the loud speaker in the heart of New York at East Twenty-second street. A thirty-five-foot aerial was used, concretely demonstrating the eminently satisfactory receptive power of this set.

The Eagle battery charger is in high favor with talking machine dealers, as is also the Fordec eliminator. Both of these products are oversold and the factory has a number of unfilled orders, but this is not exceptional, as, in summing up, Mr. Southgate stated to The World that from present indications he expects all three products to be oversold for some time to come in spite of capacity production at the plant.

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years Have Proved Outing Portables Are the Best

Columbia Wholesalers, Inc.
305 W. Camden St. Baltimore, Md.
Outing Distributor

Lucien Barnes Appointed Sleeper Export Manager

Has Had Wide Experience in Export—Possesses Broad Knowledge of Foreign Trade

The Sleeper Radio Corp., Long Island City, manufacturer of the Sleeper Monotrol Type 54 radio receiving sets, announced recently through Gordon C. Sleeper, president of the company, the appointment of Lucien Barnes as manager of its export department. Mr. Barnes was connected for the last ten years with the Westinghouse Electric International Co., traveling through Latin-America. During this time he has had ample opportunity to study market conditions and is, by virtue of his knowledge, able to compete with foreign concerns and apply his experience to the sale of the Sleeper Monotrol abroad. He has been actively engaged in the export business for the last eighteen years, having visited all South and Central American countries, including the West Indies. Mr. Barnes, in commenting on the possibilities of the volume of radio business in foreign countries, said: "The extreme simplicity of operation of the Sleeper Type 54 Monotrol will go far toward establishing its popularity in the Latin-American countries. The radio is just beginning to enjoy its rightful popularity throughout South America and I feel certain that the Sleeper product is most suitable for the export trade."

New Gennett Artists

New Gennett artists whose recordings have found favor with the record-buying public include Willie Creager and His Orchestra, who recorded such popular favorites as "All Alone," "Me and the Boy Friend" and "My Best Girl," all of which are moving in quite satisfactory fashion. The Tremaine Brothers are another recent acquisition to the list of Gennett artists. Their rendition as a duet of "Dreamer of Dreams" was exceptionally well received.

New Fada Panel Introduced

F. A. D. Andrea, Inc., New York, manufacturer of the Fada neutrodyne radio receiving sets, has recently placed on the market a new five-tube phonograph panel unit. This product is offered to the phonograph trade at a most appropriate time, inasmuch as during the Christmas season a large demand has been created for the combination radio phonograph. Dealers have found a ready market for the installation of these panels in console model phonographs. The unit is designed so that it may easily be installed in the Victor console models or any other standard console phonograph.

Harry W. Allen has taken over full interest in the Humboldt Music House, 426 F street, Eureka, Cal.

In Radio
SERVICE and QUALITY
are the principal requirements in a jobber

The following names represent the best quality merchandise on the market today.

DEFOREST	FEDERAL	BURGESS	KING
FADA	BALDWIN	BRACH	CARTER
CROSLEY	ATLAS	WESTON	THOROLA
MAGNAVOX	PHILCO	APCO	

COLUMBIA NEW MODEL PHONOGRAPHS
COLUMBIA NEW PROCESS RECORDS

The following names represent the best jobbing service obtainable in the trade.

COLUMBIA WHOLESALERS, Inc.
L. L. Andrews Wm. H. Swartz
Exclusively Wholesale
205 W. Camden St. Baltimore, Md.

FAMOUS *overnight*

These three new models of *Phonoradio* with Full Floating "Music Master" Horn

Why the "Phonoradio" is a wonderful merchandising proposition for the dealer

The Phonoradio, as a musical-radio instrument, has demonstrated its superiority in tone and ease of operation over the period of nearly two years it has been on the market. And in these three handsome new models the dealer now has an opportunity that is unparalleled for taking advantage of the tremendous demand that exists today for combination phonograph and radio instruments.

The Verdi Console Model

***PHONORADIO*—the instrument that changes from**
(Trade-Mark Reg. U. S. Pat. Off.)
Phonograph to Radio in a flash

Many experts acknowledge the Phonoradio to be not only the simplest hook-up of a satisfactory nature between phonograph and radio but also say the Phonoradio is the *best* combination now on the market—especially in view of the extremely moderate prices asked for each Phonoradio. In the Phonoradio you have one moment, the finest reproduction of the finest record, with every tone shading brought out in remarkable trueness. Then in another moment, by merely pushing a lever, you have the finest radio reception, through the remarkable spruce Music Master Horn. To really appreciate the Phonoradio you must try it—see it in action. Compare its simplicity with other phonograph radio tie-ups. Write us and we will arrange for you to do this.

The Wagner Console Model

A 100% Selling Opportunity

The Wasmuth-Goodrich Company offers in the same three console designs three distinct selling opportunities which follow:

Proposition 1—The Phonoradio—the New Emerson and radio hook-up—the only combination offering the full floating Music Master Horn and Duo-tone Controlla, is offered in three console models—the Mozart, Verdi, and Wagner with option of 4 Tube Federal Non-regenerative or 5 Tube Howard Neutrodyne. The Phonoradio is the only combination equipped with the famous 5 Tube Howard, Coast to Coast Neutrodyne Panel.

Proposition 2—*The Emerson Phonograph equipped for radio installation.* This includes the Duo-tone Controlla, Music Master Horn and loud speaking unit, battery compartment (with rubber mat) and rear door, also binding posts for antennae and ground connections. These consoles have all the features of the Phonoradio except the set itself.

The Mozart Console Model

Proposition 3—Each of these New Emerson Phonographs is manufactured so radio may be installed at any time, but the models are not equipped with the Duo-tone Controlla, loud speaking unit or antennae and ground connections. Battery compartment is obtained by taking out the removable record shelf. Cover on upper left side of console is separate with trimmings, including automatic lid support and a finished panel is shown on inside. Radio can be installed into this panel at any time.

Get This Valuable Franchise

The Phonoradio franchise offers you a new and better deal in every way. You can offer your customers the instrument that suits every purse and purpose—positively the best value in the country. Write for details and description. Act now to Profit now.

WASMUTH-GOODRICH COMPANY, *Peru, Indiana*

Manufacturers of the PhonoradiO and Emerson Console Phonographs

Representatives of Wasmuth-Goodrich Company:

H. J. Bligh, *Eastern Sales Representative,* 114 Chambers St., New York City
T. W. Hindley, *Central States Sales Representative,* Care of Wasmuth-Goodrich Co., 510 Republic Building, Chicago, Ill.
L. W. Freeman, *Southern Sales Representative,* Box No. 250, Atlanta, Ga.
L. K. Markey, *Pacific Coast Representative,* 180 New Montgomery St., San Francisco, Cal.

PhonoradiO

(Trade-Mark Reg. U. S. Pat. Off.)

"THE VOICE OF THE PAST *and* PRESENT"

Thomas A. Edison Analyzes Business Conditions and Gives Views on Outlook

Famous Inventor and President of Thos. A. Edison, Inc., States That, in His Opinion, Business in 1925 Will Be Better Than That Experienced This Year—Talks on Retailing and Radio

[Thomas A. Edison is not given to extravagant optimism, but bases any statements regarding the possibilities of future business upon carefully compiled facts. When, therefore, Mr. Edison expresses the belief that 1925 will be at least a moderately good phonograph year and bring with it results in excess of those of the year just closing, and even better than for 1923, that statement is worthy of serious consideration by those who are preparing to chart their business courses for the coming twelve months.—Editor.]

I feel that it is very difficult to make any prognostication at the present time although, when the actual sales results to the public during the holiday season can be checked up, it will be possible to arrive at more definite convictions. In January we should know quite a few things more than it is possible to ascertain on any investigation or experimental basis at the present time.

Inasmuch, however, as you desire to have something to use in your Holiday Number, I would say that in my opinion the phonograph business in 1925 will be moderately good. By that I mean quite some better than it has been during 1924, and a shade or so better than it was in 1923. I think we can safely count on that much and very possibly more.

As to what the retail music dealers should do to insure prosperity for the coming year, the principal thing required seems to be that they emerge from the "grouch of 1924" caused by the depression which the average dealer has felt during the current year. While this state of mind has been justly warranted, one can't help but feel that with the improvement in conditions there must also be a change in the state of mind as, regardless of the improved conditions in a physical and economic way, there will still be needed a strong spirit of optimism which brings with it aggressive selling effort.

Regarding the subject of radio, this is a big country, and the wave of abnormal popularity of the radio may last as long as five years. During this period, however, the phonograph will be steadily coming back into its own, and there will be a distinct improvement in public interest in the phonograph starting with 1925.

The dealers handling radio still have much experience to acquire and of a more or less costly character. The broadcasting problem has not yet been solved on a sound basis, and it is of course a serious matter to the permanent success of radio. The service problem is still tantamount in so far as the dealer is concerned, and the public continues to show a disposition to wrongfully blame the dealer for many of its own errors in such things as leaving the switches on all night. In many cases the dealers have had to absorb a good deal of what is really unwarranted service, upkeep and replacement cost in order to keep their customers satisfied. Until this phase of radio has been worked out on a more commercial basis, the profit to be made by the retail dealer is in considerable jeopardy, although it appears likely that the manufacturers in the radio field can continue to make substantial profits for several years to come, with a gradual weeding out of those whose products are not of a superior sort, and whose merchandising methods are not up to scratch.

Thos. A. Edison

Our investigations to date have not indicated any considerable public demand for the combination phonograph and radio, and it appears that the market for this type of instrument will always be of a more or less limited sort. It is not the present intention of the Edison company to manufacture a combination outfit; our present interest in the radio being confined to the new Edison radio battery which is already making satisfactory strides in public popularity and sales distribution.

There is little reason to doubt that radio has become a permanent adjunct to the business of the retail music merchant. There is no question, however, but that the soundest course for the retail music merchant to pursue is to separate his radio business and his phonograph business into two distinct departments. It is only by this method that the dealer can really tell where each product stands from the standpoint of profits, and it is only by this method that the dealer can be assured that both the radio and the phonograph will be vigorously pushed in the manner that the particular virtues of each merits. The situation is much the same as when the phonograph was first introduced into the music business; when the most successful course was found to be that of making a separate and distinct phonograph department rather than trying to merge it with the piano business.

Our records indicate that most of the dealers who have undertaken to make an exclusive business of radio are not able to stay in business. This is probably somewhat due to the seasonable character of the radio business itself, and it seems likely that during 1925 a number of exclusively radio dealers will take on phonographs as a means of stabilizing their business.

Getting back to the phonograph proper, it is our feeling that the 1925 demand will be largely for the console type of instrument. I do not look for any sensational developments in the phonograph itself, but there will unquestionably be steady progress in the refinement of the phonograph as it now stands.

The present system of releasing records which is employed by the Edison Co. has proved most advantageous, and it will, therefore, be continued.

As regards general conditions, I do not look for any boom, nor do I look for highly inflated prices, as powerful forces will be set up to counteract the danger of excess in this direction. If we have one more good crop year for the farmers we can then expect real prosperity. In the main, the farmers have needed the profits derived from the present good year to pay off their debts, and they need another good year to acquire surplus funds for spending. Moreover, it is recognized by practically all authorities that the prosperity of the nation as a whole depends in a primary way on prosperity in the rural districts, and that is why I mention this point.

During 1924 the Edison company has added a large number of new dealers, and we are still adding them at a rapid rate. Many of our new connections have been made with retail music merchants who are the outstanding leaders in their respective communities.

It has been, and will continue to be, the Edison policy to help the retail Edison dealer to make as large a profit as possible. To this end we are discouraging excessive inventory and recommending moderate inventory with rapid turnover on both records and phonographs. We are also offering much valuable sales promotion help, particularly in the way of the Edison Tone Tests which have long since established their sales value to the dealer.

All things considered, I feel that the Edison company and the Edison dealers, and in fact the industry as a whole, can look forward to a New Year with every prospect of doing a satisfactory business.

The REMO TRUMPET

"You'll hear the duplicate of this loud speaker when Gabriel blows!"

THE REMO TRUMPET

Dealers:

If you want a quick-selling Radio Loud Speaker and one that will give instant, lasting satisfaction, send for a sample of the Remo Trumpet.

Wonderful tone, volume and clarity. Small, compact and beautifully finished.

Retails for $12.50

Send for your sample today. You'll be convinced.

Also the Remola Recreator in mahogany cabinet.

Price $25.00

THE REMO CORPORATION, *Radio Division* Meriden, Conn.

Music House Bankrupt

TROY, N. Y., December 6.—A petition in bankruptcy has been filed recently by Colvin Colwell Co., Inc., a music house of this city. The concern listed its liabilities at $26,903 and nominal assets at $26,992. The Colwell Co. has been in business for some time and is well known.

A FINANCING SERVICE—

—that solves the music merchant's ever-present problem of financing his time sales!

The **C. I. T. PLAN** enables you to realize the greatest amount of cash on your customer's time paper—

At a minimum of cost!

You will find it devoid of much of the detail work required by other plans—

And as to remittance service, paper is remitted for on the same day it is received.

Our extensive experience, large capital and resources, and nationwide operation qualify us to handle your time paper with the greatest possible degree of efficiency and safety for you.

In short, a connection with us assures you of adequate financial support at all times, quick and efficient service at nominal cost, and that courteous, friendly consideration that is your due.

COMMERCIAL INVESTMENT TRUST INCORPORATED

41 East 42nd Street, New York City

Capital and Surplus, $11,000,000.00

TEAR OFF AND MAIL THE COUPON BELOW

Commercial Investment Trust Incorporated,
41 East 42nd Street, New York City.

Dated....., 192...

Please send full information regarding the C. I. T. Plan for financing "time paper" on the following products.....

1. .....
2. .....
3. .....
4. .....

Name .....

Address .....

City .....

State .....

T. M. W.-12

All Branches of Denver Trade Enjoying Better Demand As Holidays Approach

Retailers and Wholesalers Expect Satisfactory Wind-up to the Business Year—Christmas Clubs Are Popular With Patrons—Concerts Prove Aid to Record Sales—The News

DENVER, COLO., December 8.—The early part of November was rather quiet as regards the talking machine and radio trade, due to the unseasonable weather which was experienced, resulting in keeping the public outdoors without much thought or need of home entertainment. However, the approach of the holiday season was made manifest toward the latter part of the month, and at present writing the dealers in this section are enjoying a nice, consistent business in both branches of the trade, with the most activity apparent in radio. Dealers are optimistic over prospects for 1925 as general business conditions are excellent with money easier than has been the rule in some time.

It is expected that there will be a boom in radio with the completion of the General Electric Co.'s broadcasting station in Montclair, a suburb of this city. It is believed that when this station is put in operation the possibilities of radio will be brought home to those people who fail to realize them at the present time.

Christmas Club Stimulating Business

Russell Gates, Brunswick and Columbia dealer, recently started his Christmas Club and it is being received with the usual success. Determined sales efforts are put behind the Club plan each year, and the results more than compensate for the efforts expended.

Outing Portables Selling Briskly

Carl Florine, representative of the Starr Piano Co., reports that records are selling in satisfactory fashion. Mr. Florine also wholesales the Outing portable talking machines and states that these instruments are duplicating their performances of former years, namely, selling as well in the Winter months as during the vacation season. He reports that he took many orders for the new model, encased in green leatherette, before the sample had arrived.

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years Have Proved Outing Portables Are the Best

Carl Florine
131 E. 4th Ave. Denver, Colo.
Outing Distributor

Record Sales Helped by Concerts

The appearance of Rosa Raisa, exclusive Vocalion artist and dramatic soprano of the Chicago Opera Co., at the City Auditorium resulted in the sale of many of her records by Vocalion dealers. The Moore-Bird Co., distributor of Vocalion Red records, states that the appearance of Raisa in Denver is the signal for an unusually large demand for her records.

Other recording artists who have appeared in this city during the past month and whose presence helped stimulate the sale of records include Sophie Braslau, contralto, who records for Victor, and the Kelly Sisters and Lynch, Brunswick artists.

Darrow Co. Plans Expansion

The Darrow Music Co. recently purchased the property at 1517-1523 Stout street for $125,000. A six-story building will be erected as soon as the present lease on the property expires, which will be one year from now. The building to be erected will be the home of the Darrow Music Co., and will be one of the finest music houses in the West.

Chat of the Trade

The A. L. Arvidson Piano Co., Edison dealer, recently added a radio department in which is carried the Atwater Kent, Freed-Eisemann, Kennedy and Crosley lines.

N. B. Lewellen, manager of the phonograph and radio department of the American Furniture Co., handling the Victor, Sonora and other lines of instruments and all prominent radio sets, states that he finds the phonograph business better than a year ago.

The radio department of the Knight-Campbell Music Co. is doing a brisk business, with an exceptional demand at all times for the Ware neutrodyne, Model T.

The Daniels & Fisher Stores Co. recently displayed an Atwater Kent radio receiver in its large corner window in a most attractive setting. The display attracted much favorable comment.

Compare it with Any
for
Volume—Quality—Distance—Simplicity
Selectivity—Economy

No "A" battery—you just plug into the house lighting circuit. ELECTRADYNE is a rare merchandising proposition—think of selling a handsome cabinet set 15 x 16", of solid mahogany, with loud speaker built into it and the wonderful Radio-Powr unit, which eliminates the "A" battery, at a price of less than $130.00 for the complete installation. This set puts radio within the reach of every home.

ELECTRADYNE operates on 60 cycle, 110 volt A C—the usual house current line. Not built for D C. Safe—the Radio-Powr unit is approved by the Fire Underwriters. And the operating cost is less than 10c. a month!
The price, without tubes, batteries or antenna equipment, is

$110.00

This includes the built-in loud speaker and Radio-Powr "A" battery eliminator.

You can **log your stations** with ELECTRADYNE. Anyone can install it—a child can operate it. ELECTRADYNE is a distance-getter, is selective, will demonstrate well, and it will **stay sold.** The biggest value ever offered in radio. ELECTRADYNE has the volume of a five tube set!

Complete protection to the distributor and real merchandising co-operation. Territory is going fast. Get busy on yours to-day.

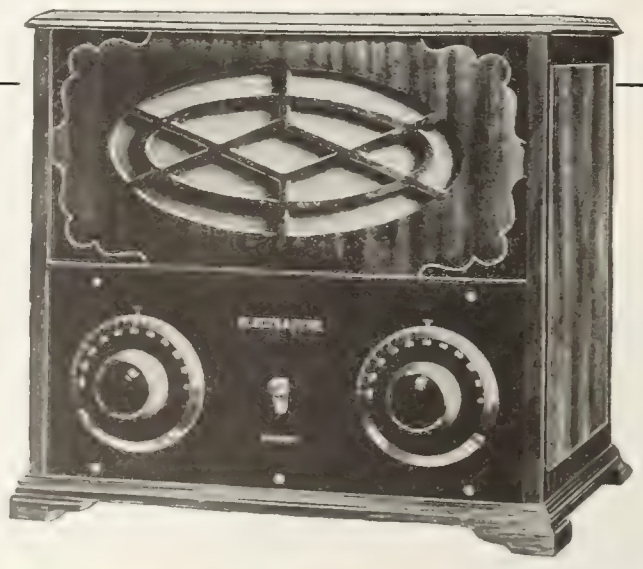
Here is the chance for every dealer to literally "clean up" his immediate locality. Everybody will buy at this price.

Write—wire—phone—get the proposition. Don't delay—get started. Address the office nearest you.

Foreign and Domestic Electrical Commodities, Inc.

Eastern Sales Office
629-635 West 23rd St.,
New York, N. Y.

Western Sales Office
1150? Madison Ave.,
Cleveland, Ohio



ELECTRADYNE

The Set that uses the
HOUSE LIGHTING CIRCUIT
instead of "A" Batteries!

Incorporations

The A. G. Ogren Music Co., 415-17 Seventh street, Rockford, Ill., has been incorporated, with a capital stock of $30,000, to deal in a general line of musical instruments.

* * * *

The Radio Union, New York, has been incorporated at Albany to manufacture apparatus, with a capital stock of $20,000. Incorporators are H. and S. Gernsback and R. W. Demott.

* * * *

The Hecht Radio Industries, New York, were recently incorporated at Albany with a capital stock of 100 shares of common stock of no par value. C. and I. Marcus are the incorporators.

"Single Control"—

Makes Selling Easier and Quicker

THE dominant note in Radio today—CONTROL! The tuning-in-troubles you experience in demonstrating a set are often apt to discourage a sale. Now here comes a six-tube Thermiodyne with all this eliminated for all time—one control so simplified and so certain that a child can tune in six to ten stations in a minute's time, and local stations and distant stations cannot interfere with each other.

Show it against any other make and it will sell itself in every instance. An entirely new principle of radio reception — SIX TUBES, 3 *stages of thermionic frequency,* detector and 2 stages of audio frequency—all with *one control!*

This is but one of the wonders of the new Thermiodyne—there are many other points of supremacy that a customer can readily understand. For your own information compare the fine performance of this wonder set with anything you have, or have heard of.

If it's in the air Thermiodyne will get it, regardless of distance. We stand behind every set with an unconditional guarantee. Send now for full information regarding the Thermiodyne Franchise—the key to easier sales and bigger profits.

THERMIODYNE RADIO CORPORATION, PLATTSBURGH, N. Y.

Price $140
Without Accessories

Thermiodyne TF6

(Ther-MY-odyne)

Reg. U. S. Pat. Off.

Business Improves in Brooklyn and Long Island as Holiday Shoppers Make Rounds

Lethargy of Last Month Gives Way to More Satisfactory Condition—Effective Artists' Tie-Up—Concerts Boost Record Sales—Death of J. Neil Hallinan—Other Trade Activities of Month

The talking machine and radio trade in the Brooklyn and Long Island territory for the month of November showed an appreciable pick-up over the figures for the month of October. During the early part of the month business was on a more or less even keel. Later in the month an increase in sales totals was noted, but the buying was spasmodic and it was not until the last few days of last month that a steady, consistent business was reported.

It seems that the falling of the thermometer indicated, in addition to colder weather, more favorable talking machine and radio business. There can be no doubt but that the unusually mild Fall and Winter weather, which this section has been experiencing, has had its effect on the business of the talking machine dealer, but opinions as to what extent the weather can be held to account vary with the different dealers.

Approach of Holidays Stimulates All Lines

However, starting with the latter days of last month and continuing to the present time the approach of the holiday season has been felt. An upward trend is apparent in increased demand for radio receivers and talking machines. Dealers who put concerted effort behind the talking machine are reporting good business and some dealers who carry both lines and divide their sales efforts almost equally between the two products state that the talking machine sales are in advance of those of radio sets.

Tie-up With Academy Concerts

Gibbons & Owens, Inc., Victor dealers, used their display window to tie up with the appearance of Sousa's Band and Paul Whiteman's Orchestra in concerts at the Academy of Music during the past month. Attractive pictures of the leaders and of their organizations were placed in the window, together with listings of the latest recordings.

Concert Appearances Boost Record Sales

Records have been showing real activity and latest reports from dealers are to the effect that record sales are quite satisfactory. A number of reasons can be given for the stimulation of this branch of the business. The new album sets being put on the market by the various manufacturers have met with popular favor, and Victor dealers cashed in on the appearances during the past month of Sousa and His Band and Paul Whiteman and His Orchestra at the Academy of Music. Both of these recording aggregations are popular with Victor record buyers and as they played to capacity houses on the occasions of their concerts those dealers who tied up with their appearances gained the benefits.

Victor Jobber Reports Increase

The American Talking Machine Co., Victor wholesaler, reports a decided increase in orders during the early part of this month, with most activity in the record department. Dealers who had held off ordering now find it imperative to replace the machines sold from their floors during the latter part of November.

Newark Firm Opens Branch

A branch of the National Light & Electric Co., Newark, was recently opened at 353 Atlantic avenue. This firm carries a most complete line of radio sets and equipment, featuring the products of the Radio Corp. of America.

Sonora Business Brisk

R. H. Keith, president of the Long Island Phonograph Co., Sonora jobber, reports that a brisk business was enjoyed during the past month, with activity in all lines, the Sonoradio No. 242, the combination of the Sonora phonograph and the Ware receiving set, selling particularly well.

J. Neil Hallinan Dead

The many friends of J. Neil Hallinan were shocked to hear of his sudden death on Monday, December 1. Mr. Hallinan was ill but a few days with septic pneumonia when the end came. At the time of his death he was connected with the Wholesale Radio Equipment Co. as Brooklyn and Long Island representative. Previous to that he was connected with the Long Island Phonograph Co. and was for some time connected with the Musical Instrument Sales Co., Victor wholesaler, New York.

Ed. Norton in New Position

Ed. Norton, who was formerly assistant manager of the talking machine department of H. Batterman Co. and more recently occupied a similar position with Abraham & Straus, Inc., large department store, has joined the organization of Fred'k Loeser & Co. as manager of the radio department. Mr. Norton reports that the Brunswick-Radiola and Atwater Kent sets are selling briskly. A recent sales drive on the Grimes Duplex sets was most successful.

Abraham & Straus Feature Radio Display

A very attractive window display of radio sets is now being shown in the large windows on Fulton street of Abraham & Straus, Inc. The Brunswick-Radiola occupies a prominent part in the display and other sets offered as gift suggestions include the Radiola Regenoflex, the Ware neutrodyne, the Garod receivers and the Atwater Kent in Pooley cabinets.

Schweiger Bros. Give Store Concert

Schweiger Bros., Inc., recently stimulated the sale of records through a Saturday afternoon concert given in the store. A well-known orchestra appeared and played selections that were included in the latest record releases. A capacity audience attended and an immediate increase in record sales was the result.

Vincent Lopez Orchestra Heard at the Metropolitan

First of "Symphonic" Jazz Concerts Given by Popular Orchestra Leader Before a Crowded House—Something of the Program

Vincent Lopez and his augmented orchestra of forty selected soloists gave the first of their "symphonic jazz" concerts on Sunday afternoon, November 23, at the Metropolitan Opera House, New York.

This is the first concert appearance made by this orchestra under the direction of William Morris and S. Hurok and will be followed by a tour of the country and a series of short trips to Europe.

The opening was played to a crowded house. The reception was enthusiastic and made necessary repeated encores. While the orchestra played some symphonic arrangements of several standard numbers the program was mostly confined to those things that have already found popular favor.

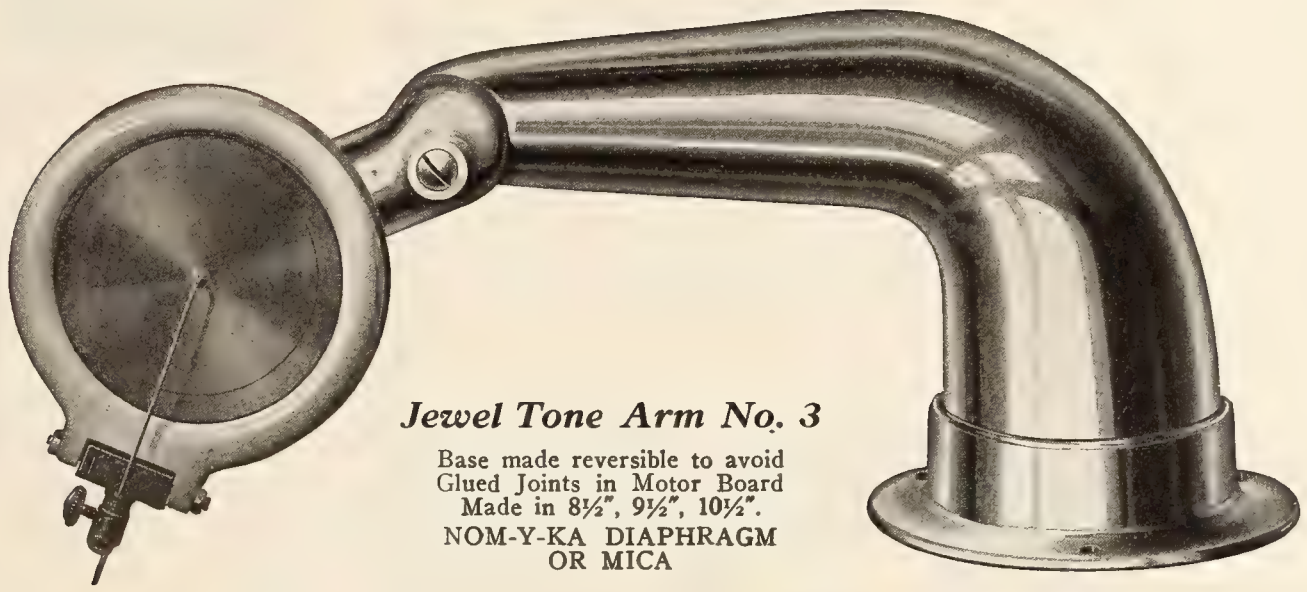
The program opened with the Russian Fantasy, in which are incorporated "Song of the Volga Boatmen," "Song of India" and "March of the Sirdar." There is also a Biblical Suite and Rimsky-Korsakow's "Scheherazade." Other features are Emerson Whithorne's "Pell Street" from "New York Days and Nights." A greater part of the balance of the program was devoted to specially arranged popular numbers, including "June Night" (Feist), "Indian Love Song" (Harms), "Follow the Swallow" (Remick), "All Alone" (Berlin), "In a Little Rendezvous" (Waterson), "Why Live a Lie" (Feist). The soloists included Yvette Rugel, soprano; several harmonica solos by Borrah Minevitch, and Lopez himself at the piano playing "Nola."

Of chief importance to the trade was the result that the concert had in stimulating the sale of Okeh records. Dealers located in the metropolitan section reported that the week following the concert witnessed an unusual demand for Lopez Okeh records. It was quite evident also that a number of the purchasers were new Lopez "fans" as they purchased quantities of the records, both recent and former releases. Okeh dealers in the cities which are to be visited by the Lopez aggregation on its Continental tour will profit through co-operating and effecting every possible tie-up with the local appearances, as the value of this form of exploitation work is inestimable.

Special Drive on Columbias

MACON, GA., December 8.—The Cable Piano Co. recently staged a special drive on New Columbia phonographs, which was successful from every possible angle. E. D. Jordan, factory representative of the company, assisted the local manager during the period of the sale and was extremely pleased with results.

The Jewel-Tone Reproducer *and* Tone Arm



Jewel Tone Arm No. 3

Base made reversible to avoid Glued Joints in Motor Board
Made in 8½", 9½", 10½".
NOM-Y-KA DIAPHRAGM OR MICA

ANNOUNCEMENT

Owing to recent improvements in the economical manufacture of our Tone Arms and Reproducers we have a much increased volume of production, while still keeping up the quality of workmanship, material, volume and tone to the very highest point of excellency.

We are pleased in being able to pass this saving on to manufacturers of phonographs.

It will pay you to get our greatly reduced prices and look into the matter of using the Jewel Tone Arms and Reproducers as your regular equipment.

Perfectly natural reproduction of what is on the record, plus great volume and the highest grade of material and workmanship in your tone arm equipment will greatly assist in the sales and repeated sales of your talking machines.

We will be pleased to send samples on memorandum for consideration to thoroughly responsible manufacturers, who are well rated or can give satisfactory proofs of reliability.

All Jewel products are guaranteed indefinitely in the broadest sense.

All repairs (except on broken Mica diaphragms) are made without charge, except for transportation, regardless as to whether breakage or defects are due to defective material or workmanship or to careless handling or accidents.

We take this opportunity of thanking our customers for their patronage in the past, which we appreciate, and we solicit the business of a few more manufacturers who are striving to make the highest grade phonographs they can consistent with reasonable economy.

It is possible that we might be of great assistance in regard to the proper balancing of Tone Chamber and Tone Arm equipment in your instruments.

Write us today for prices and samples.

JEWEL PHONOPARTS CO.

150—160 Whiting St., Chicago, Ill., U. S. A.

Music Trades Ass'n of Southern California Adopts Constructive Resolutions

Association Takes Important Step to Insure Better Merchandising Methods of Its Members—Resolutions Deal With Selling, Terms, Commissions and Other Vital Factors

LOS ANGELES, CAL., December 4.—Among the constructive resolutions adopted by the Music Trades Association of Southern California for the guidance of its membership in the development of better business methods are several that apply directly to the merchandising of phonographs. These may prove of interest to dealers in other sections of the country who desire to keep in touch with what are considered the best methods of merchandising. Some of these resolutions are as follows:

Maximum length of contract for sale of phonographs, 15 months.

Minimum amount on first payment on phonographs, 10 per cent of list price.

Retail price and name of model to accompany advertisements.

No commission to be paid to other than regular employes on the sale of phonographs.

Standing reward for recovery of lost or stolen phonographs at the rate of 10 per cent of unpaid balance. Minimum reward $5.

Records on approval limited to twelve to a customer, returnable in forty-eight hours. At least one-third of those sent to be retained by customers. No records of new monthly issues until ten days after date of issue.

Names of makes of phonographs to be eliminated from all displays or classified advertisements of used phonographs.

No phonograph, new or used, not regularly carried by a member to be on display in window.

A sale is defined as follows:

(a) When the contract has been signed by the customer and instrument has been delivered.

(b) When an instrument has been delivered on an open account.

(c) When a contract has been signed by the customer and deposit on first payment made, or the equivalent as a consideration.

Canvass to be made by secretary regarding fair rate of interest on phonographs and piano contracts. (Secretary reported that practically all favored 8 per cent and were printing contracts accordingly.)

Members advertising combination outfits consisting of phonographs, records, etc., should list them thus: Right way—(Name) phonograph, $150. Ten double-sided records, 20 selections, $7.50. Other merchandise, $3.25. Total, $160.75. Wrong way—This phonograph with ten double-sided records (20 selections) and merchandise, $160.75.

It is understood that these resolutions have proved particularly popular with the members of the trade who desire to keep the business on a sound and successful basis.

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years Have Proved Outing Portables Are the Best

A. C. Erisman Co.
175 Tremont St. Boston, Mass.
New England Outing Distributor

Freed-Eisemann Booklet on "Buying a Radio"

The Freed-Eisemann Radio Corp., Brooklyn, N. Y., recently issued an interesting booklet entitled "Buying a Radio," which has secured wide circulation and which has been most favorably commented upon. The volume was written for the benefit of those who are interested in radio but who know little or nothing about the receiving set and who are anxious to attain the best possible results from their experiments in reception. It is written in non-technical, understandable language in the main, with a few words to the technical reader, wherein condensers and radio frequency are discussed. Descriptions of all the Freed-Eisemann models, including the loud speaker, the console and the set to fit various Victrolas, are given, with attractive illustrations.

Federal "Highboy" Sets Most Artistic Creations

BUFFALO, N. Y., December 7.—The Federal Tel. Mfg. Corp. recently announced the new Federal receiving set, the "Highboy," Types 159 and 161, combining one of the finest receivers made by the Federal organization, housed in cabinets of rare woods in exclusive finishes. The November issue of "Federal Features," issued each month to dealers, contained an attractive illustration of this model, one suitable for display in the dealer's warerooms.

Radio Firm Chartered

Trans-O-Dyne Radio, New York, was recently incorporated at Albany, with a capital stock of $24,000. The incorporators are: J. R Cameron, W. W Jones and L. Schwartz.

Gotham Arliff Radios, manufacturing radio apparatus, have been granted a charter of incorporation at Dover, Del., with a capital stock of $1,500,000. The incorporators are Myron Kaufmann, H. B. Bintliff and A. M. Sariol, New York.

The Trade in BOSTON and NEW ENGLAND

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

Holiday Gift Buying Getting Under Way Slowly in New England Trade Territory

Indications Point to a Last-Minute Rush and a Satisfactory Wind-Up to the Year—Foresighted Dealers Well Stocked—Heavy Demand for Some Lines—Radio Show Aroused Interest

BOSTON, MASS., December 9.—The holiday business, unless it takes a decided spurt within the next week or ten days, is not what dealers had hoped for by any means. Jobbers advised the trade early to lay in needed stocks which would be called for in a hurry. Some dealers, those in particular who always are looking ahead with commendable foresight, took the advice and ordered early; others perhaps overcautious held off and even now at this writing are buying hand to mouth as one might say; they are fearful to commit themselves to any large stock. However, in either case dealers for the time are not worrying insofar as stocks are concerned, for while the man who stocked up well is able to give his customers a better choice of goods, the other man, and of course he is the smaller dealer, is not finding it difficult to meet present demands. While that is the story just now, there is reason to believe it will not suffice to tell toward the twentieth of the month, for there still are a great many people who delay Christmas buying until the last moment.

Ralph L. Freeman

Ralph L. Freeman, director of distribution of the Victor Co., was in Boston during November, and while here was the guest of Charles H. Farnsworth, of the Eastern Talking Machine Co. Mr. Freeman expressed himself as very optimistic regarding the business outlook.

Eastern Co. Takes on Garod

The Eastern Talking Machine Co. has taken on the distribution of the Garod neutrodynes, which the company has found to be very good from the standpoint of efficiency and salability, and it is being recommended to dealers. The Eastern has signed up with Forbes & Wallace, of Springfield, to handle this line. The Eastern has met with much success with its radio outfits and the Thorola loud speaker is going well, as is the Federal five-tube panel. Mr. Durkee, of the Salem Talking Machine Co., was a caller at the Eastern offices a few days ago with a view to taking on the radio proposition.

Paul L. Welke With C. C. Harvey Co.

An addition to the staff of the C. C. Harvey Co. is Paul L. Welke, who is confining his activities to the retail talking machine and radio business. Formerly Mr. Welke was with Barker Bros. at Los Angeles, Cal., and before going to the Coast was located in Baltimore.

A. C. Erisman Co. Busy

Arthur C. Erisman, of A. C. Erisman Co., has been spending a good deal of his time this week at the radio exposition in Mechanics Building, where he has a good exhibit of the sets he handles. Mr. Erisman reports radio business exceptionally good, and there also is a good demand, though not quite what it should be at this time, for the Strand machines and Vocalion records.

A Record November Business

In the Sonoradio line as well as other features of radio which the New England Phonograph Distributing Co. carries November business was reported by Manager Burke to have been quite the biggest one yet experienced. The various salesmen under Joe Burke are finishing up their work in the New England territory and will be back in the Boston office in a few days and will not go out again until after the holidays. Joe says the loud speaker which his house carries has been finding wide favor, and he cannot begin to supply the demand. To-day Joe went over to New York for a conference with some of the people whose goods he carries.

A Feature of the Radio Show

The American Radio & Research Corp., Medford Hillside, Boston, Mass., was brought into considerable prominence at the recent radio show in Boston, Mass. One of the high spots of this show was the first public transmission and reception of photographs by means of radio. The pictures were transmitted through the ether on a special apparatus devised by C. Francis Jenkins, Washington, D. C., direct to Exhibition Hall, Boston. There they were picked up by one of the new Amrad neutrodyne receivers which was hooked up to a recording device invented by Mr. Jenkins.

A. B. Ayers Visits Boston

Albert B. Ayers, sales manager for the Eagle Radio Co., Newark, N. J., spent some time recently with the Chandler & Farquhar Co., distributor for the Eagle Radio Co. at 250 Devonshire street, Boston, where the whole force are

(*Continued on page* 120)

The EASTERN
TALKING MACHINE CO.
BOSTON

Sends Its Best Wishes
For
A Merry Christmas
And
A Prosperous New Year

WHOLESALE

Victor — *Radio*

EXCLUSIVELY

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 119)

FOR the successful year which we are now closing, we voice our appreciation to our many friends. The whole-hearted cooperation of New England Victor and radio retailers in the past has spurred us on to still greater efforts for 1925.

We shall continue to prove that "Steinert Service Serves."

M. Steinert & Sons

Victor Wholesalers

35-37 Arch Street Boston, Mass.

very enthusiastic Eagle boosters. Mr. Ayers met an army of old friends who wanted to give him the keys of the city.

Thomas Wardell Suffers Fire Loss

The local trade was sorry to learn of the great loss, by fire, sustained by Thomas Wardell at his large store in the heart of the business section of Lowell the latter part of November. The fire broke out in the block early in the morning, and several alarms brought all the fire apparatus of the city, and for a time the fire assumed very threatening proportions. The second and third floors maintained by the Wardell store were all burned out and the ground floor suffered considerably from smoke and water. Mr. Wardell had an unusually large stock of Victor goods on hand. Immediately on learning of the fire, Kenneth Reed went to Lowell to extend his sympathy to Mr. Wardell. The store is one of the oldest selling talking machines in the city, and has been established probably twenty-eight years, Mr. Wardell first handling the old Edison cylinder type of machine. There is some question, it is understood, whether Mr. Wardell will continue in business.

Mourn Death of J. L. Gateley

There is general regret over the passing of John L. Gateley, which was reported in last month's World, who was formerly well known in Boston and New England as the New England representative of the Victor Co. for several years. Mr. Gateley went to Albany, N. Y., and opened a Victor distributing agency there. His home originally was in Somerville, a few miles outside of Boston.

Edison Business Improving Steadily

Frederick Silliman, head of the Pardee-Ellenberger Co., reporting for the Edison business, says that there has been a marked improvement in sales these last few weeks, and the mill cities, where business has been quiet because of general conditions, are picking up perceptibly. With the exception of Aroostock County, he says that Maine is piling up good business this Fall, although there is one dealer in Holton who is making a much better showing than he did a year ago.

Healthy Columbia Business

Manager William S. Parks, of the New England department of the Columbia Co., states that while business conditions in this territory have not shown the grand rush that some people anticipated was to follow immediately upon the election of President Coolidge those points which Mr. Parks has had the pleasure of visiting in the last few weeks show a very healthy condition, and the Columbia business as a whole for the month of November was about 25 per cent ahead of the previous month, which is very gratifying.

Mr. Parks, in speaking of the new model phonographs equipped for the installation of radio units recently announced by the Columbia Co., says they have been received by the trade as a whole in the most enthusiastic manner, and the flood of orders which the New England headquarters has received in excess of the stock available before Christmas would indicate, he says, that this is going to mean a great deal of plus business for the Columbia Co.

Masterworks Series Finding Ready Sale

The Masterworks series of fine art recordings put out by the Columbia Co. a while ago are finding a ready sale among the New England Columbia dealers, and in a number of stores that never before have handled talking machines and records, and this has resulted in the New England department of the Columbia Co. establishing a great many new connections. These sets, coupled with the Columbia's new product and the present liberal policy, says Mr. Parks in an interview, are rapidly making new friends for Columbia and causing dealers to forget the past.

"Discovers" Artist for Columbia

An arrangement was recently made by Manager Parks with Chester Gaylord, of Worcester, to make some Columbia recordings, which, it is hoped, will be released before Christmas. Mr. Gaylord is extremely popular in the New England States in view of his having broadcast from the station in Sherer's Department Store in Worcester, through which many people were privileged to hear his good tenor voice in such popular songs as strongly appeal to the public.

F. D. Pitts Co. Busy

F. D. Pitts Co., exclusively wholesale distributor of radio products in this city, reports that the advent of cold weather has had its effect in a decidedly increased demand for radio sets and accessories throughout the New England territory. This concern has a large sales staff, which thoroughly covers the entire field and is familiar with local conditions. For a long time past the F. D. Pitts Co. has conducted a specialized department for service to the talking machine trade and reports that business with talking machine dealers has reached large proportions.

Cheney Sales Gain

G. Dunbar Shewell, Jr., manager of the New England field for the Cheney, makes a very encouraging report of conditions businesswise for his line. He says that November would have exceeded other previous months were it possible to get the goods shipped, but that is a contingency he has had to face for some time this Fall. Mr. Shewell is now interested in a new proposition, the Pooley-Atwater-Kent radio outfit, which he has just taken on and which he is placing in a number of warerooms throughout New England. It has been placed with the Elgin Hardware Co., Main street, Worcester, among other places.

Mr. Shewell was over in New York a short time ago and gave one of his Cheney talks in

OKeh and Odeon Records

New England is mighty busy territory during the hectic holiday season, but we've been serving it satisfactorily for years, know the needs of this fruitful market, and, therefore, are amply stocked and fully prepared to meet the demands of its unusually lively Christmas rush. Send your orders to us—we'll fill them quickly and correctly!

May your Christmas be a merry one and the coming year bring you every happiness and great prosperity!

General Phonograph Corporation of New England

126 Summer Street Boston, Mass.

BUY OKEH NEEDLES—They Keep Record Sales Alive!

the talking machine department of the Wanamaker Store, and he had quite an attentive audience. He is scheduled to speak at one of the big Worcester stores some time this month. While focusing attention on the Cheney acoustic system he finds it worth while to show how this is linked up with radio to the advantage of both propositions.

Annual Radio Show

Boston's fourth annual radio exposition was held the week of December 1 in Mechanics' Building, and a throng of visitors crowded the auditorium to view the exhibits, of which there were more than 250, some of these veritable salons with luxurious appointments. Among the exhibitors were the Atwater Kent Co., De Forest Radio Corp., Edison Shop, A. C. Erisman Co., which had two booths; Freed-Eisemann Radio Corp., New England Talking Machine Co., Shepard Stores, and M. Steinert & Sons. For the benefit of those directly connected with the radio industry, special trade hours, from 11 each morning until 1 o'clock, when the public was admitted, were arranged for each day.

Outing Sales Contest Creates Rivalry

A. C. Erisman Co. reports that the contest between its salesmen for prizes offered for the largest number of Outing sales before Christmas has resulted in a very spirited contest. Mr. Erisman also reports that the display in his showroom of the complete "Outing Family" has attracted no end of attention, and that the new heather green leatherette is now passing all the other numbers in sales.

G. P. Donnelly, Jr., With Columbia Co.

An addition to Manager Parks' staff at the New England headquarters of the Columbia Co. is George P. Donnelly, Jr., who has just begun his talking machine career. The young man gives promise of becoming just as capable and well liked in the business as his popular Dad.

Distributing Leading Radio Lines

The New England Talking Machine Co., under the able direction of H. H. Ambler, is making rapid strides in the distribution of radio sets and accessories. Placing the same individual service behind the merchandising of radio that has characterized the conduct of its talking machine business has earned for it a host of friends and a constantly increasing number of dealers. Realizing the importance of distributing quality products, this company has taken on the distribution of Grimes sets, Philco "A" and "B" batteries and chargers, Dictograph loud speakers, Valley rechargers, Brach aerial equipment and Frost ear phones. Mr. Ambler is making extensive plans for the coming year.

Entertains Steinert Salesmen

Kenneth Reed, of the Arch street store of the Steinert house, entertained eighteen of the Steinert salesmen and technical men at his estate in Canton a while ago, and a pleasant time was enjoyed by all, to quote a hackneyed phrase.

Interesting News Gleanings

Frederick H. Silliman, of the Pardee-Ellenberger Co., was one of those who motored down to New Haven for the big Harvard-Yale game, but in reality he didn't get into the bowl, for conditions were so bad that he thought it wise to exercise prudence, so he was one of those who didn't get soaked to the skin.

Irving Caplan, manager of the talking machine department of the Brown Thomson Co., Hartford, Conn., was initiated into the Masonic fraternity a week or so ago, and several of his talking-machine brethren were on hand for the initial rites.

G. Dunbar Shewell, Jr., of the New England department of the Cheney Co., was one of those who hurried over to Philadelphia Thanksgiving Day to witness the University of Pennsylvania-Cornell game, which was played in Franklin Field. As a graduate of U. P., he gloated over its victory.

H. H. Murray, in charge of the engineering department of the Victor, was a recent visitor to Boston, paying his respects to the various Victor jobbing houses.

DeForest Dealers Steinert Guests

Robert Steinert, of the firm of M. Steinert & Sons, DeForest distributors, last week played host at a dinner which the company gave at the Hotel Westminster to all the New England DeForest radio dealers. Practically all of these dealers are in the city this week for the radio show at Mechanics Building and the Steinert house seized on this opportunity to entertain those who come in immediate touch with the Steinert house.

Greetings of the Season

It is our privilege once again to extend our sincere wishes for a Happy and Prosperous Holiday Season to Victor Dealers, to express our appreciation of the spirit of co-operation they have shown during the past year, and to wish for them and the whole Victor trade a New Year of greater accomplishment.

OLIVER DITSON CO.
BOSTON, MASS.

CHAS. H. DITSON & CO.
NEW YORK

STYLE NO. 400
List $160
FIGURED MAHOGANY
OR WALNUT
Height 34¾"
Width 36¼"
Depth 22½"

The Pooley PHONOGRAPH

Every dealer owes his customers quality and value equal to the cost. The Pooley Phonograph is acknowledged and recognized to be unequaled in the combination of these qualities.

Fine Veneers
Beautiful Finishes
High Grade Cabinet Work
Mechanical Perfection
Liberal Discounts to Dealers

The Greatest Phonograph Value Obtainable for the Money

C. L. MARSHALL COMPANY, ***Wholesale Distributors***

514 Griswold Street **Detroit, Mich.**

Pooley Phonographs, Pooley Phonograph and Radio Combinations, Pooley Radio Cabinets and Outing Portables.

Industrial Prosperity in Detroit Is Reflected in Early Holiday Gift Sales

Retailers and Wholesalers Expecting Unusually Busy Month—Combination Phonograph-Radio Leads Demand—P. H. McCullogh in New Post—Shortage in Some Lines—The Month's News

DETROIT, MICH., December 9.—This is the month that counts in the talking machine industry—it is the month where in prosperous cities the local dealers reap their biggest harvest of the year—and with Detroit enjoying the greatest era of prosperity in its career the dealers naturally are going to get their share. It is true that not all of our motor factories are operating to capacity—some of them are—while others are operating certain departments and getting ready for new models that will keep them going most of the Winter. The great number of new subdivisions that are now on the market and the lots being sold and new homes being erected indicate how fast Detroit is expanding—and expansion of new homes always means more business for music and talking machine dealers. Where five years ago six miles from the center of town was considered "some" distance, to-day new homes are going up thirteen miles out and being built up solid to that point.

Expects Record-Breaking Business

Manager Quinn, of the Brunswick Shop, says he will break all records in December so far as sales are concerned, and adds there is no limit to what he can do if he can get the Radiolas. "Our greatest trouble is to get enough of them," he declared. "We are behind now in our orders and we cannot get them in fast enough. The type of combination machine that is selling best is priced high—around $500. We can sell more of them than we can of the cheaper priced instruments—but the thing is to get them in fast enough. On the whole we have had a good year—we are ahead of last year by a good margin—but the percentage of increase will be a big one because of our additional sales on the combination phonograph and radio, which we did not have last year. Record sales are good and we are doing nicely on Brunswick phonographs. While there will be new sales on the combination machines, the phonograph as a separate proposition will always find a goodly number of buyers, as many people will have their radio separate. We are taking in used phonographs on the combination machines but are careful in making allowances. This really is the big problem to contend with and it is something that must be watched very carefully."

Combination Instruments Lead Demand

The biggest demand for the holidays is for the combination radio and phonograph machine. It was predicted more than a year ago that the dealer who hesitates to put in this type of merchandise was going to lose out and it has worked out that way. Dealers who are handling the better grade of combination machines are certainly doing a landoffice business. This is more particularly true of the Brunswick-Radiola than any others, although other dealers are selling the cabinets for installing the radio. Radio apparently is here to stay and it is the logical thing for phonograph dealers to handle.

J. L. Hudson Co. Busy

The J. L. Hudson Music Store is enjoying an unusually good business in its talking machine department. Victrolas are selling better than ever, but the varied line handled by the Hudson store makes it possible to give the customer almost anything desired. The Brunswick and Cheney lines are also handled in addition to radio sets. Ed. Andrew, manager of the talking machine department, anticipates a big holiday trade and has stocked up accordingly.

Big Demand for Royal

Sam Lind, of the Sam E. Lind Co., wholesaler, is certainly enjoying a tremendous trade on the Royal line of phonographs and radio machines. Mr. Lind distributes the line in Detroit, the lower peninsula of Michigan and part of Ohio and the volume of orders taken and some yet to be filled will bring 1924 to a point where Mr. Lind will have his best year. In addition to the Royal, Mr. Lind is Vocalion distributor for this territory, and it is a fact that Vocalion records never sold better than at the present time.

Tie Up With Artists

Grinnell Bros. had the pleasure of an hour's visit from the Duncan Sisters one day last week, and the public was invited to enjoy the event. Rose and Vivian Duncan, who were playing one of the local theatres in Topsy and Eva, consented to come over to the recital hall and sing a number of their songs from the show. A tremendous crowd accepted the invitation—in fact, more people were turned away than the hall could hold.

C. A. Grinnell, president of Grinnell Bros., leaves the latter part of January for his Winter home at Sea Breeze, Fla., right after the annual convention of branch managers.

P. H. McCullogh in New Post

P. H. McCullogh, formerly of Chicago, is now in charge of the phonograph division of the Brunswick-Balke Collender Co.

Edison Holding Its Own

R. B. Alling, of the Edison Shop, says business is exceedingly good—both in the whole-

(*Continued on page* 123)

ROYAL PHONOGRAPH-RADIO

SPANISH No. 30

WOLVERINE PHONOGRAPHS
THE CAMP-FONE
CAMP'S DAILY DOZEN
REDUCING RECORDS

S. E. LIND, Inc.

Manufacturers and Wholesale Distributors

2765 West Fort Street
DETROIT, MICH.
Tel. West 2161

VOCALION RED RECORDS

FIBRE, VOCALION
BRILLIANTONE,
PETMECKY and
GILT EDGE NEEDLES

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years Have Proved Outing Portables Are the Best

C. L. Marshall Co.
514 Griswold St. Detroit, Mich.
Outing Distributor

Holiday Buying in Detroit

(*Continued from page* 122)

sale and retail ends. The Edison has come to the front during the past year and has a big following in Detroit among the wealthier classes. For example, Henry and Edsel Ford and all the department heads of the Ford Motor Co. are owners of Edison phonographs, and Mr. Alling says the phonograph is selling better than ever. So are the new Edison records. In addition, the DeForest radio is going over big at the Edison Shop. "We haven't a complaint to make; in fact, we are mighty well pleased with business as a whole during 1924," said Mr. Alling.

Outing Popularity Grows

C. L. Marshall reports that sales on the Senior model Outing portable are now passing the sales of the Junior model and in commenting on this he states in all probability it is because the Senior at $37.50 meets a real need for an inexpensive talking machine. The continued good demand for the Outing proves the year 'round salability of these instruments.

SPRINGS

VICTOR		
1¼"x.022x17', bent each end	No. 6543	$.57
1¼"x.022x18' 6" marine ends	No. 3014	.58
1¼"x.022x17' bent arbor	No. 5362	.57
1¼"x.022x13' bent arbor	No. 5423	.50
1¼"x.022x9' bent arbor	No. 5427	.42
1¼"x.022x9', bent each end	No. 6542	.42
1"x.020x13' 6" marine ends	No. 2141	.32
1"x.020x15' marine ends	No. 3335	.35
1"x.020x15' bent arbor	No. 5394	.38
1"x.020x15', bent at each end	No. 6546	.43
COLUMBIA		
1"x.028x16' crimp arbor, new style	No. 20009	.67
1"x.028x10' Universal	No. 2951	.34
1"x.028x11' Universal	No. 2951	.36
1"x.030x11' hook ends		.45
1"x11' for motor No. 1	No. 1219	.35
HEINEMAN		
1"x.025x12' motors, Nos. 33 & 77		.35
1 3/16"x.026x19', also Pathé		.75
1 3/16"x.026x17'	No. 4	.59
MEISSELBACH		
⅞"x10' motors, Nos. 9 & 10		.29
1"x9' motors, Nos. 11 & 12		.31
1"x16' motors, Nos. 16, 17 & 19		.49
2"x.022x16', rectangular hole, 18k10		1.20
SAAL-SILVERTONE		
1"x.027x10', rectangular hole	No. 144	.42
1"x.027x13', rectangular hole	No. 145	.48
1"x.027x16', rectangular hole	No. 146	.58
BRUNSWICK		
1"x.025x12', rect'gular hole, regular	No. 201	.43
1"x.025x18', rect'gular hole, regular	No. 401	.58
KRASBERG		
1"x12' motor 2A / 1"x16' motor 3 & 4 / 1"x18' new style	Pear-shaped and rectangular holes on outer end	.45 / .55 / .60
EDISON		
1½"x.028x25' regular size disc motors		1.25
1"x.032x11', Standard		.55
1 5/16", Home		.70
1 5/16"x18' type A 150, old style disc		1.28
1" Amberola 30-50-75		.56
1 1/16", B 80		1.15
SUNDRIES		
1"x.025x9', pear-shaped Stewart		.34
1"x.025x16', Sonora, Style 30		.52
25/32"x.026x10', P.S. Swiss Motors & Pathé		.36
1¼"x.025x17' round hole, Mandel		.75
¾"x.022x9', pear-shaped small motors		.26
1"x.025x16', pear-shaped hole or rect		.50
⅞"x.023x10', marine ends, Hein. Col., etc.		.29
¾"x.025x10', marine ends, Hein. Col., etc.		.27
5/8"x.020x9', marine ends		.21
½"x.020x9', marine ends		.18
Victor Gov. springs, No. 1729	per 100	.95
Victor Gov. balls, n/style, No. 3302	each	.07
Victor-Columbia Gov.sp.,screw washers, 100		.72
Columbia Gov. springs, No. 3510	per 100	.95
Columbia Gov. ball, lead, flat and spring		.08
Columbia Gov. ball, new style & spring		.08
Turntable felts, wool, green, 10", 15c; 12"		.18

Terms, 2% cash with order.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.

Conference on Distribution in Washington Next Month

U. S. Chamber of Commerce Calls Meeting of Manufacturers, Wholesalers and Retailers

WASHINGTON, D. C., December 1.—A national conference of retail, wholesale and manufacturing interests has been called by the United States Chamber of Commerce, to meet in Washington early next month to consider the problem of distribution, with a view to reducing this very important cost factor.

The conference will appoint committees to make detailed investigations of various phases of the question, whose reports will be discussed at a second general conference, when, it is hoped, a definite program will be evolved for the reduction of distribution costs in retail merchandising.

The forthcoming conference will be the first concerted attack upon the problem of distribution from the point of view of the distributor, officials of the Chamber point out, and the field of inquiry which it is proposed to cover has been, for the most part, unexplored in the past. The owners of establishments employed in distribution constitute the largest single class of business men in the United States, it is declared.

DeForest Stock All Sold

Syndicate Closes Subscriptions for 75,000 Radio Shares—Large Oversubscription

Announcement was made on December 4 that the syndicate which underwrote the offering of 75,000 shares of DeForest Radio had been closed and checks had been mailed to participants in the underwriting. It had been planned originally to close the syndicate on December 8, but because of the large oversubscription received for the stock it was closed December 4.

This offering was made by Jesse L. Livermore at $21 a share and the stock now traded in on the New York Curb Market is selling around 24 to 25.

"Everybody's Talking Machine Co., Inc. Win Infringement Suit

"The United States District Court for the Eastern District of Michigan, on October 6, 1924, has granted us a perpetual injunction against the Phonograph Supply Co. of Detroit restraining it from infringement of a copyright covering our 1924 catalogue and other copyrights covering various photo-engravings listed in our catalogue, and ordering the delivery up for destruction of all infringing copies and all plates and other means for making same.

"Everybody's Talking Machine Co., Inc. will spend any further sum necessary in order to protect their just rights against any further parties who infringe on their copyrights."

A Complete Line of Talking Machine Repair Materials

Everybody's
TALKING MACHINE CO. INC.
PHILADELPHIA, U.S.A.

Makers of Honest Quaker Main Springs & Umantone Needles

Christmas Clubs and Other Holiday Trade Activities Feature Akron-Canton District

Talking Machine Sales Volumes Increasing Steadily as Holiday Gift-Buying Gets Under Way—Extensive Sales Promotion Drives Launched—Clyde Swain in New Post—The Month's News

AKRON-CANTON, O., December 8.—With the advent of the Christmas holidays talking machine business has greatly increased in volume. Some dealers report a good increase in sales over a year ago at this time, while others say the real holiday rush has not started. About 80 per cent of the dealers have launched extensive advertising campaigns in connection with their Christmas clubs and report a good volume of business from this source.

Recent visits here of recording orchestras of wide reputation and the appearance of recent New York musical show successes has resulted in record sales being greatly stimulated.

After several weeks of inactivity in talking machine merchandising, sales are now on the uptrend, according to W. E. Pyle, manager of the music department at the store of the W. R. Zollinger Co., Canton. "We had done little or nothing in talking machines for several months until December," said Mr. Pyle, "but we have done a good volume of business so far this month."

Talking machines will be one of the featured lines at the new store of the Grand Piano Co., just opened in the Eagle Temple block by Ernest Smith, who until recently was connected with the Smith & Mitten Piano Co., in the Masonic Building, Mill street.

Clyde Swain has been made manager of the Brunswick Music Shoppe, in the Harris Arcade Building, Canton. He succeeds W. D. Berger, who was manager of the new store since it was opened, several months ago. Mr. Berger leaves the employ of the concern to engage in the hotel business in Lima, O.

The George S. Dales Co., Akron, which recently opened a new radio section in its new enlarged store, announces it has taken on the agency here for the DeForest radio sets, and this week has been making a special drive on them in one of its large display windows.

A gain of approximately 10 per cent is reported in talking machine and record sales at the Garver Bros. Co. store, Strasburg, O., according to a statement recently by John Garver, advertising manager. Talking machine sales had slumped for several months at the store, due to farmers being busy with their crops, according to Mr. Garver. He predicts a very substantial holiday business in this department.

Announcement is made that I. B. Weile has been appointed manager of the music department at the new store of the Stark Dry Goods Co., Canton. This store was only recently opened, and the music department is one of several new departments. It will specialize in all kinds of musical merchandise, including talking machines and records.

D. W. Lerch, proprietor of the D. W. Lerch Music Co., one of the largest retail music houses in Canton, reports a very satisfactory volume of talking machine business. "We anticipate a big holiday business and are stressing radio sets for Christmas gifts," he added.

As an aftermath of the personal appearance in this section of Paul Biese and His Victor Recording Orchestra, record sales have been greatly stimulated, according to dealers in both cities. Paul Biese is the third of several good recording orchestras to visit eastern Ohio in recent months. Vic Myers and Herb Wiedoeft's Orchestra, Brunswick artists, preceded him.

"We advertise where it does the dealer the most good. Here's a sample of copy used in our extensive newspaper campaign. Write for discount and information concerning our time payment plan."

THE Lafayette NEUTRODYNE

IF you want perfect radio reception in your home, remember—Lafayette.

A radio instrument of usefulness without end.

A demonstration will satisfy you of its simplicity to operate; purity of natural tone; clearness for long distance; no interference; compactness and attractive appearance. Have your dealer demonstrate it.

5 tube set $125
Reproducer $28

THE KOR-RAD CO., Inc.
151 East 58th Street, New York
Sole Distributors

January Releases—Now Ready

10 INCH RECORDS at $0.75

113a—Gicolette—Fox-trot .....S. Papaccio
b—Mousmes .....S. Papaccio
111a—Tatonno Se Ne Va.....R. Ciaramella
b—Tarantella Sott"e Rrose..R. Ciarmella
124a—Buon Tempo—
Polka .....Mandolino e Chitarra
b—Quadriglia Siciliana,
Orchestrina Siciliana
122a—'O Patuto 'e Mussolini—Part 1,
Scena Comica
b—'O Patuto 'e Mussolini—Part 2,
Scena Comica
121a—La Vigilia di Natale a Napoli,
Scena dal vero
b—'A Banca d' 'e Mellune,
Venditore Napoletano

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Federal Co. Introduces New Five-Tube Receiving Set

The Federal Telephone Mfg. Corp., Buffalo, N. Y., with New York offices in the Times Building, announced recently a new set designated as Type 141, which is meeting with exceptional success among the company's distributors and dealers. This set is a powerful five-tube receiver, with duplex control, and the company has issued attractive literature, calling attention to the set's duplex method of control, super-selectivity and simplicity.

In announcing Type 141 the Federal Telephone Mfg. Corp. said: "Designed as a five tube receiver for use with small indoor wire or the larger outdoor antenna systems, this set offers a range of reception covering practically all over the principal broadcasting stations in America, together with a number of smaller ones, through the use of two stages of radio frequency amplification, detector and two stages of audio frequency amplification. Its exceptional high degree of super-selectivity is obtained through a tuning system of the two circuit type with limited variable coupling. Tuning is accomplished through the use of two specially designed Federal variable air condensers, each equipped with unique vernier controls incorporated within the dials. The entire receiving unit is enclosed in a mahogany case, finished in a very dark brown, two doors in the front opening outward, giving access to the panel.

Chas. C. Henry Co-operates in International Broadcast

Charles C. Henry, radio engineer of the Sonora Phonograph Co., Inc., New York, N. Y., and widely known in radio circles, was delegated as an assistant in the recent international broadcasting test held at the Doubleday, Page & Co.'s plant in Garden City, N. Y. Mr. Henry had the interesting duty of receiving telephone calls and telegrams from all over the United States during the daily test of 11 p. m. until midnight. The maximum number of telegrams received in any one day was 700 and the greatest number of letters received was 1,200.

Mr. Henry believes that European stations were heard consistently in all parts of the United States and Canada. Pacific Coast reports of reception were as reliable as those from Nova Scotia. The experiments took place each evening during the week of November 24 to 30 and were generally successful.

Progressive Corp. Made Paragon Radio Distributor

The Adams-Morgan Co., Inc., manufacturer of Paragon radio receiving sets, Montclair, N. J., recently announced, through J. B. Renwick, sales manager, the appointment of the Progressive Musical Instrument Corp., New York, as a distributor in the metropolitan territory. The appointment of this company as a Paragon distributor is of particular significance to the phonograph trade, inasmuch as a great amount of the radio products which it distributes are sold to the talking machine dealers in the metropolitan district. The Progressive Musical Instrument Corp. is thoroughly familiar with the phonograph trade.

UNIFORM QUALITY = UNIFORM RESULTS
You can safely rely upon the quality of our
COTTON FLOCKS for PHONOGRAPH RECORDS
Write for samples and quotations
CLAREMONT WASTE MFG. CO. **Claremont, N. H.**

Third Chicago Radio Show Great Success

Nearly 200,000 Visitors View Exhibits of Leading Radio Products in Coliseum—Importance of Talking Machine Trade Emphasized

With the close of the Third Annual Chicago Radio Show on Sunday, November 23, there passed into history not only the greatest radio exposition that has ever been held, but one of the most successful shows ever given in any industry. This radio exposition broke all records for attendance at a radio show and it was stated by show men that it broke all records for attendance at any trade event ever held in the Chicago Coliseum. The attendance for the week was approximately 200,000, exceeding by a considerable margin the figures for the September Radio World's Fair in New York, which was the previous high-water mark for attendance at a radio exposition.

Talking Machine Trade's Importance

From the viewpoint of the talking machine industry the most important factor of the exposition was the recognition accorded to talking machine jobbers and dealers by the radio manufacturers in attendance at the show. For the past year the talking machine distributor and retailer has steadily increased in importance as an outlet for the merchandising of radio products and the Chicago Radio Show demonstrated this importance conclusively and significantly. Jobbers and dealers from all parts of the country and, in fact, from several countries abroad visited the exposition, but the talking machine industry predominated by a very large margin among the trade visitors. At intervals during the show the talking machine men present were so numerous that there was a resemblance of old-time reunions and conventions and many important deals were closed by radio exhibitors with jobbers and dealers handling representative talking machine products.

The show itself was an emphatic success, particularly so far as the exhibitors were concerned, and although the exposition did not close until 11 o'clock Sunday night, James F. Kerr, general manager of the show, had received by 7 o'clock that evening reservations for 75 per cent of the available space for the 1925 exposition. It was stated that the exhibitors closed in actual business a total of $6,500,000, as compared with $5,000,000 at the New York show. The Radio Manufacturers' Show Association, which conducted the Radio World's Fair in Madison Square Garden, New York, in September, was also responsible for the Chicago Radio Show at the Coliseum, and the success of both expositions reflected the careful attention given to every detail at the two shows.

Radio Sets Show Marked Improvement

The Radio Show at the Chicago Coliseum gave the Middle West trade its first opportunity to view the past year's developments in the radio industry, as no radio exposition had been held in Chicago since the second annual radio show at the Coliseum last November. The jobbers and dealers were greatly impressed with the tremendous strides that the industry had made in the past year, particularly in the refinement of the most important phases of construction and cabinet building, which are, of course, vital factors in the talking machine dealers' sales plans. The sets on display represented successful efforts on the part of the manufacturers to provide jobbers and dealers with handsome, attractive instruments of quality and value for the money expended. No demonstration of sets was permitted during the course of the exposition in order to avoid confusion, but the great majority of the visitors were more interested in the use of the radio set as an entertainment and educational factor than in the technical feature of the various circuits. The sales representatives in attendance at the booths quickly sensed this important sales trend, and as a result the value of the radio receiving set as a force in entertainment and education was given adequate and proper attention.

Prominence of the Loud Speaker

Loud speakers played a very prominent part at the show, and many new types were exhibited for the first time, particularly in cabinet designs. The public interest in loud speakers has increased steadily, notwithstanding the fact that the majority of the leading set manufacturers have placed one or more models in their lines that include built-in loud speakers in their equipment. This fact in itself has stimulated the public interest in loud speakers as a whole, and there is every reason to believe that during 1925 loud speaker sales will show a very large increase over the figures for 1924.

An important trade development as reflected in the activities at the Coliseum during the show week was the close attention paid to certain types of radio accessories and parts by talking machine jobbers and dealers. Such products as batteries, battery chargers, antennae kits, head phones and similar accessories were examined carefully by talking machine retailers, who stated that they were planning to merchandise these products aggressively during the coming year. It was apparent that the talking machine jobber and dealer is going to expand his radio activities in keeping with the industry's rapid development.

Combination Radios and Phonographs Popular

At many of the exhibits handsome combination phonograph and radio instruments were displayed and the public as well as the trade were keenly interested in these products. One prominent manufacturer of combination instruments used a unique form of contest to secure names of new prospects and this plan produced something in the neighborhood of 6,000 live prospects. All of these names are being turned over to the company's dealers for attention, and in many instances the prospects asked that salesmen visit them immediately. This form of dealer co-operation was used to splendid advantage by many manufacturers, especially as no sales of any kind were made at the show and all prospects were turned over to jobbers or dealers for follow-up.

There were more than 250 concerns represented at the Chicago Radio Show, and every inch of the space at the Coliseum, together with the north and south annexes and the balcony space, was utilized by the exhibitors. The Coliseum itself was beautifully decorated and during the course of the week many of Chicago's most prominent citizens visited the exposition. Regardless of the tremendous value of the exposition to the radio industry from a trade angle, the show was noteworthy for the interest that it created in the public's mind towards radio. For several nights during the course of the exposition it was necessary to close the doors and refuse further admission because of the Coliseum being packed to the utmost. The newspapers used front page articles featuring the show and from one end of the city to the other radio was the principal topic of discussion. U. J. Herrmann and James F. Kerr, who were actively in charge of the exposition, received deserved congratulations from exhibitors in the trade upon the tremendous success of the exposition. It is planned to make the 1925 New York and Chicago shows even more impressive and more valuable to the trade than the 1924 expositions and steps in this direction have already been taken.

Among the Exhibitors

Brunswick-Balke-Collender Co.

Occupying several handsomely decorated booths, the Brunswick-Balke-Collender Co., Chicago, Ill., featured the complete line of Brunswick-Radiolas, which have now attained wide popularity. Among the instruments displayed were Brunswick-Radiola 360, with super-heterodyne equipment; No. 260, with super-heterodyne; No. 160, with super-heterodyne; No. 100, with Regenoflex; No. 35, with Radiola 111-A, and No. 30, with Radiola 111. The company sponsored a very effective contest whereby a $285 Brunswick-Radiola was given away at the close of the show. The exhibit was in charge of W. C. Hutchings, assistant general sales manager of the phonograph division; Harry Bibb, Chicago district manager; H. D. Leopold, manager of dealer service department, and Howard Schendorf, of the publicity division. P. L. Deutsch, vice-president and general manager of the company, and A. J. Kendrick, general sales manager of the phonograph division, were visitors to the show. Throughout the week the Brunswick staff in attendance included Miss Boynton and Messrs. Parks, Williams, Riggs, Bannon, Smith, Averill and Ackerman.

A. H. Grebe & Co.

Two models of the new Grebe Synchrophase set formed the center of attraction at the booths of A. H. Grebe & Co., Richmond Hill, N. Y. One of these models was dry-cell operated, using six tubes, and the other storage battery operated, using five tubes. The booth was artistically decorated, furnishing an ideal background for the Synchrophase sets. Douglas Rigney, general manager of the company, was in charge of the exhibit, assisted by Kenneth Smith and Richard Weyler of the Chicago office.

Radio Corp. of America

Artistically decorated and designed, the two booths occupied by the Radio Corp. of America featured to excellent advantage the various Radiolas which are among the most popular instruments in the company's line. A gigantic aluminum reproduction of the famous RCA trade-mark was a feature of the main booth, and among the Radiolas on display were the Super-Heterodyne, Regenoflex, Super VIII, X, III and IIIA. The popular Radiola push-pull amplifier was also exhibited, and broadcasting took place every night under the auspices of the Radio Corp. of America from station WEBL. Geo. A. Clark, exposition director of the company, was responsible for and designed the exhibit. He was assisted at the booth by J. M. Sharp and B. Millard, of the Chicago sales office.

Zenith Radio Corp.

The word "Zenith" was given exceptional publicity throughout the week of the show, for, following the plan which it inaugurated at the Madison Square Garden Show in New York, the Zenith Radio Corp. distributed over 200,000 bags for the use of visitors. These bags were very convenient and practicable, enabling the visitors to collect all of the literature and data they desired and convey it to their homes in handy form. One of the features of the Zenith exhibit was the original Zenith set used by Dr. McMillan, famous Arctic explorer, on his ship the "Bowdoin." Donald Mix, radio operator on the ship, was also present and gave interesting information regarding the expedition. The Zenith models on display included a complete line of the new super Zeniths comprising models 7, 8, 9 and 10. Types 4R and 3R of the standard Zenith line were on display as well as the Zenith portable. Eugene F. McDonald, Jr., president of the company, was in attendance throughout the week, together with H. H. Roemer, director of sales promotion; N. A. Fegen, sales manager, and R. H. G. Matthews, radio engineer. Among the sales staff present were J. Reynolds, E. J. Jordan, J. U. McCarthy, Roy S. Dunn, and Frederick Aylesworth.

Atwater Kent Mfg. Co.

Complete lines of Atwater Kent receiving sets and loud speakers were featured to excellent advantage in the handsomely decorated booths occupied by the Atwater Kent Mfg. Co., Philadelphia, Pa. Among the instruments displayed were the model 20 and the model 20 DeLuxe, both of which are completely enclosed in handsome cabinets. The open sets on display were the model 10, five-tube set and the model 19, four-tube set. The loud speakers exhibited included three popular models known as M, R, and L. An attractive multi-colored flash sign showing the mammoth Atwater Kent plant was a feature of the exhibit as well as an Attractoscope furnished to Atwater Kent distributors for use at their local shows. V. W. Collamore, general sales manager of the company, visited Chicago for the special purpose of attending the show for a few days, and among others in attendance were H. T. Stockholm, in charge of Southwest territory; Fred McGowan, Minneapolis sales representative; L. A. Pratt, of the Northwest sales staff; Robt. Wheeler, of the Chicago sales staff, and R. B. McKinstrey, of Southwest territory. During the course of the show the company distributed handsome ash trays to visiting jobbers and dealers.

DeForest Radio Co.

The popular DeForest D 14 in mahogany cabinet with concealed loop was featured at the handsome display prepared by the DeForest Radio Co., Jersey City, N. J. The D 12 model, which is widely known throughout the country, also attracted considerable attention,

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THIRD CHICAGO RADIO SHOW GREAT SUCCESS—(Continued from page 125)

being shown in mahogany and art leather. The new DeForest loud speaker won considerable praise from jobbers and dealers and two types of Audion tubes completed the display. Wm. H. Ingersoll, vice-president and general sales manager of the company, was present for several days during the show and the exhibit was in charge of Messrs. Pfaff and Flynn.

R. E. Thompson Mfg. Co.

The display presented by the R. E. Thompson Mfg. Co., New York, N. Y., featured a complete line of Thompson neutrodyne sets, including the Grandette, Parlor Grand, and the Concert Grand, the last named being a six-tube set for dry cell operation. Other products on display were the Thompson speaker and the Thompson knock-down neutrodyne kit. R. W. Porter, general sales manager of the company, was in charge of the exhibit, assisted by Wm. H. Nolan, Western sales representative, and T. W. Williams, of the staff of the Thompson Chicago jobber.

Crosley Radio Corp.

The complete Crosley line was shown at the booths occupied by the Crosley Radio Corp., Cincinnati, O., and among the instruments displayed were the following models: Crosley 50, a one-tube set; 51, a two-tube set; 52, a three-tube set; Trirdyn special and the Trirdyn Newport. An interesting feature of the Crosley exhibit was a parody or by-play on the vogue for cross-word puzzles, a large signboard being so arranged that it carried out effectively its slogan "There are no cross words with a Crosley." Powel Crosley, Jr., president of the Crosley Radio Corp., was present during the course of the show, together with Geo. H. Lewis, assistant to the president; A. M. Joralemon, general sales manager, and Alvin R. Plough, publicity director. Royal A. Stemm, Chicago representative of the company, was in charge of the exhibit, assisted by members of his staff.

Adams-Morgan Co., Inc.

A handsome display of Paragon sets made by the Adams-Morgan Co., Inc., Montclair, N. J., gave the trade and public an opportunity to become acquainted with this popular line. Among the instruments on display were Paragon types 2, 3 and 4, being two, three, and four-tube sets, respectively. J. B. Renwick, Jr., sales manager of the company, was in charge of the display, assisted by C. L. Huffman, Western representative.

Sonora Phonograph Co., Inc.

The Sonora Radio Speaker was one of the principal attractions at the booth of the Sonora Phonograph Co., New York, N. Y., and among the other well-known Sonora products on display were the Sonoradio combinations 242 and 241; and the Tournaine and Marquette Sonora phonograph models, radio adapted. A. C. Valeur, general manager of the Illinois Phonograph Corp., Sonora jobber, was in charge of the exhibit, assisted by Leon Golder, sales manager of the company, and John A. Read, of the sales staff in New York.

Colin B. Kennedy Co.

A complete line of Kennedy sets was shown in the booth of the Colin B. Kennedy Co., St. Louis, Mo. Among the instruments on display were the Spanish Desk model equipped with a new five-tube unit and self-contained loud speaking unit; the Jacobean console model, a five-tube set with self-contained loud speaker; model 15, a five-tube set operated on a loop; model six, a four-tube set; model five, a three-tube set; and model 11, a four-tube set. Kennedy four-tube and three-tube panels for installation in Victrolas, 215, 400, 405 and 410 were also displayed. The booth was in charge of A. L. Weitekamp, of Ray D. Lillibridge, Inc., New York, N. Y., the advertising agency responsible for the Colin B. Kennedy campaign. B. R. Hassler, general sales manager of the company, was present during the show and E. W. Kennard, of the sales staff, was also in attendance.

Adler Mfg. Co.

A very elaborate display of Adler-Royal radio and phonograph products was sponsored by the Adler Mfg. Co., New York, N. Y., and Louisville, Ky., in conjunction with its Chicago representative, the Ed-Ray Sales Corp. Among the products on display were the new Adler-Royal neutrodyne No. 199, a five-tube set operated completely by dry cell batteries. The new Adler-Royal cabinet loud speaker was also displayed and it attracted considerable attention. Other sets exhibited were: No. 201, a neutrodyne five-tube set, storage battery operated; a floor type model containing a built-in loud speaker with a five-tube set; a five-tube neutrodyne panel for use in console models and several console phonographs equipped with three-tube regenerative sets and five-tube neutrodyne sets. The exhibit was under the direct charge of Allan Straus, general radio representative of the company, who was assisted by the organization of the Ed-Ray Sales Corp., including Edward Blimke, Ray Reilly, Irving Leon and Fred Binger. During the course of the week the Adler Mfg. Co.'s executives were present at the show, including C. L. Adler, president; Lambert Friedl, vice-president and general sales manager; N. P. Bloom, secretary, and Frank Hinners, radio engineer.

Music Master Corp.

The gigantic Music Master horn which has been featured at radio shows all over the country was used to excellent advantage in the Coliseum in connection with the amplification of [illegible] addresses. The exhibit [illegible] Music Master Corp., Philadelphia, Pa., was especially attractive, representing the combined efforts of F. D. Williams, manager of the Chicago office, and M. [illegible], of the Chicago organization. The complete Music Master line was on display, including model 5, cabinet type speaker; model 6, horn type; model 7, horn type; model 8, cabinet type; model 9, polychrome Japanese lacquer horn type, and the model 10 pedestal type for use in clubs, hotels, and large rooms. Walter L. Eckhardt, president of the company, visited the show for several days, en route to the new Music Master factory at Kitchener, Can. Among others in attendance at the show were J. R. Loughran and Albert Higgins, of the sales force.

Freed-Eisemann Radio Corp.

The complete line of Freed-Eisemann neutrodyne sets made by the Freed-Eisemann Radio Corp., Brooklyn, N. Y., was featured in an attractive setting at the show. The instruments on display included N R 5, a five-tube set; N R 6, a five-tube set, and the N R 20, a console model with built-in loud speaker. The new Freed-Eisemann four-tube neutrodyne panels for use in Victrolas 400, 405 and 410, were also displayed, as well as the N R 12, a four-tube set, and the new Freed-Eisemann cabinet loud speaker. "Jesse" James, sales representative of the company, was in charge of the exhibit, assisted by Jas. Gibson, traveling representative.

Pooley Company, Inc.

A handsome display, together with an auxiliary exhibit at the Congress Hotel, was sponsored by the Pooley Co., Inc., Philadelphia, Pa. Among the instruments featured at the exhibit were the Pooley radio cabinet, 1000-R-1, to accommodate any standard radio set, and models 600-R-2, 1100-R-2 and 1200-R-2, which are designed to accommodate the new Atwater Kent receivers. Two models of Pooley phonograph and radio combinations were on display, equipped with Federal four-tube phonograph panels. B. R. Stauffer, treasurer and general manager of the company, was in charge of the exhibit, assisted by Martin J. Polikoff, Southern sales representative.

Federal Tel. Mfg. Corp.

The Federal No. 417 five-tube panel for installation in the 405 Victrola was one of the features at the booth of the Federal Tel. Mfg. Corp., Buffalo, N. Y. Other products on display included the new 159 and 161 cabinet Federal sets, both having self-contained loud speakers; Federal 140 panel in a Phonoradio and the No. 135 four-tube panel for the 210 Victrola. The new Federal loud speaker attracted considerable attention and other sets on display were Nos. 59, 58, 102 and 110. J. P. Miller, City sales manager, was in charge of the exhibit, together with C. J. Jones, district manager, and S. M. Doak, special representative in Chicago.

F. A. D. Andrea, Inc.

Fada neutrodyne products made by F. A. D. Andrea, Inc., New York, N. Y., were shown under the auspices of the Triangle Electric Co., Chicago, Ill. Among the Fada sets on exhibition were models 175 A, 195 A, and 185 A, the last named being a desk model with built-in loud speaker. There were also shown models 16 A and the Fada 169 A and 165 A neutrodyne kits. F. A. D. Andrea, president of the company, and R. M. Klein, general manager, were present and the exhibit was in charge of L. J. Chatten, Western sales manager.

Talking Machine World

The only trade paper in the music industry to be represented at the Show this year was The Talking Machine World, which occupied a booth in the main building. An attractive display was presented, the feature of which was a large sign carrying the slogan "The Big Book with the Orange Cover Carries More Radio Set and Loud Speaker Advertising than Any Trade Paper Published." There were also displayed copies of all of the radio advertisements carried in the November issue of The World and this advertising attracted wide attention from visiting members of the trade. The booth was used as a headquarters for many talking machine jobbers and dealers who attended the show.

Th. Goldschmidt Corp.

All of the N & K products, made by the Th. Goldschmidt Corp., New York, were displayed in a very handsome setting designed under the personal direction of J. B. Price, sales and advertising manager of the company's radio division. A model dealer's store window was the background for the display wherein were featured N & K loud speakers, head phones, and phonograph units. Mr. Price spent the week at the show, and was ably assisted by Harry E. Kamen, who was recently appointed Middle West district manager.

Eisemann Magneto Corp.

The well-known Eisemann No. 6 five-tube set was attractively featured in the display of the Eisemann Magneto Corp., Brooklyn, N. Y. This new set, which has many important constructional features, made its first appearance at the New York show, and at its premier showing in Chicago it attracted considerable attention from the trade. A multi-colored flash electric sign showing the Eisemann No. 6 added to the attractiveness of the booth. Thos. E. Kennedy, sales manager of the company, was present throughout the week and was assisted at the booth by O. S. Stanley, manager of the Chicago sales office; C. M. Montz, M. Dinnsen, and John J. Machacek.

Colonial Radio Corp.

Colonial radio sets, manufactured by the Colonial Radio Corp., Long Island City, N. Y., made their first appearance at the Chicago radio show and attracted wide attention from jobbers and dealers. The company also maintained an auxiliary exhibit at the Congress Hotel. Among the instruments shown at the Coliseum were the Colonial 16, a five-tube tuned compensated radio frequency set and the Colonial 17, a four-tube tuned compensated radio frequency set. The display was exceptionally attractive and the trade was interested to learn that Colonial cabinets were by Brewster. G. R. Brainard, vice-president and general sales manager of the company, was in charge of the exhibit, assisted by J. N. B. Hill, assistant sales manager; H. B. Keane, assistant sales manager; E. B. McCaffrey, assistant sales manager and H. S. Williams, assistant sales manager.

Pathe Phonograph & Radio Co.

The Pathe Phonograph & Radio Co., Brooklyn, N. Y., featured its "High Boy" set in mahogany and five-tube reflex set. W. E. Hotchkiss, sales manager of the Chicago branch, was in charge of the display. W. H. Tholman, manager of the Pathe factory at Plymouth, Wis., attended the exposition.

Reichmann Co.

A complete line of the popular Thorola radio speakers manufactured by the Reichmann Co., of Chicago, was displayed at this company's booth, and among the models shown were the Thorola No. 9 cabinet model and the Thorola No. 4 horn type speaker. The Thorophone power type loud speaker attracted considerable attention as well as a Grandé horn and base combination that is proving very popular. The Thorola phonograph attachment was included in the exhibit, together with a handsome panel showing the parts used in making the Thorola unit. Frank Reichmann, president of the company, was present throughout the week, together with E. S. Reidel, assistant general manager.

Jewett Radio & Phonograph Co.

One of the features of the exhibit of the Jewett Phonograph & Radio Co., Detroit, Mich.; was the new type C Superspeaker in cabinet shape with room to accommodate a standard radio set and batteries. The standard models of the popular Jewett Superspeaker were also on display, together with Parkay radio cabinets and the new Jewett Micro-Dial for accurate tuning. A giant model of the Superspeaker was shown, and the exhibit was in charge of T. F. W. Meyer, general sales manager of the company; M. E. Mikesell, Chicago district manager, and Norman E. Albee, production manager.

United Mfg. & Distributing Co.

The Unidyne four-tube tuned radio frequency set and the Super-Unidyne five-tube receiving set were featured in the display of the United Mfg. & Distributing Co., Chicago, Ill. There were also shown Unidyne and Super-Unidyne panels for installation in phonographs, and United transformers. Frank F. Paul, general sales manager of the company, was a frequent visitor to the booth, and among those in attendance throughout the week were N. E. Wunderlich, chief engineer; E. R. Tennyson and M. C. Olson, of the sales staff.

Sleeper Radio Corp.

The 1925 Type 54 Sleeper Monotrol set, which has been extensively advertised during the past few months, was featured in the display of the Sleeper Radio Corp., Long Island City, N. Y. Colored slides depicting some of the unlimited forms of entertainment and education afforded by radio were used to excellent advantage. Gordon Sleeper, president of the company, was present during the course of the show and the exhibit was in charge of J. L. McWeeny and J. P. Devine.

Henry Hyman & Co., Inc.

A giant model of the Aristocrat set in the Bestone line formed an artistic background for the display of Henry Hyman & Co., Inc., New York, N. Y. This mammoth instrument attracted wide attention, and among the models on display were the Aristocrat, and the Imperial. Sam Weiner, of the Chicago sales office, was in charge of the exhibit, together with A. Rubin, radio engineer from the New York factory.

Wasmuth-Goodrich Co.

The products of the Wasmuth-Goodrich Co., Peru, Ind., were shown in two booths occupied by the Howard Radio Co. and the Federal Tel. Mfg. Corp. In the Howard booth there was featured the new Verdi Phonoradio which is a part of the 1925 Wasmuth-Goodrich line. The radio equipment comprised the Howard five-tube neutrodyne. In the Federal booth the Blenheim Phonoradio was displayed, using for its radio equipment a four-tube, Federal panel. Earl V. Hughes, secretary of the Wasmuth-Goodrich Co., was a visitor to the show and Thos. W. Hindley, manager of the company's Chicago office, spent the entire week at the exposition.

Gilfillan Bros., Inc.

The Kansas City, Mo., division of Gilfillan Bros., Inc., sponsored a very attractive exhibit, featuring the popular G N 1 and G N 2, five-tube neutrodyne sets. Another interesting factor of the exhibit was the Gilfillan neutrodyne kit. Many out of town visitors made their headquarters at the Gilfillan exhibit, particularly from far Western points. D. G. Kurfman and G. T. Scoville were in charge of the exhibit.

American Radio & Research Corp.

Several popular models of Amrad neutrodyne products were displayed by the American Radio & Research Corp., Medford Hillside, Mass. Among the models on display were the Amrad, five-tube neutrodyne set with two dials; the Inductrole No. 3500 and the Amrad Jewel. W. P. Gage, vice-president and sales manager of the company, was in charge of the exhibit, assisted by L. R. Hood, sales promotion manager with headquarters in Kansas City, Mo., and Harold J. Tyzzer, chief engineer. Co-operating with the company at the show was the Radio Institute, Chicago, Ill., Amrad jobber, represented

(*Continued on page* 128)

The Interior of the Coliseum in Chicago During the Third Annual Chicago Radio Show

The illustration gives an idea of the way radio fans and those interested in radio in a commercial sense crowded into the large exhibition auditorium in Chicago to view the varied and interesting displays of all kinds and makes of radio sets and accessories. All records for attendance at a show of this character were broken at this event and a tremendous amount of actual business was done

THIRD CHICAGO RADIO SHOW GREAT SUCCESS—(Continued from page 126)

by W. A. McCombs, general manager, and L. A. Donovan, sales manager.

Eagle Radio Co.

Models A and B, five-tube Eagle neutrodynes were among the instruments displayed by the Eagle Radio Co., Newark, N. J. In addition to the standard models there were also on display models A and B console types with built-in loud speakers. W. A. Hitchcock, president of the Lake States Radio Co., was in charge of the exhibit, and during the course of the week there were also in attendance Frank Nutze, assistant sales manager of the Eagle Radio Co., and Donald Friend, of the Newark sales organization.

C. Brandes, Inc.

The feature of the exhibit prepared by C. Brandes, Inc., New York, was a tremendous electric sign upon which an electric light flashed every time a Brandes product was sold. This display was in the form of a map of the United States and the light flashed continuously, giving visitors to the show a fair indication of the sale of Brandes products. The popular Brandes Table Talker was displayed, together with the complete line of head phones manufactured by the company. Giant models of Brandes Table Talkers added to the effectiveness of the exhibit, which was in charge of Harry J. Walsh, assistant advertising manager of the company, assisted by M. E. Van Sickel and B. Calahan.

Jos. W. Jones Radio Mfg. Co.

The display sponsored by the Jos. W. Jones Radio Mfg. Co., New York, N. Y., presented the Jos. W. Jones four and five-tube sets in cabinet and table types, with a self-contained loud speaker. There was also on display a five-tube panel for installation in Victrolas, a knock-down set and a comprehensive exhibit of the company's line of parts, including jacks, switches, etc. Among the executives of the company in attendance during the week were Jos. W. Jones, president; E. N. Burns, vice-president, and general manager, and Col. S. H. Mapes, assistant to the president and general sales manager. The display was in charge of R. H. Norton and J. J. Welker, of the Chicago office.

Bristol Co.

The complete new line of Audiophone loud speakers manufactured by the Bristol Co., Waterbury, Conn., was displayed at the company's booth, the models featured being model C cabinet speaker, model S, model J, Baby Grand and the Baby horn types. There were also shown the Bristol one-stage power amplifier, loud speaker testers for the use of dealers and manufacturers and a multiple five-horn amplifying system for use in amplifying speech and music in public places. This system is also made in ten and twenty-horn units. Another interesting feature of the display was a group showing of the parts used in the new unit incorporated in models C, S, and J. H. G. Hall, Chicago manager, was in charge of the exhibit, assisted by N. J. Nimick, E. J. Jorgenson, and J. H. Ferguson.

Philadelphia Storage Battery Co.

A complete line of Philco rechargeable radio batteries was exhibited by the Philadelphia Storage Battery Co., Philadelphia, Pa. Both A and B batteries in glass cases and in rubber and wood containers were displayed and a feature of the exhibit was a switchboard panel showing how the use of this switchboard permitted the recharging of batteries without removing them from the cabinets. E. W. Shepard, Chicago district supervisor, was in charge of the exhibit, together with J. N. North, in charge of radio sales for Western territory, and W. C. Eggemeier, district representative.

Andrews Radio Corp.

The Deresnadyne Radio set, embodying various distinctive features, attracted considerable attention at the booth of the Andrews Radio Co., Chicago, Ill. The standard and DeLuxe models were displayed, both instruments being five-tube radio frequency sets, featuring the Deresonated plate. The DeLuxe model was particularly interesting to the crowds, as it operated on either a loop or outside antenna. The loop used is made especially for the Andrews Radio Co. by the Radio Units, Maywood, Ill. Among those in attendance at the booth were F. L. A. Johnson, president of the company; E. F. Andrews, vice-president; E. S. Stevens, factory manager; Chas. C. Cruse and A. L. Mitchell.

Krasco Mfg. Co.

A full line of 1925 Monarch portables was displayed by the Krasco Mfg. Co., Chicago, Ill. Models A and B were given an attractive setting and there was also featured the Monarch No. 4, phonograph panel, a four-tube panel that is proving very popular. Walter Magill, general manager of the company's radio division, was in charge of the exhibit, assisted by H. O. Wirth, of the sales staff.

Dayton Fan & Motor Co.

A complete line of Dayton radio receivers was displayed at the booth of the Dayton Fan & Motor Co., Dayton, O., and among the instruments shown were the OEM 11, a three-tube model; OEM 7, four-tube set; Dayradio, four tubes; Dayola, four tubes; Daycroft, four tubes, and the Daytonia, a four-tube console model with self-contained loud speaker. B. J. Mockenhaupt, factory representative, was in charge of the exhibit and others in attendance were Major Marvel, chief engineer of the company's radio division; H. D. Gibson, sales representative in the Northwest, and F. H. Johnston, sales engineer.

Amsco Products, Inc.

Melco Supreme sets made by Amsco Products, Inc., of New York, N. Y., were featured at this company's exhibit and among the instruments on display were MS 24, a four-tube set, and MS 25, a five-tube set. An advance announcement was made in connection with a new model that will be ready January first. Other products shown were Melco Supreme kits, Melco Supreme knock-down sets and a complete line of parts. B. H. Price, president of the company, was in charge of the exhibit, together with Chas. Hardy, treasurer and E. F. Duskis, Chicago representative.

Thermiodyne Corp.

The TF 6 Thermiodyne, a six-tube set which is being widely advertised by the Thermiodyne Corp., Plattsburg, N. Y., attracted considerable attention at the show. This instrument is a six-tube set with single dial control embodying various distinctive constructional features. Leo Potter, president of the company, and R. H. Shepard, vice-president, were in charge of the exhibit.

W. J. Murdock Co.

The new $100 Murdock five-tube neutrodyne with built in loud speaker was the center of attraction at the booth of the Wm. J. Murdock Co., Springfield, Mass. This instrument is being advertised widely throughout the country, and the fact that it has a built-in loud speaker unit and horn together with B battery compartment occasioned considerable comment from visiting dealers and jobbers. Murdock head sets were also shown together with plugs, jacks and other parts. R. C. Blume, district sales agent for the company in Chicago, was in charge of the exhibit.

Stromberg-Carlson Tel. Mfg. Co.

Several models of the Stromberg-Carlson neutrodyne line were featured in the display of the Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y. Among the instruments shown were the No. 2-A console type, five-tube set with built-in loud speaker and No. 1-A semi-portable set. The Stromberg-Carlson loud speaker was also exhibited as well as head phones and a complete line of parts. Geo. A. Scoville, general sales manager of the company; Roy H. Manson, chief engineer, and W. T. Eastwood, advertising manager, were visitors at the show and in charge of the exhibit were Carl W. Schafer, Chicago manager; H. T. McCaig, assistant Chicago manager, and W. J. Pfanger, radio engineer.

Mohawk Electric Corp.

A complete line of Mohawk radio receiving sets and other products manufactured by the Mohawk Electric Corp., Chicago, were presented at this company's booth and attracted considerable comment from members of the trade. The Mohawk model V, a five-tube set operated by one dial was the center of attraction, together with a consolette model with built-in loud speaker and a console model with built-in loud speaker. The Mohawk table talker was also shown, as well as the Spartan speaker which is being distributed by the Mohawk Electric Corp. A complete line of head phones and parts, including sockets, plugs, etc., was a part of the display. Harry Cisin, sales and advertising manager of the company, was in charge and among others present were David H. Lipsey, H. Z. Rothschild, and Geo. Rudson.

Operadio Corp.

The 1925 Operadio set, well known throughout the phonograph trade, was featured in the exhibit of the Operadio Corp., Chicago. Sectional views of the set attracted considerable attention, together with moving pictures showing L. A. King, of the sales staff, demonstrating the set to prospective purchasers. Among those in attendance at the company's booth were J. M. Stone, president; W. M. Ricketts, secretary and sales manager; H. H. Shotwell, secretary and factory manager; E. W. Zacharias, of the sales staff, and L. A. DuBois.

Radiolamp Co.

R. B. Wheelan, president of the Radiolamp Co., New York, N. Y., and widely known throughout the industry, was in personal charge of the company's very attractive exhibit which featured the Radialamp loud speaker. Mr. Wheelan was kept busy throughout the week showing just how this lamp-shaped speaker operates.

David Grimes, Inc.

The popular 3XP Grimes Inverse Duplex set was featured in the display of David Grimes, Inc., New York, N. Y. The instrument attracted considerable attention. The exhibit was under the direction of N. D. Furnadjieff, of the Chicago sales organization.

Dual Loud Speaker Co.

Among the products exhibited by the Dual Loud Speaker Co., New York, was the Charmitone Loud Singer, which has been widely advertised by this company. Considerable attention was also attracted to the company's display of a new Ra-Dynamic five-tube set operated without batteries by the use of alternating or direct current. There was also shown a Hecht radio set, a five-tube instrument with a self-contained loud speaker and the customary battery provisions. A. S. Hecht, president of the company, was in charge of the exhibit, assisted by F. E. Allen, Western representative; Irving Hecht, of the Chicago sales staff; Jesse Grant, electrical engineer, and R. A. Williams, Cleveland factory representative.

National Carbon Co.

The main attraction at the exhibit of the National Carbon Co., Long Island City, N. Y., was the large panel that this company has been exhibiting at the leading radio shows. This panel, which attracted the attention of all visitors to the Coliseum, showed by practical demonstration how the proper use of C batteries could reduce the drain on B batteries. Lectures on this important subject were amplified so that they were heard in all parts of the Coliseum. J. M. Spangler, Chicago manager, was in charge of the exhibit, assisted by F. T. Bowditch, of the National Carbon Co.'s engineering staff, who designed the panel and was in charge of the demonstration; A. Zinkin, of the Chicago sales staff, and C. R. Howell, of the Chicago sales force.

Splitdorf Electric Co.

The R-100 radio receiver console model and the 101 "knock-down" set were featured in the display of the Splitdorf Electric Co., Newark, N. J. Among the other products displayed were its loud speakers in both adjustable and non-adjustable types, and phonograph units. O. W. Smith, Chicago branch manager, was in charge of the exhibit. E. A. Kelly, secretary and treasurer, and H. E. Barnes, radio engineer, were visitors to the show.

Rader Appliance Co.

The Run-A-Radio device for eliminating batteries was displayed at the booth of the Rader Appliance Co., West New York, N. J. Two models were shown, one being designed to eliminate all batteries and the other to eliminate B batteries. J. C. Hindle, vice-president of the company, was in charge of the exhibit, assisted by the staff of the Radio Institute, Chicago, Run-A-Radio jobber.

Armac Radio Co.

Echophone radio sets made by the Armac Co., Chicago, attracted considerable attention at the company's booth. Among the instruments shown were models 3, 4 and 5, three-tube, four-tube, and five-tube sets respectively. There was also on display the Echopohone panel installed in a Columbia phonograph. The exhibit was in charge of A. R. McDonald, president of the company, assisted by C. Buckman, general manager; A. B. Dorman, sales manager, and S. Hasemeier, chief engineer.

United Radio Corp.

The Black Beauty loud speaker, framed in a setting of black and gold, drew attention to the display of the United Radio Corp., Bloomfield, N. J. The exhibit was sponsored by the Hartzell Sales Co., New York City, and was under the immediate direction of A. F. Parkhurst, Chicago manager. C. C. Hartzell, president, New York, was present during the entire show.

Multiple Electric Products Co.

Models 101 and 102 Atlas loud speakers were featured by the Multiple Electric Products Co., Newark, N. J. The Atlas phonograph unit attracted considerable attention from talking machine jobbers and dealers and the display itself was noteworthy for its exceptionally artistic background. W. H. Shotwell, general manager of the company, was in charge of the exhibit, assisted by F. W. Will, Chicago district manager, C. J. Brennan and M. P. Dewey.

Garod Corp.

The complete 1925 line of Garod neutrodynes attracted considerable attention at the exhibit of the Garod Corp., Newark, N. J. The new models featured type V and Georgian sets, both being five-tube instruments. The cabinet of the Georgian is finished in burl walnut and the set has a self-contained loud speaker. Type V is a mahogany finished set with wooden panels to match the cabinet. Other products on display were the RAF four-tube set, and special Pyrex socket showing the working parts in complete detail. Laurence Gardner, secretary and sales manager of the company, was in charge of the exhibit, assisted by John Stackhouse and J. R. Allen, representing Stackhouse & Allen, Chicago Garod representatives.

Burgess Battery Co.

The popular pyramid display of Burgess batteries that has been presented at several radio shows this season was a feature of the exhibit of the Burgess Battery Co., Madison, Wis., and Chicago. Considerable attention was directed to the display showing the batteries used by Dr. McMillan, famous Arctic explorer, on his recent trip to the Far North. Duncan Keith, vice-president of the company, and W. B. Schulte, chief engineer, were frequent visitors to the show. The exhibit was in charge of R. J. Koehr, office sales manager, and N. N. Miller, field sales manager.

L. S. Brach Mfg. Co.

The many popular radio products made by the L. S. Brach Mfg. Co., Newark, N. J., were displayed attractively at the company's booth and among the products featured were Brach lightning arresters, aerial outfits, phone plugs, soldering irons, etc. Godfrey Gort, vice-president of the company, was in charge of the exhibit, assisted by Frank Faeth, of the sales staff in the executive offices, and Stanley Bryant, of the Chicago office.

National Co., Inc.

The National Co., Inc., Cambridge, Mass., gave prominence in its display to the National velvet vernier condenser and dial and the Browning-Drake regenaformer. George Q. Hill, Cambridge, Mass., sales manager, had charge of the exhibit.

A-C Electrical Mfg. Co.

The A-C Dayton XL5, a five-tube set made by the A. C. Electrical Mfg. Co., Dayton, Ill., was featured at this company's exhibit. A model of the instrument in a glass case attracted considerable attention. In charge of the display were Irving Jacobson and J. D. A. Cross, of the Chicago office.

Lakeside Supply Co.

Among the products featured by the Lakeside Supply Co., Chicago, were radio cabinets to accommodate console and standard sets. This company also displayed a complete line of radio cabinet hardware, a radio tone arm and a loud speaker test table for dealers' use. G. C. Fricke, president of the company, was in charge of the exhibit, assisted by his son, R. Fricke.

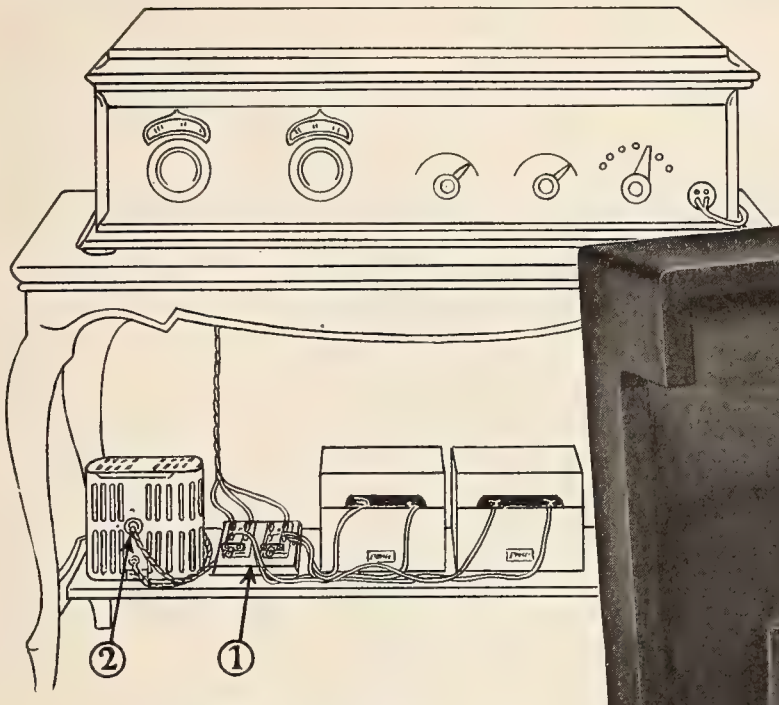
Cleartone Radio Co.

Among the instruments displayed by the Cleartone Radio Co., Cincinnati, O., were the Super Clear-O-Dyne models 80 and 82, five-tube console sets; models 70, 71 and 72 Clear-O-Dyne four-tube sets, and models 60, 61 and 62 Cleartone Gold Crest four-tube sets. A. B. Ideson, sales manager of the company, was in charge of the exhibit, together with H. W. Newton, Chicago district manager.

Dictograph Products Corp.

The Dictograph loud speaker R-12 with rubber bell formed the main attraction in the booth of the Dictograph

(Continued on page 130)



Philco "B" Batteries on Charge

To connect the batteries to the receiving set, throw over switches on Charging Panel (1) and pull out plug (2) disconnecting the charger. Philco "A" Batteries are operated just as conveniently.

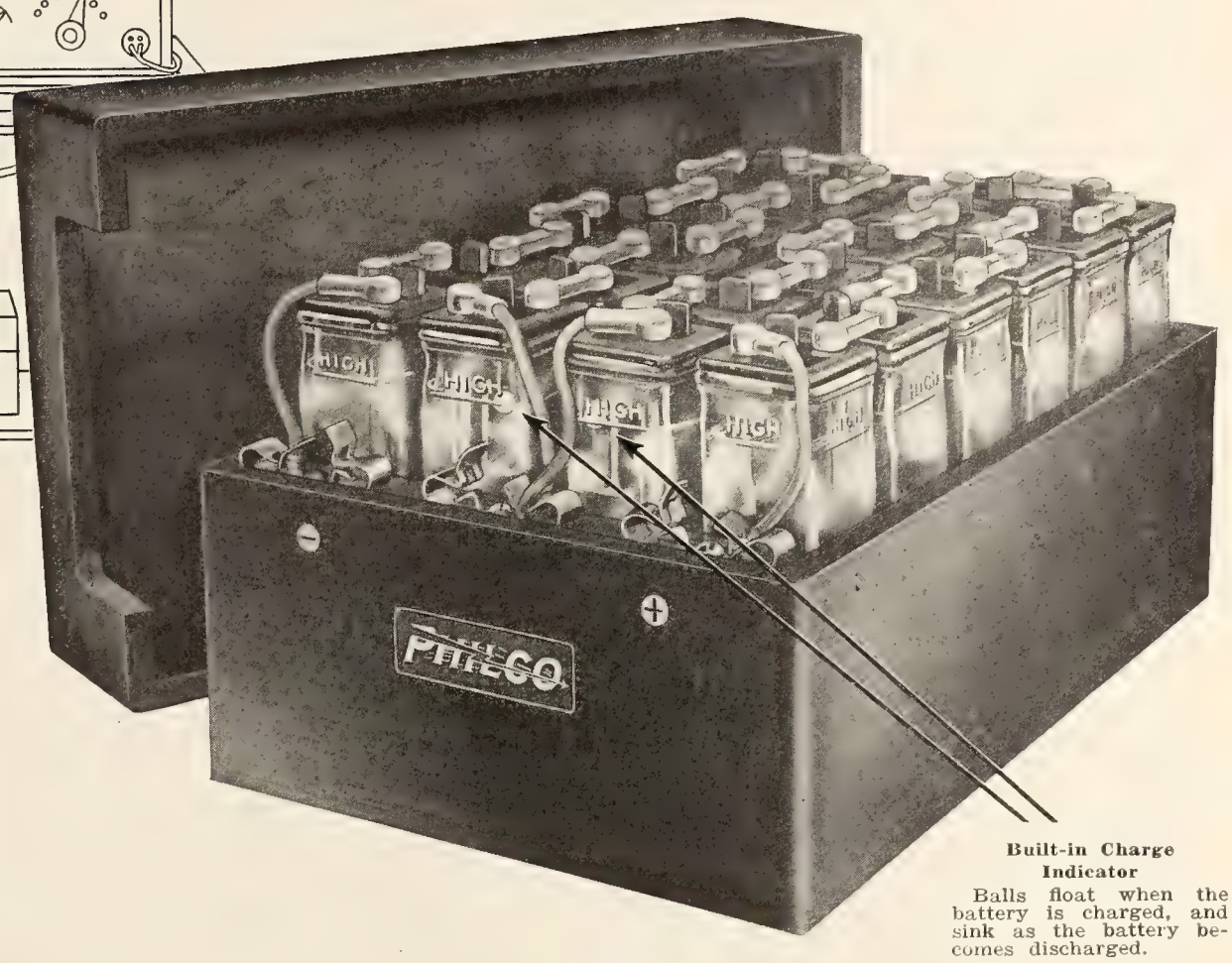
Philco Single Charger for all "B" batteries and UD44 "A" batteries. Noiseless. Consumer Price..... $9.75

Philco Double Charger for all "B" batteries and UD86 "A" batteries. Noiseless. Consumer Price..... $15

"B" Charging Panel, factory wired and ready for use. Consumer Price $2.75

Philco Type DX "B" Battery with de luxe mahogany-finished case with cover (48 volts). Consumer Price $20

Type DXO, without cover (48 volts) $16.50



Built-in Charge Indicator

Balls float when the battery is charged, and sink as the battery becomes discharged.

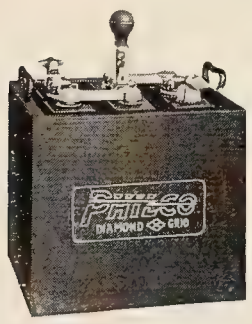
Recharge in your living room without changing a wire!

Philco Pressed-Glass Case "A" Batteries

Spray-proof. Stay dry and clean always. Built-in Charge Indicators.

Type UD86 for storage battery tubes. Consumer Price.....$16

Type UD44, a "dry-cell replacement" which insures better results from dry cell tubes. Occupies less space than three dry cells and may be installed permanently in the radio cabinet. Consumer Price.....$8



Philco Mahoganized-Case "A" Batteries

Two types—RAR and RW—for 6-volt tubes. Both in beautiful Adam-brown mahogany-finish cases harmonizing with your radio cabinet. Consumer Price ..... $14.50 up

Philco Charge Tester—permanently mounted in filler cap—avoids fussing with hydrometer. $1.00 extra.

Storage "B" batteries are necessary because clear and distant radio reception depends on steady, non-drooping voltage and strong, hum-free current.

Philco has made the use of "B" storage batteries more convenient than the frequent renewal of dry cells—and far more economical, too.

To Recharge—just throw the Charging Panel switches and insert the plug in the Philco NOISELESS Charger. Cost—five to ten cents.

You don't move the batteries nor disconnect a wire. You avoid all danger of getting positive and negative mixed and burning out tubes.

Clean, Dry and Beautiful. The tightly sealed glass cells are assembled in Adam-brown mahogany-finish cases harmonizing with radio cabinets and furniture.

Built-in Charge Indicator. Tells at a glance how much charge is in the battery at any time. Does away with the old-fashioned hydrometer.

Drynamic—Fresh. Philco Radio Batteries are shipped to you Drynamic—CHARGED but absolutely DRY. You carry them in stock just as Victrola Records or tubes. **There's no deterioration** because the life of a Philco Radio Battery does not start until you or your customer pours in the electrolyte. This insures a fresh, new, power-packed battery.

Philco Sales Engineers will gladly cooperate with you in designing storage battery equipment for any type of cabinet, or for any radio purpose. Order at once through your wholesaler, or fill out the coupon below and mail to us.

Philadelphia Storage Battery Company

Philadelphia

PHILCO DRYNAMIC RADIO BATTERIES

JOBBERS *and* DEALERS—Philco has brought radio batteries out of the cellar and put them in the living room. Our new Radio Manual tells how. Fill out coupon below and we will mail you a copy.

Name .....

Street .....

State.. .....Jobber .....Dealer .....

THIRD CHICAGO RADIO SHOW GREAT SUCCESS—(Continued from page 128)

Products Corp., New York City. John R. Craig, Chicago district manager, was in charge of the exhibit. E. W. Andrews, manager of the radio division, and J. F. Stengel, assistant general manager, both of New York, attended the exposition.

Howard Radio Co.

Howard four and five-tube neutrodynes, together with a console model, were shown by the Howard Radio Co., Chicago. Moving pictures of the parts used in the construction of the Howard neutrodyne were also displayed and attracted considerable attention. H. A. Wendland and R. R. Shuber were in charge of the exhibit and A. A. Howard and R. R. Howard were frequent visitors during the week.

Western Coil & Electric Co.

The complete line of Radiodyne tuned radio frequency sets made by the Western Coil & Electric Co. was featured at this company's booth. The Radiodynes on display included the W.C. 11B, a six-tube set; the W.C. 11 consolette with built-in loud speaker; the W.C. 12B consolette, the W.C. 12 and the W.C. 5B, a four-tube set. W. Turnor Lewis, secretary and treasurer of the company, was in charge of the exhibit, assisted by M. M. Eells, research engineer.

Dubilier Condenser & Radio Corp.

The popular Super Ducon B battery eliminator was the feature of the display presented by the Dubilier Condenser & Radio Corp., New York City. Other products on display were Micadyne condensers, transmitting condensers. A. U. Howard, vice-president and general manager of the company, was present during the show, together with H. F. Bennett, director of publicity. J. A. Fried, sales engineer, and G. B. Peck, of the engineering staff, were in charge of the exhibit.

Apex Electric Mfg. Co.

An interesting display of Microdyne seven-tube superheterodyne knockdown receivers was presented by the Apex Electric Mfg. Co., Chicago. The company's display also included the Apex superfine five-tube tuned radio frequency set, Apex vernial dial and a full line of transformers. John F. Prince, secretary of the company, and A. C. Johnson, sales manager, were in charge of the display.

National Airphone Co.

Somerset Radio receiving sets made by the National Airphone Co. of New York, were presented at this company's exhibit and among the models shown were the Stratford, a four-tube set; Shelbourne four-tube set; Standish, a four-tube set with self-contained loud speaker, and the Mars, a five-tube set. S. H. Silverman, general manager of the company, was in charge of the exhibit.

Holtzer-Cabot Electric Co.

A full line of loud speakers, head phones and phonograph attachments was displayed by the Holtzer-Cabot Electric Co., Boston, Mass. The attachments included types for all makes of phonographs and the products shown were the National and Universal loud speakers and two types of Universal head sets. National head sets were also on display as well as a lightning arrester. Among those at the display were Wm. Reid, H. L. Garvey, J. A. Powell, and A. Bogan.

Windsor Furniture Co.

The Windsor loud speaker radio console, Italian Renaissance style, attracted considerable attention to the booth of the Windsor Furniture Co., Chicago. Smaller console models and table sets were also displayed.

Apco Mfg. Co.

The Rectodyne, an eliminator of "B" batteries, was prominently displayed in the exhibit of the Apco Mfg. Co., Providence, R. I. Chargers for both "A" and "B" batteries were also shown. F. W. Stahl, Chicago, district manager, was in charge of the display. C. D. Pettingill, sales manager, attended the exposition.

Hermann Thorens

Ste. Croix, Switzerland

Manufacturer of Europe's Most Celebrated Swiss Phonograph Motors

We are in a position to deliver to American phonograph manufacturers motors for use in upright and console model phonographs.

L. H. JUNOD & CO.

104 Fifth Ave. New York

Sole Agents for the U. S. A.

Ekko Co.

The Fansteel Balkite battery charger actually in operation drew attention to the exhibit of the Ekko Co., Chicago. The Centralab rheostat also was shown. T. K. Webster, president, was in charge of the booth. C. E. Stryker, Fansteel Products Co., electrical engineer, had charge of demonstrations.

Herbert H. Frost, Inc.

Herbert H. Frost, Inc., Chicago, featured in its attractive display the Musette loud speaker, Frost-fones and a complete line of parts and accessories. Bert Ibbertson, "the man who never smiles," drew large crowds to the booth through his offer of a set of head phones to the person who succeeded in making him smile. The silver loving cup won by the organization at the New York Radio World's Fair in September was also exhibited. C. R. King, district sales manager, was in charge. H. H. Frost, president, and F. P. Melvin, Cleveland representative, were also in attendance.

Resas, Inc.

Resas, Inc., New York City, attracted interested crowds to its booth with its Tone-A-Dyne, five-tube tuned radio frequency set. Joseph Riley, merchandise manager, was in charge of the display and demonstration and Robert Foley, assistant to the vice-president, attended the show.

Grigsby-Grunow-Hinds Co.

The Grigsby-Grunow-Hinds Co., Chicago, used as its exhibit feature the GGH Reproducer, and several of the Pyralin models, in different designs and colors, were shown. B. J. Grigsby, president, had charge of the booth. W. C. Grunow, secretary and treasurer; O. Q. Hinds, general sales manager, were also in attendance throughout the show.

Coto-Coil Co.

The Symphonic broadcast receiver, featured in the exhibit of the Coto-Coil Co., Providence, R. I., was well received by the trade. A. I. Allen, general sales manager, was in constant attendance. The exhibit was held under the direction of the Hartzell Sales Co., distributor.

Pfanstiehl Radio Service Co.

The Pfanstiehl Radio Service Co., Highland Park, Ill., featured in its exhibit the Pfanstiehl non-oscillating system receiving set, model 7. William Vandermeulen, sales engineer, was in charge of the booth. Carl Pfanstiehl, president, and Edmund Eitel, vice-president, Highland Park, Ill., attended the show.

Radio Industries Corp.

The Radio Industries Corp., New York City, featured in its exhibit the Tropadyne kit, Rico head phones and loud speakers. Benjamin Gould, secretary and treasurer, New York, was in charge of the booth, assisted by P. P. Periolat, sales department.

Capitol Phono & Radio Corp.

The Capitol Radiolamp, an attractive table lamp finished in various colors, utilizing the base as a loud speaker, was the center of attention and comment in the exhibit of the Capitol Phono & Radio Corp., Chicago. T. F. Sullivan, sales manager, had charge of the display.

Walter Lytton, Inc.

The five-tube Wav-O-Dyne set, in both table and console models, was shown in the exhibit of Walter Lytton, Inc., Chicago. Portable two, six and seven-tube sets were also displayed. A. J. Holland, sales manager, was in charge of the display.

Trimm Radio Mfg. Co.

The Trimm Radio Mfg. Co., Chicago, featured in its exhibit a display of loud speakers, head sets, and phonograph adapters. W. H. Trimm, president, was in charge of the booth, assisted by P. S. Pfeifer, sales manager.

Electric Storage Battery Co.

Exide batteries, used throughout the Arctic expeditions of Dr. McMillan, flanked by large pictures of the explorers and their ship, the Bowdoin, formed the feature of the exhibit of the Electric Storage Battery Co., Philadelphia, Pa. Small four-volt "A" batteries, rubber-cased, for use in Radiolas were also shown. The booth was arranged by E. F. Beatty, advertising department, and was in charge of J. C. Hammond, radio sales manager, Chicago branch.

Automatic Electric Devices Co.

The Homecharger formed the main attraction in the display of the Automatic Electric Devices Co., Cincinnati, O. O. P. Smith, Chicago representative, had charge of the booth. C. E. Ogden, president; Jerry Ogden, radio engineer, and B. C. Bickel, sales manager, all of Cincinnati, attended the exposition.

Carter Radio Co.

An automatic winding machine for winding resistance strips for rheostats made its debut in the exhibit of the Carter Radio Co., Chicago. Fixed capacity condensers and a complete line of parts and accessories were also shown. G. S. Pritchard, sales engineer, designed and conducted the exhibit. A. J. Carter, president, was also in attendance.

Timmons Talker, Inc.

The Timmons Talker, a cabinet loud speaker that is well known to the trade, and the Timmons B battery eliminators were the products displayed by Timmons Talker, Inc., Philadelphia, Pa. J. S. Timmons, president and C. A. Malliet, general sales manager, were present.

Gollos Radio Corp.

A new instrument known as the Gollos radio receiver made in three styles was displayed by the Gollos Radio Corp., Champaign, Ill., in conjunction with its sales representative, the Gollos Radio Co., of Chicago. This set has several distinctive features and Major Anatol Gollos, chief engineer of the company, and well known in military circles, was busy during the week showing the instrument to the trade. Among those in attendance at the booth were Frank Pond, J. E. Chubb, H. L. Bartholomew and A. J. Crane, of the sales organization.

McKinley Phonograph Co.

The Armstrong cabinet speaker was featured in the booth of the McKinley Phonograph Co., Chicago, manufacturer. There was also on display a console radio cabinet equipped with the Armstrong speaker. The exhibit was in charge of Paul B. Armstrong, inventor of the product bearing his name.

Walbert Mfg. Co.

The Walbert five-tube set was one of the products displayed by the Walbert Mfg. Co., Chicago, together with the Univernier, the Walbert filament lock switch, and other parts. Walter Huth, president of the company, was in charge of the exhibit, assisted by H. M. Dodge, sales manager.

Chas. Freshman Co.

The Freshman Masterpiece, a five-tube tuned radio frequency set, was the feature of the display sponsored by the Chas. Freshman Co., of New York, and directed by the Barsook Co., Chicago, the company's local representative. There was also on display the Freshman Masterpiece kit. B. B. Barsook, president of the Barsook Co., was in charge of the exhibit.

Willard Storage Battery Co.

The exhibit of the Willard Storage Battery Co., Cleveland, O., attracted considerable attention and comment. A large map of the United States formed the background, upon which illuminated tacks designated the various broadcasting stations throughout the country equipped with Willard batteries. The new "A" battery in a rubber case with loud speaker finish, was also displayed. L. G. Baldwin, of Cleveland, radio sales manager, had charge of the booth.

Kodel Manufacturing Co.

The Kodel Mfg. Co., Cincinnati, O., featured its portable receiving sets, bound in leatherette, in all sizes from crystal to four-tube receiver sets. O. P. Smith, Chicago representative, had charge of the booth. C. E. Ogden, president; Perry Ogden, radio engineer, and B. C. Bickel, sales manager, all of Cincinnati, attended the exposition.

Lincoln Radio Corp.

The Lincoln Radio Corp., Chicago, gave especial prominence in its display to collapsible loop aerials, low-loss condensers, and the oscillascope. One and three-tube kits and long 45-tuners were also shown. E. L. Schimm, sales department, was in charge of the booth.

C. D. Tuska Co.

The Superdyne, in various models, effectively displayed against a background of pillars and arches, draped in black velvet and gold, was presented by the C. D. Tuska Co., Hartford, Conn. E. G. Egloff, Chicago technical man, had charge of the exhibit and C. D. Tuska, president, attended the exposition.

Other Exhibitors

Among the other exhibitors were the Aeolus Corp., Airway Electric Appliance Corp., Alden Mfg. Co., Amplion Co. of America, Caswell Runyon Co., Don-Mac Co., E. I. DuPont de Nemours Co., Electrad Corp., Elgin Radio Corp., Equitable Radio Corp., Everett Radio Mfg. Co., Excello Products Corp., Express Body Corp., Fansteel Products Co., General Radio Co., Kellogg Switchboard & Supply Co., Michigan Radio Corp., Pacent Electric Co., Phenix Radio Corp., Pratt Radio Tube Co., Radio Institute, Inc., Rauland Mfg. Co., Raven Radio Co., Shamrock Mfg. Co., Signal Electric Co., U. S. Tool Co., Inc., Utah Radio Products Co., Weston Electrical Instrument Co., Westphal Co. and the Workrite Mfg. Co.

Importance of Showing Costs

What shall be the selling price of a product is one of the most complex problems facing the manufacturer or the retailer. If a price policy is adopted by guesswork or without thoughtful study, a risk is involved which may easily ruin a concern that should be a success.

Appreciation of quality may remain long after the price is forgotten; but in all broadly competitive markets price will always be a big factor in determining sales, so long as the purse of the buyer limits his purchasing power. And, from the other end, the price he gets determines the profit or loss of the manufacturer—whether or not he knows his costs. If profits, or losses, are to be controlled, the maker must know costs.

"It is my conviction," says Wm. R. Basset in Forbes Magazine, "that for most business men the sure way to profits is to make or to resell a commodity of proper quality at as low price as good methods permit."

Sell Phonograph Line

H. L. Lang & Co., for a number of years talking machine dealers in Staunton, Va., have sold their phonograph line to S. M. Wilker & Co., and have arranged to handle radio.

The Starr Piano Company

STARR PIANOS for over half a century have represented highest ideals of craftsmanship. Each Starr Made Grand, Playerpiano and Upright represents a value known the world over.

STARR PHONOGRAPHS from the smallest table style to the elaborate console model possess musical worth which is the result of a careful coordination of each part into a perfect symmetry.

GENNETT RECORDS represent the highest attainment in the art of sound recording. Their variety, perfect reproduction and real musicianship of the artists have made them musical gems of rarest charm. Released every week.

THE STARR PIANO COMPANY

Established 1872 *Factories: Richmond, Indiana*

NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO, PORTLAND, KANSAS CITY, BIRMINGHAM, NASHVILLE, DETROIT, CINCINNATI, BOSTON, CLEVELAND, INDIANAPOLIS.

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., DEC. 8, 1924

EVERY retail dealer will be thinking at this time of the Christmas business and of what he may do to brighten up his store windows and make read well the space which he will take in his local newspapers to announce the many good things he has for the festive season. A word in season should then be said for those most wonderful and attractive new albums of selected records which are now available in several editions and which constitute a unique addition to the attractions of a talking machine department in a music store as a place wherefrom to obtain the finest of Christmas gifts. As the columns of The Talking Machine World have duly announced, dealers have now the opportunity to set forth in attractive window displays and by judicious advertising the fineness and uniqueness for gift purposes of special record albums containing choice selections of the finest music made under the finest conditions by the finest orchestras, quartets and soloists, including complete works without cuts or condensations, with descriptive and explanatory matter printed on the record covers for the purpose of helping the recipient of one of these wonderful gifts to appreciate better the musical treasures it contains. For the price of a lady's handbag or a box of silk stockings a man might thus offer to a woman of discrimination and good musical taste a gift of priceless powers for permanent entertainment, such as nothing else in the realm of music could give. The possibilities, of course, are innumerable and a wise merchant with the minimum of trouble can arrange window displays of these special albums, of a nature which will attract crowds to his store and draw them within too. Christmas is pre-eminently a season for promotional sales work of this effective character and advantage should be taken of its forthcoming to introduce to the record-buying public in every community these new departures in record making, which are destined to revolutionize the relation of the people to the talking machine so far as appreciation and understanding are concerned.

Feature the Albums

IT would not be sound judgment to assume that the present great bull market on the Stock Exchange portends an immediate boom in American business; yet it is very sound judgment to go on the assumption that the stock market's condition always foreshadows coming events in the business world. There has been a steady though undoubtedly slow recovery throughout the world of business, and all the available figures prove that this statement is not made recklessly. Business has been moving towards a healthy normal activity and in a good many quarters such activity has already been realized. In our judgment, those who have plans to make for 1925 ought to take the position that the coming months will show the whole country steadily placing itself upon a normal industrial and economic basis, with agricultural conditions improving continuously and with a steady increase in the purchasing power of the buying public. There is no good reason to urge against this view, but we should not be wise to predict booms or excited flurries of activity coming suddenly, and as suddenly dying away. Nothing could be more dangerous at the present moment than to encourage the view that the present bull market is the precursor of a boom; for booms are neither in sight at this moment, nor would be desirable if they were in sight. What we may confidently anticipate is a steady and cheerful improvement, which is to be seen in its first stages right now and which will most certainly continue not only up until Christmas, but for months thereafter, until business has once more reached its normal state of prosperity, which, we believe, may be looked for during the first half of the new year. These are the anticipations which may safely be indulged in, so we think from a survey of mid-West conditions made in very favorable circumstances. As a matter of fact, they are good, we feel, for the whole country and for every line of business. We have turned the corner and the dark night is over and we are at least well on in the brightness of the forenoon.

Slow, But Sure

THE Chicago Radio Show was not only an outstanding success so far as attendance, exhibits and actual business closed was concerned, but the show in itself was a significant indication of the tremendous progress that radio has made in the Middle West during the past year. The Chicago public is inclined to be clannish, in that the Coliseum in this city is not regarded merely as a place of amusement or as a suitable spot for trade expositions, but is *the* center of attraction whenever anything worth while is presented in its confines. This may in a measure account for the record-breaking attendance of nearly 200,000 at the recent Chicago Radio Show, but the fact remains that radio in itself is primarily and directly responsible for the phenomenal success of this exposition. There are very few products that could make a sufficient appeal to the general public to bring about closed doors at the Coliseum owing to lack of room for additional visitors. Radio apparently appeals to every class of individual, but it is encouraging to note that the "radio bug," so called, was in a very large minority at the recent show, and the predominating element was the substantial middle class, which, as we all know, represents the backbone of America's buying power. The talking machine industry, so far as personnel was concerned, was splendidly represented at the show, both in the exhibitors' booths and among the visiting jobbers and dealers. Walking through the Coliseum one evening we ran across such well-known talking machine men as Charlie Bennett, Bob Porter, Billy Nolan, Leslie Wiswell, Charlie Womeldorff, Arthur Trostler, and a host of other executive and sales representatives connected with prominent phonograph and radio manufacturers. It almost looked like a convention gathering of the old days.

Chicago Radio Show Scores

CHICAGO is happy in possessing a municipal official who appreciates music and knows what its place in life ought to be and may be. This is Doctor Herman Bundesen, Commissioner of the Health Department, who has been giving a great deal of attention to the use of music as a therapeutic agent, especially, of course, in relation to assisting in the convalescence of sick people and in its effects upon those who suffer from mental diseases. He has recently published some interesting short articles on these and related subjects in the Bulletin, periodically issued by his department, and at the Piano Club of Chicago has more recently still dilated on the whole subject to the great edification of the talking machine men who constituted the greater part of his audience on this occasion. Doctor Bundesen is doing a good work in so spreading the musical gospel in these strenuous days when noise and excitement fill so much of the lives of the people. Talking machine men might have been reminded by his remarks that they have to sell the most perfect of musical instruments, which preserve the finest of music, recorded under the finest of conditions, for release at the will of any person who possesses the necessary machine for the purpose. Considering the purchasing power of the average middle-class family in American communities to-day and the price of the average good talking machine, it sometimes appears incredible that anyone should complain of difficulty in making sales. Selling music is our job.

"Says the Commissioner"

WE have been privileged to see some figures from the books of one of the largest manufacturers of records which show an appreciable, in fact a very respectable, increase in the figures of output for the first ten months of 1924 over those of the corresponding period during the very active year 1923. The showing is both interesting and remarkable. The record, in fact, is the backbone of the whole industry, and it is in itself absolutely unique. Nothing can take its place, and the people of this country are becoming aware of this fact. They are buying records, and buying them in ever-increasing quantities. Moreover, they are buying records of better music. There is no question of this, for the figures show the facts. In face of it, one views the end of the year with serene confidence.

The Eternal Record

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

LEONARD P. CANTY

Marked Upward Trend in Business Noted Throughout the Middle West Territory

Strong Feeling of Optimism Regarding Business Manifested in Heavy Ordering by Retailers—Great Demand for Talking Machines and Radio Combinations—Month's News and Activities

CHICAGO, ILL., December 8.—The talking machine trade in the West has shared with other lines the effects of the general wave of confidence sweeping the country since election, born of the ending of the political uncertainty. The strong upward turn in basic materials, and the letting loose of stored-up capital in many directions has manifested itself even in increased willingness to spend by the wage worker, who feels that his job is sure.

At any rate, jobbers, manufacturers selling direct, as well as retailers all report a decided upturn within a week after election. Wholesale orders are being received in large numbers and of a size that indicate that they had been withheld pending the nation's Presidential decision. One large dealer who had given an order for 300 high grade talking machines with the provision that it be automatically cancelled in case Coolidge was defeated, or the decision thrown into Congress, wired to go ahead and rush shipments as rapidly as possible. The volume of business generally for the month was reported as in excess of last year, many of those who reported this, saying that this was the first month of the year in which a decisive gain had taken place. While retail business continued to fluctuate with the temperature more or less in November, the generally colder weather, the approach of the holidays and the relief from election uncertainties had a noticeable effect and several of the largest dealers in the Loop said that the business during the first half of November was equal to that of the entire month of October which was, it will be remembered, marked by unseasonably warm weather.

Jobbers and manufacturers contributed greatly to the increased buying during November by arguments strongly put by word of mouth and by letters to their dealers stressing the fact that the talk of a pending shortage was not merely a cry of "wolf," but that stocks were absolutely disappearing under the public's insistent demand, although they had previously seemed quite sizeable. Consequently, many dealers were induced to order stocks for immediate delivery in anticipation of their requirements up to January 1, and from all indications they will have every reason to be satisfied with their action.

The really notable thing about the present condition is the decided upturn this Fall in the demand for combination talking machines and radio models or for models especially equipped for the installation of radio. One Loop dealer remarked that the number of people coming into his store to look at radio sets but who were not owners of talking machines was really astonishing and in the majority of cases a little intelligent salesmanship could convert a radio prospect into a buyer of a combination outfit.

Talks with visiting dealers and jobbers during the Radio Show revealed the fact that the opposition to radio even by those who formerly were opposed to it because of its effect on talking machines sales is dying out. It is not simply a matter of being forced to admit an unwelcome factor, but rather the recognition of the stabilization of the talking machine business and the advent of a new factor furnishing great sales and profit-making possibilities.

Nearly everyone interviewed recently in the trade is emphatic regarding the significance of stressing the better class of music as witnessed by such movements as the introduction to the new Victor music Art Library, the Master-Works series of the Columbia Phonograph Co., the new Hall of Fame recordings of the Brunswick Co., the splendid symphonic and other classical reproductions through Odeon records, and such splendid accomplishments as the seven double-faced recordings of Beethoven's Ninth Symphony on Vocalion records by the Aeolian Co. It is generally recognized that such work as this will have a positively beneficial effect in the sale of talking machines and constitute the means of carrying into homes of people capable of purchasing good machines that have not done so before. It will also have the effect of reviving

(*Continued on page* 136)

Style M
One of several beautiful console models

Kimball Style X—Tudor

KIMBALL PHONOGRAPHS

Reliability Makes Them Popular

WHETHER it is the dealer who buys in carload lots, or the individual customer, the *reliability* of the Kimball makes an instant appeal.

In the Kimball you find perfection of mechanism, exclusive features, visible beauty in design and finish, correct reproduction of *tone,* therefore, the Natural tone of voice, violin or other instrument.

Now is the Time to Buy

Style J
Mahogany
One of several beautiful upright models

W. W. KIMBALL CO.

Established 1857

Kimball Hall 306 So. Wabash Ave.

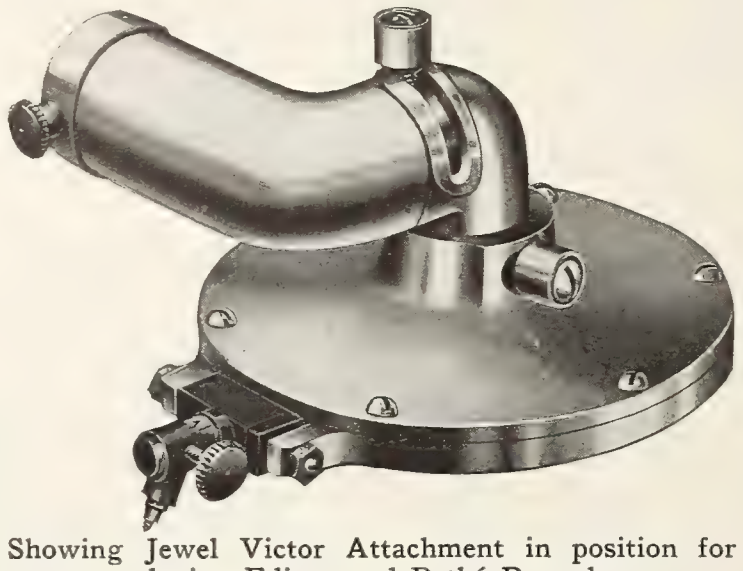
CHICAGO, ILLINOIS

Manufacturers of
Phonographs, Pianos, Player Pianos, Reproducing Pianos, Pipe Organs, Distributors of Columbia Records

KIMBALL PHONOGRAPHS PLAY ALL RECORDS

Why be Limited to Only One Make of Records?

The Popular Edison Broadway Hits
Can also be enjoyed on the Victrola



Showing Jewel Victor Attachment in position for playing Edison and Pathé Records

by using the

Jewel Attachment for the Victor

(EQUIPPED WITH THE NOM-Y-KA DIAPHRAGM)

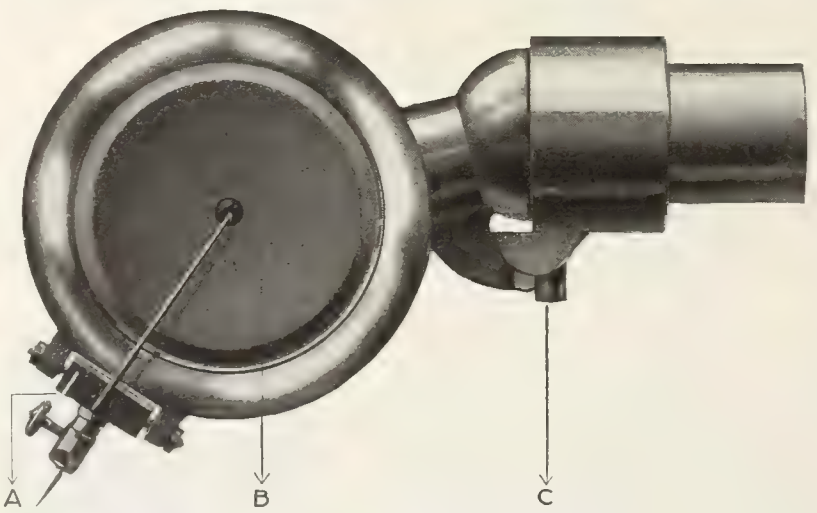
for playing

Edison Pathé

And All Other Records on the Victrola

Jewel
NEEDLE EQUIPMENT

For the New Edison Phonograph



[A] Our patented slotted stylus bar.

[B] Our patented indestructibleNom-Y-ka Diaphragm.

[C] Our patented positive automatic adjustment.

Perfectly Balanced
for playing
All Records on the Edison Diamond Disc Phonograph

When you sell a Jewel Attachment you not only make a profit on the sale but also create a new record customer

Write for prices and descriptive circulars.

JEWEL PHONOPARTS CO.

150-160 Whiting Street, CHICAGO, ILL.

THE JEWEL-TONE

Baby Grand Phonograph

A real musical instrument equipped with 9½ inch bell base Jewel Tone Arm, and the well known Jewel reproducer.

Makes a Splendid Christmas Present

Suitable for That Small Apartment

Only the best of material and workmanship used in its construction. With our special tone chamber the Jewel-Tone Phonograph produces a quality and volume of tone equal to most upright and console talking machines.

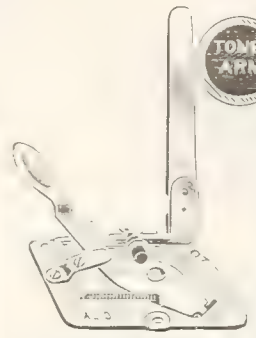
Sample sent on approval to responsible dealers.

Write for specifications and prices.

JEWEL PHONOPARTS CO.

150-160 Whiting St. **CHICAGO, ILL.**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 133)



THE ALTO
Automatic Stop

For Phonographs.

Nothing needs to be screwed unto the tone arm. Simple in construction. It fits under the turn table. Our customers say it is the most accurate stop they found yet in spite of its low cost.

ALTO MFG. CO., 1647-51 Wolfram Street CHICAGO
Canadian Distributor Phono Parts Supply Co., Toronto, Ont.

the use of talking machines that have fallen more or less into disuse. This has been hailed by all the better class of dealers as a constructive and creative movement with the highest value to them in the interest of merchandising.

Interesting New Folder Issued

The French Battery & Carbon Co., of Madison, Wis., with a Chicago office at 11 South Desplaines street, has just issued a new folder, designated as Form No. 241, illustrating its complete line of Ray-O-Vac "A," "B" and "C" radio batteries. The trade is advised that the company recently adopted as standard a nickel-plated knurled screw terminal with washer instead of its patented wire terminal. There is also presented in one section of the folder complete information for the consumer's benefit relative to the proper use of batteries.

Sangamo Electric Co.'s Latest Product

The Sangamo Electric Co., Springfield, Ill., is now placing on the market a radio battery meter, or radio Ampherehour meter, as it is frequently called, which permits the user of storage batteries to keep these batteries in perfect condition and recharge them when necessary. This meter operates on the same principle as other Sangamo Ampherehour meters, which are used extensively on commercial and industrial storage battery applications of all kinds. A movable red pointer on the meter is set at the point where the battery should be recharged, and when the indicating hand that passes over a scale graduated in ampere hours overlaps this pointer, it is a visual warning that the battery should be recharged.

Radio Manufacturers' Show Ass'n Makes Awards

The Radio Manufacturers' Show Association, of this city, which conducted this year the Radio World's Fair at Madison Square Garden, New York, and the Third Annual Radio Show at the Coliseum in Chicago, announced recently several awards in connection with the latter show. James F. Kerr, general manager, represented the show management in connection with making these awards.

The D X Instrument Co., Harrisburg, Pa., won the silver loving cup awarded by the management to the exhibitor securing an order from the most distant point from Chicago. The D X Co. sold a bill of $2,000 to the Australian Radio Corp., Perth, West Australia. The runner-up in this unique competition was the Westinghouse Union Battery Co., Swissvale, Pa., which landed a good sized order from John Chambers, Ltd., Hobart, Tasmania. Three handsome trophies and two honorable mentions were awarded for new inventions as follows: Miss Gail Savage, Brooklyn, N. Y., a silver cup for her combined amplifier and loud speaker; the Celotex Co., Chicago, a silver cup for the qualities of acousty-celotex for the acoustical control of sound; Paul B. Armstrong, McKinley Phonograph Co., of Chicago, a silver cup for the qualities of the Armstrong speaker; E. T. Flewelling, Highland Park, Ill.; A. J. Haynes, New York, and J. Elliott Jenkins, Chicago, were awarded silver cups as tokens of appreciation for their various valuable contributions to radio. Oscar Ryan, of Chicago, was given honorable mention for his Rian diaphragm, and several other minor honors were conferred by the exposition directors which will be announced later.

Kamens Shop Chartered

The Kamens Brunswick Shop, 38 South Dearborn street, was recently incorporated with a capital stock of $25,000 to manufacture and deal in phonographs, radio apparatus and pianos. The incorporators are Daniel S. Jerka, Lowell A. Lawson and D. Harold Davis.

Targ & Dinner Pushing Portables

Max Targ, of Targ & Dinner, distributors of Outing portables, says that each month they publish a four-page circular, entitled "Items of Interest," and in the November number they have given considerable publicity to the fact that they have now been made Outing distributors. Furthermore, they are doing a substantial amount of holiday business.

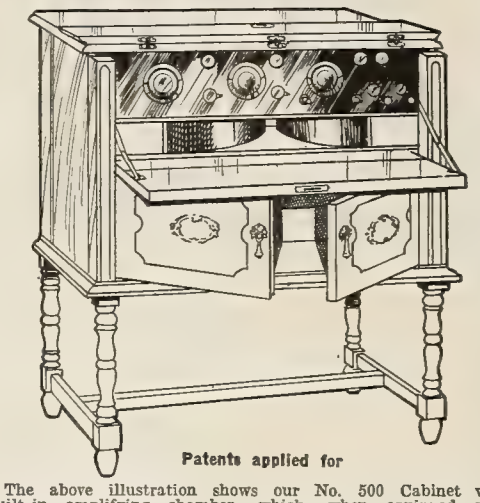
Plans Outing Sales Drive

Manager Bear, of the Columbia Co., has announced his intention of launching an Outing portable sales contest this month among his salesmen and that a substantial prize will be given the winner.

Traveling Radio Set Tells Election Results

The Freed-Eisemann neutrodyne receiver, encased in a miniature house and transported upon an automobile chassis, was used by Harry Alter & Co. to keep Loop workers in constant touch with results in the recent Presidential election. The exhibit moved from place to place, broadcasting, throughout the day, and was always followed by an interested crowd. During the Chicago Radio Show it was parked

No. 500 Cabinet
with Built-in Amplifying Chamber



Patents applied for

The above illustration shows our No. 500 Cabinet with built-in amplifying chamber, which, when equipped with speaker unit, gives a pure, mellow tone, amply loud enough for home use.

Made of genuine heavy walnut or mahogany panels, two-tone effect.

The wood panel is 10"x32" in the clear and is removable. Sets can be placed in cabinet as a unit or wood panel can be cut out to fit. Shelf in lower compartment to hold "B" batteries.

Solid one-piece legs. Sturdy construction throughout.

This amplifying chamber is in the upper portion of the case, which is the proper place, as it allows to tune in with most satisfactory results.

List Price Cabinet with Amplifying Chamber (Less Speaker) $75.00

LAKESIDE SUPPLY COMPANY
73 West Van Buren Street CHICAGO, ILL.
Phone Harrison 3840

Harry Alter & Co. "Traveling" Radio

in front of the Coliseum, where it entertained the waiting lines of radio fans.

Utilizing Increased Facilities

The Blood Tone Arm Co. is just getting the full effect in the way of increased output of the new factory at 222 West Madison street.

(*Continued on page* 138)

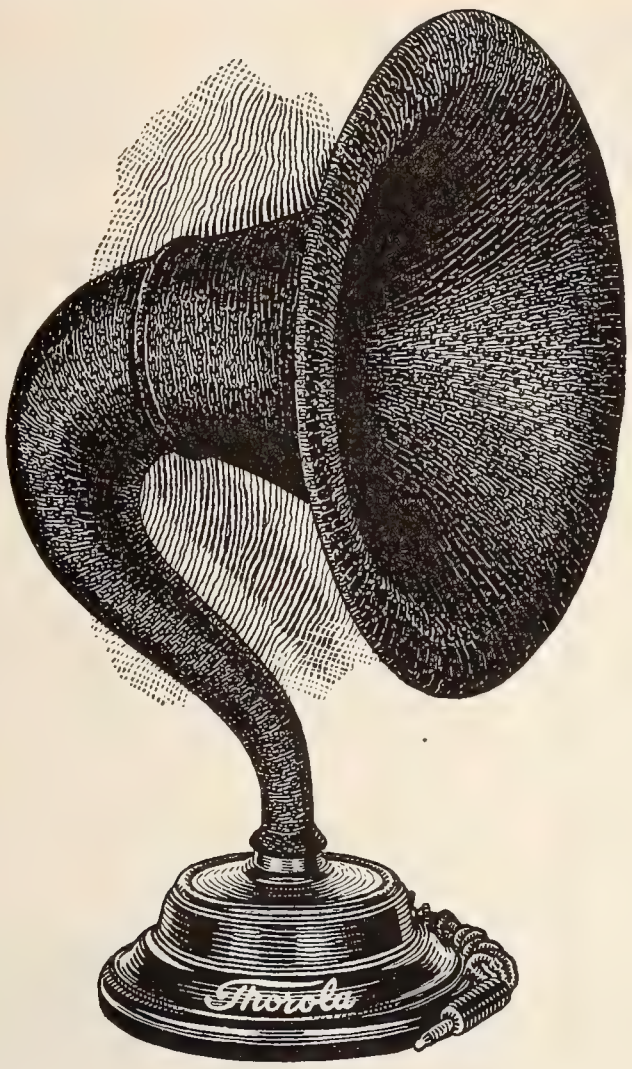
An Exceptional Line
for
Wide Awake Dealers
COLUMBIAN BABY GRAND

Elastic touch. Faultless Action. Mahogany Finish Only. Size, 59" x 56".

EXCEL PHONOGRAPH CO.
Manufacturers
400-412 West Erie St. CHICAGO, ILL.

Above are shown some of our best sellers. Styles 1 and 3 can be had in mahogany and oak finishes. Styles 10, 40 and 50 in mahogany and Walnut.

Order Now to Insure Immediate Delivery



No external battery required. Plug in same as headphones.

Dear Mr. Martin:

". . . I am anxious for you to have a good loud speaker so that the reproduction of the music will be at its best for you, so that you, as a music critic, will not be disgusted with radio music. Last week I got a Thorola from the Reichmann Company of Chicago and I am so struck with this speaker that I am writing this, my first letter of endorsement of a radio part."

(*Signed*) L. A. NIXON
General Manager, THE RADIO DEALER

MR. MARTIN of the New York World is not the first music critic Thorola loud speaker has challenged in radio's behalf. Thorola raises radio beyond comparison with mere reproduced music. Thorola renders *music itself*, just as surely as instruments before the microphone. Artists pronounce Thorola "the pipe organ of loud speakers" for its matchless combination of purest tone and greatest volume, made possible only by exclusive betterments.

The Thorola Controlled Mica Diaphragm embodies the most advanced acoustic principles ever applied to a radio reproducer. The Thorola Separix literally assorts vibrations, preserving the tonal blends and shades vital to real music. Thorite horn compound, itself a supreme achievement, ends "sound interference" by the horn. And the Thorola Synchronizer perfectly balances Thorola in each set, just as every other circuit factor must be balanced for perfect reception.

New stations are brought in pure and strong, by superior Thorola amplifying efficiency. The original music, speech or entertainment is faithfully preserved by Thorola acoustic improvements. Thorola is powerfully guaranteed to fulfill every claim by America's pioneer loud speaker manufacturer. Thorola results are unmatched at any price. Thorola has *every* profit feature.

REICHMANN CO., 1725-39 W. 74th St., Chicago

Retail Prices

THOROLA 4 . . . $25
THOROPHONE
Powerplus Speaker . $45
THOROLA 6
Phonograph Attachment $15
THOROLA 9
Cabinet Loud Speaker $40

Thorola

THE SPEAKING LIKENESS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 136)

HARRY ALTER & COMPANY

Radio and Electrical Supplies

OGDEN at CARROLL AVE. - - - CHICAGO

Wholesale distributors for the following radio apparatus and supplies:

Freed-Eisemann	Mohawk	Frost
Remler	Premier	Signal
Freshman	Acme	Burgess
Dubilier	Allen-Bradley	Howard
Carter	Brandes	Radion
Benjamin	Eby	Walbert
France	Dulce-Tone	Balkite
Timmons	Unity	Kestner
Baldwin	American Hard Rubber	Erla
Electrad	Raven	C. R. L.
Rasla	Pacent	Weston
Apex	Keystone	Shamrock

Dealers who make Harry Alter & Co. their source of supply have at all times access to ample stocks of nationally-known merchandise, and prompt delivery from these stocks.

Our monthly catalog, The "Pocketbook," will be sent to any established dealer who requests it on his letterhead

With increased space, additional equipment and a much larger working force the company is for the first time this year beginning to catch up with orders. President Edward Roetsch is highly satisfied with the year's business and is very optimistic regarding what 1925 has in store for them, judging from contracts in hand.

Activities of the Howard Mfg. Co.

The Howard Mfg. Co. removed a part of its plant to 469 East Ohio street about the middle of November. Parts are still manufactured and stock carried at the former plant at 4248 North Western avenue. Manufacture of sets and assembly is carried on at the new plant, where office and shipping department are located.

Mohawk Distributor in Milwaukee

The Interstate Sales Co., Milwaukee, Wis., subsidiary of the Badger Talking Machine Co., was recently appointed sole distributor in Wisconsin for The Mohawk Electric Co. The new distributor will concentrate upon the sale of Mohawk sets.

Oro-Tone Co. Pleased With Outlook

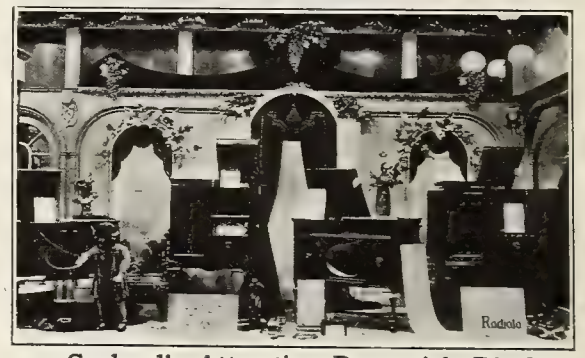
Leigh Hunt, secretary of the Oro-Tone Co., of this city, manufacturer of tone arms, sound boxes, portable phonographs and other products, is well pleased with Fall and holiday business, stating that the year, as a whole, will show a very substantial increase over 1923. Mr. Hunt is particularly gratified with the cordial reception accorded the new Oro-Tone No. 100, combined recording, reproducing and radio attachment, which was announced to the trade recently. This new attachment is now being merchandised in all of the leading cities, and in order to co-operate with the Oro-Tone clientele Mr. Hunt arranged for the production of a very handsome two-colored broadside, featuring the No. 100. This broadside is now being mailed to dealers, and the Oro-Tone jobbers will receive the full benefit of this practical co-operation. Another one of the company's products that is meeting with outstanding success is the automatic radio tone arm, which is steadily increasing in popularity and gives every indication of being a leader in the company's activities during 1925. Oro-Tone portables are continuing to win new friends among the dealers, and increased production in the portable phonograph division is included in Mr. Hunt's manufacturing plans for the coming year.

Allan Strauss on Western Trip

After the close of the Radio Show in Chicago, Allan Strauss, of the radio sales division of the Adler Mfg. Co., New York City and Louisville, Ky., manufacturer of Royal phonographs and neutrodyne products, started on an important Western trip, including a visit to St. Louis, Detroit and Cleveland, stopping off at Pittsburgh and Buffalo on the way home. Mr. Strauss is working in close co-operation with Adler-Royal representatives in all of these cities, also calling upon the dealers and giving them the benefit of his thorough training as a radio technician and sales engineer.

Gushard's Windows Attract Trade

Window displays are attracting considerable attention to Gushard's, who are featuring the Brunswick line in Decatur, Ill. The accompanying illustration shows a display of Brunswick-Radiolas which recently appeared in the large window of this aggressive merchandiser, who has built up a substantial business not only in his city but also in the surrounding territory.



Gushard's Attractive Brunswick Display

Immense Shipments of Kimball Instruments

J. V. Sill, manager of the wholesale department of the W. W. Kimball Co., believes that he has the answer to the often asked question as to what is going to be the effect of the radio on the talking machine business. This answer he finds in the actual shipping records on Kimball phonographs. During October and November the records showed that these two months were the largest in several years. This, however, according to Mr. Sill, is not incidental, but is the result of a steadily pursued campaign in convincing the dealers that there is a very healthy demand for phonographs if the dealers go energetically after the business.

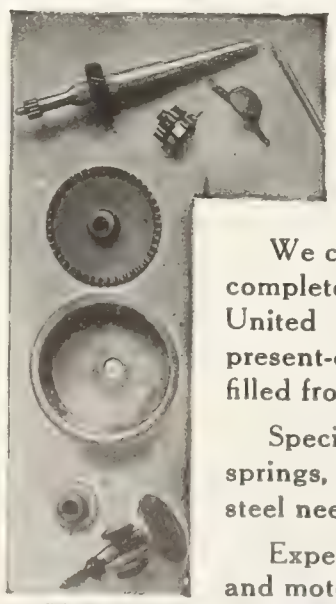
As an instance in point, Mr. Sill referred to a telegram received early in December from one of their Eastern dealers in a city of about 100,000 population. He ordered sixty-five Kimball phonographs for immediate delivery, notwithstanding the fact that the same dealer had had over a carload in the previous thirty days. This same concern has sold about 3,000 Kimball phonographs in the past five years.

Arranging for Some Noted Speakers

Mr. Sill, who, by the way, is the new chairman of the Speakers' Committee of the Chicago Piano Club, is working very energetically to secure an exceptional list of able men for the programs of the Monday noon meetings of the Club this Winter.

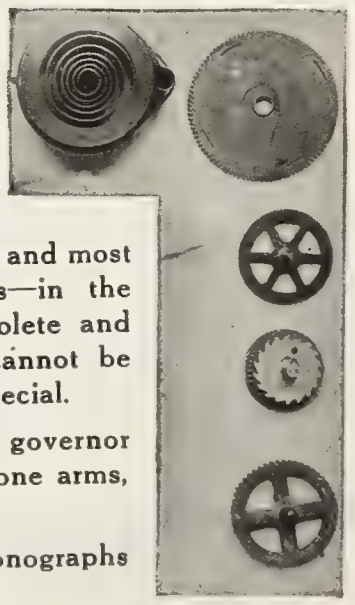
Already the committee has had some exceptionally good speakers, notably in the past month, Commissioner of Health Herbert N. Bundensen, who made a most interesting talk on Music and Health, and the Rev. H. Keene Ryan, who gave a stirring address in Chicago on December 1. In a very short time Mr. Sill will be able to give a list of coming speakers

(*Continued on page* 140)



Repair Parts

For All and Every Motor That Was Ever Manufactured



We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

Manufacturers of

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc

TRADE MARK "CONSOLA"

CABLE ADDRESS "CONSOLA"

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Arctino Co.

227-229 W. WASHINGTON ST., CHICAGO, ILL.

Branches: 2957 Gratiot Ave., Detroit, Mich. 1121 Nicollet Ave., Minneapolis, Minn.

VITANOLA

The Phonograph of Marvelous Tone

Our Faith in the New Year *Is Not* Founded on "Hopes"

We are confident 1925 offers the talking machine dealer a real, money-making opportunity and our confidence is not based upon optimism alone, but upon the way we visualize the facts.

The Public has shown that it WANTS and NEEDS BOTH the *phonograph* and the *radio* and that's why your opportunity today is bigger than it ever was. You have Vitanola phonographs for the man who wants a straight phonograph, Vitaradio combination instruments for the person who wants phonograph and radio in one convenient unit, and Vitanola radio cabinets for the man who wants to put his unsightly radio set in a beautiful cabinet (with built-in horn if desired).

The demand this coming year will undoubtedly be pretty evenly divided among the types of cabinets just mentioned and with the comprehensive Vitanola line you will be prepared to meet and properly take care of this demand. For each Vitanola instrument, whether straight phonograph or radio-phonograph, is not only a beautiful piece of cabinet work, but ahead of that even, it is a one-hundred per cent MUSICAL INSTRUMENT. Vitanola is always high-quality but NOT high-priced. Write us today.

See This Innovation At January Furniture Market

(Chicago, Jan. 5 to 24, 1925)

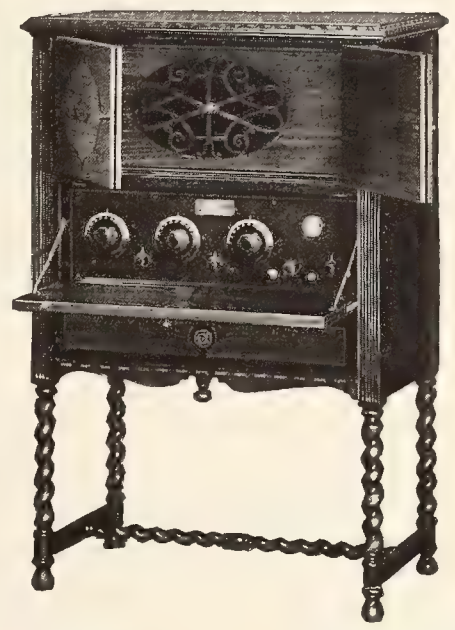
We will show for the first time a real, unique idea—a "secretary phonograph combination." You can't imagine how clever it is, until you see it. There will also be displayed other special models not heretofore shown. So visit us without fail.

To "quantity buyers" visiting the furniture market, we have some special offerings that will interest you.

Vitanola Talking Machine Co.

829 American Furniture Mart

666 Lake Shore Drive **Chicago, Ill.**



No. 952 **Price $220.00**

Width 30 in. Height 45 in. Depth 16¾ in. Italian walnut finish. Includes 5-tube Vitaradio receiving set and loud speaker unit. No tubes or batteries. Cabinets constructed with horn in upper compartment behind doors. Grille in front of horn. Radio set behind center drop door. Room for batteries through two removable panels in rear.

This cabinet may be purchased separately, without the radio set or loud speaker unit.

Size of opening for radio panel, 7x24 in.

Vitanola 500 **$100.00**

Dimensions: Height 33⅝ inches, width 31½ inches, depth 21½ inches.

Finish: Brown Mahogany.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

that will be read with the keenest interest by members of the club.

Edray Sales Corp., Royal distributor for the Adler Mfg. Co., has just made several additions to the rapidly growing list of dealers of the Royal phonograph and radio combinations and the Adler-Royal neutrodyne sets; notable among these being the H. Reickhart Talking Machine Co., of 64-21 South Halsted street, and both stores of Glick's Music House at 2100 West Division street and 1655 East Sixty-third street. The Witzell Music House features the line strongly in its new "quarter-million-dollar store" at Greenview and Barry avenues.

The Edray Sales Corp. has been using and will use extensive space in the Chicago Evening American every Friday until the holidays, describing and illustrating the Royal line, and announcing that it is on display in the stores of some twenty-five important dealers located in various parts of the city.

Attractive Kimball Pre-Holiday Ads

The advertising department of the W. W. Kimball Co. has sent out to its dealers the first of the proofs of some exceptionally attractive advertisements of the Kimball phonographs for pre-holiday use as well as a revised catalog of cuts of the different models.

New Operadio Los Angeles Distributor

The Operadio Co. recently appointed Cloyd Marshall, of the R. C. MacCauley Co., Los Angeles, Cal., sole distributor of its products in the State of California. The R. C. MacCauley Co. is also distributor in the Pacific Coast section for the Crosley Radio Corp. and the Dubilier Condenser & Radio Corp.

Gulbransen Art Calendar Distributed

Art calendars for the year 1925 have been distributed to dealers by the Gulbransen Co. The calendars are made up in three different designs and represent the firm's first endeavor in a dealers' calendar service. The trade has accepted the plan with so much favor that the Gulbransen Co. is already planning an extensive campaign for the year 1926. A special design, featuring the product itself in a multi-colored art calendar, will be presented to the trade next year at this time.

H. E. Kamen With Th. Goldschmidt

J. B. Price, advertising and sales manager of the radio division of the Th. Goldschmidt Corp., New York, manufacturer of the N & K loud speaker, head phones and phonograph units, announced this week the appointment of Harry E. Kamen as Western district manager, with headquarters in Chicago. Pending the establishment of his office Mr. Kamen is making his headquarters at the Granada Hotel in Chicago.

Harry E. Kamen

Mr. Kamen's appointment as Western district manager for N & K products will be welcome news to the phonograph industry throughout the Middle West, as he is generally recognized as an exceptionally capable sales executive who thoroughly understands the dealers' problems. For the past year he covered the New England territory for the Th. Goldschmidt Corp., achieving exceptional success and winning the confidence of the trade everywhere. He was previously associated with the A. C. Gilbert Mfg. Co., for which he visited electrical jobbers and co-operated with them along practical lines. He has already established important accounts for N & K products in the Middle West and is making plans for an aggressive sales campaign.

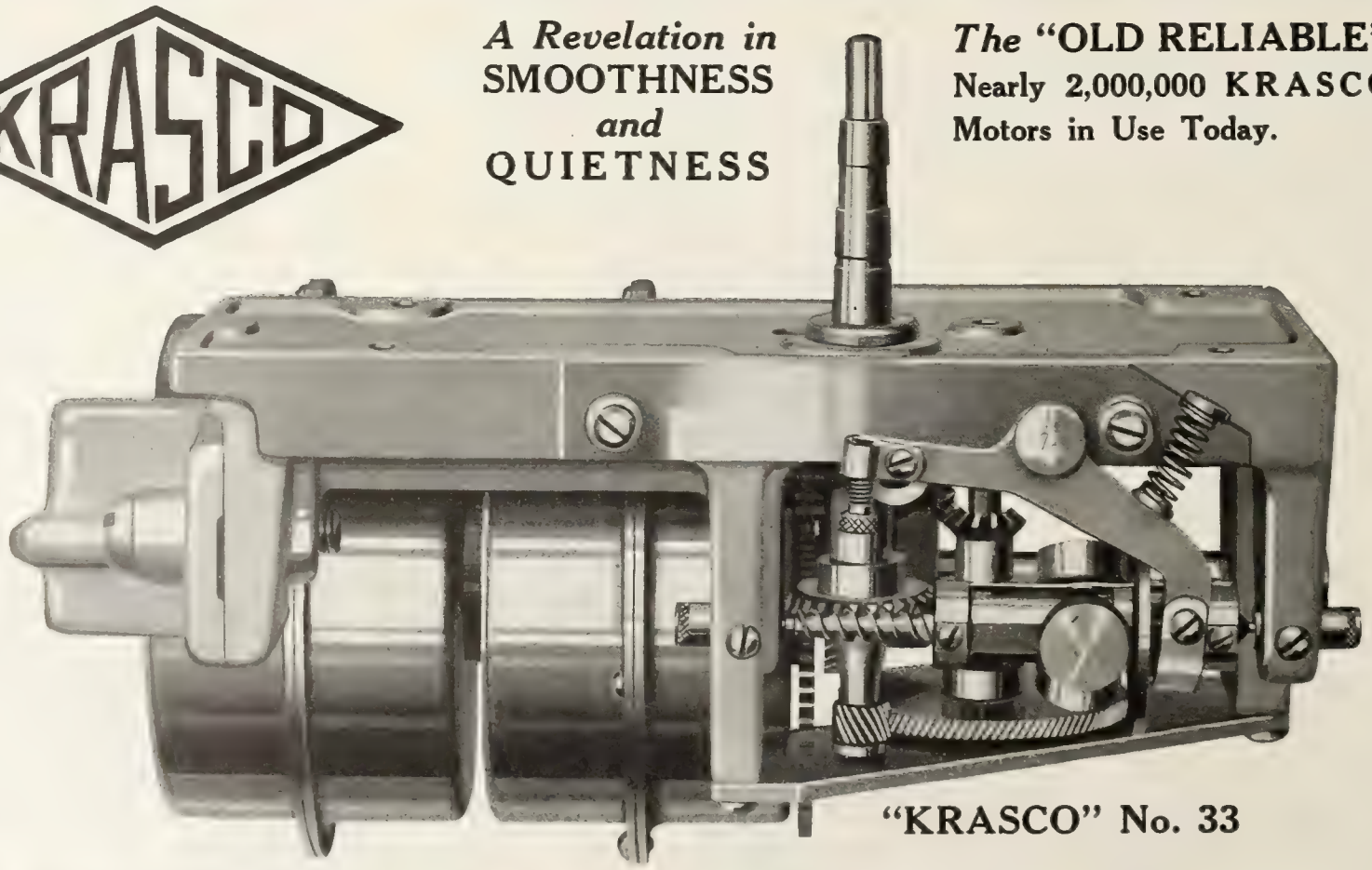
Interesting Holiday Dealers' Bulletin

The December number of the Dealers' Bulletin, issued monthly by the Cole & Dunas Music Co., was mailed last week to more than twenty thousand dealers. The booklet presents to the trade pictures, descriptions and prices of the Cole & Dunas line of musical instruments, phonographs, attachments, radio sets, parts and accessories. Featured in this holiday number is the Lark portable phonograph, a small, lightweight machine, built with especial reference to durability and portability and retailing

(Continued on page 142

A Better Fibre Needle Cutter for Less Money
RETAIL PRICE $1.00
The ALTO

Manufactured by
ALTO MFG. CO.
1647-51 Wolfram St. CHICAGO, ILL.

KRASCO
A Revelation in SMOOTHNESS and QUIETNESS
The "OLD RELIABLE"
Nearly 2,000,000 KRASCO Motors in Use Today.

"KRASCO" No. 33
No matter what your motor requirements are KRASCO will fill the bill. If your trade wants reliable motors to play from four to ten ten-inch Records at one winding KRASCO will do it. Write for literature on KRASCO MOTORS. Types 2, 3, 4, 22, 33 and 41.
KRASCO MANUFACTURING COMPANY
451 East Ohio Street CHICAGO, ILL.

OKeh and Odeon Records

THIS busy holiday season, with its inevitable increase in the rapidity of sales in these popular record lines, is an opportune time to become acquainted with

"Consolidated Service"

and for "Consolidated" to extend to its host of friends and the trade in general its heartiest and sincerest wishes for

A Very
Merry Christmas
And A Prosperously
Happy New Year

Consolidated Talking Machine Co.

227-229 West Washington Street CHICAGO, ILL.

Branches:

2957 Gratiot Ave., Detroit, Mich. - - 1121 Nicollet Ave., Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 140)

at $19. Much space is also given to the new aluminum shell tenor banjos. The last named are manufactured solely for the Cole & Dunas Co., and according to Joseph Dunas it is the only banjo with an aluminum shell retailing below $250. Superior tone, longer vibrations and protection against the shell warping, buckling or cracking are listed as the special features of this instrument.

Prominent Columbia Visitors in Chicago

W. C. Fuhri, general sales manager of the Columbia Phonograph Co., Inc., and R. E. Thallmayer, the European representative of the company's foreign record department, spent Monday, December 1, in Chicago, and with C. E. Baer, manager of the Chicago branch, interviewed a number of the local dealers in order to ascertain additional ways with which the company can co-operate with them in the expansion of their businesses.

Mr. Thallmayer's trip West was especially undertaken with a view to telling dealers about some of the recent European recordings and to find out what they wanted in the way of foreign records.

Mr. Fuhri left the same night for St. Louis, from where he went to Atlanta and then home to New York. Mr. Thallmayer spent Tuesday with the Milwaukee dealers and after another day in Chicago left for the East, stopping at Pittsburgh on the way.

In speaking of business in this district Mr. Baer said that it showed a decided improvement in November and the early part of December. In many sections covered by the Chicago office the dealers have done exceptionally well, and in every case where intelligently directed sales campaigns have been conducted it has been found that the phonograph business is distinctly alive. However, it is necessary to go after the business in order to get it. It does not come automatically.

One little indication of the trend of things is that dealers who are sedulously advertising the Christmas Club idea have got good results. In the majority of instances the customers after having deposited their dollar a week for a while got eager to have the machine in the house instead of waiting for Christmas to make the presentation.

The reception given the Columbia New Master Works series of records, according to Mr. Baer, has been very encouraging. A number of dealers report sales of the entire catalog of sets. The W. W. Kimball Co., for instance, has sold in its main retail store in Chicago the complete catalog to no less than eight individuals in the last few weeks.

New Columbia Traveler

J. Compton, at one time with the Victor Co. and for the last eight years traveling for the Edison Co., will cover Minnesota and the Dakotas for the Chicago office of the Columbia Co. He will make his headquarters at the Minneapolis office, which is under the supervision of the Chicago branch.

Remodel Davidson Store

Alterations and improvements of the handsome first floor of Davidson's Talking Machine Shop, 234 South Wabash avenue, have been completed. Not only has space been provided for the display of the line of Starr pianos, which has been recently added, but also the Victor record demonstration booths in the rear have been increased from four to eight. These are exclusively for record sales. There are no less than seventeen machine demonstration booths on the second floor.

Since November 1 the volume of business done by the company is exceedingly satisfactory to George and Cecil Davidson, the proprietors. The sales of Victor console models equipped for radio installation have been by far the dominant feature in the business, the instruments being equipped with one of several well-known makes of radio carried by the shop.

Death of Fred Stinson

Fred C. Stinson, assistant manager of the retail store of the Werner Piano Co., piano and talking machine dealer at 1528 Milwaukee avenue, died on November 28 at his Chicago home. He is survived by his widow, Elizabeth Stinson, and three brothers, Alex., Benjamin and Mark. The first named is manager of the Werner Piano Co., while Mark Stinson has long been connected with the talking machine department at Mandel Bros.

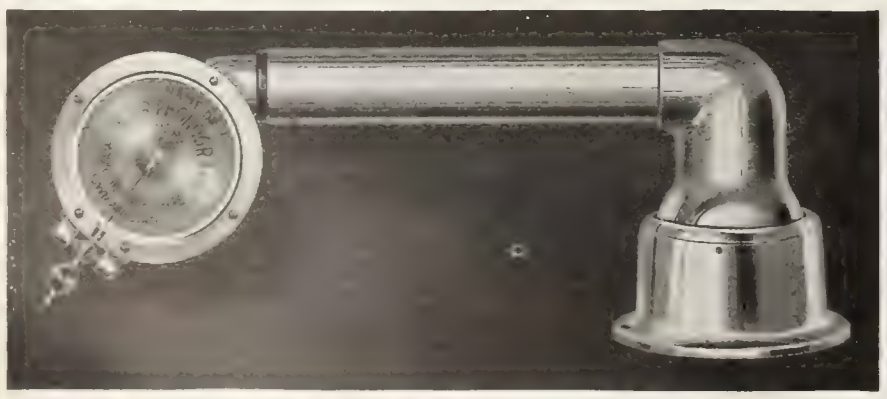
Plan "Love Nest" Week

Ray Hibbeler, composer and publisher and head of the Garrick Music Sales, is planning a "Bungalow Love Nest" week in Chicago during which several of the leading theatres will have special presentations of this big selling number. It is already one of the big radio hits in Chicago and is being broadcast by Ralph Williams and His Rainbo Skylarks, Ray Hibbeler himself, the Monogram Trio, Jack Parker, Dolores Edwards, Remington Welch, the organist at McVicker's Theatre; Ralph Emerson at the Barton organ, Clarence Thedders, Guyon's Paradise Orchestra and many others.

W. C. Griffith Discusses Improved Outlook

The Chicago Talking Machine Co. is enjoying a large volume of business, according to W. C. Griffith, secretary and sales manager. "Sales figures for December will greatly exceed those for the same month last year," said Mr. Griffith. "The change in the mental attitude of the buying public since the election has been slightly less than remarkable. Take, for example, the large sum now being turned loose by the closing out of Christmas Club savings accounts in this city. The amount involved

(*Continued on page* 144)



Scotford Tonearm and Superior Reproducer

Manufactured under patents of Louis K. Scotford. Plays all makes of records. Famous for tone—without the usual metallic sharpness and without the scratch. Standard length 8½ inches center of base to needlepoint—can be made to order longer or shorter. Base opening 2 inches diameter.

Fine quality Nickel and Gold Plate finishes

SUPERIOR PRODUCTS SINCE 1868

The Superior Spring Balanced Lid Support

A touch of one finger lifts or closes the lid which stops, balanced, at any point desired. Does not warp lid. Noiseless in operation. The simplest spring balance made—and easiest to install. Can be made to fit any type and weight of lid. Furnished complete with escutcheon plate and all necessary screws.

Low quantity Prices quoted on application

Supplied to manufacturers of high-grade phonograph cabinets in the United States and all foreign countries

Samples sent anywhere for trial

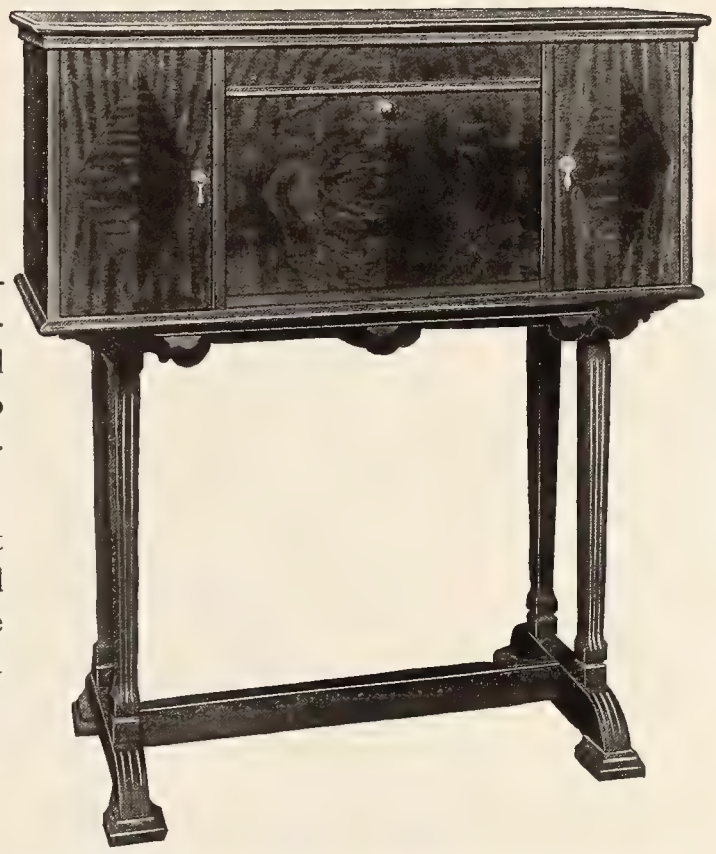
BARNHART BROTHERS & SPINDLER SUPERIOR SPECIALTIES FOR PHONOGRAPHS **MONROE & THROOP STS., CHICAGO**

THE VOICE OF THE WORLD
TRADE MARK
RADIO MASTER
CORPORATION OF AMERICA
BAY CITY, MICHIGAN

THE RADIO BEAUTIFUL

Burl Walnut, With or Without Diamond Inserts. Attractive Design. Enclosed Loud Speaker and Horn. Also Compartments for All Batteries.

Operates on a fifty-foot aerial, which can be installed inside the house. Complete instructions for installation with each machine.



EASY TO OPERATE

Radio Panel Designed for Simplicity of Operation. Stations can be charted and turned to with ease whenever desired. Very efficient Five-Tube Set employing the latest developments in Radio Frequency Amplification—

Coast to Coast reception on loud speaker under ordinary favorable conditions.

MODEL No. 375—Complete Less Tubes and Batteries. *List* $250.00

Liberal Proposition to Dealers.

WRITE FOR CATALOG SHOWING OTHER MODELS

PHONO-MASTER MODEL No. 8
Two-tone Brown Mahogany or Walnut. Radio adapted. 36-in. long, 21¾ in. wide, 34 in. high.
Price to dealers.....$50.00

NEW MODELS
RADIO
ADAPTED
PHONOGRAPHS

PHONO-MASTER MODEL No. 10
Two-tone Mahogany or Walnut. 40 in. long, 22 in. wide, 35 in. high. Radio adapted.
Price to dealers.....$60.00

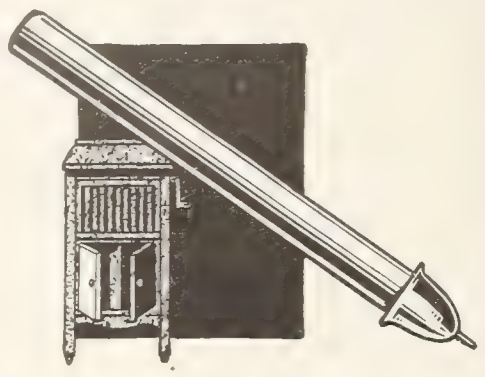
RADIO-MASTER CORPORATION
OF AMERICA

BAY CITY, MICHIGAN

F. B. WARD, President

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 142)

A little thing like a needle CAN "MAKE" OR "BREAK" THE FINEST RECORDING



That is why many of the leading recording studios "play back" their recordings with "TONOFONE" semi-permanent needles, which DO NOT INJURE the most delicate records, yet BRING OUT ALL THE TONES, clearly and distinctly.

For the same reasons, hundreds of talking machine DEALERS use TONOFONE exclusively for demonstrating records. 8,000 dealers SELL Tonofone, because of the profits and satisfaction attached to each transaction. When you display TONOFONE in your window or on your counters it's the same as offering your customer "life insurance" on each record you sell him. For TONOFONE DOES preserve records.

Over a long period of time, and with the most painstaking experiments, a semi-permanent needle, playing 20 to 40 records without injury, has demonstrated its ability to bring out every tone shading. The needle is:

Tonofone

Packed in colored display cartons, in convenient "dime and quarter" packages.

Dealers profit 100%

Write us or your jobber for proposition.

110 S. Wabash Ave.

THE TONOFONE CO.
Manufacturers

Chicago, Ill.

here alone will total $20,000,000, and that is only a fraction of what will be spent buying holiday goods."

Arthur D. Geisler, president of the New York Talking Machine Co., visited the Chicago office for several days around the first of the month.

Will Soon Announce Loud Speaker Unit

The Fletcher-Wickes Co. now has in the last stages of development its loud speaker unit and expects to make an announcement regarding its being placed upon the market within the next sixty days. Officials of the firm are taking every measure to manufacture a loud speaker which will match the high standard of Fletcher-Wickes tone arms and reproducers.

Developing Sales of Race Records

The Ajax Record Co., of this city, credits its large volume of race record sales to consistent and wisely placed advertising in large measure, according to Manager Thomas Nash. The campaign being carried on through national dealer mediums is augmented with large advertisements in practically all of the leading Negro newspapers of the country. Copy and cartoons aptly devised to touch the colored sense of humor appear regularly, showing the latest releases. Reprints of these are displayed in the dealers' windows. This effective method, coupled with prompt shipment of records, has built up the business to one of extraordinary proportions within the past seven months.

Krasco Mfg. Co.'s Important Announcement

The Krasco Mfg. Co. is placing upon the market the De Luxe portable, a six-tube set, with single dial control. The firm is also producing a special line of phonograph-radio panels designed to fit all makes of phonographs. The Monarch portable, six-tube set, and the Monarch, Jr., four-tube set (shown for the first time at the Chicago Radio Show), have met with universal favor, according to Walter McGill, sales manager of the radio department, and at present the plant is being pushed to fill the orders.

Noted Artists Entertain Piano Club Members

Opera, radio and Columbia artists, in a program arranged by Jack Kapp, of the Chicago Columbia branch, entertained the members of the Chicago Piano Club at the November 24 meeting. Art Kahn, exclusive Columbia artist and director of the Art Kahn Orchestra now playing at the Senate Theatre, played several numbers. Art Linnick sang several numbers, accompanied by Herbie Mintz at the piano, and gave club members an idea of how they perform nightly at station KYW. Phil Flemming, of the Ted Brown Music Co., composer of the "How Do You Do" song, sang improvised verses at the expense of several of those present. Charles Hackett, of the Chicago Civic Opera Co., Columbia artist, spoke upon the struggle of American artists for recognition and urged upon his listeners the fact that the music-loving public of this country could aid in elevating American art by the mere expression of a greater enthusiasm.

Delfraisse Heard Europe

Broadcasting stations at Rome, Italy, and Bournemouth, England, were clearly heard by E. J. Delfraisse, advertising manager of the Q R S Music Co., on the night of November 26, using his Zenith set. He reports hearing "America" from the station in Rome, and "Rigoletto" by a quartet from the Bournemouth station.

Vincennes Phonograph Co. in New Quarters

The Vincennes Phonograph Co., Vincennes, Ind., manufacturer of Rivoli phonographs and

L. C. Samuels

radio cabinets, and its exclusive distributor, L. C. Samuels, have announced the opening of permanent headquarters on the second floor of the American Furniture Mart Building, 666 Lake Shore Drive, Chicago. The new home of the company is located in the house-furnishing division and covers 800 square feet.

Effective January 1 Mr. Samuels will discontinue his offices in the Republic Building, where he has been located for some time, and will remove to the American Furniture Mart Building. By the first of the year a complete showing of 1925 models of Rivoli phonographs and radio cabinets will be on display in the Furniture Mart. A complete new line has been designed, comprising seven models of phonographs in mahogany and walnut, and three combination radio cabinet models in mahogany and

(*Continued on page* 146)

AJAX

"Blues Records"

MAMIE SMITH
Exclusive AJAX Artist

Wide-awake Phonograph dealers, all over the country, are becoming more and more alive to the potential possibilities in the fast-growing Negro population and the musical demands of this special group. Wherever there are Negroes, Phonograph dealers can "tap" an amazingly rich market with very little effort. AJAX is a nationally advertised line, supported by the finest "blues" talent and excellent dealers' service.

The Quality Race Record

Some Dealers' Territory Still Open

Ajax Record Company, 108 W. Lake St., Chicago, Ill. **Phone State 1927**

Announcing the Latest Development in Radio Reception

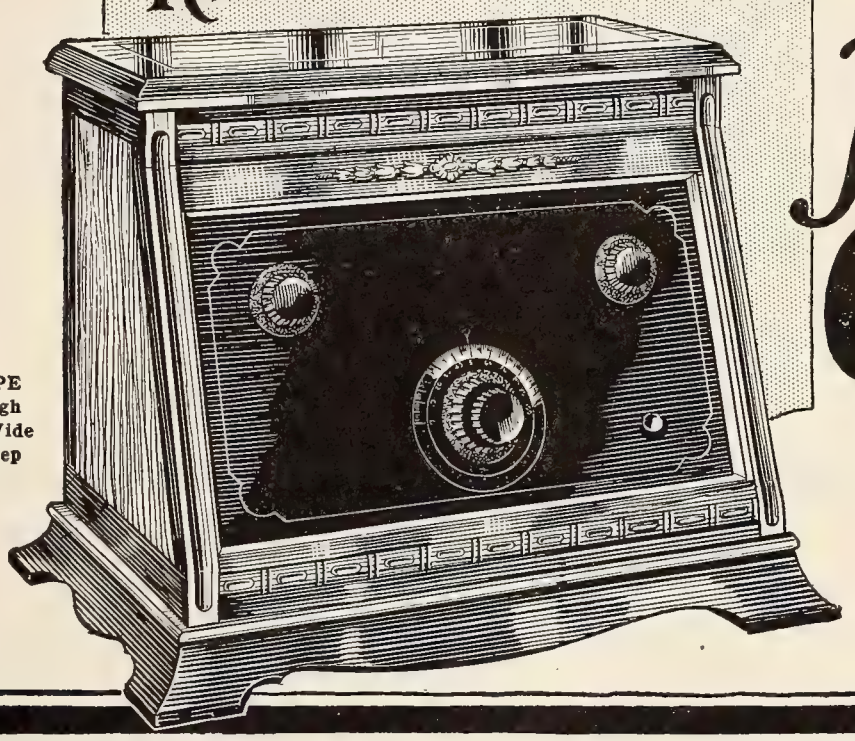


TABLE TYPE
16 Inches High
21½ Inches Wide
14 Inches Deep

Just ONE Dial To Tune

Just *ONE* Dial to Turn to Get Coast to Coast Range
Just *ONE* Dial to Adjust to Get Perfect Tone Reception
Just *ONE* Dial to Tune to Get the Utmost in Selectivity

This new 5-tube MOHAWK Receiver with its ONE Dial Control is an invention of immense importance to the dealer who sells radios, just as it is to the customer who buys and uses a radio set.

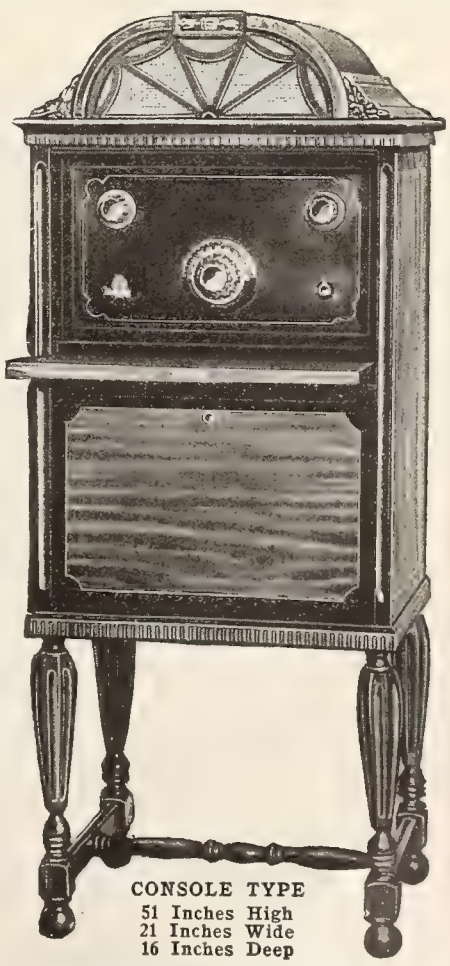
This ONE Dial idea as perfected in the MOHAWK will revolutionize the entire consumer demand for good radio sets,—because the MOHAWK with its simple ONE Dial Control will do anything any other five-tube set will do—and do it quicker, easier and better. The simplicity of tuning with just ONE Dial instantly appeals to every radio buyer, and this fact alone makes the MOHAWK sell itself in direct competition against any multiple dial set.

This radio set is built primarily to operate a loud speaker and you as a dealer can handle and sell the MOHAWK with the positive assurance that it will tune out nearby stations and bring in distant ones on the loud speaker with unfailing regularity. It has a record of receiving 43 different stations in one hour. Send for copy of letter from Mr. W. A. James, Ansonia, Conn.

Picture to yourself the big sales advantage of being the FIRST Dealer in your locality to offer the radio buyers this new and simplified type of Radio set. You can appreciate what that would mean in quick sales and substantial profits for you.

HERE IS OUR PROPOSITION

We do not ask you to take our word for these claims. Any responsible dealer can order a sample MOHAWK set. Put it in your store and test it alongside of any other radio set on the market. Compare its range—its tone quality—its selectivity and its ease of operation. Then if it does not meet and beat all competition,—if you are not fully satisfied that it is all and more than we claim—SEND IT BACK AND GET YOUR MONEY. The MOHAWK has so many superior selling features that you must absolutely see it,—hear it,—and operate it yourself before you will actually believe it. We advise you to write or wire us today for complete information. Do it today—tomorrow may be too late.



CONSOLE TYPE
51 Inches High
21 Inches Wide
16 Inches Deep

Mohawk Electric Corporation

2244 Diversey Blvd.
CHICAGO, ILLINOIS

The Mohawk 5 Tube Receiver

Mohawk sets are a quality product through and through. Built in THREE MODELS. Each encased in a distinctive type, hand-carved Adam Brown walnut cabinet which will instantly appeal to the artistic taste of the most critical. The console models have the LOUD SPEAKER built right into the cabinet.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 144)

walnut. All phonographs will be designed to accommodate a radio panel, providing for combination phonograph and radio instruments to meet the popular demand for this type of product.

New Pathe Ambassador

H. W. Roberts, who recently joined the forces of the Chicago branch of the Pathe Phonograph & Radio Co. as Illinois traveler, is a technically equipped radio man who has succeeded, according to Manager Hotchkiss, in establishing a goodly number of new accounts in his territory. The policy of establishing exclusive dealers has been adopted in the smaller cities.

Gulbransen Posters Figure in Billboard Ball

One hundred thousand dollars for charity was the net result of the brilliant Billboard Ball, held Tuesday night at the Coliseum, Chicago. This joint charity and publicity function was one of the most successful in Chicago's history of charitable affairs. Its patrons were largely the most prominent society folk of the city.

The Gulbransen registering piano was the only piano product represented in the triple row of twenty-four-sheet posters which lined all four walls of the Coliseum. It was so located as to be one of the first posters visible to those entering the Coliseum. The fact that a Lincoln automobile poster was on its right and a Bell telephone poster on its left gives some idea of the sort of industries that contributed to the success of the Billboard Ball.

Gulbransen poster No. 6 was used, and particularly with the splendid lighting arrangement which had been installed in the Coliseum did the full artistry of the design impress one. Here, with scores of other twenty-four-sheet posters all about it for purposes of comparison, it was easy to understand why poster No. 6 is such a favorite with Gulbransen dealers, and why it has been largely responsible for the tremendous growth of Gulbransen posting service in all parts of the country. Poster No. 6 is the one showing the young woman, in coral-colored gown, seated before a Gulbransen. The wording is: "Real Music—As You Like It."

Many thousands of persons paid $5 admission apiece for the purpose of viewing the Billboard Ball and to dance in the enclosure of twenty-four-sheet posters representing the country's best-known products. The rental of the Coliseum was donated, hundreds of society women gave time and money to the affair, and the proceeds went to help the Illinois Children's Home and Aid Society. Incidentally, the Gulbransen Co. promises that poster No. 8, just about ready to be posted, will vie for high honors with poster No. 6. This represents the latest endeavor of the company to combine the

(*Continued on page* 147)

The
Deresnadyne
Circuit

stops oscillation at its source

The exclusive principle of the *Balanced Plate Circuit* used in the Andrews Deresnadyne 5-tube Radio Receiving Set stops oscillation and distortion at its source, in the plate circuit.

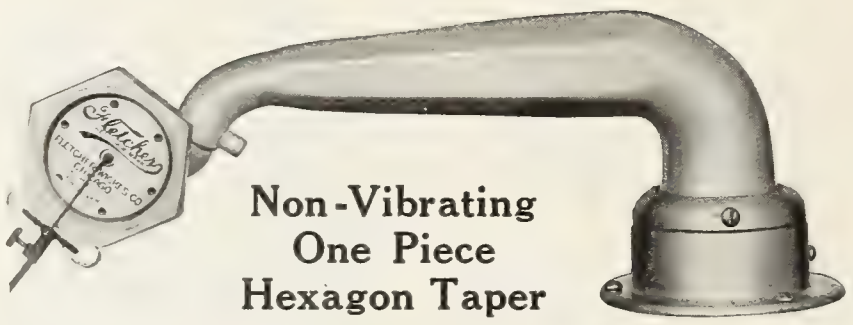
The four essentials of fine broadcast receiving—tone, selectivity, distance and volume—are here combined for the first time.

De Luxe Model, $165, without accessories. Write for complete description.

ANDREWS RADIO CO., 327 S. La Salle St., Chicago

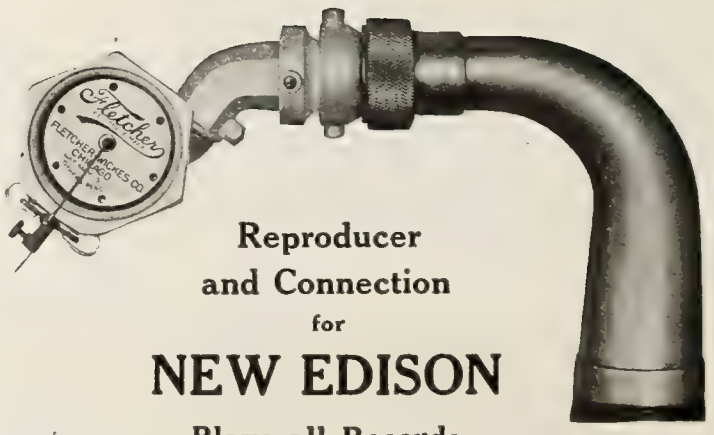
Andrews
Deresnadyne
DĒ-RĚS'-NÀ-DĪNE · PATENTS PENDING
Radio Receiving Set

Fletcher No. 3 Brass-Drawn Tone Arm



Non-Vibrating
One Piece
Hexagon Taper

Fletcher
REG. TRADE MARK



Reproducer
and Connection
for
NEW EDISON
Plays all Records

The best that money and skill can produce is now ready for the market at a minimum price. Plays all records and is equipped with the regular Fletcher Reproducer, which is scientifically constructed, and which *really reproduces* either vocal or instrumental music.

Write for samples and quantity quotations specifying 8½" or 9½" length.
Money back guarantee covers all sample orders.

Dealers, Send for Prices and Terms

Fletcher "Straight" and Fletcher "Universal" still made and carried in stock

FLETCHER-WICKES COMPANY

116-122 WEST ILLINOIS STREET, CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 146)

artistic with merchandising value in twenty-four-sheet posters. The trade awaits with interest this latest release by the Gulbransen institution.

Deagan Chimes for Victor Co.

Last week a contract was placed with J. C. Deagan, Inc., manufacturer of chimes, bells and percussion instruments, by the Victor Talking Machine Co. for a set of eighteen Deagan chimes, to be used by the Victor Co. in its recording laboratories. The deal was closed November 29 between A. R. Barroff, Eastern representative of J. C. Deagan, Inc., and Eldridge R. Johnson, president of the Victor Co., and plans call for the installation of the chimes by January 15. These chimes are to be used in connection with all work in the Victor laboratories and are to be erected on a movable platform, which can be moved at will in recording work to bring out the true tone of the Deagan chimes.

Naturally, J. C. Deagan Co. feels highly elated to have the Victor Co. choose these chimes in the recording of Victor records. The deal carries with it a very interesting story of how it came about through the performance of Deagan cathedral chimes.

Mr. Johnson recently made a large donation to the People's Christian Church, at Dover, Del., presenting a set of Deagan cathedral chimes to the memory of his father, A. S. Johnson. The chimes were dedicated November 23, and both Mr. Barroff and Mr. Johnson were attending the ceremony. Mr. Johnson was impressed with the tone of the chimes, and Mr. Barroff suggested using these chimes in the Victor recording laboratories, which, by the way, use other Deagan instruments, including cathedral bells and xylophones.

Capacity of U. S. Music Co. Plant Doubled

Thanks to the highest degree of factory efficiency in the production of U. S. rolls at the plant of the United States Music Co., 2934-38 West Lake street, Chicago, it has been made possible to double the output. Some time ago, when the price of the U. S. rolls was reduced to 75 cents and a larger volume of business began taxing the production department, it was at first thought by the officials of the company that another addition would have to be made to meet the demands. The machine department, which builds practically all the machinery used in the manufacture of U. S. rolls, began building additional machinery. In this connection improvements were made, allowing for larger quantity production, at the same time also permitting efficiency through standardization.

Beginning with the first floor, a rearrangement of the factory was inaugurated. The offices were condensed, allowing more floor room in the shipping department and stockrooms; on the second floor, the production department, twelve machines were added, which is equivalent to twenty-four single machines, and on the third floor, or finishing department, like improvements were put into effect. The capacity of the plant, with these changes, has been doubled, and the United States Music Co. is exceptionally busy supplying the present demand.

Not only are the sales departments at the Chicago headquarters, as well as at the New York offices, exceptionally busy, but an indication of the growth of the New York branch is seen in the report of the past month, which shows an increase of 75 per cent over last year. The present month is expected to be even larger, stimulated by the large holiday business which is now well under way.

U. S. Music Co. to Announce New Catalog

The United States Music Co. also announces a new general catalog, the first to show the new prices in U. S. rolls. The new catalog lists a representative catalog of Auto-Art word and instrumental rolls for standardized electric reproducing and expression pianos and a library edition of standard vocal and instrumental rolls for all manually operated player-pianos, which, combined with the well-known U. S. word and regular rolls, emphasizes the completeness of the U. S. line. The booklet is of the pocket-size edition and has ninety-two pages of U. S. rolls. The index, in the back of the catalog, lists the following, which shows the wide selection: Auto-Art, Library Edition, Word Rolls, Regular Rolls, Special List of Marches, Special List of Waltzes, Sacred Music, Bohemian, German, Hawaiian, Hebrew, Hungarian, Italian, Lithuanian, Mexican, Polish, Portuguese, Slovenian and Spanish.

New Brunswick Hall Fibre Package

Hall Fibre needles were recently placed upon the market in a package of new design manufactured expressly for the Brunswick Co. The needles are enclosed in a lavender paper envelope with a large likeness of the needle shown in yellow. H. J. Fiddelke, manager of the Hall Manufacturing Co., is optimistic concerning the return of better class records to general favor, basing his opinion upon a survey

(*Continued on page* 148)

RADIO
Western Radio
5 Tube
$39.00
DEALERS
FREE CATALOG
WRITE FOR
Lowest Prices on Standard Sets AND Parts
Every merchant should have our big bargain wholesale catalog showing hundreds of high grade standard radio sets and parts. Lowest wholesale prices. Same day shipment. Complete stock always on hand. Write now for our free catalog. Use your letterhead.
JOBBERS AND DISTRIBUTORS
WESTERN RADIO MFG. CO.
138 W. LAKE ST. Dept. 12A CHICAGO

We extend cordial wishes
to everyone for a
Happy Christmas
and
Prosperous New Year
THE WOLF MANUFACTURING INDUSTRIES
(Established 1890)
BUILDERS OF "MASTERCRAFT" PHONOGRAPHS
QUINCY, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 147)

which he recently made among the Chicago dealers. "Jazz has been riding the crest of the wave since 1916," said Mr. Fiddelke, "but the efforts of record producers and radio broadcasters are beginning to find fruit. True, the sale of jazz records is yet leading that of better class music, but demand for the latter is steadily increasing."

Consolidated Co. Adds Radio at Branches

The Consolidated Talking Machine Co. has had so much success with the wholesale radio department at its Chicago headquarters that it has decided to start similar departments at the Detroit and Minneapolis branches, and will work intensively the territory covered by these houses. Here will be featured the lines on which the company has built up its Chicago business, including the Workrite neutrodyne, the A-C Dayton sets, the Music Master speaker and Ever-ready batteries.

George Bradford, manager of the radio department at Chicago, left the first of the month for Detroit, to get the new department there fully organized. Later he will go on to Minneapolis on a like mission. The company brought its salesmen in the Chicago territory to the Coliseum during the Radio Show, where they did clever and efficient work visiting the various booths of the manufacturers represented by the house, meeting the dealers there, working with the representatives of the manufacturers and impressing them with the merits of the various products, after which they would accompany the dealers to the booths of the other lines represented by the house.

F. P. Dunford, the Consolidated Co.'s Illinois manager; A. F. Bennest, who travels Indiana, and J. T. McGrath, the Wisconsin man, were all actively on the job, according to President E. A. Fearn, who says that their efforts resulted in the establishment of many desirable new accounts.

Widespread Interest in Sonoradio

At the Illinois Phonograph Corp. Manager Valeur was inclined to be very optimistic regarding the continued and steady growth of the demand for the Sonoradio speaker, and especially about the reception given the Sonoradio model No. 242 (combined Sonora phonograph and Ware 3-tube neutrodyne set). Sonoradio No. 241 has also proved a notable seller.

These three were high features at the exhibit of the Sonora booth at the Coliseum. Here was entertained a host of dealers from California, Colorado, the Dakotas, Minnesota, Iowa, Kansas, Wisconsin, Michigan, Indiana, Illinois and Missouri, who displayed a live interest in all the radio features of the Sonora line.

Q R S Speaker Goes Over Big

The Mystery Speaker, extensively advertised product of The Q R S Music Co., has met with unusual favor with the dealers of the country. "The Mystery Radio Speaker is a decided success," said E. J. Delfraisse, advertising manager. "Dealers everywhere report enthusiastically of their sales and of the general favor with which the speaker is being received by the public. The question now is merely one of production."

Australian Distributor Here

A. H. Wills, of the important Australian house of Wills & Patan, Pty., Ltd., of Melbourne, was a Chicago visitor last month. He was accompanied by Mrs. Wills and they are now on the last lap of a very remarkable combined business and pleasure trip. They left home last June and after having spent some time in this country, visited England and France, on their return spending another period with the New York trade and after attending to important business and visiting the Radio Show in Chicago, left for San Francisco. They expected to sail for Hawaii on November 24, and from there leave on December 2 for home.

Besides doing a very large business as manufacturers of talking machines and distributors of parts and supplies, the company is a distributor for the State of Victoria for Edison phonographs and also for the product of the Brunswick-Balke-Collender Co., with whom they spent some time while in Chicago.

Mr. Wills states that the reports from home during his six months' absence indicated an excellent business. He also spoke eloquently of the development of radio business. His house is distributor for thirteen American firms making parts and supplies, among them being the American Electric Co. of Chicago, manufacturer of the Burns loud speaker, phonograph units, headphones and various specialties.

Mr. Wills gave out the information that his company already had 300 dealers handling its radio lines in Australia and while in New York he arranged with Capt. J. W. Evarard to act as consulting engineer for his house.

Talks on Northwest Conditions

Charles K. Bennett, manager of the George C. Beckwith Co., Victor distributor of St. Paul, was an interested visitor to the Radio Show last

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

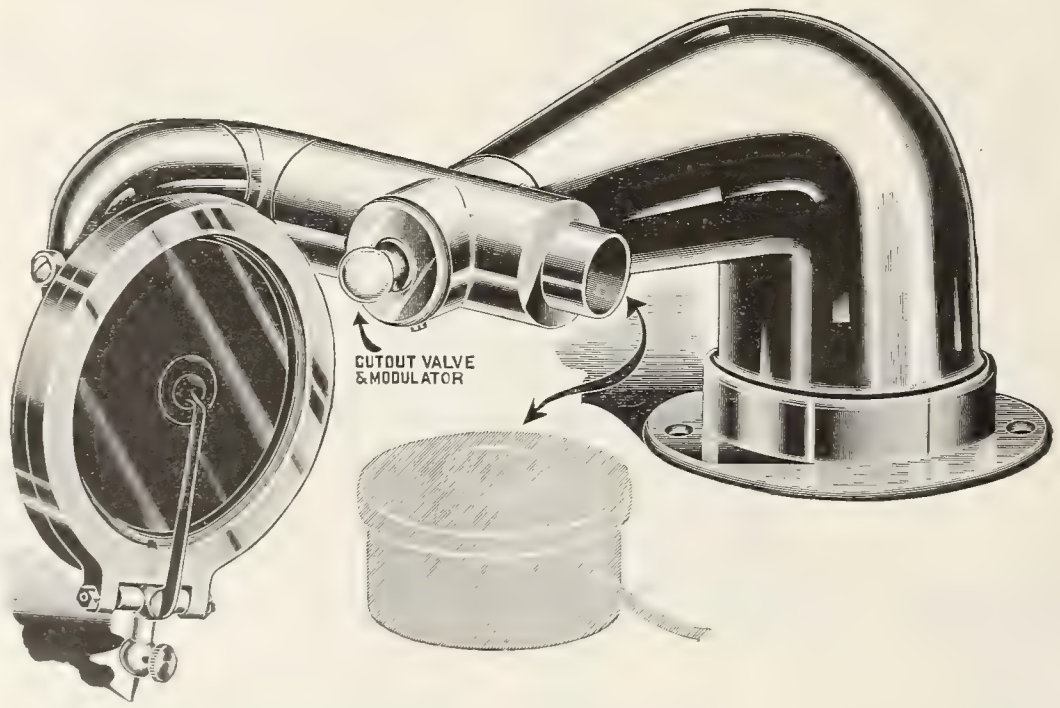
4 Years Have Proved Outing Portables Are the Best

Targ & Dinner Music Co.
229 W. Randolph St. Chicago, Ill.
Outing Distributor

The Blood Tone Arm Co.

Invites you to become acquainted with the merits of the

Blood Radio Tone Arm



We also suggest that you build for a continued demand for *all* your Phonograph products by its installation.

Thus *your Dealer* will be enabled to interest even the most radical radio enthusiast in the fact that *your product* will act as a Radio Loud Speaker of unusual merit as well as being an admirable Talking Machine.

BLOOD TONE ARM CO.

222 W. Madison St. CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 148)

month and got much information that will aid him in the work with the organization of the recently inaugurated radio department. Mr. Bennett is a strong believer in the larger future of the talking machine industry and does not believe for a moment that the radio and the talking machine are mutually antagonistic.

Regarding conditions in the Northwest, he said the mental attitude in business circles in the Northwest is decidedly improved and business is showing a moderate but steady improvement that is encouraging. However, it would be nonsensical to believe all the flamboyant headlines in the daily papers. Crops were good this year and prices high and the farmers are in fundamentally better condition than they have been for years. Still, it must be remembered that they are cleaning up. Many of them have discharged 75 per cent of their obligations and some are clear with the world. This is prophetic of good things to come but while the man who has been going through this process may be able to buy a new pair of overalls and indulge in more of the necessities of life than he has been, and possibly a few of the luxuries, the purchasing capacity of the agricultural Northwest at present is more limited than many people would think. However, with another good crop next year and with good prices arising from the general tendency to diversification, it is reasonable to expect that with next Fall at the latest, an era of great prosperity will come, and in the meantime, the money spent by the farmers in liquidation of their indebtedness is getting into circulation and is causing a gradual improvement in which the talking machine and in fact all branches of the music business are sharing.

Effects of Cheney National Advertising

The Cheney Talking Machine Co. is reaping a harvest as the result of its national advertising campaign inaugurated this Fall. Its dealers are hitching up with this wonderful publicity in many ways and they are being kept thoroughly posted by means of advance proofs of the attractive announcements that are read by millions of readers. The page used in the December 6 issue of the Saturday Evening Post was a triumph of artistry and of holiday appeal and the Cheney was effectively referred to as "the Christmas gift that never grows old." The character of the illustration used in this national publicity is exceptionally fine and in the holiday announcement referred to the beautiful Sheraton model was shown in all its beauty of line and finish in an exquisite home environment.

In a recent letter to the trade concerning this campaign the company gives a list of important retail concerns throughout the country which have found in this publicity work on the

(Continued on page 150)

THE GEER REPEATER

Doubles the joy of owning a phonograph!

The Original, Standard Record Repeater

REPEATS a phonograph record instantly and accurately without slightest injury to record, reproducer, or needle. As easy to use as a record. Operates on any phonograph having a free swinging tone arm. List, each **$1.50**

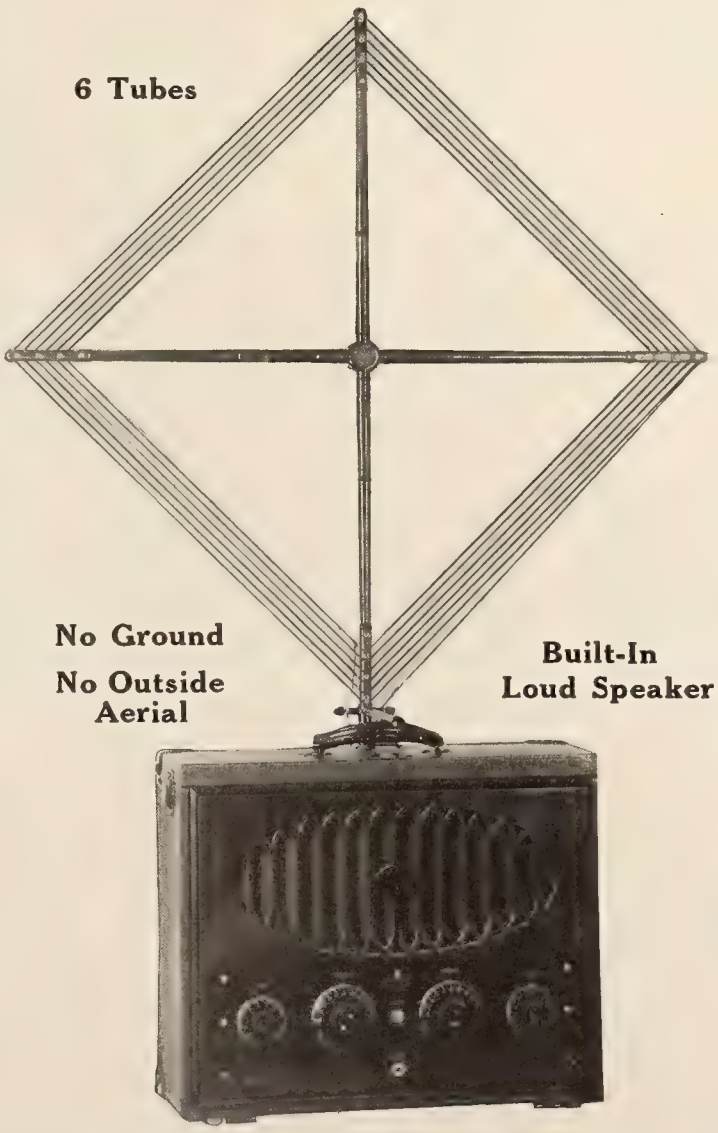
THE WALBERT MANUFACTURING COMPANY

925-941 Wrightwood Avenue **Chicago, Ill.**

6 Tubes

No Ground
No Outside Aerial

Built-In Loud Speaker



The Monarch Portable Radio as Seen in Operation

Monarch PORTABLE Radio

Long Distance Receiving Set

Reception Any Place—Any Time

The new 1925 Monarch model and the Monarch Jr. represent the most salable radio sets offered to the trade this year

DEALERS AND JOBBERS!

The biggest business today is radio. Our six-tube portable is the most complete and best radio set on the market. Gives finest tone, greatest distance, absolute selectivity. No outdoor aerial or wiring, no ground, no outside batteries. Can be carried like a suitcase. The season is here. Join us now and make a big clean up. New installment selling plan makes very quick sales. We have company that will handle the paper. Wire or write at once for particulars and temporary territory reservation.

Your MONARCH Enclosed Ready to Be Taken With You

Write for Descriptive Literature of the New 1925 Models

KRASCO MANUFACTURING CO., Inc.

451 East Ohio Street, Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 149)

Cheney a determining factor in adding the line. Among those are Lyon & Healy, of Chicago, John Wanamaker, Strawbridge & Clothier, and Snellenburg's of Philadelphia; Henry F. Miller & Sons Piano Co. of Boston, Barker's & Bullock's of Los Angeles, the Whitehouse and the Emporium of San Francisco, and the Cable Piano Co. of Chicago.

"In every city," runs the letter, "leading merchants are adding the Cheney to their stock because they know that the inherent merits of the instrument are backed by national advertising which makes customers eager to buy."

George M. Nesbit Visits Chicago

George M. Nesbit, formerly a very prominent figure in the Western talking machine trade and manager of the Chicago headquarters of the National Phonograph Co., the Edison cylinder phonograph distributors, a decade ago, was a visitor to the Chicago office of The World the other day and indulged in some interesting reminiscences of old times in the trade. Since his retirement from the trade, Mr. Nesbit has spent most of the time in California in other lines but has returned to Chicago. He is in splendid health and showed every indication of having kept fairly in touch with the developments in the trade with which it is quite possible that he will renew his associations in the future.

Jobbing House Expands

The Targ & Dinner Music Co., 229 West Monroe street, has had quite a remarkable development. Less than two years ago it was running a retail store on Chicago avenue and carried its entire wholesale stock in the rear of the store. It moved to its present quarters in May of last year and since then has tripled the space occupied. The business is now developed to such an extent that it has leased adjoining space equal to that now occupied and will take occupancy the first of the year. This will give the house a total of about 7,000 square feet.

This concern handles talking machines, accessories, repair parts and a full line of musical merchandise. It is the exclusive distributor in this district for the Mutual Phono Parts Manufacturing Co., New York, and also distributor for the Honest Quaker main springs and repair materials of Everybody's Talking Machine Co., Philadelphia.

Recent acquisitions, as reported in these columns, are the Outing portables made by the Outing Talking Machine Co. of Mt. Kisco, N. Y., for which it is now Chicago distributor, and also the Tonofone semi-permanent needles made by the Tonofone Co., Chicago. It is also distributor for the Rivoli phonographs made by the Vincennes Phonograph Co., Vincennes, Ind., and handles a line of console and upright models under its own "Marvel" trade-mark. The Targ & Dinner Co. issues a complete catalog and an illustrated supplement each month under the caption "Items of Interest."

Retailer Expands

The Ellers Music Shop, 2702 Division street, established nine years ago by L. Ellers and his son, H. L. Ellers, has by degrees developed from an exclusive talking machine establishment to a complete music store. The later development being the addition of radio and now the complete line of Lyon & Healy pianos, including uprights, players and grands. Brunswick and Columbia phonographs are handled and have a really surprising business in its section. An indication of the popularity of the combination proposition in a territory of moderate homes is that this concern has in a short time since the introduction of the Brunswick-Radiola sold no less than 15 of these instruments, all of the $550 type.

Excel Co. to Display at Furniture Show

The Excel Phonograph Co. will have an extensive display of its product during the January Furniture Show at the American Furniture Mart, 666 Lake Shore Drive. I. S. Lund, sales manager of the company, will have charge of the exhibit. The company is having an exceedingly big Fall with the factory working overtime to take care of the demand for Excel phonographs, and its Columbian baby grand piano.

Colonial Display Interests

At the recent Chicago Radio Show considerable interest was created among the radio enthusiasts by the first public exhibition of the products of the Colonial Radio Corp., Long Island City, N. Y., manufacturer of radio receiving sets. The company at the present time is

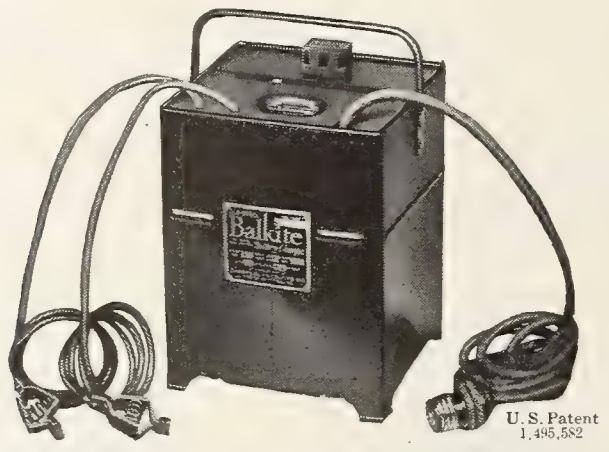
United Manufacturing and Distributing Co.

9705 Cottage Grove Ave.
Chicago, Ill.

Manufacturers of

Phonograph Motors
Radio Panels

TESTED AND LISTED AS STANDARD BY UNDERWRITERS' LABORATORIES



Balkite—the noiseless battery charger—

one of the most popular and profitable items in radio

The Balkite Battery Charger is an ideal radio accessory for the music trade. It is fast moving, profitable, simple, and free from service trouble. It is entirely noiseless. It can be used while the radio set is in use. It does not create disturbances in either your set or your neighbor's. It has no moving parts, vibrators or bulbs, and has nothing to break, adjust or get out of order. It is simple and unfailing in operation. Besides charging "A" batteries it will also charge "B" batteries of the lead type in multiples of 6 cells.

Order through your jobber

FANSTEEL Balkite Battery Charger

Price $19.50

West of the Rockies $20 · In Canada $27.50

Manufactured by FANSTEEL PRODUCTS CO., *Inc.*, North Chicago, Ill.

producing two models, both a four and five-tube set. The Colonial model 16 is a five-tube receiver employing two stages of tuned compensated radio frequency amplification and two stages of audio amplification. The model 17 is a four-tube receiver, employing one stage less of radio frequency amplification, but, like model 16, two stages of audio amplification. The construction and design of the sets is such that all possibility of howling and squealing noises is eliminated. Both models operate on dry-cell batteries, which are enclosed in the cabinet.

A fact of particular interest to the phonograph industry is the appearance of the cabinet, which was designed and constructed by Brewster, the famous automobile body builder. It is constructed of natural grained lightly polished wood, with all dials on the panel finished in a novel and attractive combination of wood and metal.

G. R. Brainard, vice-president and director of sales of the company, stated upon his return from the Chicago show that he was well pleased with the reception that the Colonial products had met with by both the public and members of the trade. The company is pushing production to the utmost in order to meet the demand created for its products.

Olympian Receiver Placed on Market

The Olympian, a five-tube, tuned radio frequency set, was placed upon the market last week by the Cole & Dunas Music Co. The product met with prompt reception from the trade, according to Joseph Dunas, president, and shipments have already been made.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 150)

An Effective Sonora Window

One of the most resultful window displays, from the standpoint of interest aroused in the instrument shown, was that recently arranged by the Hartman Furniture Stores here. The display, illustrated herewith, was originated by Manager Stracha, of the phonograph department, and it is considered one of the most successful ever installed by that organization. The spacious windows of the Hartman store lend themselves to artistic displays and full advantage of this was taken by Mr. Stracha.

The Unusually Attractive Sonora Window Display of the Hartman Furniture Stores

Broadcaster Corp. Taxed to Capacity

S. L. Zax, sales manager of the Broadcaster Corp., heard President Coolidge's prophecy of a good business future for 1925 and heartily agrees with him. The plant has been working at full capacity for several months past and the officers of the company are in an exceedingly pleasant frame of mind.

Vitanola Co. Plans to Entertain Buyers

The Vitanola Talking Machine Co. is preparing to entertain hundreds of furniture and department store buyers at the Chicago Furniture Market, which lasts from January 5 to 24. The Vitanola organization was one of the first of the large talking machine organizations to see the possibilities of furniture store merchandising of phonographs. As a rule, upwards of 4,000 dealers, who come to the Chicago Furniture Market, visit the Vitanola exhibition rooms twice each year, and this season an even larger number of dealers is expected. The Vitanola Co. will have some real innovations to show dealers this season, notably a "secretary phonograph combination," which is a distinct novelty and a beautiful and useful piece of furniture, coupled with a high-grade phonograph.

Permanent headquarters for RIVOLI Phonographs and Console Radio Cabinets have been established in the House Furnishing Division, Second Floor, American Furniture Mart, 666 Lake Shore Drive, Chicago, Illinois.

There, our exclusive distributor, Mr. Leon C. Samuels, will maintain his office, and will be pleased to show RIVOLI'S 1925 offerings, embodying the newest features in cabinet design.

In these new designs RIVOLI'S customary high quality has been meticulously maintained. The same solid construction, superlative finish, and wonderful TONE, unequaled by any phonograph on the market today.

Vincennes Phonograph Co.

VINCENNES :-: INDIANA

Distribution by

LEON C. SAMUELS
House Furnishing Division, Second Floor, American Furniture Mart
666 Lake Shore Drive, Chicago, Ill.

MANUFACTURERS' AGENCY
314 Pan-American Bldg.
New Orleans, La.

Los Angeles Talking Machine Trade and the Public Interested in Radio Show

Retailers and Wholesalers to Exhibit Their Radio Lines—R. C. A. Jobbers Attend Banquet—Additions to Columbia Sales Organization—Successful Tie-up With Artists—The News

LOS ANGELES, CAL., December 1.—The attention of all phonograph-radio departments is concentrated to-day on the Radio Exposition, which opens to-morrow at the Ambassador Auditorium. Practically all of the jobbers are exhibiting as well as several music-radio dealers and it is anticipated that a considerable amount of retail selling will be done at the exposition. The auditorium itself affords bigger space for booths than was possible at the last Los Angeles show, held at the Biltmore Hotel, and, in addition, it has the advantage of being concentrated in one great undivided space, whereas the Biltmore show was held partly in the ballroom and partly in the spacious vestibule.

Radio Corp. Gives Banquet

A banquet which was attended by the officials from the four Radio Corp. of America jobbers, the heads of the local broadcast stations and others was given at the Biltmore Hotel, November 28. A. B. C. Scull, Pacific Coast sales manager, was present to assist Los Angeles Branch Manager Shecklin as host of the evening. Interesting speeches were made by A. B. C. Scull; Al Meyer, sales manager of the Leo J. Meyberg Co.; John Daggett, famous "Uncle John" of the Times (KHJ) broadcasting station; Mr. Hastings of the Herald broadcast station; Earl C. Anthony, owner of KFI broadcast station; J. C. Johnson, general manager of the American Radio Exposition Co.; Guy Earle, manager of the Express broadcast station (KNX). Interesting and instructive talks and discussions lasted until a late hour.

Grand Radio Industries Banquet

On the evening of the second day of the Radio Exposition—December 3—a dinner banquet will be held in the Fiesta Room of the Ambassador Hotel and will be attended by a large majority of the trade. Between three and four hundred guests are expected as well as a number of local celebrities and radio men of importance. The entertainment and speeches will be broadcast by KNX and include music by Earl Burntnett's Orchestra, singers and dancers and speeches by Mayor Cryer, Chief of Police Heath, Federal Supervisor of Radio Dillon, Walter G. Clark and Dr. Ross Moore. The different business houses' talbes at the banquet include: Yale Radio Electric Co., Braun Corp., Sherman, Clay & Co., Brunswick-Balke-Collender Co., Barker Bros., Fitzgerald Music Co., Pacific States Electric Co., Cook-Nichols Co., Kierulff-Ravenscroft, Leo J. Meyberg Co., Platt Music Co., Listenwalter & Gough, Inc., Philco (A. J. Tobey Co.), Electric Sales Co., Martin Music Co., Radio Corp. of America, Illinois Electric Co., Germain's and Munson, Rayner Corp.

Fitzgerald Music Co. Strong for Show

The Fitzgerald Music Co., prominent Brunswick and Brunswick-Radiola dealer, as well as being a jobber for the De Forest line, is an enthusiastic supporter of the Radio Exposition and engaged extensive exhibit space. C. H. Mansfield, manager of the phonograph and radio departments, states that business is exceeding all prognostications in both departments, the Brunswick phonograph and record business holding its own, apart from the combination phono-radio sales which continue to be popular.

Sherman-Clay Employs Victrola Veteran

After fourteen years continuous work in the wholesale Victrola and Victor record business in Canada, Fred G. Scrafield, a Canadian, and until recently manager for "His Master's Voice" distributing branch in western Canada, has been specially engaged by Sherman, Clay & Co. to devote his entire time to the Los Angeles city Victor business, thus rendering valuable assistance to the local Victor houses.

New Los Angeles Columbia Salesmen

W. E. Henry, manager of the Los Angeles and San Francisco branches of the Columbia Phonograph Co., Inc., has engaged the services of C. V. Jones and Carter B. Cordner. Both of these men, who will travel throughout the southern California territory, are well known in the phonograph business, the former was at one time manager of the Columbia San Francisco branch, while the latter has been engaged in the phonograph wholesale business locally for the past few months.

Radio Association Divisions

The three main divisions of the radio trades consist, of course, of the retailers, jobbers and manufacturers' agents. Each division has its regular two meetings each month at which its particular problems and subjects are discussed. A. G. Farquharson acts as secretary for each of the three divisions, as well as for the Music Trades Association of Southern California, all being consolidated under one office and headquarters.

Capitalizes on Artist's Appearance

Recently when Mario Chamlee appeared in Los Angeles, the Southern California Music Co., which has long since recognized the opportunity

Window Tie-up With Mario Chamlee

of developing good business through the appearance of an artist, staged an unusual window display which produced splendid results. The display window featured a stage setting from the opera "Pagliacci," portraying the character of Canio, in which Chamlee is famous. They used a life-size wax figure and developed their message in detail by a display of Brunswick-Radiolas. In addition to a splendid advertising effort, the Southern California Music Co. also distributed four thousand very attractive folders through their intensive mailing list. Responding to the good work, Mario Chamlee appeared in the record department of this concern and autographed a great number of records for his numerous admirers.

Irving Westphal, manager of the phonograph and radio department of this famous California institution, states that an artist's appearance of this kind always affords an opportunity to develop a considerable amount of new business, which throughout the year pays the cost of advertising it many times over.

Gilfillan Set Entertains Chamber of Commerce

The members of the Los Angeles Chamber of Commerce had a new thrill on their annual excursion this year when they boarded the steamship City of Los Angeles and went out on the smiling waters of the Pacific for a round trip to Honolulu. With them they took a five-tube Gilfillan neutrodyne receiver and this instrument played an important part in the entertainment.

Atwater Kent Performance

E. L. Palmer & Sons, Atwater Kent dealers in Hamilton, Bermuda, have built up a large business with this line. The members of the firm, in addition to being commercially interested in radio, are also radio fans themselves. Recently, using the Atwater Kent Model No. 12, they were able to receive clearly a program from station KGO, Oakland, Cal., with excellent volume on the loud speaker. As station KGO is 3,000 miles distant from this city they were naturally pleased with their success and wrote of it to the manufacturers, Atwater Kent Mfg. Co., Philadelphia, Pa.

The Tube With the
UNCONDITIONAL GUARANTEE

Every VOLTRON tube has a refund value at the factory, under the wide terms of

The VOLTRON GUARANTEE

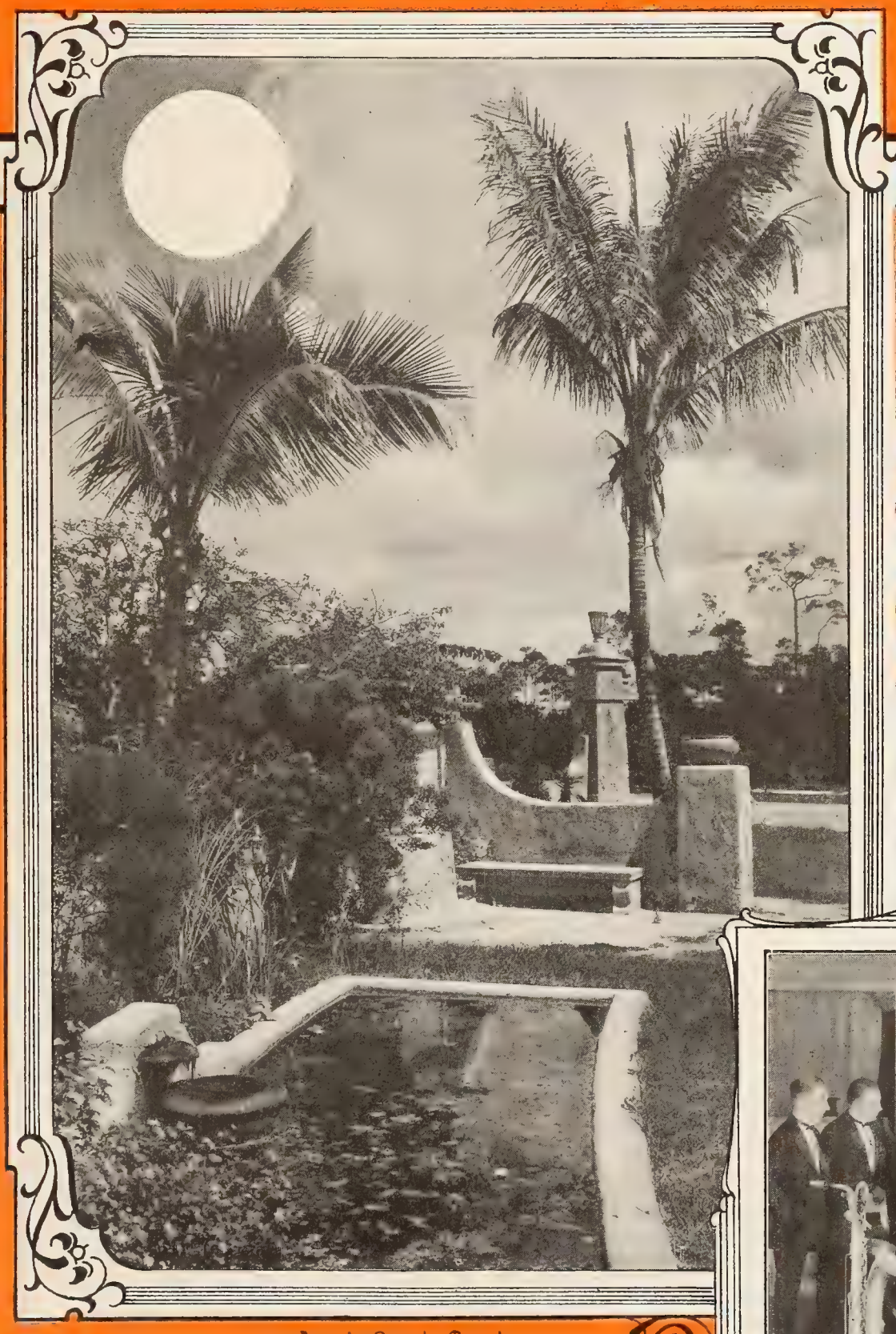
"VOLTRON tubes are guaranteed against manufacturing defects. Return for free replacement, if defective, before thirty days from purchase; after thirty days return for an adjustment based upon actual usage. IN EVERY CASE AN ALLOWANCE WILL BE MADE regardless of condition of tube. Return direct to the VOLTRON Manufacturing Company."

VOLTRON SALES COMPANY
227 Fulton Street New York City, N. Y.

VOLTRON MANUFACTURING COMPANY, *Newark, N.J.*

WHEN THE MOON SHINES IN CORAL GABLES

WITH UKULELE ARRANGEMENT



Words & Music by
CHAS. BAYHA

IRVING BERLIN INC.

1607 Broadway New York City

MADE IN U.S.A.

CAPTURED!!! The Big Fox Trot Sensation

Order the Sheet Music Now—Watch for Early Record and Roll Releases

M. Steinert & Sons Tender Banquet to W. H. Ingersoll

Vice-President and Sales Director of De Forest Radio Co., With Some Fifty De Forest Dealers, Entertained by Prominent Boston House

BOSTON, MASS., December 6.—A banquet was given last night at the Hotel Westminster by M. Steinert & Sons Co. in honor of William H. Ingersoll, vice-president and sales director of the De Forest Radio Co. Those present numbered fifty or more of the De Forest dealers in New England who have been in town this week attending the Radio Show at Mechanics Building. The only address given was by Mr. Ingersoll, and this was broadcast by WNAC. Robert Steinert, of the Steinert firm, was toastmaster.

Mr. Ingersoll characterized radio as "the new voice of industry," and said it had "passed the swaddling clothes stage of popular fancy or fad." Following Mr. Ingersoll's broadcast speech the microphones were shut off and he gave an informal talk to the radio dealers present.

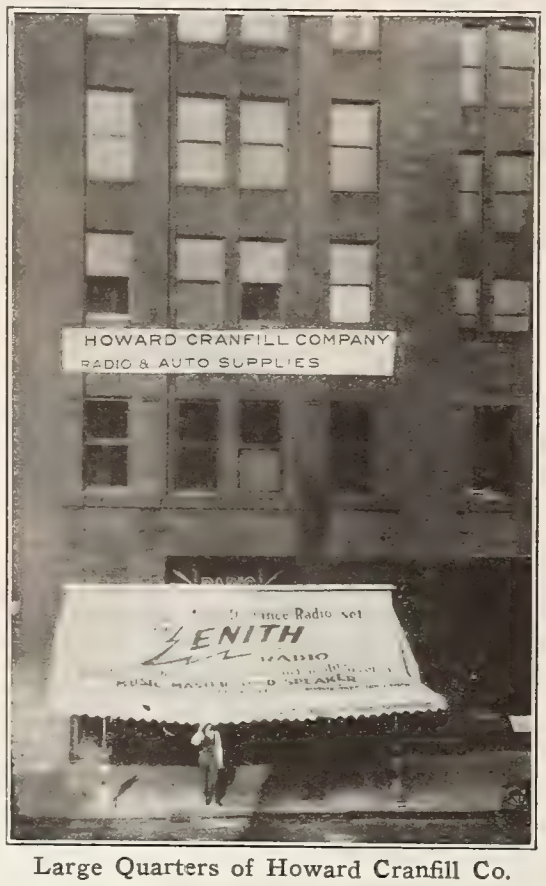
Gennett Irish Records Most Consistent Sellers

The Irish records in the Gennett catalog have been among the most consistent sellers throughout the year, and of these the outstanding hit is "Green Grow the Rushes," sung and played by Frank Quinn. Even though this record has been released for some six or seven months and has been a hit from the date of release, the New York office of the Starr Piano Co. is still filling orders for it at the rate of 1,000 a week. It is expected that the new release of Mr. Quinn's, "Pop Goes the Weasel," will be similarly successful.

Howard Cranfill Co. is Exclusive Jobber for Zenith

Will Cover Northern Part of Indiana In Bringing These Sets to Dealers' Attention

The Zenith Radio Corp., Chicago, Ill., manufacturer of Zenith radio receiving sets, announced recently that the Howard Cranfill



Large Quarters of Howard Cranfill Co.

Co. of South Bend, Ind., had been appointed exclusive jobber for Zenith products in the northern part of Indiana. The company has already attained exceptional success in merchandising these sets, and agencies have been established with representative and progressive dealers throughout its territory.

William Bender, Jr., president of the company, is a well-known citizen of South Bend, and is also popular in St. Louis, where he spent many years in connection with important business activities. Howard Cranfill, general manager of the business, is Mr. Bender's son-in-law, and under his capable direction the sales organization is giving maximum service and co-operation to Zenith dealers in the development of a profitable business.

Morris Music Shop Has Re-opening Celebration

After extensive alterations and improvements the Morris Music Shop, 659 Lenox avenue, New York, held a reopening celebration on December 5. The celebration started early in the day and the many friends which the establishment has made in the eighteen years which it has been in the Harlem section dropped in to congratulate Morris Nimcowitz, the proprietor, on his handsome new quarters. Souvenirs were distributed and a musical program was in almost continuous progress.

In addition to the line of Brunswick phonographs and Brunswick radiolas, the Sonora and Columbia phonographs and records, the store has secured the representation for the Victor line of talking machines and records. A complete line of musical merchandise and pianos is also carried.

Atlas Products Featured in Newark Window

James McGarry, talking machine dealer, Newark, N. J., has in recent months stocked a full line of radio receiving sets and the accompanying accessories. He features the Atlas radio reproduction speakers and has found a ready market for this product in Newark territory. Recently the McGarry store made a win-

Excellent McGarry Window

dow showing in which particular prominence was given to display of the Atlas products. The window attracted unusual attention and, according to the store manager, resulted in an increased sale of this well-known loud speaker manufactured by the Multiple Elec. Prod. Co.

Canadian Victor Factory Hard Put to Meet Demand

MONTREAL, CAN., December 9.—Night work is made necessary at the factory of the Victor Talking Machine Co. of Canada, Ltd., Montreal, in order to cope with the demand for Victrolas. For several weeks past the blazing windows of the big factory have made known this fact.

The general sales manager, J. S. Shield, who recently returned from a trip to the Coast, states that all through the Central and Far West, as well as in the East, he found dealers decidedly optimistic as to the business outlook, and the fact that overtime is necessary at the factory in Montreal would go to show that the optimism of the dealers was justified.

Distinction of Appearance
Excellence of Performance

make Stromberg-Carlson Radio Receivers Attractive to the Talking Machine Dealer.

The beautiful No. 2 Type Console Model shows especially well in any store. Every user of either style is enthusiastic over the volume and tone with which distant stations are received. Has a distance record of 7,400 miles made by L. P. R. Bean of Sydney, Australia, who heard Station K. G. O. at Oakland, Calif.

Stromberg-Carlson Receivers are sold direct from the factory to dealer. Nationally advertised; excellent dealer cooperation.

Made by a firm with 30 years' manufacturing experience, and with a world-wide reputation as the builder of fine telephone and radio apparatus.

Write for our plan of Dealer Service

Stromberg-Carlson Telephone Mfg. Co.
1060 University Ave. :: Rochester, N Y.

NEUTRODYNE

Stromberg-Carlson

"One handle handles it"

Outing

TRADE MARK

"Master of movable Music"

4 YEARS HAVE PROVED OUTING PORTABLES ARE THE BEST

SENIOR, $37.50
finished in
Red Mahogany, Brown Mahogany and Oak

JUNIOR, $25.00
finished in
Brown or Red Mahogany—Oak — Black, Brown or Green Leatherette.

DISTRIBUTORS

A. C. ERISMAN CO.....175 Tremont St., Boston, Mass.
GENERAL PHONOGRAPH CORP....15 West 18th St., New York, N. Y.
BRISTOL & BARBER CO., INC.....3 East 14th St., New York, N. Y.
IROQUOIS SALES CORP.....210 Franklin St., Buffalo, N. Y.
LINCOLN BUSINESS BUREAU.....1011 Race St., Philadelphia, Pa.
COLUMBIA WHOLESALERS, INC....205 W. Camden St., Baltimore, Md.
JAMES COWAN CO.....18 West Broad St., Richmond, Va.
JAMES K. POLK CO., INC.....294 Decatur St., Atlanta, Ga.
BELKNAP HARDWARE & MFG. CO....111 E. Main St., Louisville, Ky.
STERLING ROLL & RECORD CO.....137 West 4th St., Cincinnati, O.
OHIO MUSICAL SALES CO.....1747 Chester Ave., Cleveland, O.
C. L. MARSHALL CO.....514 Griswold St., Detroit, Mich.
TARG & DINNER MUSIC CO.....229 West Randolph St., Chicago, Ill.
EDWARD G. HOCH CO.....27 No. 4th St., Minneapolis, Minn.
MAJESTIC MUSIC SHOP.....16 South 7th St., Minneapolis, Minn.
DUNING COMPANY.....303 Second St., Des Moines, Iowa
RENIER MUSIC HOUSE.....545 Main St., Dubuque, Iowa
MARKS PHONOGRAPH & RADIO CORP..2215 Pine St., St. Louis, Mo.
TEXAS RADIO SALES CO., INC.....2005 Main St., Dallas, Texas
CARL FLORINE.....514 Charles Bldg., Denver, Colo.
WALTER S. GRAY & CO.....1054 Mission St., San Francisco, Cal.
WALTER S. GRAY & CO.....926 Midway Place, Los Angeles Cal.
WALTER S. GRAY & CO.....2602 Fourth Ave., Seattle, Wash.

OUTING TALKING MACHINE CO., Inc., Mt. Kisco, N. Y.

Export Department, No. 44 Whitehall Street, New York City, N. Y., U. S. A.

Cable Address "OUTING" New York

Representatives in:

Sydney, New South Wales; Melbourne, Brisbane and Perth, Australia; Wellington, New Zealand.
Havana, Cuba. Buenos Aires, Argentine Rep. Santiago de Chile.
Barranquilla, Colombia. Genoa, Italy. Dublin, Ireland.

W. R. Davis and T. A. White Tender Resignations

Former Is Sales Manager of Magnavox Co.'s New York Office and the Latter Was in Charge of Chicago Headquarters

W. R. Davis, for five and one-half years with The Magnavox Co., has announced his resignation as sales manager in charge of the New York office, effective January 1, 1925. Announcement has also been made of the resignation of Thomas A. White, recently placed in charge of the Magnavox office in Chicago. Mr. White terminates two and one-half years' connection with The Magnavox Co.

As Magnavox representative in New York City since the opening of this branch office three years ago, Mr. Davis has made a wide and cordial circle of friends throughout the radio industry. Previous to his connection with The Magnavox Co. Mr. Davis was in the Aeroplane Service of the United States Navy, and assisted in many of the technical details of radio communication employed by the air forces during and after the war.

Through their unusually extensive experience in the selling and technical side of radio, Messrs. Davis and White have been able to appreciate very fully the unusual opportunities open for further interesting developments in this industry and will announce definite new plans soon.

Edison Xmas Advertising Suggestions Sent Dealers

The advertising department of Thos. A. Edison, Inc., has prepared a series of thirty-six advertisements for the use of Edison dealers in their local newspapers during the holiday season. These ads feature both Edison records and the new Edison phonograph and in space which ranges from single column four-inch advertisements to full-page newspaper ads. The principal theme is a Christmas one and such headings as these are typical: "Make Your Christmas Happiness Complete," "What Gift More Beautiful Than This," "A Christmas Gift For All the Family," "Will It Be There On Christmas Morning," "The Crowning Gift of All—the Beautiful New Edison." The copy and the illustrations fit into the same idea and also are most effective.

Chas. H. Womeldorff Heads Toledo Radio Company

With Other Former Officials of Toledo Talking Machine Co. He Organizes Company to Enter the Radio Field as Exclusive Wholesalers

Toledo, Ohio, December 8.—The Toledo Radio Co. has been incorporated with a capital of $50,000.00 to do an exclusive wholesale radio business in sets and accessories. The officers of the company are: Chas. H. Womeldorff, president and general manager; Warren L. Kellogg, vice-president, and Arthur C. Leybourn, secretary and treasurer. All of the above are former officers of the Toledo Talking Machine Co., Victor wholesaler, which concern was recently merged with houses in Detroit and Cleveland. The officers, with J. Stanley Ball and Nolan Boggs, constitute the board of directors.

In the beginning the R. E. Thompson neutrodyne sets and the Adams & Morgan Co. Paragon outfits will be dealt in. Later, other high-grade radio merchandise may be added and expansion will take place as the growth of the business warrants, C. H. Womeldorff stated. The company's warehouse and office is at 143 North Tenth street. The music merchants with whom the partners are so well acquainted as well as the radio retailers will be served.

W. W. Smith Recovering From Automobile Accident

President of National Association of Music Merchants, With Mrs. Smith, Badly Hurt in Automobile Collision on Thanksgiving

Toledo, O., December 8.—W. W. Smith, president of the J. W. Greene Co., this city, and likewise president of the National Association of Music Merchants, who, with Mrs. Smith, was severely injured in an automobile accident on Thanksgiving Day when the Smith car collided with a heavy truck, is now well on the road to complete recovery. Mr. Smith suffered a fractured arm and collar bone, which are still in plaster casts, and Mrs. Smith suffered several severe cuts on the face and was badly shaken up. She, too, is recovering from the effects of the smash. Those who witnessed the collision declared that the Smiths were fortunate in escaping with their lives.

NATHANIEL BALDWIN RADIO PHONO-SPEAKER

Uses the Phonograph for Radio Amplification

NATHANIEL BALDWIN INC.

Radio-Speakers, Headphones, Units, Phone-Speakers

EASTERN DISTRICT SALES OFFICE

227 Fulton Street New York City, N. Y.

Visit Booth No. 82 at the National Radio Exposition Grand Central Palace, Nov. 3 to 8 inclusive.

Feature De Forest Sets in Fifth Avenue Display

Landay Bros. Show Line of De Forest Receivers in Window of Fifth Avenue Store—Display Attracts Considerable Attention

The beautiful Fifth avenue store of Landay Bros. in New York has been showing during the past few weeks one of the most attractive Christmas windows in the metropolitan area.

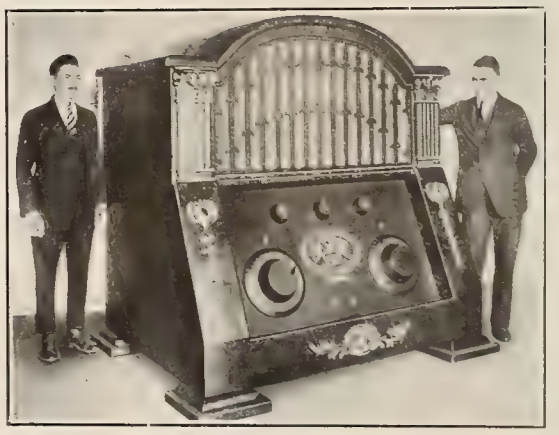
Landay's De Forest Display

The products selected for this special showing were those of the De Forest Radio Co. It consisted of a mahogany cabinet reception set on a black velvet base with an excellent decorative effect in the foreground.

The Landay warerooms underwent alterations earlier this Fall and particular attention was paid to the new arrangement of the window. The Fifth avenue space is among the most expensive in New York City. The selection of products for showing in this valuable window location is a tribute to the merit of the product and to the general recognition that is accorded the name De Forest.

Huge Bestone Model at Shows

Henry Hyman & Co., Inc., New York, manufacturers of Bestone V-60 radio receivers, have attracted considerable attention at the recent



The Giant Bestone Radio Set

radio shows by displaying a greatly enlarged model of one of these receiving sets. This model is as tall as the average man and was placed in a conspicuous position in the company's booth during the expositions. A great deal of favorable comment has been received upon this display by the company, several dealers having stated that the impression it makes on the public mind is a lasting one and when occasion arises to invest in a radio they remember the Bestone set.

The General Operating Co., Wilmington, Del., was recently incorporated at Dover, to manufacture phonographs. The capital stock is $5,000.

A Big Hit On Any Talking Machine

DOMES of SILENCE are the best footwear for talking machine cabinets ever devised.

Period model Talking Machine makers use **DOMES of SILENCE** on their products in preference to all other forms of footwear.

They suit upright models as well as period styles.

DOMES of SILENCE

"Better than Casters"

have six big advantages:

They are economical
They are simple in construction
They are silent in use
They are invisible
They are adaptable to all styles and conditions of use
They give long wear

If you specify them in your orders, manufacturers will place them on all the models you carry.

DOMES of SILENCE *Division*
Henry W. Peabody & Co.
17 State Street, New York City

P-1678

Reg. U. S. Pat. Off. No. 995758 which will be strictly enforced

How Extensive Publicity Is Aiding Live R. C. A. Dealers in Merchandising Radio

Advertising Literature of Descriptive and Explanatory Nature Provided for Dealers Handling Radio Corp. of America Products Is Proving an Effective Sales Lever

One of the finest pieces of advertising literature that have ever been issued in the radio industry was distributed recently by the advertising department of the Radio Corporation of America to RCA distributors, dealers and their sales organization. The title of the book, "The RCA Campaign for Radiola Dealers—Fall and Winter, '24-'25," is, in a measure, explanatory of its contents, and the effectiveness of the publication is not only confined to its text and illustrations, for the manner in which the contents are presented is exceptional. The book is large in size, measuring eighteen by fourteen inches, and it is safe to assume that every RCA dealer who received a copy of the publication has not only read it carefully but is keeping it for permanent reference.

The first few pages of the book tell very briefly what RCA is doing to help its dealers sell the company's products. It is pointed out that the company is sponsoring eleven ways of helping the dealer sell Radiolas, five ways to help the sale of Radiola loud speaker, and five ways to help the dealers sell Radiotrons. This is being accomplished in three ways, namely, national advertising, dealer sales helps, and dealers' direct-mail campaign. Some of the eleven ways that are being utilized to help the dealers sell Radiolas are: Advertising in thirty general magazines of national circulation, advertising in radio sections in newspapers of key cities, newspaper advertisements, ready for inserting the dealer's name and address; Radiola window displays, Radiola dealers' illustrated four-page letterhead, dealers' counter rack for effective display of nine attractive literature pieces featuring the Radiola line, and RCA time-payment plan.

In the pages subsequent to this brief resumé of this mammoth campaign there are reproduced a few of the excellent advertisements now appearing in magazines and newspapers in behalf of Radiolas, Radiotrons and the Radiola loud speaker. There are also shown miniature reproductions of the covers of the dealer literature, together with photographs showing the various displays available for dealer use. Some of the electrotypes that may be secured by the dealers, free of charge, are illustrated, together with reproductions of a few of the issues from the weekly Radiola news poster service that is being used generally. The RCA dealers' direct-mail campaign is illustrated on one page of the book, and a reproduction of the very handsome double-page spread in color used by the Radio Corporation of America in the December 6 issue of the Saturday Evening Post is also reproduced. Motion picture slides, newspaper advertisements, catalog, mailing cover, wrapper, stickers and window streamers are all component parts of this gigantic publicity drive.

Full credit for the preparation and completion of this remarkable book should be given to Pierre Boucheron, manager of the advertising and publicity departments of the Radio Corporation of America. Mr. Boucheron combines with his exceptional knowledge of advertising a thorough understanding of the dealers' sales problems, and the phenomenal success achieved by the RCA advertising division the past year is a tribute to his indefatigable efforts in behalf of RCA dealers and distributors.

The Wide Scope of R. C. A. Dealer's Publicity Is Visualized Here

Department Enlarged

The music department of the Hart Furniture Co., Winter Haven, Fla., has been enlarged and now carries a full stock of talking machines, pianos and sheet music. The Hart Co. is planning a vigorous business drive in behalf of the lines it handles.

VAN VEEN & COMPANY, Inc.
Woodworkers Since 1907

Costly experiment has taught the Phonograph Trade the importance of high-grade sound-proof hearing rooms and store fittings.

Radio dealers can avail themselves of Van Veen equipment in the first instance and avoid the experimental losses of the Phonograph trade. Van Veen booths are indispensable in selling and demonstrating radio.

Counters, racks and wall display cases carried in stock or made to special design. Write for estimate and catalogue.

Offices and Warerooms:
413-417 East 109th Street *'Phone Lehigh 5324* NEW YORK CITY

The Trade in PHILADELPHIA and LOCALITY

Shortage of Popular Models in Sight as Quaker City Holiday Gift Buying Starts

Distributors Well Stocked With Instruments But Lack of Opportunity for Replenishment in Event of Sustained Rush Creates Danger of Shortage—Trade News and Activities of Month

PHILADELPHIA, PA., December 9—Not until the closing days of November did the Philadelphia trade begin to feel the effects of the improved industrial conditions brought about by the victory at the polls in the early part of the month and the nearness of the holiday season. While the distributors have been experiencing a gradual improvement that began in the early Fall there were not the customary inroads on stocks that have marked the approaching holiday season of other years. At this season in more prosperous times, most of the distributors have been caught with depleted warerooms. This year there are machines and records a-plenty on hand to meet any business which may come with the early days of the month should a sudden rush of buying issue from the retailers. While the distributors are well stocked with goods on hand, this condition is deplored by many who appreciate the fact that delayed purchases of machines mean there will be no opportunity to replenish them should the demand keep pace with the freer buying that came with early December days and with the late November markets. It is anticipated that there will be a shortage all around for the popular priced models as the holiday buying advances.

The most hopeful division of the trade for a brisker holiday market is that of the record distribution. The distributors have been experiencing a broad demand for all the special Christmas numbers, both in the English and foreign languages. The special list compiled by the Victor Co. and those selections of other well-known manufacturers are being freely patronized by the dealers and in turn by the public, in preparation for social, recreational and religious occasions during the Yuletide.

While most of the retailers are endeavoring to push the sales of talking machines at this time, they also are gradually developing a radio department, realizing that they must drift along with the popular favorite if they expect to maintain a profitable business, and so the radio is fast becoming a staple of the music trade stocks. Most of the large dealers already have added several of the well-known sets to supplement their talking machine business.

Cupid Busy at Everybody's Co.

Cupid has been doing very effective work in the ranks of Everybody's Talking Machine Co. On Thanksgiving Eve S. D. Lehrman, head of the stock department, was married to Miss Mildred Camora.

On Christmas Eve Ralph Silverman, Western representative, will take the so-called fatal step. On New Year's Eve George Rosen, Eastern Okeh representative, is to be married.

It is hinted that Cupid is not satisfied with the excellent work which he has accomplished so far and that he has designs on other members of the organization, possibly extending his activities to one of the executives.

Brunswick Branch in New Home

With the introduction of a new Philadelphia manager, the Brunswick-Balke-Collender Co. has also made a change in local headquarters. During the month there was effected the removal of the Quaker City distribution center to larger quarters on the second floor of the Central Building, 40-50 North Sixth street, and the appointment of E. B. Shiddell as Philadelphia district manager. Manager Shiddell formerly was connected with the Columbia Phonograph Co. in various executive capacities in distributing centers and more recently operated his own organization, the E. B. Shiddell Co., disbanding that concern upon his appointment to the executive position with the Brunswick Co. made vacant by the resignation of Odin F. Jester, who is now with the Detroit branch of the Columbia Co. Joseph Graham, formerly of the sales organization, is now assistant to the manager. An early settlement was made by the Brunswick Co. in the new spacious quarters so that there would be no interference with the expanding holiday business which the firm is enjoying and with a particularly growing demand for the Brunswick-Radiola. During the month three large local firms joined the ranks of Brunswick dealers. They are Stern & Co., 712 Market street, furniture dealers; Jacobs, Inc., 1501 Germantown avenue, dealers in Victor, Sonora and Cheney, and H. Royer Smith, who long has been identified with the

(*Continued on page* 160)

THE LOUIS BUEHN COMPANY
of Philadelphia

takes this opportunity of expressing its appreciation to the many *Victor Dealers* who have helped to make this for us so satisfactory a year. We wish you all

A Merry Christmas
and
A Prosperons New Year

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 159)

trade as a Victor dealer, with store located at Tenth and Walnut streets. Eastern District Manager H. A. Beach called on the local offices during late November for a business conference with the Philadelphia staff, coming here from the Metropolitan branch. Another caller at the Brunswick headquarters was M. H. Housel, who is head of a music house in Williamsport, Pa., and who is a Brunswick dealer in that Pennsylvania town.

Harry S. Somer, Inc., Chartered

A charter of incorporation was granted to the recently reorganized Starr & Moss Co., 3639 Germantown avenue, which was taken over by Harry Somer, formerly in charge of that department and a member of the firm of Starr & Moss. Under the reorganization the firm became Harry S. Somer, Inc. The officers of the corporation are, President, Harry S. Somer; vice-president, William Armstrong, an insurance man, and secretary and treasurer, Mrs. Virginia M. Lowe, who is in charge of the accounting department. There will be continued the same business of dealers in the Brunswick, Edison, Victor and Sonora. In addition there has been established a radio and electrical goods department.

J. R. Wilson Co. Expands

The J. R. Wilson Co., which last month took over the talking machine department of the Theodore Presser Co., music publisher and distributor, 1713 Chestnut street, is planning to develop the business so as to make this central city store its main retail establishment. The Wilson string now includes five talking machine and radio stores located in various sections of the city. Until the acquisition of the Presser talking machine department, the Wilson Co. concentrated on the Victor machines and records with the recent addition of radio. While having taken on a stock of Brunswick and Victor and the good will of the Presser Co. talking machine business, the Wilson Co. also will occupy the old quarters of the Presser Co., remaining in the recently remodeled store of that concern at 1710 Chestnut street. All the employes of the Presser Co. have been added to the Wilson staff and include, besides the sales organization, Manager John Haines, of the talking machine department, and Miss Marian Mills, in charge of records. On December 17 the Victor Co. will release the latest of Presser hits, the song, "Sleepy Hollow Time," sung by Elsie Baker, on the Victor record.

Actual size 3½" diameter

HOLIDAY GREETINGS

to our many friends who have co-operated with us in the sale and distribution of our

Velvaloid Record Cleaner

PHILADELPHIA BADGE CO.

942 Market Street Phila., U. S. A.

Witlin Co. in Distributing Field

The Witlin Musical Instrument Co., local distributor of Gennett records and the Starr phonographs, which last month retired from the retail field, is now occupying sales and executive offices for the wholesale distribution of its various lines on the second floor of the building 904 Walnut street, where formerly the retail business was conducted on the store floor. While the executive offices of President Ben Witlin are located here, the stock will be confined to a warehouse until such a time as the firm is able to secure its own warehousing facilities. There will be carried larger stocks of Starr phonographs and Gennett records and radio loud speakers. President Witlin, who was confined for several days to his home suffering from grippe, is again able to be at his desk.

New Knabe Warerooms Opened

In a colorful setting of Autumn flowers and with an entertainment in the form of a concert, the doors of Philadelphia's newest music house, the Knabe Warerooms, 1020 Walnut street, were thrown open to the public in a formal way during the month. While the main business of the new company, of which David Jacobs, of the firm of S. Jacobs & Sons, 820 West Columbia avenue, is proprietor, will be to deal chiefly in pianos there also will be conducted a talking machine department featuring the Victor. The new firm occupies a handsome three-story structure of brick, concrete and metal, designed along artistic lines and built exclusively for its own purposes and is one of the show places of the trade for its size. The talking machine department is on the first floor rear of the building, a combination store extension and concert hall arrangement having been made in planning out this section of the structure.

Clarence Nelson in New Post

Owing to the return of John Hession, former manager of the Victrola and roll department of the F. A. North Co., to England, his native land, Clarence Nelson has been placed in charge of this division of the business. The Victrola department has been augmented by the addition of radio sets with the Federal, Atwater Kent, DeForest and Victrola combinations of Freed-Eisemann being featured.

T. Cummings' Duties Increased

With the addition of a complete musical instrument department, Thomas Cummings, formerly in charge of the Victrola department of the Strawbridge & Clothier Co. department store, has also been assigned manager of the combined divisions of the musical merchandise section of that store. In addition to carrying a complete line of all the well-known makes of brass and string instruments the company carries the Victrola, Cheney, and Windham, the latter being its own special product. The two departments are located on the fifth floor adjoining the piano department, and were combined during the month when the musical instrument department was opened.

E. W. Eisenhart Promoted

After service of eight years with N. Snellenburg & Co., most of the time having been spent in the talking machine section, E. W. Eisenhart has been promoted to the managership of the entire department. Manager Eisenhart succeeds Maurice Tutuer, who resigned from the company last September. Since 1915 Manager Eisenhart has been in charge of the talking machine section, joining it as salesman and rising to the executiveship. Since taking over complete charge of the music department he has greatly extended the stock and considerably improved the surroundings for the better display of the lines. The talking machine section carries the Victrola, Brunswick, Sonora, Cheney, Edison, Pathé, Columbia and several other makes.

Going After Outing Business

Mr. Rogers at the Lincoln Business Bureau says that even though they have only recently become distributors for the Outing, they are more than pleased with the results so far. They have the complete "Line of Nine" displayed in their show-room, and they arranged with the Southwork Phonograph Co. for a similar display in its show-window, and report that it is attracting a lot of attention and producing sales for them.

Pomeroy's, Inc., Adds Victor

C. J. Heppe & Son have opened the talking machine department of the department store of Pomeroy's, Inc., of Reading, Pa. The Heppe company, through its wholesale Victor department, during the month installed a complete stock of the Victor machines and records in the Pomeroy establishment, the first which that long established concern has had since its organization. Manager Leo Sompson, of the Heppe talking machine jobbing department, is also conducting a wholesale radio business in the combination Victrola and panels, featuring

Greetings

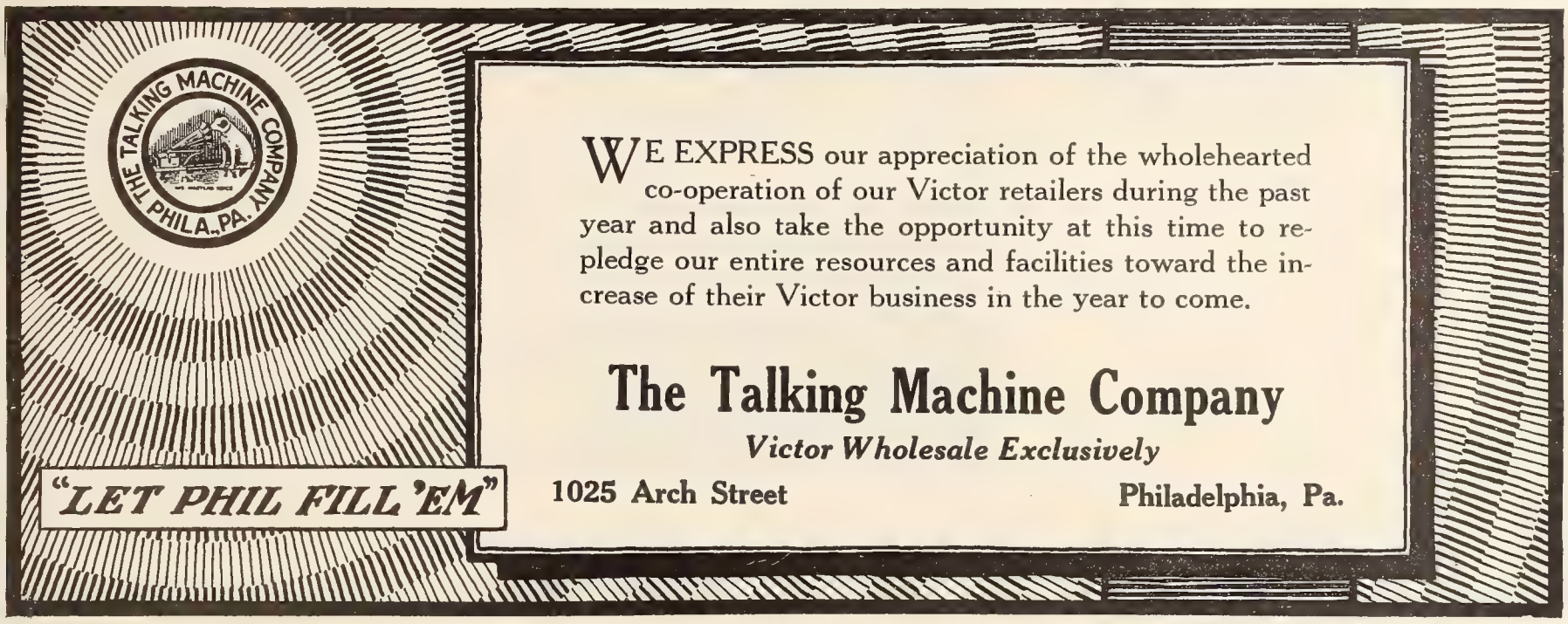
WITH deep appreciation of your kindly consideration in the past and the happy anticipation of your continued good will we wish you a Merry Christmas and a happy, successful New Year.

H. A. Weymann & Son, Inc.

VICTOR WHOLESALERS

1108 Chestnut St. Philadelphia, Pa.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 160)



WE EXPRESS our appreciation of the wholehearted co-operation of our Victor retailers during the past year and also take the opportunity at this time to repledge our entire resources and facilities toward the increase of their Victor business in the year to come.

The Talking Machine Company

Victor Wholesale Exclusively

1025 Arch Street **Philadelphia, Pa.**

the Freed-Eisemann. There has been installed a retail radio department in conjunction with the retail talking machine department.

Victor Dealers in Co-operative Drive

In conjunction with the personal appearance of Paul Whiteman, in a concert with his band held on Thanksgiving Eve, at the Academy of Music, the Philadelphia dealers conducted a co-operative ad campaign for the Whiteman records recorded by the Victor Co. There was a large crowd present at the musical event. By special request from the audience Whiteman gave a rendition of his latest recording for the Victor, released on the day before his appearance here and which is entitled "All Alone" and numbered 19,487 in the Victor list for November. It was enthusiastically applauded. Among the local distributors who attended the concert was Earl Dare, manager of the Penn Phonograph Co. As a result of the broad advertising of the concert and the records there was enjoyed a very heavy demand for the selections of the Victor list in Whiteman numbers.

Heavy Radio Demand

So heavy has been the demand for all radio sets distributed by the Music Master Corp. that the firm has not been able to get enough goods to go the rounds. The Music Master is heavily oversold on the R. C. A., Zenith, Sleeper, and the two newest additions to its lines, the Workrite and the Thermiodyne. H. N. McMenimen is now sales manager of the Music Master Corp., taking over the duties of P. C. Cummin, who resigned to join the Frank B. Stewart Electrical Co. Sales Manager McMenimen is well known in the talking machine trade because of his long association with the Pathe Corp. H. A. Polk, formerly in charge of the talking machine department of the Music Master Corp., is now head of the bureau of adjustment of that concern.

Holiday Activity at Cheney Sales Corp.

A broad holiday distribution has been enjoyed by the Cheney Sales Corp. for its radio combinations of phonographs and sets, in the eastern Pennsylvania, New Jersey and New England territory. The holiday demand for the Freed-Eisemann, Federal and the Pooley Atwater Kent Radio Combinations has been most gratifying to the Cheney company, which is enjoying its first holiday business in the radio line.

O. F. Jester a Visitor

Former Manager O. F. Jester, who last month severed his connection with the company to join the Detroit forces of the Columbia Co., called on Manager A. J. Heath of the Quaker City branch of the Columbia Co. during the Thanksgiving holiday while on a brief visit to the city.

Two Victor Dealers Stage Openings

Two important openings are reported among Victor retailers in the Pennsylvania territory. Brown's Music House, Reading, held its opening on November 19, which proved a notable event in musical circles in that city. On December 9, Stephens Music House, of Norristown, held its opening after the completion of extensive alterations. Attractive souvenirs of the event were presented to all those attending.

Girard Co. Busy With Radio

The Girard Phonograph Co. is now distributing the Magnavox and DeForest lines in this territory. A special radio installation service has been provided by the DeForest Co., of New York, for the dealers and a corps of engineers has been co-operating with the Girard Co. in installing the DeForest sets in the stores and homes. Arthur W. Rhinow, of the Girard Co., has been confined to his home for almost two weeks suffering from an attack of "flu" and is expected to be able to return to his desk shortly.

Roy R. Smith With Estey

Roy R. Smith, formerly with B. B. Todd, is now connected with the talking machine department of the Estey Co.

Sounds Note of Optimism

H. W. Weymann, president and general manager of H. A. Weymann & Son, Inc., Victor distributors of this city, has addressed an important communication to Victor dealers in the territory which this company serves. He points out in this letter that the music industry will unquestionably share in the general prosperity which has already started throughout the country and that the resumption of good business everywhere has contributed to the employment of the masses. He finds that the public is in a buying mood and that it is ready and willing to be sold. He then emphasizes the importance of going out after business, recommending the mails and newspaper advertising and the proper attention to attractive displays and constructive copy. Outside efforts linked with this effective advertising are well calculated to get results.

Mr. Weymann reports that both the Victrola department and the musical merchandise sales department are receiving rush orders in substantial quantities. He reports a particular demand for Victrolas of the console types 215, 400,

(*Continued on page* 162)

JOBBERS
REPAIR PARTS
GRAPHITOLEO
ALBUMS
BRILLIANTONE
GILT EDGE
RENOL POLISH

GUARANTEE
TRADE MARK

TONE ARM FOR COLUMBIA AS PICTURED

Sample	$1.75
Lots of 12	1.50
Lots of 100	1.00

GUARANTEE TALKING MACHINE SUPPLY CO.

109 N. TENTH STREET, PHILADELPHIA

Write for our latest Main Spring Chart

JOBBERS
MOTORS
TONE ARMS
SOUND BOXES
ADDATONES
3-IN-1 OIL
ATTACHMENTS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 161)

405 and 410 which provide for installation of radio panels. Many reorders from Victor dealers for these models are reported, as well as Freed-Eisemann four-tube and Federal five-tube panels of which H. A. Weymann & Son are also wholesale distributors.

Progressive Policies Built Jones-Beach & Co.

Prominent Philadelphia Radio Distributing Organization Now Occupies Large Quarters Where Maximum Efficiency Is Possible

One of the largest buildings devoted to the distribution and servicing of radio merchandising anywhere in the country is occupied by Jones-Beach & Co., Philadelphia, Pa. This company has been established for many years as wholesale distributors and jobbers of electrical apparatus. With the advent of radio the old quarters soon became inadequate.

The Jones-Beach Buildings

C. E. Ludovici, president of the company, searched the city carefully to find just the type of building best suited to his needs. Fortunately, the large building shown in the accompanying picture was obtained but a few squares from the old location. In addition, several smaller adjoining houses were secured to take care of the big business that this company is doing. They are conveniently located for quick delivery of merchandise to all sections of Philadelphia and one of the approaches of the new suspension bridge across the Delaware will be only one square distant, providing easy access to the various cities in New Jersey.

The main building is 90 feet by 50 feet, five stories and basement. Windows on all four sides admit the maximum amount of daylight. In two of the four three-story buildings adjoining are located the radio display rooms. The main building provides the maximum amount of efficiency in the carrying of stock and working conditions are of the finest.

Executive and General Offices

Jones-Beach & Co. have selected three particularly and favorably known sets to distribute: the Radiola, the Atwater Kent and the Fada neutrodyne. They are also constantly in touch with the newest developments in the radio field and ready to supply the dealers with such new merchandise as meets with the Jones-Beach standard of quality.

Jones-Beach service is rendered on a plane comparable with the high quality of the merchandise distributed. In addition to the tremendous facilities provided by the Jones-Beach buildings the dealers served by this company may draw on the knowledge and experience of the Jones-Beach staff. To facilitate handling of the business of the company seven trunk lines have been installed in both the Bell and Keystone telephone systems.

Radio Stockroom for Complete Sets

Presents Views of Business Men to the President

U. S. Chamber of Commerce Submits Recommendations for Legislation Calculated to Benefit the Business Interests of the Country

WASHINGTON, D. C., December 8.—Views of American business men upon policies of the Government affecting industry were submitted to President Coolidge recently by Richard F. Grant, president, and Elliot H. Goodwin, resident vice-president, of the United States Chamber of Commerce.

Recommendations for legislation, as laid before the President, he was told, represent the views of business men generally, ascertained by the Chamber through questionnaires sent out to its membership. They included a suggestion for the repeal of the provision requiring the publication of certain data in income tax returns on the ground that publicity violates "the good faith which the Government owes to its citizens to protect them in their private affairs."

The Chamber also recommends the creation of a national tax commission to study the entire tax structure of the Federal Government; the establishment and carrying out of a merchant marine policy, the present policies and administration of the Shipping Board being felt not to be on a sound business basis which will promote the growth of an American merchant marine; the development of our inland waterways; settlement of the railroad labor problem; creation of an immigration commission to draw up a permanent immigration policy; extension of the budget system as applied to the Federal departments, and declaration of a policy regarding trade associations.

In regard to the last-named recommendation, it was pointed out that such associations, legitimately conducted, are an essential element to the promotion of American business and that legislation which would make them impossible, or make it impossible for them to function properly, would hinder not only industry but also the prosperity of the nation. The referendum vote of the chamber showed that business men generally approve the collection by trade associations of statistics of capacity, production, stock and sales, and statistics of actual prices in closed transactions, which should be distributed "without any comment or interpretation which could induce or facilitate concerted action on the part of the members."

Open Store in Evanston, Ill.

EVANSTON, ILL., December 6.—A new music store has been opened by Henderson & Hotchkiss, at 502 Main street, handling Kimball pianos, phonographs and radio. Both proprietors have had a wide experience in the music business and they have spent much time and effort making the new establishment an up-to-date one in every detail for the modern conduct of a music house.

THE PENN VICTOR DOG

Awaits your call to service in promoting Victor business and hopes to make you his friend.

MORE THAN 250,000 SOLD IN 1923

PENN PHONOGRAPH CO., Inc.

Victor Wholesale Only

913 Arch Street Philadelphia, Pa.

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years Have Proved Outing Portables Are the Best

Lincoln Business Bureau
1011 Race Street Philadelphia, Pa.
Outing Distributor

EMERSON SOLVES THE PROBLEM

Emerson Records Now Distributed Exclusively By Jobbers

Dealers can now get quick service on popular price, nationally known Emerson records at regular dealers' discount.

Emerson Records

Standard Retail Price, 50 cents

The Scranton Button Co., Scranton, Pa., an institution of the highest financial standing, is back of the name Emerson and is now the complete manufacturer of Emerson Records—recording, plating, pressing.

THE HOME OF EMERSON RECORDS

LATEST SONGS
STANDARD
OPERATIC
RACE
SACRED

Emerson Records and Phonographs

DANCE HITS
HAWAIIAN
NOVELTY
COMEDY
FOREIGN

Over 100,000,000 Emerson Records have been sold. The name Emerson is one of the most widely known in the record field.

NOTED ARTISTS—COMPREHENSIVE CATALOGS

JOBBERS:

Franchises in exclusive territory open—Write for full particulars.

Emerson Radio and Phonograph Corporation

sole sales agents for Emerson Records throughout the world

307-309 Sixth Avenue **New York City**

C. J. Brown Becomes Sleeper District Manager

Will Cover States of Pennsylvania, Maryland, Delaware, Virginia and Parts of New Jersey and Washington, D. C. Territory

Following its policy of building up the strongest possible field staff, the Sleeper Radio Corp. has announced the appointment of C. J. Brown as district manager for the states of Pennsylvania, Maryland, Delaware, Virginia, the lower part of New Jersey and Washington, D. C. C. J. Brown is well known in the electrical field, having been for the past six years with the Elliott Lewis Electrical Co., of Philadelphia, for whom he organized and managed its radio department, building up sales from absolute scratch in 1918 to a total of over $1,000,000 during the past year.

Mr. Brown has hosts of friends throughout the territory he is covering and is no stranger to the Sleeper line, as it has been featured along with the Radio Corporation of America products for the past three years by the Elliott-Lewis Electrical Co. Mr. Brown's duties will be to maintain close personal contact with the several hundred authorized Monotrol dealers already appointed in his territory and to assist the Sleeper distributors and their salesmen in every possible way.

New Headquarters Building Planned by Sterchi Bros.

Wholesale and Retail Furniture and Music House of Knoxville, Tenn., to Erect Ten-story Structure in That City in Near Future

KNOXVILLE, TENN., December 6.—Plans for building a new ten-story building at 114-16-18 South Gay street were announced here this week by Sterchi Bros., which concern operates sixteen large furniture and music stores through the South. The entire building is to be used for displaying merchandise and the music department will be segregated from the furniture end of the business in the future. Special rooms will be provided for the demonstration of pianos and players, and sound-proof phonograph booths will be another feature. Construction on the new building will be started in the Spring of 1925 and will be completed late in the Fall, according to the present plans of the company.

Plaza Music Co. Adds to List of Records Carried

New Arrangement Should Prove Beneficial to Dealers—Reports Increase in Record Sales—Pal Portable Demand Consistent

The Plaza Music Co., 10 West Twentieth street, New York, is now distributing Banner, Domino, Little Tot and Playtime records, as well as its long list of other products, including sheet music and accessories. The Plaza Co. will carry a complete stock of all of these various products and will be in a position to make complete shipments on overnight orders.

The sales department of the Plaza Music Co. looks forward to the new arrangement proving a most efficient plan for the retailer's use, inasmuch as it will eliminate the making out of individual orders on these products, assuring their shipment from one source and often in one package.

The Plaza Co. feels that during the coming year this new service will add greatly to its volume of business, particularly as the sales reports on both the Domino and Banner records have shown large increases during the past few months, and orders accompanied by efficient service should add to the total.

The Pal portable talking machine, manufactured by the Plaza Music Co., has created a year-round demand for itself. The increased popularity of portables in all seasons does not seem to diminish. This product appeals to all classes, the young and the old, and as it is available for both indoor and outdoor use, a permanent demand is looked forward to.

Supplementing its sales on the Pal portable, the Plaza Music Co. has found a ready market for its newer popular-priced Regal portable. The sales of this popular-priced model so far have not affected those of the higher-priced product. Invariably Plaza accounts carry both products.

According to the sheet music department of the company, there has been a renewed interest in popular music by retailers in all parts of the country. This, together with talking machine accessories, adds substantial additional revenue to the dealer's business and is a method of luring customers into the store. The Plaza Co. has added to the personnel of its sales organization and looks forward to the year 1925 as being the largest in its history from the standpoint of business.

W. H. Priess to Introduce New Radio Receiving Set

Radio Pioneer Now Connected With Priess Radio Corp.—One of Foremost and Earliest Figures in Commercial Development of Radio

William H. Priess, who is one of the pioneers of the radio art and who has a wide acquaintance among radio enthusiasts everywhere, will, according to a recent announcement, shortly introduce a radio set bearing his own name.

Mr. Priess' work is quite familiar through his activities with the Wireless Specialty Apparatus Co., Radio Corp. of America and more recently his association with the De Forest Radio Co.

He was formerly works manager and vice-president in charge of engineering with the De Forest Co. until very recently. He still remains a director in that company, but his future activities will be confined to the new company which bears his name. In a recent statement he said:

"I have assigned my name as a trade-mark to the Priess Radio Corp. and have also contracted for a period of ten years to give this company the benefit of any inventions I may make in that time. We will manufacture and my own personal offices will be at 693 Broadway, New York City."

Mr. Priess has been "in radio" almost from the beginning; that is, in the phase of it that has attended its main commercial development, probably the last twelve years. The first eight were extremely lean and barren. But the last four have more than made up for the hard years that went before. The modern type of inventor is far different from the picture usually drawn of inventors several decades back. The modern type combines business sagacity with imagination and Mr. Priess is nothing if not modern.

Billy Wynne's Orchestra Become Edison Artists

Thos. A. Edison, Inc., recently signed up Billy Wynne's Greenwich Village Orchestra and,

Billy Wynne's Orchestra

during the current month, announced several releases by this popular organization.

Pooley Co. Plant Rushed

PHILADELPHIA, PA., December 10.—The Pooley Co., of this city, manufacturer of the Pooley phonograph and Pooley radio cabinets, is completing an exceptionally successful year. During the past year this company placed on the market a number of striking new models of radio cabinets with Atwater Kent radio equipment. The success of these models has kept the Pooley factory working overtime.

THE ONE BIG XMAS SELLER

Only Ten Days Until Christmas

Dimensions, 4¾x5¾ ins.
Weight, 4½ lbs.

Fill your window with Kamera-phones and see them go.

The sensation of the Talking Machine Industry.

SEND FOR SAMPLE AND BE CONVINCED

JOBBERS TERRITORIES NOW OPEN

Liberal Discounts to Dealers and Jobbers

Write or Wire to

SPECIALTY TRADING CO.

547 BROADWAY — EMIL BORNSTEIN, Inc, SOLO. SACHS, *Sec. and Treas.* — NEW YORK, N. Y.

MOTORS

Ready for Delivery

Double Springs; play two 10-inch Records; suitable for Portable Phonographs. Sample, $3.75. Larger motor playing two to three 12-inch Records; suitable for Phonograph selling for $100. Sample, $5.75.

MERMOD & CO., 16 East 23d St. N. Y.

Telephone Ashland 7395

Now you can sell five symphony records as easily as one

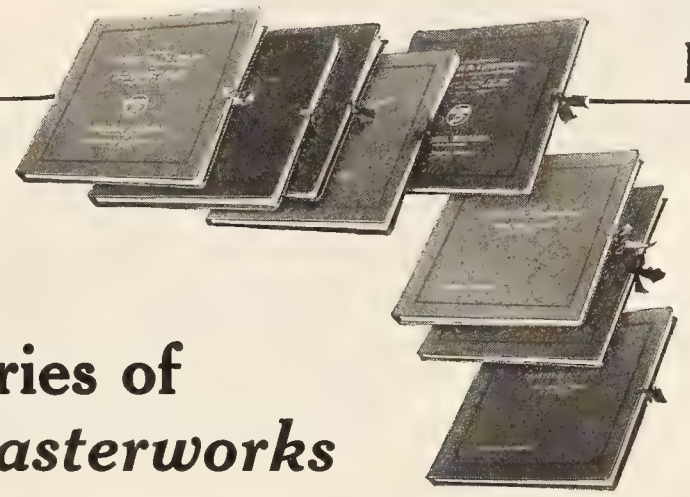
Columbia Fine Art Series of Musical Masterworks is the greatest sales aid ever offered the phonograph trade. With complete symphonies and major works of chamber music in album sets you can sell three to five records where you used to sell but one.

The finest talent of Europe was assembled in the Columbia London laboratories for these records. Hear these records and you will be astonished at the surface smoothness and tone perfection.

You cannot afford to be without these wonderful album sets. Write or wire the nearest Columbia branch or distributor for more information regarding the Fine Art Series of Musical Masterworks. Timely newspaper advertising and sales promotion will help you to sell them.

COLUMBIA PHONOGRAPH CO., 1819 Broadway, New York

IMPORTED RECORDINGS



Fine art series of *musical masterworks*

The Columbia Fine Art Series of Musical Masterworks comes in eight beautiful albums as illustrated here. Descriptive material of the records in each album is on the cover.

SYMPHONIES

Musical Masterworks
No. 1 BEETHOVEN—SEVENTH SYMPHONY
By Felix Weingartner and London Symphony Orchestra
In nine parts—five double disc records. Complete with permanent record album—$8.75.

Musical Masterworks
No. 2 BEETHOVEN—EIGHTH SYMPHONY
By Felix Weingartner and London Symphony Orchestra
In seven parts—four double disc records. Complete with permanent record album—$7.00.

Musical Masterworks
No. 3 DVORAK—SYMPHONY "FROM THE NEW WORLD"
By Halle Orchestra, Conducted by Hamilton Harty.
In ten parts—five double disc records. Complete with permanent record album—$8.75.

Musical Masterworks
No. 4 MOZART—SYMPHONY IN E FLAT, No. 39
By Felix Weingartner and London Symphony Orchestra
In six parts—three double disc records. Complete with permanent record album—$5.25.

Musical Masterworks
No. 5 TSCHAIKOWSKY—SIXTH SYMPHONY (Pathetique)
By Sir Henry J. Wood and New Queen's Hall Orchestra
In eight parts—four double disc records. Complete with permanent record album—$7.00.

CHAMBER MUSIC

Musical Masterworks
No. 6 BEETHOVEN—QUARTET IN C SHARP MINOR, OPUS 131
By Lener String Quartet, of Budapest
In ten parts—five double disc records. Complete with permanent record album—$8.75.

Musical Masterworks
No. 7 HAYDN—QUARTET IN D MAJOR, OPUS 76, No. 5
By Lener String Quartet, of Budapest
In six parts—three double disc records. Complete with permanent record album—$5.25.

Musical Masterworks
No. 8 MOZART—QUARTET IN C MAJOR, OPUS 465
By Lener String Quartet, of Budapest
In eight parts—four double disc records. Complete with permanent record album—$7.00.

MISCELLANEOUS RECORDS OF CHAMBER MUSIC AND OPERA

Write to the Columbia branch or distributor nearest you

Atlanta, Ga., 561 Whitehall Street
Boston, Mass., 1000 Washington Street
Chicago, Ill., 430-440 South Wabash Ave.
Cleveland, Ohio, 1812 East Thirtieth Street
Dallas, Texas, 2000 North Lamar Street
Kansas City, Mo., 2006 Wyandotte Street
Los Angeles, Cal., 809 S. Los Angeles St.
New York City, 121 West Twentieth Street
Philadelphia, Pa., 40 North Sixth Street
Pittsburgh, Pa., 632 Duquesne Way
San Francisco, Cal., 345 Bryant Street
Buffalo, N. Y., 700 Main Street
Detroit, Mich., 439 East Fort Street
Minneapolis, Minn., 18 North Third Street
Seattle, Wash., 911 Western Avenue
COLUMBIA WHOLESALERS, Inc.
205 West Camden Street, Baltimore, Md.
TAMPA HARDWARE CO.
Tampa, Fla.
COLUMBIA STORES CO.
1608 Glenarm Avenue, Denver, Colo.
221 S. W. Temple, Salt Lake City, Utah
W. W. KIMBALL CO.
Wabash Avenue and East Jackson Boulevard, Chicago, Ill.
COLUMBIA DISTRIBUTORS, Inc.
1327 Pine Street, St. Louis, Mo.
224 West Fourth Street, Cincinnati, Ohio
517 Canal Street, New Orleans, La.
COLUMBIA PHONOGRAPH CO., LTD.
22 West Front Street, Toronto

Columbia

PHONOGRAPHS AND Columbia *NEW PROCESS* RECORDS

How the Falk Mercantile Co. Announced Department Opening Through Windows

Taking on of the Brunswick Line and Opening of Music Department Brought to the Attention of the Public Through Unusually Artistic Window Display Which Drew the Crowds

When the Falk Mercantile Co., Ltd., Boise, Idaho, large department store of that city, opened a music department, featuring the Brunswick line, as announced last month in The World, an intensive drive was inaugurated to "sell" the department to the public. Included in the campaign was the unusually artistic window display shown herewith, which was planned by D. P. Smith, window display manager. Mr. Smith selected only one instrument for the display—a Brunswick-Radiola. The entire background is of black plush and the floor covering of the window is of the same material. The background for the instrument, on which the spotlight is focused, is silver metal cloth, making an effective contrast between the black of the main background and the instrument itself. The canopy over the machine is pink and green silk and the platform on which the machine and the figure stand is of light green silk. A large rose-colored flood light was concealed beneath the canopy. The figure, in a beautiful evening gown in harmony with the rest of the display, is in the act of starting the instrument, the radio compartment of which was pulled out far enough to show this feature. The two little cherubs posed on either side with spread wings and trumpets, holding the drawn curtains, were in the act of announcing the opening of the new music department. A rose-colored spotlight was focused on each figure. Because of the darkness of the background the display was lighted all day and until late each night.

Unusually Attractive Window of Falk Mercantile Co., Ltd.

The detailed description of this striking window is given for the reason that it illustrates in a powerful manner the artistic effects which can be obtained with talking machines. Most of the properties for an exhibit of this character can be secured from dealers handling the materials necessary to make the showing complete, provided of course, that proper credit is given in the window to the merchant from whom the materials are borrowed. This particular display was the center of attraction and there were very few moments when there were not a number of interested persons before the window. The effect of this publicity cannot be checked but there is no doubt that the message, so attractively emphasized, reached the public and the store will cash in on it.

The new music department of this establishment is said to be the largest and most complete in the entire State devoted exclusively to phonographs and records. Complete sets of Audaks have been installed in the record department and there is every modern convenience for the enjoyment of customers and prospects. William Krull, who has been in the music business in Boise for some time and has had a successful career in the merchandising of phonographs and records, is manager of the department.

Capitol Co. to Distribute Adapto and Compendyne

The Capitol Distributing Co., New York, general distributor of radio sets and accessories, has added two new well-known numbers to the line which it distributes—the Adapto cabinet and the Compendyne receiver. This is in accordance with the policy of the Capitol Co. in being ever on the lookout for new numbers on the market which can be well merchandised by its dealers.

The Adapto, as its name would imply, is a radio cabinet that fits practically any receiving set and has room for all radio set accessories. It is described as a fine piece of furniture, coupled with extreme utility, and has a specially designed horn built into the top. This cabinet is a product of the L. R. Donohue Lumber Co., of Perth Amboy, N. J.

The Compendyne receiver, made by the E. Singer Co., New York, is a five-tube receiving set with a specially patented feature of a third coil winding. It is claimed that this feature eliminates howling and squealing without reducing tone volume. It is expected that this feature will appeal very strongly to the talking machine dealer who is most interested in retailing radio sets of attractive appearance on a high standard of performance.

Ira Greene, president of the Capitol Distributing Co., who is one of the most prominent figures in the radio jobbing field, is enthusiastic over the Compendyne's future and predicts a great demand for it. In referring to this new number of the line he stated: "The elimination of howling and squealing in the Compendyne receiver, the volume, selectivity and ease and simplicity of operation, are all outstanding features that we have found our dealers looking for. I, therefore, feel that we have added a number to our line that will prove popular."

J. A. Sullivan Resigns From General Phono. Corp.

Joseph A. Sullivan, for the past two years assistant advertising manager of the General Phonograph Corp., New York, will resign from this organization December 27, to join a newly formed advertising agency as production manager and copy man. Mr. Sullivan, during the past two years, has been in close touch with the publicity and sales activities of Okeh jobbers and dealers, and in addition to his advertising work has been editor of the Okeh Record, the successful house organ issued by the company. During the past year Mr. Sullivan has collaborated to excellent advantage with J. A. Sieber, Okeh advertising manager, in the preparation of race record advertising. Having lived in the Southern States for many years, Mr. Sullivan is thoroughly familiar with the peculiarities of the Southern negro dialect, and Okeh advertising copy has reflected his knowledge in this direction. He is leaving the General Phonograph Corp. with the good wishes of every member of the organization and all feel certain that he will attain signal success in his new work.

The DEL'MARMOL RADIO-PHONOGRAPH CO.

Wishes You a Very Merry Xmas

and a Happy and Prosperous New Year

WATCH FOR OUR ADV. IN JAN. ISSUE

DEL'MARMOL RADIO-PHONOGRAPH CO.

3522 Frankford Ave., *Phone Frankford 2886* Philadelphia, Pa.

Phonograph Repair Parts

We carry a full line of repair parts for every motor made. Sixty-eight different types of main springs

Write for a catalog showing our complete line of parts and supplies

ATLAS PHONO-PARTS CO.

728 Atlantic Ave., Brooklyn, N. Y.

Phone, Nevins 2037

Difficult repair work given prompt attention

THE SHELTON Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Operating on AC or DC current of 110 volts. Specify type of current when ordering.

SHELTON ELECTRIC CO., 16 East 42nd Street, New York

GILFILLAN NEUTRODYNE

Beautiful Radio Sets of Experienced Manufacture that the Music Trade can recommend with confidence

"What a lovely tone this set has"

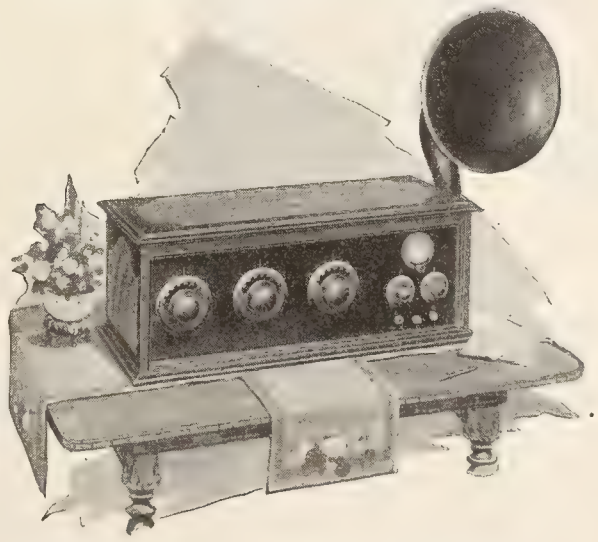
THE clear true tone of the Gilfillan Neutrodyne brings out the finer shadings of musical reproduction. With the aid of the finding chart anyone can tune in quickly without howls or squeals. Distant and difficult stations are easily brought in even while locals are playing.

The Gilfillan Neutrodyne is extraordinarily sensitive to faint signals and has an almost uncanny power of selectivity. This is especially desirable where many stations are broadcasting and the interference is great. The volume, clarity and ease of operation of these sets is a revelation. Gilfillan Neutrodyne cabinets are rich in finish and dignified in design. They will add to the charm of any interior.

We invite a comparison of the workmanship and performance of these sets with any others. Their excellence is due to the years of experience in the manufacture of radio equipment. Manufactured at three factories conveniently located to supply the music trade anywhere.

Send for Literature to Nearest Office

STYLE GN-1 In an artistic, American Walnut Cabinet; price without accessories **$175**



STYLE GN-2 Same Neutrodyne construction and features in smaller cabinet; price without accessories **$140**

GILFILLAN BROS. INC.

KANSAS CITY
2525 W. PENNWAY

1815 W. 16th Street, LOS ANGELES, CAL.

NEW YORK CITY
225 WEST 57th ST.

GILFILLAN RADIO CORPORATION
LICENSED BY
Independent Radio Manufacturers Inc
NEUTRODYNE
Reg. U.S. Pat. Off.
Reg. U.S. Pat. Off.
Pat. Mar. 27, 1923 and April 4, 1924
Hazeltine Pats. NOS 1,450,060-1,489,228
Other Patents Pending

COHEN & HUGHES INC.
WHOLESALE DISTRIBUTORS of
RADIO PRODUCTS

Ware Neutrodyne Receivers
De Forest Reflex Sets
Crosley Receiving Sets
Music Master Radio Products
The Jewett Superspeaker
Atlas Loud Speakers
De Forest Loud Speaker
The Radialamp
Balkite Battery Charger
Brach Aerial Equipment
Burgess Batteries
Ray-o-vac Batteries
Philco Storage Batteries
Run-A-Radio
Phonograph Attachments
N & K Imported Loud Speakers
Accessories
Victrola Radio Panels

HEAD OFFICE~225 W. SARATOGA ST., BALTIMORE, M.D.
BRANCHES~WASHINGTON, D.C.~PHILADELPHIA, PA.~PITTSBURG, PA.

"Brunswick Hour of Music" to Be Feature of Five Radio Broadcasting Stations

Opening Program of First of a Series of Radio Programs by Famous Brunswick Artists Broadcast Over Radio Corp. of America Stations on December 9

There was inaugurated at five of the principal broadcasting stations of the country on Tuesday evening of this week what was termed the "Brunswick Hour of Music," which will be a regular weekly feature from these several stations. The opening program presented, of course, by Brunswick record artists, included opera selections by Mario Chamlee and Florence Easton, piano selection by Elly Ney and several numbers by the Cleveland Orchestra.

The program was broadcast from the Brunswick laboratories in New York and relayed through the following stations: WJZ, New York; WGY, Schenectady; WRC, Washington; KDKA, Pittsburgh, and KYW, Chicago. Later it is planned to add two or three stations in the West. The program started at 10 p. m. Eastern Standard time.

This Brunswick Hour of Music follows upon the arrangements made some time ago between the Brunswick-Balke-Collender Co. and the Radio Corp. of America, whereby the Brunswick Co. incorporated the Radiola receiving apparatus in its phonographs and planned to have its artists go on the air through the Radio Corp. stations.

The programs will be offered each Tuesday evening at the time stated, the program for December 16 including Ray Miller's Orchestra, Ohman and Arden, pianists; Marion Harris, Margaret Young and Wright and Bessinger, "The Radio Franks."

NOW! YOU CAN USE Self-Affixing DECALCOMANIAS
"The Easy-To-Apply Name Plate"
SOLD BY
NORTHEASTERN RADIO CO.
Radio Essentials
302 ADAMS AVE.
SCRANTON, PA.
ACTUAL SIZE
H. S. HARTER
LEWIS & WALTHER
SAUNDERS MUSIC CO.
SEARS & CHAFFEE
Mail your order now
Above design, our Style B, printed with gold background, red border and black lettering.
MR. DEALER! PUT YOUR NAME ON EVERYTHING YOU SELL.
It helps increase sales by bringing new customers to your store and old ones back for supplies and repair work. To apply, simply dip in water and slide design off top of paper onto any flat or curved surface.
100, $6.00 200, $10.00
Made by
The COMMERFORD CO., 106 East 19th St., New York
de Forest
Brandes
FRESHMAN
BALDWIN
AEROVOX
ABOVE ARE A FEW OF THE MANY RADIO FIRMS USING OUR SPECIAL DESIGNS
The Commerford Co., New York. Date . . .
Enclosed is check for $. . . Ship prepaid to address below . . . . . Style B Decalcomanias with attached (quantity) copy imprinted in black
Firm . . .
Street . . .
City . . . . . State . . . . . .
No C.O.D. Orders accepted. Print or typewrite copy. Send business card to avoid errors.

Gotham Victor Dealers Meet

The Metropolitan Victor Dealers' Association held its regular meeting on Wednesday, December 10, at the Cafe Boulevard, New York, at noon. The chief topic of discussion at the meeting was the subject of the Victor dealers' co-operative advertising campaign, which started on that day. Several short addresses were given by prominent members of the trade.

Latest Figures on Exports and Imports of "Talkers"

Figures on Exports Show Substantial Increase for the Ten Months Ending in October—Interesting Data on Exports and Imports

WASHINGTON, D. C., December 9.—In the summary of exports and imports of the commerce of the United States for the month of October, 1924 (the latest period for which it has been compiled), which has just been issued, the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during October, 1924, amounted in value to $47,794, as compared with $68,853 worth which were imported during the same period of 1923. The ten months' total ending October, 1924, showed importations valued at $344,127, as compared with $622,692 worth of talking machines and parts during the same period of 1923.

Talking machines to the number of 10,272, valued at $363,801, were exported in October, 1924, as compared with 7,827 talking machines, valued at $286,953, sent abroad in the same period of 1923. The ten months' total showed that we exported 62,512 talking machines, valued at $2,349,072, as against 53,253 talking machines, valued at $2,105,808, in 1923.

The total exports of records and supplies for October, 1924, were valued at $151,961, as compared with $115,818 in September, 1924. The ten months ending October, 1924, show records and accessories exported valued at $1,512,513, as compared with $1,140,383 in 1923.

Standard Records in Gennett Catalog in Demand

Sales of Gennett records for the month of November were eminently satisfactory, G. H. Keats, in charge of the record division of the New York office of the Starr Piano Co., stated recently. The activity was confined to no one type of record, the demand being general. Shipments for the month of December indicate an even greater volume of business with much activity apparent in the old standard songs, which have each December come back into popular favor.

The new Christmas records have also secured a warm welcome from dealers and repeat orders are keeping the distributing division busy.

Hangers Feature Cameo Stars

The Cameo Record Corp., New York, manufacturer of the popular-priced Cameo record, recently issued some very attractive display hangers. This material is in the form of an actual size ten-inch record, in which are reproduced half-tone portraits of the various Cameo vocal stars, including Finch and Britt, Bernard and Robinson, known as the Dixie Stars, Fred Hughes and Bill Axtman, Malie and Little and Collins and Stept.

The Cameo Record Corp. has just signed a contract with Salt and Pepper, known as the "Ukulele Boys," vaudeville stars who record vocal and instrumental numbers exclusively for Cameo records.

Phonograph Parts and Supplies
MOTORS, TONEARMS, SOUNDBOXES, SPRINGS AND NEEDLES OUR SPECIALTY
Lowest Prices and Best Qualities Always Available for Delivery Anywhere
Send for Bargain List of Repair Parts and Motors
THE VAL'S ACCESSORY HOUSE, Inc.
110 No. Broadway St. Louis, Mo.

Ware

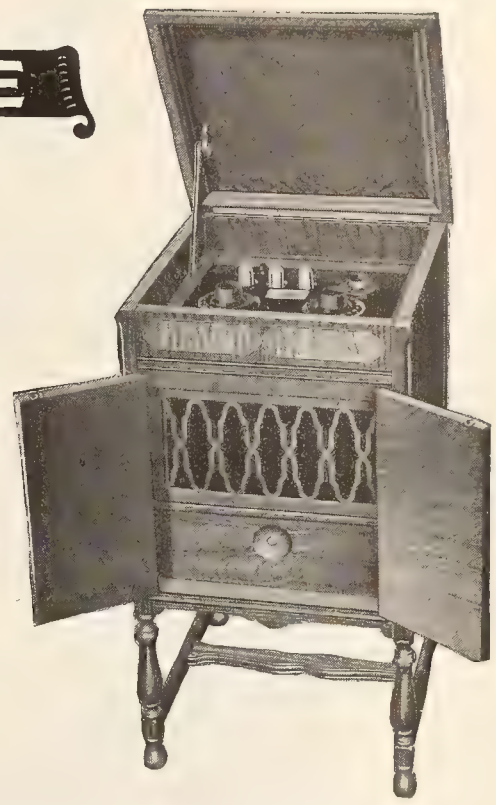
NEUTRODYNE Receivers

Type TU

Retail Price $150.00

without accessories

Beautiful upright cabinet model
in brown mahogany or walnut



The Tone Tells Them

Here's a tremendously significant fact. Thousands of men and women who as yet own no radio set are great Ware "boosters". When they buy a set they'll buy a Ware.

And why? At a dealer's or at some friend's they have heard a Ware. They have examined the set, and they know what it will do. The set itself has convinced them. When they hear the Ware, they know that we are really understating the fact when we say that Ware TONE QUALITY is a thing apart in Radio. It's Ware TONE QUALITY that Sells Ware Receivers!

Ware Type TU is a Neutrodyne in an upright cabinet model—a three-tube reflex receiver operated on dry-cell tubes and batteries. The unique method of reflexing one tube, devised and used only by Ware, gives the equivalent of a four-tube circuit. Type TU has built-in loud speaker. A and B dry-cell batteries concealed in the cabinet. Designed primarily for use with outdoor antenna.

Type TU is an ideal set for the home. It has remarkable range and the famous Ware TONE QUALITY, while the cabinet is, in itself, a distinct addition to the decorative scheme of any home.

Type T is a three-tube Neutrodyne reflex in a mahogany table cabinet. Type X, a table cabinet model, has four dry-cell tubes—one reflexed. Type XU is a four-tube Neutrodyne reflex in a handsome upright cabinet of brown mahogany or walnut.

Write to any of our distributors for full information, or direct to

Ware

RADIO CORPORATION
529-549 WEST 42nd STREET
NEW YORK

Distributors

Progressive Musical Instrument Corp.,
New York City, N. Y.
Dalrymple-Whitney Radio Corp.,
New York City, N. Y.
Cohen & Hughes, Inc.,
Baltimore, Md.
Washington, D. C.
Philadelphia, Pa.
Pittsburgh, Pa.
New England Phonograph Distributing Co.,
Boston, Mass.
Gibson-Snow Co., Inc.,
Syracuse, New York
Ohio Musical Sales Co.,
Cleveland, Ohio
Kiefer-Stewart Co.,
Indianapolis, Indiana
Illinois Phonograph Co.,
Chicago, Ill.

Distributors

Yahr & Lange,
Milwaukee, Wis.
Lucker Sales Company,
Minneapolis, Minn.
J. W. Jenkins' Sons Music Co.,
Kansas City, Mo.
Mickel Bros. Company,
Omaha, Nebraska.
Knight-Campbell Music Co.,
Denver, Colorado
Commercial Associates, Inc.,
Los Angeles, Calif.
Kohler Distributing Co., Inc.,
San Francisco, Calif.
D. H. Holmes Co., Ltd.,
New Orleans, La.
C. A. Richards, Inc.,
(Foreign Distributor)
New York, N. Y.

Reg. U.S. Pat. Off. Licensed by Independent Radio Manufacturers, Inc. Reg. U.S. Pat. Off.
NEUTRODYNE
Pat. March 27 1923 and April 1, 1924
Hazeltine Pats. Nos. 1,450,080 and 1,489,228
Other Patents Pending

Landau's Stages Some Unusual Window Displays and Record Demand Is Stimulated

Live Victor Dealer Operating a Chain of Stores in Pennsylvania Cities Has Built Up a Large Business Among the Foreign-born Through Intelligent Sales Promotion Methods

Does it pay to go after foreign-record business? It does, according to Landau's, live Victor dealer operationg stores in Hazleton and other Pennsylvania cities. This concern carries a complete stock of Victor foreign records in the following languages: Polish, Slovak, Hungarian, Russian, German, Lithuanian, Ukrainian, as well as records in other foreign languages. There are many foreigners in the section of the State in which the Landau firm operates stores and from which it draws its business, and the methods used in going after this foreign-record business are typical of the policies which have made this one of the most successful retail houses in the entire State.

The illustration herewith shows a recent Landau window display of foreign records. As may be seen, the center of the display is a huge map of Europe flanked on both sides with records in the various languages. Ribbons lead from the records to the countries represented by the records. At the head of the map is a placard which bears the following inspiring message to the foreign-born: "You can hear the music of your homeland right in your own home if you own a Victrola." At the foot of the map a placard announces: "We have a complete stock of Victor records in Polish, Slovak, Ukrainian, Hungarian, German, Russian, Lithuanian and other European records. Come in and hear your native music." On the right of the display is an upright Victrola with a placard emphasizing the fact that a small down payment will secure an instrument.

The Landau Foreign Record Display Which Created Sales

This is a concrete example of how a far-sighted talking machine dealer is actually cashing in on potential business which is overlooked or deliberately neglected by many retailers. Every manufacturing town has a fair share of people of foreign birth who can be turned into customers for machines and foreign records, as well as the current standard and jazz music. Experience of dealers proves that these people make the best type of customers if they are handled properly. They are inclined to dicker and haggle over the prices before purchasing machines, but the dealer who maintains his price and never succumbs to the temptation to drop a few dollars from the price or throw in a few records or other accessories in order to close the sale will win their respect and trade. On the other hand, the dealer who lets a foreigner talk him into making price and other concessions will regret it, because the word quickly will be passed along and the trouble will begin. The dealer who remains firm and shows by his actions that he is fair in his dealing will win the everlasting friendship of his foreign-born customers, and he will not only secure their business but they will be the means of bringing his store to the attention of their friends. This is publicity and good-will of the most profitable character.

14-inch bell
Polished pyralin

Burns

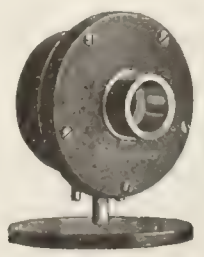
**A Speaker of distinctive lines
Remarkable volume with clarity**

Produces with full volume without sacrifice of clearness or naturalness. To use a Burns Speaker is equal to hearing the original tones.

Handsomely shaped horn—14 inches in diameter. No. 205B model has flare of bell of polished black pyralin. No. 205D has flare of handsome mahogany tinted pyralin, semi-transparent.

PHONOGRAPH UNIT

The Burns Speaker Unit as used with the No. 205 Reproducer has already proven its merits. This Unit is also furnished in the No. 100 type for use on phonographs. Fits any make. An excellent model for built-in speakers.



No. 100

No. 205B—With polished black bell..... $22.50
No. 205D—With shell pyralin bell..... 25.00
No. 100 —Unit for phonograph use..... 10.00

Write for our interesting trade prices.

MANUFACTURERS

American Electric Company

State and 64th Streets CHICAGO, U. S. A

L. C. Lincoln Resigns Post With Sonora Phonograph Co.

L. C. Lincoln, for the past seven years advertising manager of the Sonora Phonograph Co., Inc., New York, has resigned from this position, effective January 1. Mr. Lincoln has not yet announced his definite plans for the future, except that he will enter the advertising business for himself and probably act as advertising counselor for several well-known concerns.

Mr. Lincoln is ideally qualified to give valuable service to manufacturers regarding the marketing of their products through jobbers and dealers, for he is intimately familiar with every phase of wholesale and retail merchandising and publicity. As advertising manager for the Sonora Phonograph Co. he was responsible for the exceptionally effective and attractive campaigns prepared for these products, and he has worked in close touch with dealers throughout the country. In addition to his advertising training, Mr. Lincoln has been identified with practical sales activities which have enabled him to apply his publicity experience and knowledge to the best possible advantage.

Coto-Coil Co. Receiving Set Popular With Trade

PROVIDENCE, R. I., December 8.—The Coto-Coil Co., of this city, which has earned an enviable reputation in radio parts circles as manufacturer of the Coto-Coil, is now becoming equally well known for the complete radio set which it produces. This set has been long in the period of development and only comparatively recently introduced. The Coto-Coil Co. has a well developed sales and manufacturing organization and extensive manufacturing facilities. It is, therefore, entering on set manufacturing in an energetic manner and it is expected that its set, attractively cabineted and with its wide selectivity, will prove popular among dealers, particularly in the talking machine field.

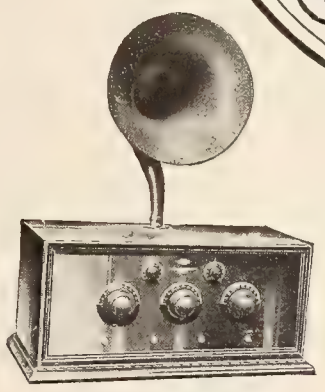
Zimmerman-Bitter Co. Completes Installation

The Zimmerman-Bitter Construction Co., New York, installer of equipment in phonograph stores, recently completed an installation at Friedman's Music Shop, 73 Springfield avenue, Newark, N. J. The installation consisted of the refitting of the entire store, the installing of record racks, counters, display cases and sheet music department. This company also recently completed the entire decorating and installing of equipment in the Morris Music Shop, Lenox avenue and 143d street, New York.

Dallas Orchestra Records

DALLAS, TEX., December 6.—One of the most popular of local orchestras, Jack Gardner's Orchestra of Dallas, was recently honored by being chosen to make recordings for the Okeh records, manufactured by the General Phonograph Corp. Members of the recording staff of the company visited Dallas to do the recording.

Dictogrand
The Articulating
True Tone
LOUD SPEAKER



THE NEW MURDOCK
A 5-Tube Neutrodyne Receiver with built-in Loud Speaker. Supreme in performance and appearance. Unique design. The New Murdock represents radio at its best. A remarkable set for the price of $100 only.

ADAPTO RADIO CABINET
A perfect radio cabinet that fits practically any set. An artistically designed cabinet with place for everything. Ventilated battery compartment. Specially designed horn built into top. The Adapto Cabinet combines Beauty, Convenience and Adaptability.

BURNS LOUD SPEAKER
Unequalled in Volume, Clarity and Beauty. A dependable Loud Speaker which speaks for itself. The surprising clearness and naturalness make the Burns Loud Speaker a continued source of pleasure.

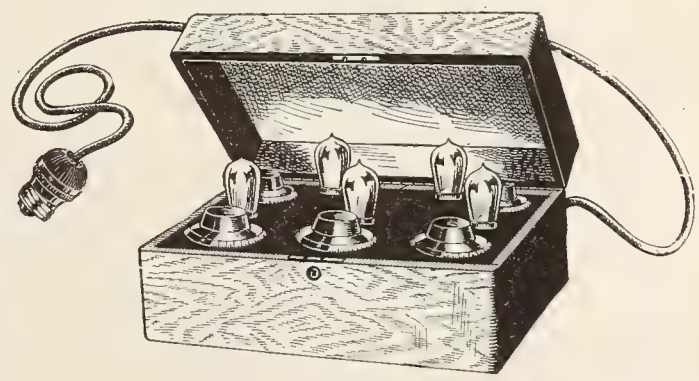
CAPITOL PRODUCTS
MEAN
XMAS JOY ALL YEAR 'ROUND

The high-grade Capitol products will bring Xmas Greetings and Happiness throughout the entire year because they are made to serve indefinitely. The standard radio products of established quality that we distribute are well known for their magnificent performance, beautiful appearance and moderate prices. A good stock of Capitol products on hand will bring Xmas joy and happiness to the dealer as well as to his clientele.

Our well-trained sales force is ever ready to serve dealers quickly. But to avoid last minute rush orders, phone or wire your requirements without further delay. A good stock reserved NOW will insure your profits of the greatest holiday buying season in the history of the radio business.

DISTRIBUTORS FOR

- Dynergy
- Murdock Neutrodyne
- Compendyne Receiver
- Ambler-Holman
- Charmitone Loud Speakers
- Ethovox Loud Speakers
- Burns Loud Speakers
- Belltone Speakers
- Exide Batteries
- Philco A & B Storage Batteries
- Bright Star Batteries
- Neidich Batteries
- Cunningham RCA Tubes
- Sampson Tubes
- Adapto Cabinets
- Burns Phonograph Attachments
- S. D. V. Phonog. Panels
- Ultra-Handy Chargers
- Marion Loops
- N. & K. Products



DYNERGY
A 5-Tube marvelous radio set that needs NO BATTERIES. Operates from any electric light socket (AC or DC current) at cost of less than one-half cent per hour. Excels in Tone, Volume and Distance. The most practical radio receiving set ever offered.

CAPITOL
DISTRIBUTING CO., INC.

WHOLESALE RADIO

25 West 18th Street New York City

Telephones Chelsea 5171-5172

Normal Business Features Portland Trade as the Public Starts Shopping for Gifts

Effect of General Business Prosperity Felt by Music Dealers—Oregon Radio Dealers' Association Elects—Edison Tone Test Recital Scheduled—Other Important Trade Activities

PORTLAND, ORE., December 4.—Business in Portland maintained that status known as normalcy during November. The repeal of the State Income Tax at the November election marked a step of more than ordinary importance to the development of Oregon. General business took a big stride and music dealers have naturally felt the effect of these improved conditions and all reports anticipate a record-breaking business for the coming holiday season.

Forty members of the Oregon Radio Dealers' Association met at the Portland Chamber of Commerce November 7, to elect officers for their new organization. G. F. Johnson, of the G. F. Johnson Piano Co., was elected president; Joseph Hallock, of Hallock & Watson, and the pioneer radio man of Portland, was elected vice-president; Sidney Goodwin, of Radio headquarters, secretary, and R. E. Brown, of Brown's Radio Shop, treasurer. A constitution and by-laws were adopted and read in part: "The purpose of the Association is to foster the interest of its members in any way connected with or relating to the radio industry in the State of Oregon; to establish and maintain uniformity and harmony in the customs and commercial usages of the radio industry; to acquire and preserve and disseminate business information; to promote a more enlarged and friendly intercourse among those engaged in the radio industry; all of which being consistent with the public interest and laws of the State and Nation."

Membership in the organization consists of radio manufacturers, their salesmen, radio jobbers and retailers. Music men who have joined to date are G. F. Johnson Piano Co.; Meier & Frank Co., Wiley B. Allen Co., L. D. Heater, jobber; and the McCormick Music Co.

Alma Gluck, one of the most popular of Victor artists, sang before a capacity audience in Portland's public auditorium, and again delighted her many admirers. Increased demand for her records followed.

Geraldine Farrar, another famous Victor artist, was presented in her celebrated role of "Carmen."

The Edison Phonograph, Ltd., of Portland, Edison distributor for the Pacific Northwest, feels unusually fortunate in procuring Betsy Lane Shepherd, famous soprano, who will be presented in an extended tone test recital tour throughout Oregon and Washington. Arthur Gabler, district manager, with headquarters in Portland, says: "It is seldom that so noted an artist can be procured for this work, due to the fact that artists of this high standing are usually contracted for by managers in their regular concert work. In fact, Betsey Lane Shepherd concludes a private tour at Olympia, Wash., about the middle of January and her Edison recitals will ensue immediately following. Miss Shepherd has been appearing before capacity audiences throughout her present tour." Edison dealers of the Pacific Northwest are admonished by Mr. Gabler to prepare for and procure the largest auditorium in their respective towns to accommodate their audiences.

Mr. Gabler reports shipments of Edison merchandise to the following newly established dealers: The Victor Earle Music Co., of Chehalis, Wash.; Liberty Music Shoppe, of Seattle, Wash.; "Courson, the Music Man" of The Dalles, Ore.; Vernon Drug Co., of Portland; Raymond Drug Co., of Raymond, Wash.; and Ritzville Drug Co., of Ritzville, Wash.

Roy E. Titsworth, special representative from Thos. A. Edison, Inc., is visiting Edison dealers in Oregon and Washington, with special personal messages from Mr. Edison.

The wholesale department of Sherman, Clay & Co., Elmer Hunt, manager, reports excellent business in Victrolas, Victor records and the newly acquired radio, which comprises the products of the Radio Corp. of America, Crosley Radio Corp., and Gilfillan Bros., Inc. L. W. Sturdevant, radio manager from San Francisco Sherman, Clay & Co. headquarters, spent several days going over the radio field with Mr. Hunt and is more than pleased with the rapid progress being made in this district.

A. B. Mattingly, Pacific Northwest representative of the Victor Talking Machine Co., with headquarters in Seattle, spent several weeks in the Portland district, helping the Victor dealers with their problems, etc., and extending valuable information along these lines.

Mr. Hunt reports the following new Victor accounts: Wetherbee-Powess Furniture Co., Eugene, Ore., and the Silver Fox Pharmacy of Vernonia, Ore.

A. R. McKinley, Pacific Northwest manager for the Brunswick-Balke Phonograph Co., reports phenomenal business with the Brunswick-Radiolas. He says, "The Radiolas are revolutionizing our business and the demand for this combination phonograph and radio machine is enormous. The public is beginning to realize that they do not desire two machines in their homes and by combining the phonograph and radio they get just what they want." Mr. McKinley reports sales far exceeding those of former years when they sold phonographs alone.

Charles Soulé, wholesale manager of the Starr Piano Co., for Oregon, Washington and Idaho, spent several weeks in November touring western Washington in the interests of the Starr phonograph and Gennett records. Mr. Soulé reports a big volume of business with large orders for the holiday trade.

Lorraine Evon and her "Golden Bird," famous Gennett artist, paid Portland another visit and further endeared themselves to their many admirers. This interesting combination was the headliner at the Hippodrome Theatre.

The Bush & Lane Piano Co. is having a removal sale, preparatory to moving to a new location the first of the year at the expiration of the present lease. All musical instruments are being offered at attractive prices and a big business is being handled. H. W. Heineck, who has been local manager since last Spring, has resigned and J. F. O'Gara, for several years local credit manager, is in charge. D. A. Halgren, of the Seattle branch, is assisting at the local store during the sale. The new location has not yet been announced.

National Victrola 400 Week went over big in Portland. All Victor dealers concentrated on this model and were greatly benefited in the time and thought given to the "drive" and large advertisements and exclusive window displays of the model were featured. H. J. Ebert, in charge of the Victrola department of Sherman, Clay & Co., had on display an unusually attractive window and reported splendid results. The holiday rush is on and the 400 is proving a favorite, now that it is publicly featured.

Frank M. Case, manager of the Wiley B. Allen Co., made a short business trip to San Francisco headquarters and returned full of enthusiasm for his Christmas business.

The exclusive Victrola department of the Powers Furniture store, A. T. Erickson, manager, is nicely installed in handsome new quarters on the main floor and reports business flourishing. A radio department has been installed with the Sherman, Clay & Co. George H. Stimson is in charge.

Walter Camp, famous football expert and originator of the "Daily Dozen," was a Portland visitor during November. The local papers were full of his visit and his "Daily Dozen" records were in big demand

Eight Victor Artists Entertained in Portland

PORTLAND, ORE., December 3.—During the recent visit to this city of the Eight Popular Victor Artists for a concert at the Municipal Audi-

Eight Victor Artists at the Falls

torium they were the guests of the Portland Victor dealers at a luncheon at the Crown Point Chalet, on the famous Columbia River highway. The illustration shows the Victor artists, with Multnomah Falls in the background.

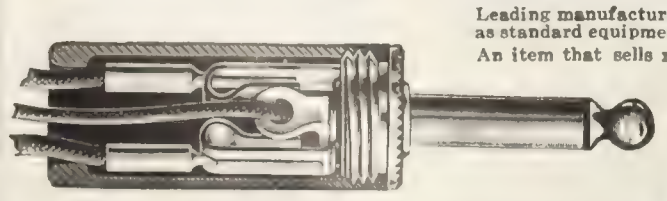
CARTER "ONE WAY" PLUG

Leading manufacturers have adopted this plug as standard equipment.
An item that sells readily in the music store.

50c

Any jobber can supply.

In Canada: Carter Radio Co., Limited Toronto



Sell one with every Loudspeaker or head set.

Carter Radio Co.
109 S. STATE STREET
CHICAGO, ILL., U.S.A.

STYLUS BARS

Stylus Bar & Mfg. Co.

Clague Rd.

North Olmsted . . . OHIO

A Nation-Wide Favorite

Retail Price

$25.00

In Far West and South $27.00

A Proved Money Maker

Here is the famous Carryola Master—the sensational seller in the portable phonograph field, the prime favorite of portable buyers.

Dealers everywhere have found the Carryola Master a live wire every month in the year. It's the portable people prefer. Sells itself on appearance and performance. Stays sold by giving complete satisfaction.

The phenomenal success of the Carryola Master is the result of just two things. It is

Built Right

Here are just a few of the powerful sales-making features that have helped Carryola Master dealers capture the portable market:

The Carryola Master is the only portable with the widely known Add-A-Tone Reproducer. Produces a wonderfully clear tone of exceptional volume. Reversible for Edison Records. Diaphragm indestructible.

It is equipped with the famous Silent Motor, noiseless in winding and in operation. Guaranteed to play in excess of two records.

It is only 15 x 12 x 8 inches. Weighs 17 pounds. Has space in top for carrying 15 records. Substantially built. Beautiful Dupont Fabrikoid covering. Attractive nickeled fittings. Continuous piano-type hinge. Open the cover and it is ready to play.

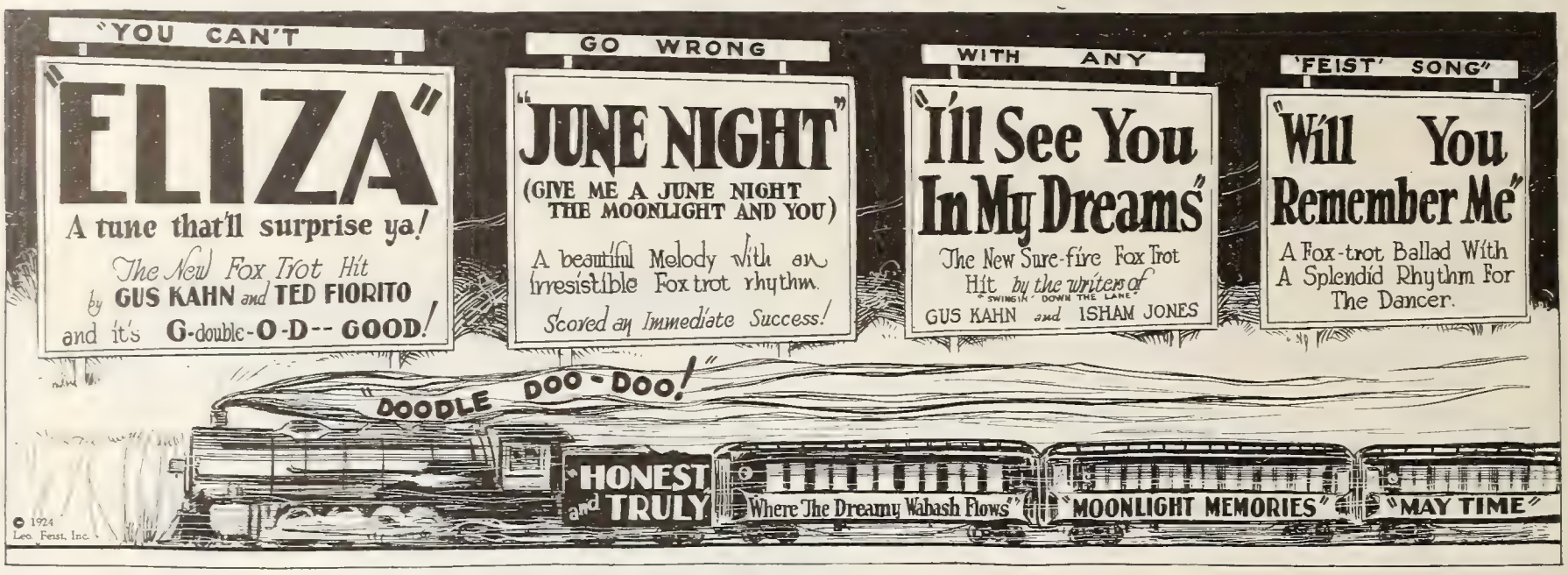
Sold Right

The Carryola Master is sold only through recognized music channels. Carryola dealers are backed by a firmly established, ably financed company manufacturing on a quantity production scale. That explains the low price for this superior instrument. Retails at only $25 (in far west and south $27), a price that appeals to the big majority of portable phonograph buyers. A wonderful instrument for the money. Its big value makes volume sales and substantial profits certain. There is big money waiting every month in the year with the Carryola Master. Write to-day for our proposition.

Carryola Company of America

647 Clinton St. Milwaukee, Wis.

The CARRYOLA MASTER



All Factors of Dallas Trade Busy With Their Holiday Sales Promotion Campaigns

Entire Trade Optimistic That This Will Be Best Holiday Season in Several Years—Victor Co. Visitors Impressed With Trade Conditions—Dealers Ordering Heavily—The News

DALLAS, TEX., December 6.—All jobbers and retailers of talking machines and records in Dallas are busy with their Christmas holiday trade, and all report increasing sales for both machines and records. The holiday business in Texas this season is expected to surpass anything the State has experienced in several years. There is plenty of money in the State and the people who have denied themselves what they have regarded as luxuries are ready and willing to buy, and this is concretely manifested by the many inquiries made of dealers.

Lester Burchfield, in charge of the wholesale Victor department of Sanger Bros., reports a very encouraging outlook. Business is better than for some time and collections are good, Mr. Burchfield says, and he looks forward, confident of the outcome.

W. J. Staats, treasurer of the Victor Co.; W. W. Clark, an officer of the company, and B. L. Plank, the Victor Co.'s representative in the Southwest, visited the Dallas stores for several days during November, and looked into business conditions in the Dallas trade territory. From Dallas the party of Victor officials continued their tour of the Southwest, intending to visit Fort Worth, Houston, San Antonio, Galveston and other important trade centers in this territory.

All the members of the party were particularly impressed with trade conditions in Texas, which, they said, are the best of any section of the entire country. Plenty of money, an inclination to buy, with little or no old indebtedness to liquidate, these conditions, they said, put Texas in the front rank as a place to get business.

Mr. Burchfield reports that for the first time in more than a year he has a representative line of Victor machines to offer the trade. Up to this time, he reports, the demand has exceeded the output. The demand has not lessened now, he says, but the output has increased.

There is a good demand for radio receiving sets in connection with the talking machine, and Mr. Burchfield says he believes the Victor people have hit on the right idea in building a cabinet for talking machine and radio receiving set. The radio receiving sets are changing too rapidly, there are too many new improvements and others are being made daily, for a radio set to be installed in a talking machine cabinet as a permanent part of the piece, Mr. Burchfield said, and any cabinet so designed will soon be cast aside. If the cabinet is built for installation of a radio receiving set to suit the owner, the set may be changed at any time new improvements warrant such change. This is what the Victor people are doing, and Mr. Burchfield reports this machine is proving very popular throughout his trade territory.

All retailers in Dallas are making a concerted drive for the retail holiday business, and all makes of talking machines are being offered on special term payments, as an inducement. Many machines of costly design can be placed in the home for an initial payment of $1 and term payments of $5 per month until paid for.

Haverty Furniture Co., retailer of Columbia machines, is making a special pre-holiday drive, and reports indicate that hundreds of machines are being placed in Dallas homes for the holidays.

The Texas-Oklahoma Phonograph Co., jobber of Edison machines in the Southwest, reports satisfactory business. Edison dealers throughout this trade territory are active, and sales of Edison machines this season will set a new record in the Southwest, according to J. B. Currie in charge of sales. The Dallas office is swamped with applications from dealers for Edison agencies in the cities and towns of this territory, but few changes are being made.

The Texas Radio Sales Co., representative of the Outing Talking Machine Co., states that there has been a continued and brisk demand for this type of instrument, with the greatest activity apparent in the movement of the Senior Outing portable. Dealers are sending in large orders in anticipation of an unusally large holiday business.

Thos. S. Loeser's Talks Interesting and Instructive

Thomas S. Loeser, radio engineer for the Eagle Radio Co., of Newark, N. J., and designer of that firm's product, known as the "Eagle Balance Neutrodyne Receiver," has recently been attending public demonstrations of the Eagle product given in retail warerooms throughout the country. One of the more recent of these demonstrations was given by the Plymouth Co., New Haven, Conn., through arrangement with Chandler & Farquhar, the New England distributors for the Eagle products. Mr. Loeser's talks during the demonstrations have been valuable to the sales forces of many retail organizations, as well as unusually interesting for visiting consumers.

Del'Marmol Combination Unit Proving Popular

PHILADELPHIA, PA., December 9.—M. J. Del'Marmol, general sales manager of the Del'Marmol Radio-Phonograph Co., of this city, reports that the demand for the Del'Marmol combined radio and phonograph reproducer has exceeded all expectations and that production is being stimulated in every possible way in order to keep up with this demand.

At a recent meeting of the board of directors M. T. Del'Marmol was elected vice-president of the company.

Opportunity for increased profits is offered through a New Edison dealership. Perhaps a dealership is open in your town.

The NEW EDISON
COMPARISON WITH THE LIVING ARTIST REVEALS NO DIFFERENCE

TEXAS-OKLAHOMA PHONOGRAPH COMPANY
2025 JACKSON STREET DALLAS, TEXAS

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years Have Proved Outing Portables Are the Best

Texas Radio Sales Co., Inc.
2005 Main St. Dallas, Tex.
Outing Distributor

The First *Quality* Record at 35¢ — and Still First!

CAMEO is the original 35c record—but that is only part of the story—

Cameo was the first record of genuine, unalloyed ***quality*** to sell at the price. And still that's not the whole story—

Cameo not only ***started*** on a quality basis but is going to ***stay*** there. The result is that ***Cameo*** is first in ***prestige*** and first in ***sales.***

In offering records at 35c you may as well offer ***quality.***

NOTE: See the new CAMEO list in news pages under "Advance Record Bulletins"

CAMEO RECORDS

The Original Quality Record at 35¢

Dealers who handle these nationally-known records know what the words "turnover" and "profit" really mean. Everybody who owns or buys a phonograph knows ***Cameo Records*** by name. A few good territories are open. Write or wire.

CAMEO RECORD CORPORATION
249 West 34th Street New York

Efforts of Atlanta Dealers to Secure Holiday Business Is Proving Effective

General Business Prosperity Throughout State Places Trade in a Favorable Position for Holiday Business—Special Christmas Advertising Stimulating Demand—News of the Month

ATLANTA, GA., December 8.—The month of November, from both a talking machine and radio point of view, was eminently satisfactory in this territory. The natural prosperous condition which is typical of all classes and grades of business and industry throughout Georgia is reflected in the sales volume of the merchandise carried by the music merchant. The approach of the holiday season is, of course, another factor which has a bearing on the upward trend of business.

Heavy Christmas Advertising

The talking machine department of the Phillips & Crew Piano Co. is making a determined drive in gaining members for the annual Christmas Victrola Club and large advertisements, featuring the reasonable terms by which an instrument can be purchased under the club plan, are appearing frequently in the local papers. The Cable Piano Co. is also making a strong effort to secure Christmas business through offering special combinations whereby certain models of Victrolas are together with libraries of records.

Outing Demand Continues

James K. Polk, Inc., distributor of Okeh and Odeon records and Outing portable talking machines, reports a consistent demand for all of these articles. The interest aroused through the Polk exhibit at the Southeastern Fair was the cause for an unusual demand for Okeh records as special concerts were given by Okeh artists, in particular, Fiddlin' John Carson. Although the Fair was held more than a month ago, the demand for these records is still felt. As regards the Outing portables, they have not fallen off at any time during the year and are regarded by dealers as being one of the most consistent sellers which they carry. The Outing senior is proving a strong favorite.

Brunswick-Radiola in High Favor

The Brunswick-Radiola is continuing to rank high in popular favor. This combination unit seems to exactly fill the niche for home entertainment which many people desired. J. D. Sparks, manager of the Brunswick department of Mather Bros., states that the demand for the Brunswick-Radiola is limited only by the inability to secure the merchandise in the quantities desired. This report may be taken as being typical of the predicament of many dealers throughout this territory.

M. E. Lyle Reports Good Demand

M. E. Lyle reports a splendid demand for the products of the Manufacturers' Phonograph Co., which have a connection with radio. The Strand-Timmons loud speaker unit for utilizing the phonograph horn as a loud speaker and the various cabinets for housing radio sets are in great favor.

M. Rich Music Club Helps Record Sales

A. B. Willis, manager of the talking machine department of M. Rich Bros. & Co., reports a steady demand for all lines carried by the store. Record sales are particularly gratifying, due in large part to the intensive efforts on the part of the sales staff and the good-will built up by the Music Club formed by Mr. Willis. This club has regular concerts and the membership runs up into the thousands. In addition to being a stimulant to record sales, this organization has put the store into a high position as a factor in the musical life of the community. Local artists and musical organizations play a prominent part in the club's activities.

Thompson Advertising to Reach All Sections

Appropriation Divided so That Dealers in Rural Communities Will Benefit Equally With Those in Larger Cities

The R. E. Thompson Mfg. Co., Jersey City, N. J., manufacturer of the Thompson Neutrodyne receiver, has laid unusual stress on the sales to be made in rural communities in appointing jobbers. All of the Thompson distributing organizations are in large centers and naturally the demand in the cities for the Thompson products has been quite large. The Thompson organization believes, however, that its distributors should look well into the appointment of dealers as agents in smaller communities.

"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years Have Proved Outing Portables Are the Best

James K. Polk, Inc.
294 Decatur St. Atlanta, Ga.
Outing Distributor

In its national advertising the R. E. Thompson Mfg. Co. has divided its appropriation in a manner that will place the Thompson products before consumers in outlying sections as well as those in the larger cities.

The result of its campaign has already been reflected in sales. Some of the Thompson distributors reaching farming communities have achieved as large sales totals as have been found possible in more congested centers.

"Radio Santa Claus" Gives Publicity to Grebe Set

The A. H. Grebe Co., Richmond Hill, Long Island, N. Y., manufacturer of the Grebe Synchrophase receiving set, is also owner of station WAHG, situated in Richmond Hill, Long Island. This broadcasting station is one of the most popular in the metropolitan territory and is broadcasting programs of particular merit. A feature of this station which is entirely individual in character and which is causing a large amount of interest is the "Radio Santa Claus." The "Radio Santa Claus" is heard nightly on station WAHG, and promises to present the successful contestants in a letter writing contest with several Grebe Synchrophase sets and other equally valuable articles. This contest is producing exceptional publicity for the Grebe Synchrophase set everywhere within tuning distance of station WAHG. As this station broadcast to Europe during the recent trans-Atlantic radio tests, it may be seen that this publicity is widespread and effective.

New Victor Artist Announced

A new and exclusive Victor artist will be introduced to the record-buying public on January 2 in the person of Jesse Crawford, organist at the Chicago Theatre, one of the foremost moving picture houses in the country. Mr. Crawford's playing is known to thousands of Chicago residents and it is felt that his recordings will be in great demand throughout that section. Two records are listed for release the first week of January, one "Rose Marie" coupled with "Dreamer of Dreams," and "Somewhere a Voice Is Calling" coupled with "Serenade" of Schubert.

Demand for Murdock Sets

The Capitol Distributing Co., New York City, which is the sole metropolitan distributor for the Murdock radio receiving sets made by the William J. Murdock Co., Chelsea, Mass., reports that the new five-tube neutrodyne with built-in loudspeaker has made a tremendous hit in the territory which the Capitol Co. covers. The many talking machine dealers using the service of the Capitol Distributing Co. report great success with this new number of the Murdock line.

OKeh and Odeon Records

CHRISTMAS is but a few days off—if you need a supply of these fast-selling OKeh Records to meet the demands of "last minute" shoppers, speed and accuracy are paramount. Call on Polk. Our stocks, more complete than ever, and our smoothly running organization insure you against profit-losing delays and inconveniences.

We extend to you our heartiest best wishes for a Very Merry Christmas and a Happy, Prosperous New Year.

Wholesale Phonograph Division

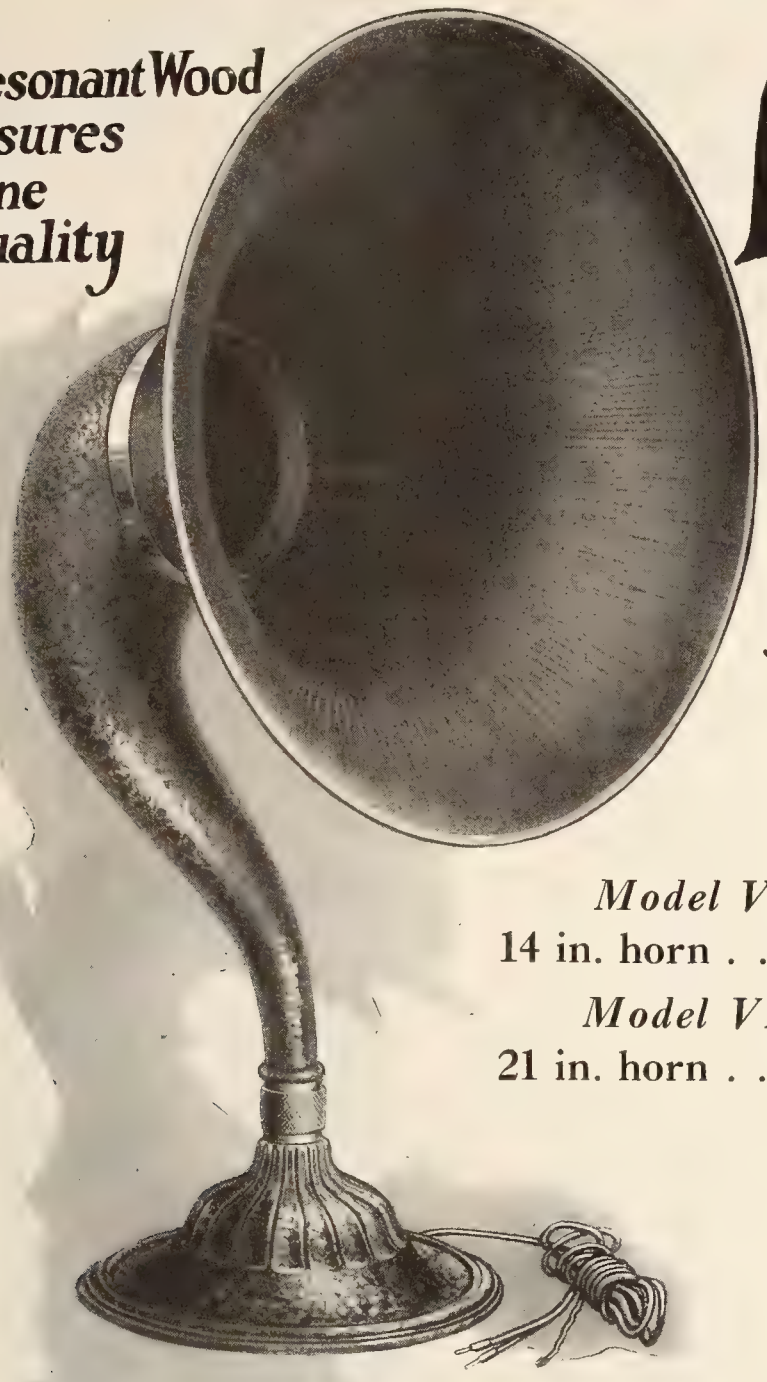
JAMES K. POLK, Incorporated

Offices and Show Rooms:

294 Decatur Street ATLANTA, GA.

BUY OKEH NEEDLES—They Keep Record Sales Alive!

Resonant Wood Insures Tone Quality



Let Music Master Help to Sell Your Sets

Model VI
14 in. horn . . **$30**

Model VII
21 in. horn . . **$35**

A FAULTLESS demonstration such as only Music Master can give is the surest way to sell a receiving set.

Also it is the easiest way; the most profitable; Music Master becomes a part of the sale, and the customer is satisfied with his purchase.

The supersensitive Music Master reproducing unit picks up the most fugitive radio impulses. The tone chamber of heavy cast aluminum eliminates distortion and keeps signals clear and distinct. And, of utmost importance, the amplifying horn is *wood*, unequalled for resonance and tonal quality.

Let Music Master be your master salesman. It supplies the clinching argument that wins.

Model VIII
Mahogany Cabinet with "Full Floating" horn of natural wood . . **$35**

Music Master Corporation

Makers and Distributors of High-Grade Radio Apparatus
Tenth and Cherry Streets
Chicago Philadelphia *Pittsburgh*

Connect any Music Master in place of headphones. No batteries required. No adjustments

Music Master
RADIO REPRODUCER

Holiday Activity Manifests Itself in Increased Sales in Louisville Territory

Record Demand Particularly Active—Local Appearances of Well-known Artists Influence Buying —Christmas Club Drives Productive of Results—News of the Month

LOUISVILLE, KY., December 8.—The approach of the holiday season is reflected in the sales volume of the talking machine and radio departments of the various dealers here. The healthy condition of the trade is indicated by the fact that a consistent business is being done in all lines, both talking machines and records, as well as radio sets.

Record sales have in particular been very satisfactory. The appearance here of several recording artists was followed by an unusual demand for their records. Foremost among these was John McCormack, Victor artist, who sang at the Auditorium on Tuesday, December 2, to a capacity house. Louisville is honored each year by being on the concert tour of this popular artist, and Victor dealers are aware, through their former good experiences, of the value of a tie-up with the concert. On Wednesday, December 3, Josef Hoffmann, world-renowned pianist and exclusive Brunswick artist, played at the Woman's Club Auditorium to an enthusiastic audience. The Brunswick Co. had, for several days prior to the recital, inserted advertisements in the local papers regarding the appearance of this artist, and Brunswick dealers report that immediately following the recital the demand for this artist's recordings was unusually active. It is believed that the performance here, during the week of December 11, of "Blossom Time" will have a further good effect on record sales. This musical entertainment was given in Louisville last year, with a resultant increase in record sales, so dealers are providing for the demand which is expected next week.

The Belknap Hardware Co., distributor of Outing portables, reports that all models of this popular make of portable talking machine are selling well, with the senior Outing most in favor. The new model, encased in green leatherette, has been enthusiastically commented on by dealers. The volume of portable business done during the past month compares very favorably with any like period of the Summer.

The Baldwin Piano Co. is vigorously pushing the New Edison baby console and is advertising this popular model heavily in the local papers. The campaign has been fruitful of results and sales are quite satisfactory.

The Stewart Dry Goods Co. has put in operation the Christmas Victrola Club plan and states that the results already secured assure the December talking machine business of being up to the standard set in other years.

The Sutcliffe Co., wholesaler, is pushing the Atwater Kent sets vigorously and is advertising the receivers in all the local papers. The difficulty encountered by this firm is not in selling but in filling the rush of orders from dealers for the various models of receivers.

The Louisville Music & Radio Co. has secured a large amount of Christmas business in Atwater Kent sets through the operation of a Christmas club. Advertisements in the daily papers explained the procedure of the club and stressed the reasonable terms by which this set could be purchased at this time. The result was a large volume of business.

Newport Corp. Exhibits at Boston Radio Show

The Newport Radio Corp., New York, manufacturer of the Newport radio receiving set, was among the exhibitors at the recent Boston Radio Show, exhibiting its three models, the Georgian, Bruce and Patrician. T. B. Campbell was in charge of the exposition during the week of the show. "We were greatly pleased with the reception accorded the Radio Show by the public of Boston. There was an excellent attendance during the entire week, and practically everybody who visited the exhibition was interested in the buying of radio. We were so pleased with the results obtained that we have contracted for additional space at next year's show," said Mr. Campbell in a recent chat with The World.

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years Have Proved Outing Portables Are the Best

Belknap Hardware Co.
Louisville Kentucky
Outing Distributor

G. E. Burghard, Continental Corp., Active in Radio

The Continental Radio & Electric Corp., New York, distributor for the Radio Corp. of America, Colin B. Kennedy and other standard lines of radio merchandise, has in the two years of its existence reached a position of being regarded as one of the leading jobbing houses in its locality and one that offers real service to its dealers. It is this latter policy which is attributable for the growth of the business which has expanded from occupying one floor at 15 Warren street to taking over four complete floors at the same address.

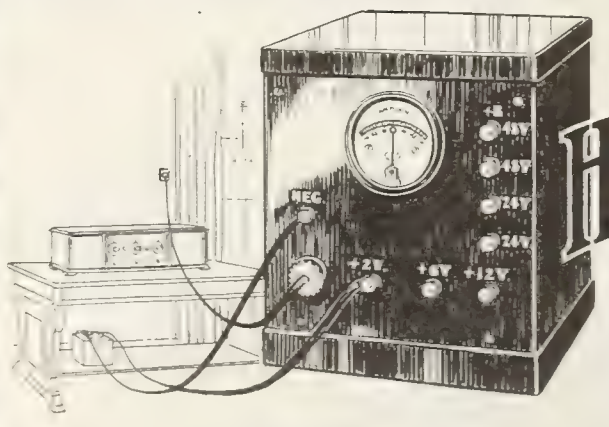
George E. Burghard

George E. Burghard, the president of the company, is one of the best known figures in radio circles.

The other officers of the company are J. Grinan, vice-president, and J. Stantly, secretary and treasurer.

General Phonograph Corp. Distributing the Kimberly

The distributing division of the General Phonograph Corp., 15 West Eighteenth street, New York, recently arranged to wholesale the products of the Kimberley Phonograph Corp. of New Jersey. Norman Smith, manager of the distributing division, is enthusiastic over the acquisition of the Kimberley line as it rounds out and makes complete the line of musical products handled by his organization, which includes Okeh and Odeon records, the Outing Portable line and Honest Quaker parts and accessories, and, now, the Kimberley phonographs.



ULTRA
HANDY CHARGER

ABSOLUTELY FIREPROOF

A Convenience and a Money Saver

Dealers: Every customer to whom you sell an expensive radio set is the best kind of a prospect for an Ultra Handy Battery Charger. And don't forget those customers whom you have already sold!

The Ultra Handy Charger is absolutely Fireproof. It may be connected and left alone. Even if allowed to run for several days there is no danger of overcharging the battery or causing fire.

The Ultra Handy Battery Charger is easily connected. Simply attach patent clip on cords to the terminals of the battery—then plug the other cord into a light socket and turn on the current.

The Ultra Handy Charger is neat and compact. There are no bulbs to break and no acids to spill. It will not make the home messy and cannot harm the furniture.

Dealers everywhere are making big profits by handling this convenient radio accessory. Order from your jobber. Write in for illustrated literature.

Price $18.00

INTERSTATE ELECTRIC CO. 4339 DUNCAN AVENUE ST. LOUIS, MISSOURI

IN THE MUSICAL MERCHANDISE FIELD

Scope of Band Instrument Field Offers Dealers Big Merchandising Opportunity

F. A. Buescher, President, Buescher Band Instrument Co., Outlines the Wide Sales Field Awaiting Exploitation by Live Retailers—Gives Some Valuable Hints on Building Business

From the correspondence we have with music merchants who do not carry wind instruments I plainly see that the average of such merchants is of the opinion that if he should stock band instruments he would have to find his market among the professional musicians of his city.

Nothing could be further from the truth. Had we to depend upon the professional musicians exclusively our business would never have got so close to the half-million annual mark (wholesale) as it now is, and those of our dealers whose retail sales run from $100,000 upward would never have reached half that volume.

The relative importance of professional trade may be visualized by a statement I often make, and that is that the band instrument industry of Elkhart could outfit all the wind-instrument players who belong to the American Federation of Musicians with about one week's output. That, inferentially, leaves fifty-one weeks of the year that the output must be taken by the amateur or the beginner. We look upon the whole population of the country as prospective purchasers, and our dealers look upon the population of their territory as composed of all prospective buyers.

There are a great many music merchants who have hesitated to add the wind instruments to their stocks solely because they thought the market was restricted to professional men—or at least to those who already had a knowledge of playing. This is preposterous, of course.

The young fellow or girl who buys a saxophone, for instance, usually gets very much interested in ensemble music. At least, we find the first buyer in a neighborhood induces one other to buy. Then these two frequently hunt up a third or fourth and get up a trio or quartet. Very often the original purchaser's influence can be traced in as many as a dozen sales, and the organization of an amateur orchestra.

There is hardly any neighborhood where a competent person cannot be found to act as coach or teacher. In fact, a great many piano teachers have coached beginners on saxophones, without any prior knowledge of the instrument. In many cases we have records of a singer who has been impressed into service to coach a saxophone trio or sextet. The point is that practically any person with some knowledge of music—be it vocal or piano music or any other kind—makes a fairly good coach for the budding orchestra.

In the rural communities there is always to be found some ex-bandsman who gladly takes an interest, and in the larger cities, of course, competent teachers of wind instruments are as numerous as piano teachers.

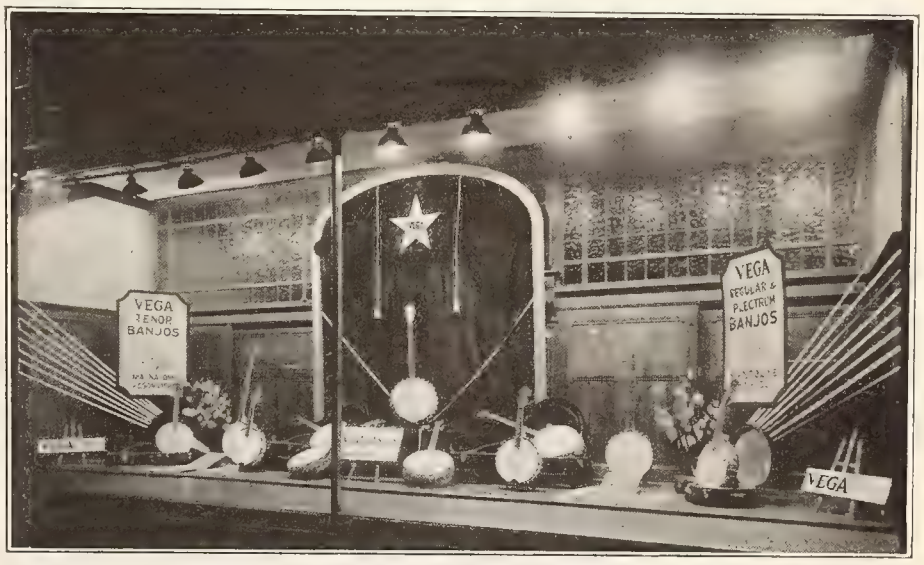
The music merchant who has neglected the wind instruments on the theory that he has to sell to professionals is all wrong. We, here in Elkhart, take the stand that our market is as wide as the market for pianos, or, for that matter, as wide as the market for phonographs. Every person who likes music is a prospective buyer of a saxophone or a trumpet or some one of the wind instruments.

The whole secret of the enormous growth of this industry within the past decade is the fact that we acknowledge no limitations to our market; that we figure every person between fourteen and forty as a possible prospect, and every person between fourteen and twenty-four as a very live prospect. Our national advertising takes this stand. We appeal to the whole population and not by any means only to the professional class. The response is evident in the growth of the business of dealers.

Hawkes & Son, England Distributors of Vega Line

Prominent English Firm Gets Large Initial Shipment of Vega Banjos

Hawkes & Son, London, England, were recently appointed exclusive distributors of Vega banjos in England. In conjunction with the receipt of their initial large shipment of Vega banjos from the Vega Co., Boston, Mass., and also as an announcement of their handling this well-known line, Hawkes & Son had a particularly attractive window display at their headquarters in London, which is shown herewith. This company began the representation of the line in a proper manner by having a wide stock of the instruments on hand, ranging from the most inexpensive model to the De Luxe Vegaphone.



Attractive Vega Display of Hawkes & Son

Vega banjos are already favorably known in the British Isles and are used in recording by the artists of three leading English companies, Columbia Gramaphone, Vocalion Gramaphone and His Master's Voice.

Mr. Hawkes is very optimistic about banjo sales in England and he reports that the banjo has become more and more popular over there.

C. H. Flint Resigns From Lyon & Healy to Come East

Former Sales Manager of Big Chicago Wholesale House Now in Advertising Business

CHICAGO, ILL., December 8.—C. H. Flint, sales manager for the past year of the wholesale small goods department of Lyon & Healy, Inc., has resigned and gone East to accept a position in the advertising field. R. H. Roberts, manager of the department, will temporarily discharge the duties of both positions.

New Sherman, Clay Branch

A branch of Sherman, Clay & Co., carrying a full line of musical instruments, has been opened on Mission street, San Francisco, Cal.

ONE SELLS THE OTHER!

The Record Dealer, whether he sells race records of any make or standard dance records of Victor, Brunswick, Columbia, Edison or any other make, can point to his best records as shining examples of the fine qualities of Buescher Band Instruments and Saxophones—for the best bands in the records use Buescher instruments.

Buescher window material features the best-known record bands—shows them in full color, with their instruments showing in gold. These window trims, alone, add greatly to the sales-making ability of record shop show windows.

Ask about the Buescher dealership. Learn just how many of your records are made by Buescher-equipped bands. Figure how many of your record customers would buy Buescher Saxophones, Trumpets, etc. Write for full information.

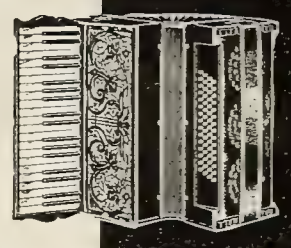
BUESCHER BAND INSTRUMENT CO.

G-93 Buescher Block, ELKHART, INDIANA

Sam Wooding's Club Alabam Orchestra from Old Noo Orleans. At Club Alabam, New York.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 179)

HOHNER Harmonicas and Accordions
THE WORLD'S BEST

Plan now to make 1925 a Hohner year
Our new window display material and instruction book will help you.
Ask Your Jobber
M. HOHNER
114-116 East 16th Street
New York City

HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

Chas F. Kienle, Treasurer of M. Hohner, Inc., Dies

Veteran of Harmonica and Accordion Trade Passes Away at Home in New York After an Illness of Several Months

Much regret has been expressed in the talking machine and musical merchandise trade at the passing of Charles F. Kienle, treasurer of M. Hohner, Inc., manufacturer of Hohner harmonicas and accordions, 114 East Sixteenth street, New York, who died at his home in this city, last month, after an illness of several months. Mr. Kienle, who was 58 years old, had been in poor health for about a year, but he was the type of man who found the greatest happiness in working hard, even though it taxed his strength and health.

Despite the fact that he had been ill for some time, his death came as a shock to his many friends in the trade, for he had been steadily improving during the past few weeks and was expected to return to his desk last week. A relapse set in, however, and death ensued.

Mr. Kienle was one of the oldest employes of the Hohner organization and had been a member of the firm for several years. He learned the harmonica business from the bottom up, starting about twenty-five years ago. Possessed of a keen mind and a willingness to work hard, he steadily advanced in the company and when the firm was incorporated a few years ago he was made treasurer. His genial disposition as well as his loyalty won him hundreds of friends and he was known and liked throughout the entire trade. His loss is especially mourned by William J. Haussler, general manager of M. Hohner, Inc., who, like Mr. Kienle, grew up with the Hohner business and who worked shoulder to shoulder with him during the growth of the business. The latter was grief-stricken when he learned of the death of his friend and fellow worker.

C. Bruno & Son Complete Extensive Alterations

New York Headquarters Now Equipped So Goods Are Displayed to Best Advantage—Supplement to Catalog Issued

C. Bruno & Son, Inc., New York City, importers and wholesalers of musical merchandise, have completed extensive alterations and improvements to their headquarters at 351 Fourth avenue. New wall cases have been installed that display to the best advantage the full line of musical merchandise. These cases are equipped with an effective interior lighting arrangement. It is stated that a number of visiting dealers have been so impressed with the display that they have made plans to use similar cases in their warerooms. These cases are the finishing touches to the extensive redecorating and refurnishing work accomplished at these headquarters a few months ago. C. Bruno & Son have issued a supplement to the general catalog. It covers Bruno merchandise for 1924-1925 and is to be used by dealers in conjunction with the Bruno catalog which has been in their possession for some time.

Holiday Issue of Conn House Organ Interesting

"The Musical Truth" Contains Many Live Features in Addition to Helpful Sales Hints, Advertising Aids and Tie-ups

The holiday issue of the Conn house organ, "The Musical Truth," is aptly named in that it contains a veritable mine of information for both the professional and amateur musician. The leading feature is an article entitled "Shaping a Tone Column," dealing with the manufacture of the various brass and wind instruments requiring shaping, bending and smoothing of the tapers that go into one of these instruments. This article, with the aid of illustrations, explains fully the old-fashioned hand method of shaping and smoothing the bows or bends and compares them with the new method, perfected by C. G. Conn, Ltd., whereby these bows, bends and taper branches are all shaped and smoothed by hydraulic pressure, thereby insuring accuracy to the thousandth of an inch. In addition, this process makes the inside of the branch as smooth as the outside, which adds to ease of blowing and also results in perfect pitch.

Other pages are devoted to the Western orchestras, giving a short history of each organization, together with an illustration. These stories are grouped under the heading "Boosting Conns Near the Golden Gate." A similar item appears on the editorial page under the caption "New York Orchestras Using Conn Instruments," which lists sixty-five of the leading orchestras in the city of New York which are using Conn instruments. In this list appear some of the most famous dance and recording orchestras in the United States.

Altogether this issue of "The Musical Truth" contains much interesting information, in addition to the many sales hints and advertising tie-ups which appear in its columns.

A. W. Shade has been appointed manager of the band instrument department of the Eberhardt Music Co., Wichita, Kan

"Drumming Up" A Business

No business is self-sustaining—it requires the earnest effort of push and pull with a mixture of sound sense and the sincere endeavor to render good service to make any business profitable.
Ludwig Drums and Accessories lend themselves so admirably to this combination that they are the leader in the field and the chosen favorite of thousands of prosperous dealers.
Write us today for the necessary information regarding Ludwig Drums and their profit making possibilities.
Ludwig & Ludwig
World's Largest Drum Manufacturers
1611 No. Lincoln Street Chicago, Ill.

VEGA BANJOS

Some of the representative dealers who handle Vega Banjos

CRESSEY & ALLEN,
Portland, Me.
CHAS. H. DITSON & CO.,
New York City.
CONN BOSTON CO.,
Boston.
VOLKWEIN BROS.,
Pittsburgh.
HAFNER & SUTPHIN,
Philadelphia.
OHIO MUSICAL SALES CO.,
Cleveland.
WILLIAM LEWIS & SON,
Chicago.
FLANNER-HAFSOOS MUSIC HOUSE, Milwaukee.
GRINNELL BROS.,
Detroit and Toledo.
SEIBERLING-LUCAS MUSIC CO.,
Portland, Ore.
BAILEY'S, INC.,
Spokane, Wash.
THOS. GOGGAN & BROS.,
Houston, Texas.
DALLAS BAND HOUSE,
Dallas, Texas.
WALTER BOEHM,
Buffalo, N. Y.
LEVIS MUSIC STORE,
Rochester, N. Y.

Some of the representative dealers who handle Vega Banjos

SOUTHERN CALIFORNIA MUSIC CO., Los Angeles.
SHERMAN, CLAY & CO.,
San Francisco.
PACIFIC MUSIC CO.,
Seattle.
S. ERNEST PHILPITT & SON,
Washington, D. C., and Jacksonville, Fla.
J. B. WILSON MUSIC CO.,
Wilmington, Del.
CONN ATLANTA CO.,
Atlanta.
C. C. BAKER MUSIC SHOP,
Columbus.
CRAWFORD-RUTAN CO.,
Kansas City.
HUNLETH MUSIC CO.,
St. Louis.
GODARDS MUSIC HOUSE,
Syracuse, N. Y.
SCRANTON TALKING MACHINE CO., Scranton, Pa.
A. HOSPE CO.,
Omaha, Nebr.
ORPHEUM MUSIC SHOP,
Des Moines, Iowa.
THE RUDOLPH WURLITZER STORES.

THIRTY-FIVE years experience manufacturing superior Banjos places Vega in the lead to-day. Vega Banjos are the finest made, due to patented construction features, selected materials, and skilled craftsmanship. As such they have an unrivaled reputation and attain the greatest volume of sales.

Write for complete dealer information.

THE VEGA CO.

155 W. COLUMBUS AVENUE BOSTON, MASS.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 180)

Now It's "Hohner Harmony Hours" for Radio Fans

To Be Regular Feature of WEAF Broadcasting Program—William J. Haussler and Jerome Harris Entertain Fans

"Hohner Harmony Hours" has become a regular feature of the Thursday evening program of WEAF, the New York broadcasting station of the American Tel. & Tel. Co. The time allotted is divided between harmonica solos, duets and ensembles and a short period of harmonica playing instruction. During the first evening's broadcasting, William J. Haussler, general manager of M. Hohner, Inc., offered to send to all applying, a harmonica instruction booklet. The results clearly proved the tremendous interest manifested in harmonicas by the general public, for over four thousand requests were received for the Hohner booklet.

On Thursday evening, December 4, the radio audience was well repaid for tuning in, for on that night William J. Haussler, himself, accompanied by Billy, Jr., obliged by playing "Old Black Joe" with piano and guitar accompaniment. Mr. Haussler also spoke interestingly on the subject of "How to Play the Harmonica." Another member of the trade, well known in musical merchandise circles, who entertained on that evening, was Jerome Harris, secretary of C. Bruno & Son, Inc., New York City, importers and wholesalers of musical merchandise. Mr. Harris accompanied one of the harmonica selections on the ukulele. Other features of the evening were harmonica bands from public schools.

Based on the four thousand inquiries alone it is positive that these hours of harmonica instruction and music are bound to have a far-reaching effect on harmonica sales. Music dealers everywhere will be wise to cash in on this opportunity.

Dealer Stimulates Business Through Musical Activities

S. Pierpaoli, Columbia Dealer, Teaches Clarinet and Accordion to Large Class With Resultant Increase of Musical Instrument Business

NEW HAVEN, CONN., December 9.—S. Pierpaoli, of S. Pierpaoli & Co., Columbia dealers, in addition to being one of the most enterprising talking machine and musical instrument dealers in this section, is also prominent in musical circles of the city. He is a leading piano and accordion instructor of this city and at the present time has more than sixty pupils in his accordion and clarinet classes.

S. Pierpaoli's Accordion Class

The company occupies a beautiful store at 101 Portsea street, and handles Columbia phonographs and complete libraries of American and foreign records, pianos and musical merchandise. Mr. Pierpaoli attributes a goodly proportion of the success which his store has achieved to the policy of using trucks to reach those prospects in distant points. The rapid growth of the business demands more space and plans are being made to move to a larger and more central store in the near future.

Armour & Co. Strings Are Proving Their Worth

Much misinformation and many false notions are prevalent as to the relative merits of steel "E" strings as contrasted with gut strings, remarks H O. Gable, manager of the string department of Armour & Co., in a recent article.

Armour & Co are producing Orange moisture-proof violin "E" strings that outlast many steel strings. Further, they give a fine tone, do no injury to the instrument and are easy on the bow. The Armour Orange strings usually last a month and ofttimes longer. Armour & Co. have a duly authenticated record of a case where a Pacific Coast orchestra man played an Il Trovatore Orange "E" string daily for fourteen months before it was finally worn out. This is most remarkable when it is considered that in this particular instance the string was subjected to regular playing.

F. J. Bacon "On the Air"

Fred J. Bacon, described as one of the world's best known banjoists, and president of the Bacon Banjo Mfg. Co., New London, Conn., was again heard on the air in November through WEAF. Mr. Bacon has broadcast from this station in the past and letters received indicate his tremendous popularity with radio audiences. Mr. Bacon has, therefore, been added to the regular night's program and radio fans will once more be entertained by him.

Only Conn Can Give You These Profit Points

Supreme quality instruments, used and endorsed by the world's greatest artists;

Prestige that comes with leadership—Conn is largest in the industry, the only maker of every instrument for the band;

National Advertising on a gigantic scale never before heard of in connection with band instruments, including double pages in color in the Saturday Evening Post;

Now is the time for you to cash in on these profit opportunities. The months ahead will be "big business" months for Conn dealers.

Write now for complete information on available territory and details of our proposition to dealers.

C. G. CONN, Ltd.

1252 Conn Building Elkhart, Ind.

CONN

WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE BAND AND ORCHESTRA INSTRUMENTS

CULTIVATE YOUR MUSICAL BUMP

B & D SILVER BELL BANJOS

Profit Dealers Everywhere

SOME OF OUR DISTRIBUTORS

BURDWISE, A.
Baltimore, Md.
CHICAGO MUSICAL INSTRUMENT CO.
Chicago, Ill.
DYER, W. J. & BRO.
St. Paul, Minn.
GRINNELL BROS.
Detroit, Mich.
JENKINS, J. W. & SON
Kansas City, Mo.
DITSON, OLIVER CO.
Boston, Mass.
OHIO MUSICAL SALES CO.
Cleveland, Ohio
PEATE MUSICAL CO. LTD.
Montreal, Canada
PROGRESSIVE MUSICAL INSTRUMENT CORP.
New York, N. Y.
SHERMAN, CLAY & CO.
San Francisco, Calif.

SILVER BELL PRICES

STYLE No. 1	$145.00
STYLE No. 2	190.00
STYLE No. 3	270.00
STYLE No. 4	320.00
STYLE No. 5	370.00
STYLE No. 6	450.00

Send for 1924-1925
New Illustrated Booklet

Feature Bacon Banjos
the Coming Season

THE BACON BANJO CO., Inc.

GROTON, CONN.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 182)

Principles of Efficient Operation of the Musical Merchandise Department

Geo. H. Way, Sales Manager, Leedy Mfg. Co., Gives Some Constructive Pointers on Various Phases of Merchandising Small Goods—How to Secure Prospects and Sell Them, Etc.

There is probably no product in existence that is a real, true specialty—as we consider a specialty apart from a universal product—more than musical instruments. And as there are so many departments in the musical instrument business with such a vast amount of detail in each, it is not to be wondered at that we find so many specialty men within the field.

We have managers of stores who are thorough piano men, or phonograph men, sheet music men, violin men and brass instrument men, etc., and in about every case one will find that the store run by any one of these types of managers flourishes in his particular line and suffers elsewhere. He naturally puts forth every effort on the subject he knows best. Therefore the other departments will not show real results until he studies and learns each specialty. Few men will take this trouble, and if the store is large enough they will hand over what they cannot help but consider these "inferior" departments to some hired help. Of course, these other departments do not do as much as the one to which the manager is giving the most attention, consequently he considers them a burden and useless. Then we find the manager who is of an artistic temperament and has a beautiful store in decorations and fixtures—another who understands window dressing from A to Z; another who is a fine advertising man and, of course, sometimes we find one who has a broad knowledge of everything in musical instrument merchandising.

Drawing Trade to the Store

But the one all-important "missing link" is the manager who knows how to make sure of repeat business and who can draw trade from outside a short distance of his location. This is indeed a specialty and the one most neglected, the reason being that there are so few men in the retail field who understand the details and value of the mail-order branch. There is no reason why every retail music store cannot enjoy more or less mail-order business. The writer has talked to many managers who say, "Oh yes, I have a mailing list and send out monthly phonograph record circulars." These lists are usually compiled from the phone book and as he does not often see direct results he thinks even this is wasted.

Having found one merchant who does know how to work this end of the game we believe it in keeping to cite his methods as it shows just how a man can build up the general business of his store with the proper effort the same as the violin specialist is sure of a prosperous string department.

His entire staff of clerks is saturated with instructions to make sure of getting the name and address of every man, woman and child who enters the front door. The reason for this is because if a person comes into the store he or she must be in some way interested in music or instruments and the name along with the good-will and acquaintance with others who are bound to be musically interested is worth more than a whole page of "wildcatting" in the phone book.

It would surprise the average manager to know how many such valuable names can be gathered in six months' time. The number is bound to be large, even in the small towns, and there are some managers who would give a round sum of money to have in their possession the name of every person who has ever visited the store.

Classification of Prospects

The next step is the careful classification of these names, but it must be borne in mind that a rut must not be formed by always soliciting them with literature of one nature only, because who knows but that the lady who buys sheet music continually might be a prospect for a phonograph and some of her relatives or friends might be persuaded to take up drums.

Utilization of Publicity Matter

The musical instrument merchant is more fortunate than most, because he has access to a vast amount of printed literature, but it is surprising to note how they pass up the opportunity of using it, or else waste it. Manufacturers have found that the merchant who makes a request for printed matter is the one who conscientiously uses it, but where it is sent out promiscuously, as stated before, it is often wasted and all this goes to help hold up retail prices, as advertising is a tremendous factor in the music business.

Where a piece of literature can be placed on the doorstep of a prospect, it has far greater value than indirect effort. Some dealers believe in indirect effort, because it creates interest in the various lines and draws new prospects, but it has been proved that the dealer who makes a strenuous effort to gather names through personal touch gets the greatest results. It is impossible to take names from directory or phone book and being sure at the same time that you are reaching homes and families. One of the best ways to gather such names is to place a man outside of the school grounds and get the name and address of every school child. This can be done by giving away a little souvenir, such as a button or lead pencil, only handing them to each child that will give his full name and address.

Some dealers believe that the local field has been worked thoroughly and that they are in touch with everyone interested in musical instruments, but this is a dangerous belief, and it is not true that every local music store has a grip on every prospect, because if it were so, the distant mail-order house could not exist. Therefore, every manager should study direct-mailing methods and gather all good names and addresses. And lastly, the follow-up system on indirect mailing lists always brings results.

The Most Prominent Banjoists Are Playing Weymann Instruments

FRED C. BUCK
Banjoist and Arranger
"Waring's Pennsylvanians"
and His
Weymann Orchestra Banjo
Write for Agency
H. A. WEYMANN & SON, Inc.
1108 Chestnut Street Philadelphia, Pa.

BRUNO

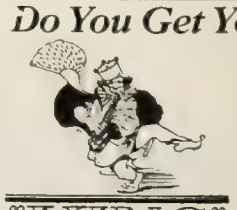
THE OLDEST AND LARGEST MUSICAL MERCHANDISE HOUSE IN AMERICA

Exclusively Wholesale

ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

Do You Get Your Share of the Profit in Band Instruments?



KING BAND INSTRUMENTS

OR are you buying various lines only on demand and on a low margin? If you want a small goods department that pays well investigate our proposition to dealers. We offer full dealer protection and satisfactory margin on the finest line of Brass Instruments in America, nationally advertised and featured by extensive direct-mail campaigns. Ample territory given to dealers who are willing to sell. Write for our proposition.

THE H. N. WHITE CO.
5215-57 Superior Ave., Cleveland, O.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 184)

Hohner Plays Big Part in Symphonic Jazz Concert

Borrah Minevitch Plays Solos on Hohner Chromatic Harmonica and Delights Large Audience on Occasion of Lopez Concert

What was probably the most effective form of exploitation work accomplished in behalf of the harmonica took place on Sunday, November 23, when Borrah Minevitch appeared as a soloist with Vincent Lopez and His Concert Orchestra at the Metropolitan Opera House, New York.

Playing a Hohner chromatic harmonica, Mr. Minevitch delighted an enthusiastic audience with his rendition of "My Heart At Thy Sweet Voice," from Samson and Delilah, and a special composition entitled "Rubeville Original Jazz Fantasy." An annotation in the program stated that Mr. Minevitch's solos were introduced to "prove that the harmonica, in the hands of an artist, has a valid claim to be taken seriously as a musical instrument." The applause from the large audience was proof positive that they accepted all claims made for the harmonica and so insistent were they that Mr. Minevitch was forced to play an encore, the "March of the Wooden Soldiers."

So impressed was Vincent Lopez with Mr. Minevitch's playing that he informed William J. Haussler, general manager of M. Hohner, Inc., that he intended to include Minevitch's solos in all future programs.

Bacon Co. Adds to Equipment

GROTON, CONN., December 9.—In order to take care of the big demand for the B & D Silver Bell banjos, the Bacon Banjo Co., of this city, has installed additional machinery, which was put in with the least possible interruption to business and is now in operation.

Armour's

Made from Fresh Gut—
All the natural qualities are preserved, securing greater strength and durability than can be had from pickled, dried or salted material so commonly used.

Moisture Proofed—
By our special process, these strings are preserved from the harmful dampness of atmosphere and hands.

Scientifically Gauged—
Careful mechanical polishing makes these strings true throughout their length, reliably uniform to standard gauge. Size for size they show greater tensile strength than any string Europe can offer.

Replenish Your Stocks of Violin, Mandolin, Guitar, Ukulele and Harp Strings

3 Better Selling Music Strings

1. LA TRAVIATA

The last word in violin strings—guaranteed perfect in fifths. Unequalled for purity and richness of tone. The finest and most durable string on the market is the Orange-Colored Moisture-Proof La Traviata. Also made in "Special Italian" and Regular Finish. The favorite of musical artists.

2. IL TROVATORE

Is next and very close to the excellence of La Traviata. Meets every requirement of the exacting professional musician. Comes in moisture-proofed Regular Finish as well as Special Italian Finish.

3. ARMOUR'S

A high class moisture-proof string that stands up under the strain of daily professional use. It has remarkable durability and fine tonal qualities.

Send for our latest Price List

ARMOUR AND COMPANY

Music String Department CHICAGO

8086

Interesting Weymann Banjo Dealer Publicity

H. A. Weymann & Son, Inc., Philadelphia, Pa., manufacturers of the Weymann orchestra banjo and the Keystone State line of stringed instruments, have produced an interesting piece of literature entitled "The Key to Greater Profits." The inside spread shows six advertising suggestions for the dealers' use, and announces that electros of the ads are available. The back cover reproduces a large ad on the Weymann banjo run by the Hammann-Levin Co. in Baltimore, Md., who have had excellent returns from the publicity they have placed behind the Weymann line.

Makes Most Expensive Banjo

GROTON, CONN., December 5.—The Bacon Banjo Co., of this city, has produced a new model of the B. & D. Silver Bell banjo, technically known as model number 6. It is described as "the highest priced banjo in the world" and is a model de luxe in every sense of the word. The wood is ebony, inlaid with ivory. The rim and resonator is solid chased gold. It is a model that the connoisseur of banjos will thoroughly appreciate. A number of orders for the new banjo have already been received.

Excellent Vega Demand

Carl Nelson, president of the Vega Co., Boston, Mass., well known as the manufacturer of Vega and Vegaphone banjos, recently returned from a trip which included Cincinnati and Chicago. The demand for Vega banjos is reported good from all sections of the country. Particularly good foreign business is reported, with the peak of the demand coming from Japan and Australia.

Attractive Leedy Leaflet

INDIANAPOLIS, IND., December 8.—The Leedy Mfg. Co., maker of the famous Leedy line of drums and drummers' instruments, recently sent to the trade an interesting leaflet, printed in colors and bearing the illustrations of some thirty or more leading drummers and their endorsements of the Leedy instruments.

Wide Interest in Harmonica in Chicago Public Schools

A recent article in the Chicago Daily News depicts the widespread interest which harmonica playing has aroused throughout the public schools of Chicago. It points to the Nixon school of that city which has done exceptional work, as was recently demonstrated at a concert at Lyon & Healy hall. The article interestingly shows that girls and boys who compose the harmonica orchestra, aside from the fun of being able to play a tune, are gaining an appreciation for better music.

Another interesting tie-up in Hohner publicity is to be found in Buster Keaton's newest film, "The Navigator." William J. Haussler, general manager of M. Hohner, Inc., is supplying window posters of this well-known comedian with a giant size Hohner harmonica in one hand and a minute "Little Lady" in the other. The headline of the poster states: "Get Behind a Hohner Harmonica for Real Music and Fun." It is recommended to the dealer that he cash in on the publicity effected by the local appearance of the film by adding the line "Buster Keaton now appearing at the ——— theatre." These tie-ups, together with all the other elements of the Hohner campaign, have had a stimulating effect on sales.

Pmico.

Send for the Latest 1925 Catalog

Wholesale Distributors and Manufacturers of Musical Merchandise of Quality

Write for your copy today!

Progressive
MUSICAL INSTRUMENT CORPORATION

319 Sixth Ave., New York

Sleeper Radio Corporation Increases Capital Stock

Well-known Radio Organization, One of Industry's Pioneers, Has Had Marvelous Expansion in Brief Existence

The Sleeper Radio Corp., New York, has increased its capitalization to $1,500,000, following a successful underwriting of its securities through two prominent Wall Street investment houses, Messrs. Moore, Leonard & Lynch and Messrs. Bauer, Pond & Vivian, Inc. The company now has an authorized capital of 110,000 shares of no par value stock, represented by voting trust certificates now being traded in on the New York Curb Market.

This company is one of the real pioneers in radio, having been organized in 1920 by two brothers, Gordon C. Sleeper and Milton B. Sleeper. In 1921 they published their own magazine, Radio and Model Engineering, to tell the radio amateurs of the country what to build in radio and how to build it. They were then making construction or knocked-down sets, forerunners of the popular Kit sets of today. In 1922, on their original joint capital of two or three thousand dollars, sales in construction sets and parts were over $250,000.

In 1923 the company turned almost completely to the manufacture of complete receivers, a radical change in policy for which Gordon C. Sleeper was responsible, his brother having left the company to make a separate enterprise of his magazines and technical publication. H. C. Doyle, F. A. Klingenschmitt and David Grimes, all well known in radio, joined the organization of the Sleeper Radio Corp.

The company's sales grew steadily through 1923 along sound and conservative merchandising lines, backed by aggressive trade and consumer advertising. The company made its trade-mark, "Monotrol" universally known and it was ready in 1924 for the expansion in its business that enabled the company on its record of constant progress and success to go to the public for the big increase in capital necessary to carry on national distribution to the present high levels of sales and production.

The management and control of the company remain unchanged. Gordon C. Sleeper will continue to direct the sales and advertising policies, H. C. Doyle, production, and F. A. Klingenschmitt, the field service work.

In addition to the active branch office in Chicago under the direction of J. L. McWeeny, who travels five men throughout the Middle West, the company is covering all territory east of the Mississippi by its own district representatives traveling from the New York office. The company's export division is under the direction of Lucien Barnes, who was for ten years an executive officer of the Westinghouse Electric International Co.

Second Edison Edition of Popular "Rain" Song

Early in the Fall Thos. A. Edison, Inc., conceived the idea of putting out a second edition of the popular song, "It Ain't Gonna Rain No Mo'," with an entirely new set of verses. The demand for this second edition has proved of a substantial character and it is still going good.

Maurie Sherman Orchestra for Famous College Inn

CHICAGO, ILL., December 5.—Considerable interest in musical circles has been manifested in the recent announcement that Maurie Sherman and his five-piece orchestra had been engaged to play for matinee dances at the famous College Inn in the Hotel Sherman. Maurie Sherman is one of the most popular orchestra leaders in Chicago, having played at the Hotel Randolph for the past four years and establishing a very large following among dance devotees. This hotel will be torn down very shortly to provide for a larger and more pretentious building, which accounts for Mr. Sherman's engagement at the College Inn. Mr. Sherman's appearance at this popular eating and dance center affects in no way the engagement

Maurie Sherman

of Isham Jones and His Orchestra, which will continue to play evenings at the College Inn. The personnel of the Maurie Sherman Orchestra is as follows. Maurie Sherman, violin; George Frewert, piano; Johnny Maitland, cornet; Johnny Fallis, clarinet and saxophone; Joseph Plotki, drums.

Joins Eagle Radio Co. Forces

Chas. Manley, head of the service department of the Eagle Radio Co., 16 Boyden Place, Newark, N. J., manufacturers of the well-known Eagle neutrodyne receiver, has appointed John Cobb Kuehl, of Morristown, N. J., as his first assistant. Mr. Kuehl is an expert mechanic and a radio enthusiast.

CHARMAPHONE

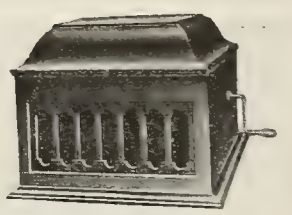
Profit-Making Phonographs

Better Merchandise — Lower Price

That's the Charmaphone slogan for this season.

The Dealer's profit is extra liberal. The quality cabinets, fine workmanship and unusual tone assure sales.

MODEL No. 4
Retail $60.
Height: 42 in.; width: 19 in.; depth 21 in.



MODEL No. 3
Retail $40.
Height: 14 in.; width: 18 in.; depth: 21 in.

MODEL No. 10.
Retail $100.
Height: 49 in.; width: 22 in.; depth, 22 in.

Retail $80.
MODEL No. 15
Height: 32 in.; width: 31½ in.; depth: 21 in.

MODEL No. 5
Retail $70
Height: 43 in.; width: 19 in.; depth: 21 in.

The Charmaphone Company

Executive Offices: 21 East 21st Street, New York City
Factory: PULASKI, NEW YORK

It will pay you to write at once for illustrated catalog and prices

More Crosley Customers for You

This December advertisement in the general magazines shown, as well as in all the prominent radio publications and many farm papers, will add even a greater impetus to Crosley Sales.

BE SURE AND PREPARE TO MEET THE DEMAND **GOOD JOBBERS EVERYWHERE HANDLE CROSLEYS**

Write for Complete Catalog

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., President

1226 Alfred Street **Cincinnati, O.**

Crosley Owns and Operates Broadcasting Station WLW

HAPPENINGS IN THE DOMINION OF CANADA

Canadian Bureau for Advancement of Music Elects at Meeting in Toronto

Prominent Members of the Talking Machine Fraternity Elected as Officers—W. B. Puckett Made General Manager of Brunswick Co. of Canada—News and Activities of the Trade

TORONTO, ONT., December 7.—The seventh annual meeting of the Canadian Bureau for the Advancement of Music took place in this city recently. Included among the new officers elected for the ensuing year appear the following members of the phonograph fraternity: W. B. Puckett, Musical Merchandise Co., Ltd.; H. G. Stanton, R. S. Williams & Sons Co., Ltd.; E. C. Scythes, Scythes Vocalion Co., Ltd.

W. B. Puckett, president of Musical Merchandise Co., Ltd., has assumed the general management of the Brunswick-Balke Collender Co., of Canada, Ltd., with headquarters in this city. The latter organization is affiliated with the parent company, the Brunswick-Balke-Collender Co., of Chicago. Up to the present time the company manufactured for the Canadian market at its factory on Hanna avenue, which plant was established in Canada in 1903, but its phonograph and record products were distributed by Musical Merchandise Co., Ltd., of which latter firm Mr. Puckett was president. The manufacturing end of the business remains unchanged but the distributing division is now to be amalgamated with the parent business and new office quarters and warerooms have been taken at 358 Bay street, in which the stock and staff are now comfortably settled.

The Otto Higel Co., Ltd., radio division, has been appointed Canadian distributor of the Mohawk radio set manufactured by the Radio Electric Corp., of Chicago.

Canada is to have a Radio Week between the latter part of January and the first week of February.

D. A. Tait is now featuring Brunswick phonographs and records in Oshawa, Ont.

Lorne R. Bartlett has linked up with Musical Merchandise Co., Ltd., as wholesale road ambassador for Brunswick phonographs, records, Radiolas, and will cover the Niagara Peninsula districts as well as Hamilton territory.

Ottawa City is to have its second Radio Show, which will be held shortly under the auspices of the Ottawa Radio Association, which comprises trade representatives as well as several hundred radio enthusiasts.

C. W. Lindsay, president of C. W. Lindsay, Ltd., Montreal, has sold the valuable downtown business block at 113 and 115 Sparks street, Ottawa, for a price that is said to be in excess of $100,000.

Holiday Atmosphere Predominates in the Stores Throughout Montreal Field

Vigorous Campaigns Intended to Promote Christmas Gift Buying of Music Launched—Many Concerns Add New Lines in Preparation for Holiday Business—Trade News of the Month

MONTREAL, CAN., December 8.—All music stores now present a holiday attire and atmosphere. Radio will play a prominent part in this year's distribution of Christmas gifts. The phonograph manufacturers and dealers cannot be blamed for not bringing their products to the attention of the public as the newspapers are teeming with advertisements of the various makes of phonographs, some of them utilizing full pages to tell their story. This, together with the numerous Christmas Club-sales plans with limited memberships, in which attractive features are offered with small initial deposits and easy instalments thereafter, is stimulating sales.

Hartney Co., Ltd., exclusive His Master's Voice dealer, has been appointed exclusive Montreal distributor of the Garod neutrodyne radio receivers.

By special arrangement Sgrei Musical House, Ltd., recently staged a successful sales drive on Edison phonographs and records.

Layton Bros., Ltd., have added to their radio line the well known make of the Northern Electric radio receiving sets. Among the firm's employes listed who contributed to the funds of the Federation Charities Campaign appeared the name of C. W. Lindsay, Ltd. The employes of the Victor Talking Machine Co., of Canada, Ltd., likewise contributed heavily.

Wm. Lee Co., Ltd., recently inaugurated a Brunswick Club limited to 100 members, in which was offered a Model No. 4 Brunswick with ten double-sided records, 200 steel needles, one sapphire point, a record brush and a record album.

Brown's Talking Machine Shop, Inc., has now in full swing its record club, the plan of which works out as follows: Choice of any records from His Master's Voice catalog to the value of $10 on payment of $1.00 cash, and $1.00 per week on the balance. Mr. Brown has worked this club for a number of years and has customers in all parts of Canada.

Garod radio receiving apparatus is now being manufactured in Canada and will be distributed exclusively through the Continental Equipment Co., Ltd., Montreal, which firm is the factory representative. The Continental Equipment Co., Ltd., since its establishment in Canada, has confined itself to a retail mail-order business but will now engage in a wholesale way. All models of the Garod sets will now be built in Canada by the recently-formed Neutrodyne Radio Sets, Ltd., of Montreal, which has opened a factory, and they will be distributed through dealers by the Continental Equipment, Ltd. It is expected that the manufacturing will be concentrated on the Garod R. A. F. receiving set primarily, the other sets to come in for more attention later. R. H. Lee Martin is president of the Continental Equipment Co., Ltd.

De Forest Phonofilm, of Canada, Ltd., has been incorporated under Dominion Charter, with an authorized capital of $100,000 of no par value, head office to be in Montreal.

Anna Case, Edison artist, won still further honors in this city when she gave a recital in the Orpheum Theatre and added further to public opinion as being one of America's foremost concert artistes.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY *NONE LOWER IN PRICE*

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY

Canadian T. M. Dealers Advertising Heavily

MONTREAL, CAN., December 8.—Some excellent talking machine advertising is appearing in Canadian newspapers this holiday season.

The national copy of Victor Talking Machine Co. of Canada, Ltd., has received much favorable comment, not only for the merit of the text, but for the art work in the illustrations—the latter having moved an editorial writer in one of the Montreal papers to devote a good portion of his space to commending the unununusually meritorious appearance of the ads.

Among the retail trade, both in the larger and smaller cities, much space is being used to interest holiday buyers. In Montreal Layton Bros., The Hartney Co., N. G. Valiquette & Co., City House Furnishing Co. and J. D. Langellier were large users of space featuring Christmas Victrola Clubs. In Toronto R. S. Williams Sons & Co., Heintzman & Co., Mason & Risch and others are aggressive advertisers. In Winnipeg J. J. H. McLean & Co., Mason & Risch and others appear prominently before newspaper readers with Victrola announcements. In Calgary C. B. Clarke, Alberta Piano Co., Mason & Risch and others give much publicity to their Victrola departments. Out on the Coast Fletcher Bros., both in Vancouver and Victoria, W. F. Evans, Ltd., Mason & Risch, of Vancouver and others throughout British Columbia attribute the excellent business they are enjoying to the advertising they have been running.

All through the Dominion Victrola dealers report increasing business on instruments and records; due, in no small measure, to the advertising being done by them backed up by aggressive selling.

New Canadian Victor Artist

MONTREAL, CAN., December 6.—The ever-popular Dumbells' Co., now touring Canada, has featured several songs which have strongly appealed to audiences everywhere. Al Plunkett, one of the favorite singers of the company, recently made several recordings at the recording laboratory of the Victor Talking Machine Co. of Canada, at Montreal, which provide a permanent source of enjoyment for those who enjoyed the show.

During the recent visit of the Prince of Wales to Winnipeg a Sonora phonograph formed an important part of the furnishings of his suite at the Royal Alexandra.

UDELL
Consoloud-Speaker

Announcing! The UDELL Consoloud-Speaker

Two-toned finish in walnut or brown mahogany with genuine veneered top.

A beautiful Console Radio Cabinet with built-in Loud Speaker Unit and Horn — at a price that opens a big new market for your store.

THE UDELL WORKS · INDIANAPOLIS, U.S.A. · U D E L L

Trade-mark Registered.

52 Years of Successful Experience

Are Embodied in This Remarkable Cabinet

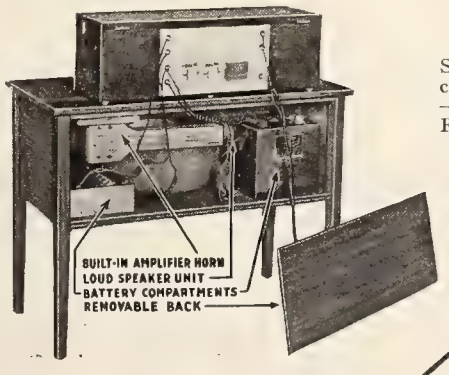
NO doubt someone in your organization is a radio fan. "There is at least one in every office." Call him in and ask him what he thinks of this combination console radio cabinet and loud speaker — with built-in loud speaker unit. We know what he will say. The same as every other radio fan who has seen it. It's the most popular and fastest selling piece of radio equipment ever offered to the American public!

The experience of many successful years is reflected in the Udell Consoloud-Speaker. As manufacturers of fine talking machines and cabinets of unusual character, the Udell name everywhere represents an institution of skilled caftsmen and highest business ethics. This Consoloud-Speaker possesses all the refinements of the typical Udell quality construction. It is an admirable piece of furniture, an excellent loud speaker, and a practical cabinet for the radio receiving set, batteries and charger.

Has Powerful Loud-Speaker Unit and Amplifying Horn of Laminated Wood.

No head-set or separate horn is required. Just plug in the powerful loud speaker, which is an integral part of the cabinet, and enjoy the clear, resonant tones which are reproduced in the scientifically constructed laminated wood amplifying horn. The outlet of the horn as indicated by the artistic grill work, was deliberately placed on the right side as the most convenient location for tuning in.

Large enough for any receiving set; 29 inches high, 18 inches wide and 38 inches long. Note the large knee space.



See this Consoloud-Speaker at our Chicago Market Display —10th floor American Furniture Mart.

THE UDELL WORKS, INC.

28th Street at Barnes Avenue
INDIANAPOLIS, INDIANA

MAIL THIS COUPON AT ONCE FOR OUR INTERESTING PROPOSITION.

The Udell Works, Inc.,
28th St. at Barnes Ave., Indianapolis.
You may send us immediately complete information, price, discount, etc., on your Consoloud-Speaker.

Name .....

Address .....

ORSENIGO

RADIO and PHONOGRAPH

A 1925 Forecast

The coming year will be marked by a healthy, normal business in the phonograph and radio industries, which, however, will be based upon a permanent foundation of quality and value.

The day of shoddy, inferior products has disappeared in the phonograph industry, and during 1925 the radio industry will also be guided by the influence of dependable, reliable merchandise.

ORSENIGO cabinets are recognized everywhere as standards of perfection in workmanship and design. They are now being manufactured completely equipped with phonograph mechanism or as phonograph and radio combinations. They represent quality instruments that can be presented during 1925 profitably and satisfactorily by progressive retailers.

We extend hearty wishes to the trade for a Merry Christmas and a Happy New Year.

The ORSENIGO COMPANY, Inc.

383 Madison Avenue
at 46th Street
New York City

Factory: Long Island City, N. Y.

GLEANINGS from the WORLD of MUSIC

Distribution Important Problem in Field of Standard Music Publications

Weakest Spot at the Present Time Is the Lack of Coverage in the Smaller Cities and Towns Which Reacts Directly Upon the Volume of Sales of These Numbers

On standard music there is seemingly a minimum of outlets for the distribution of the goods. This has long been recognized and, owing to the nature of the business with its wealth of details, its diversified stocks and the attention necessary to make a store or a department a success, the obstacle to enlarged distribution has been looked upon as insurmountable.

There is, of course, much truth in the feeling that is abroad in both retail and publishing circles, that it is well that there should be fewer distribution points, each, however, equipped to serve a musical clientele most advantageously. There are a number of drawbacks to a more widespread introduction of sales outlets but with all of this there are many important reasons why an increased distribution should be furthered.

A quick analysis of the distribution problem shows that the weakness at present is in the coverage of the smaller cities and towns. The dealer in such localities speaks of the music purchasers of his city as preferring to go to the large center for their supplies. This, of course, is encouraged by the dealer in the large cities. The retailer in the trade centers is well equipped to serve diversified musical tastes and has at hand comprehensive catalogs meeting most needs and is in a position to get further requirements almost overnight.

There are towns throughout the United States with a population as high as 10,000 the music establishments of which encourage the musical clientele of the locality to get their needs from adjacent cities. In some instances, however, outsiders opening up music stores have failed to see good reason for encouraging purchases outside the locality and in such cases there have been profitable and successful openings of sheet music departments.

This problem is a little greater than it appears at first thought. In fact, besides publishers and dealers, it should arouse the interest of the record manufacturer and all others who desire to see the development of America musically. Even the successful sheet music establishments in the larger cities, if the case were properly presented, could see the value to the country as a whole and to their section in particular if some of the smaller centers were covered more advantageously for the distribution of music.

As it is musicians and musical enthusiasts in the smaller localities now make their purchases haphazardly. They make them after long delays or until such time as it is possible to get to the city. This often results in the early enthusiasm for the particular type of music waning and a loss of sales and possibly some musical development that will hardly return later.

The sheet music establishment in the small town can be and often is the source of much pioneering work. It is the outpost of musical propaganda and development and if enough centers in a given state were well covered and the needs of various communities were supplied promptly the progress of the state musically in a period of years would be reflected in further sales of musical literature and musical instruments.

There are, of course, more piano and talking machine stores in smaller centers by far than there are sheet music establishments or departments from which publication needs may be procured. This undoubtedly will always be so. It does not necessarily follow however that because musical instruments have a fair representation throughout a given territory in small communities musical development is being furthered. In fact, in most instances it only means that musical instruments are there to supply the demand that has probably been created through some source entirely outside of the retail establishments which absorb the sales for pianos and other instruments.

In figures given out by manufacturing associations, from the government and other sources, the sales of pianos have repeatedly been shown to be far below what should be the general average for such a prosperous country. If a further analysis of such sales were made it would probably demonstrate that the weakness in the distribution of pianos as well as sheet music and other musical adjuncts is well taken care of in the cities in the larger centers, but that distribution fails to get other than the minimum in the communities of a few thousand population.

If such centers were covered better to the advantage of the music industry and if efforts were made to further musical progress in the small community the bulk of sales when national figures were issued from the small centers might far exceed the consumption of the cities. In the final analysis the problem rests on intelligent sales promotion.

E. T. Paull Dies from Stroke of Apoplexy

Veteran Music Publisher and Composer of Marches Stricken in His Office and Dies After Illness of Two Days

Edward T. Paull, head of the E. T. Paull Music Co., New York, and famous composer of marches, died at his home, 83 Eighty-sixth street, Brooklyn, on Wednesday, November 26, as a result of a stroke of apoplexy. Mr. Paull was stricken at his desk on Monday and although taken home immediately and given every medical attention, he passed away on Wednesday without regaining consciousness.

Mr. Paull, who was about sixty-five years old, had spent practically all his life in the music business, starting as a piano and organ dealer in Richmond, Va., some thirty years ago. He had ambitions to become a composer, however, and devoted himself to the composition of marches exclusively. A number of them are accepted as standard by teachers and continue in demand year after year. Among such marches may be included "Ben Hur Chariot Race," "Napoleon's Last Charge," "Burning of Rome," and several others. After he had published several marches Mr. Paull gave up his retail music business in Richmond and came to New York where he met with a full measure of success.

Funeral services were held at Mr. Paull's late home on Friday and a number of members of the music publishing trade attended to pay their last tribute, among them George Fischer, president of the Music Publishers' Association of the United States, of which organization Mr. Paull had been treasurer for many years.

Features Marks Numbers

Bothwell Browne is appearing in vaudeville in a song program billed under the title "Joyous Musical Comedy Revue." The principal song of this miniature production is called "My Lady of Diamonds." There is also a fox-trot with a catchy melody called "Sweetheart." E. B. Marks Music Co. is the publisher.

FIVE RECORD RECORD BREAKERS

SHOW ME THE WAY

NOBODY LOVES YOU LIKE I DO

TAKE ME

SEVENTEEN

TOODLES

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST

IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

Launch Big Sales Drive on "Blue Eyed Sally"

More Than 3,500 Movie Houses to Feature New Waterson, Berlin & Snyder Popular Hit

One of the most intensive sales drives ever inaugurated in behalf of a popular song was placed under way recently by Waterson, Berlin & Snyder. The number selected for this campaign is "Blue Eyed Sally." The details of the plans giving further popularity to this successful publication show that every channel of music activity is being covered.

Over 3,500 photoplay houses throughout the country are to feature "Blue Eyed Sally" for the next several weeks. All of these houses will use colored song slides and both the organist, where available, and the orchestras are to program the number.

What is probably even more important is the fact that Waterson, Berlin & Snyder are using advertising space in more than 100 newspapers throughout the country, calling attention to "Blue Eyed Sally" and encouraging progressive purchasers to visit the music stores.

Most of the talking machine record and player-roll organizations, including the distributors and dealers, are to take part in this unusual sales and exploitation campaign. Supplementing this will be the activities of the sheet music dealers of the country, many of whom will accord "Blue Eyed Sally" special window showings and will give the number a most conspicuous space upon their counters.

The numerous branch offices of Waterson, Berlin & Snyder and their many representatives throughout the country are taking part in this campaign. The band and orchestra department has sent out thousands of orchestrations of the number. The professional department has induced a large number of vaudeville performers to program the song for the next thirty days.

All told the campaign should reach every theatre, motion picture house, dance hall, cabaret and other places of entertainment. Special crews of song pluggers have been added to the Waterson staff for this thirty-day sales drive and these singers will cover the smaller cities of the country, allowing the branch offices of the organizations to confine their activities to the larger centers.

Window strips, banners, streamers, extra title pages and appropriate literature is being forwarded by the publishers and jobbers of the country to retailers so that all can co-operate in the activity.

In conjunction with the drive on "Blue Eyed Sally" the songs "In Shadowland" and "Where Is My Sweetie Hiding" will be used as encore and supplementary material to the main campaign.

1894 EDW. B. MARKS 1924

CELEBRATING OUR 30th CHRISTMAS

BIG HITS NOW!

WALTER DONALDSON'S WAY DOWN HOME

SISTER HIT TO "WOODEN SOLDIERS" CINDERELLA'S WEDDING

SOPHIE TUCKER'S I NEVER KNEW HOW MUCH I LOVED YOU

BELLE BAKER'S WHOSE LITTLE GIRL IS THE GIRL YOU'RE WITH TO-NIGHT

BEN BERNIE'S ON A WINDY DAY IN MARCH YOU BLEW INTO MY HEART

RAY MILLER'S NOT NOW! NOT YET! BUT SOON!

COLORADO

WALLA-WALLA

CHANGES MADE

DEARIE I STILL LOVE YOU

CHARLESTON CABIN

I NEVER CARE 'BOUT TO-MORROW

Records — Rolls — Sheet Music

Dance Orchestrations of Above New Hits Ready

EDW. B. MARKS MUSIC CO., 225 W. 46th St., New York City

Bloedon Joins Staff of the E. B. Marks Co.

Well-known Figure in Music Field Resigns as Mechanical Manager of the Broadway Music Corp. to Go With Marks Co.

Ed. B. Bloedon, manager of the mechanical department of the Broadway Music Corp., has rejoined the Edward B. Marks Music Co. Mr. Bloedon during the past few years has been connected with some of the leading publishing houses, acting in the capacity of recording manager. He has a wide acquaintance in the industry and has had experience in the professional department as well. He leaves the Broadway Music Corp. with the best wishes of Will Von Tilzer and his other co-workers.

Concert Artists Using Chappell-Harms Ballads

John McCormack and Reinald Werrenrath Programming Numbers From Catalog

Among the other artists using Chappell-Harms ballads this season is John McCormack, who will program "I Look Into Your Garden," by Haydn Wood; "The Sweetest Call," by John Morrow, and "What a Wonderful World It Would Be," by Herman Lohr.

Reinald Werrenrath is programming "Go, Lovely Rose," by Roger Quilter, and "The Bubble Song," by Martin Shaw. Colin O'More is singing "Casey, the Fiddler," by Haydn Wood; "Brown Bird Singing," by Wood, and "What a Wonderful World It Would be," Lohr.

Fox Xmas Publicity

The Sam Fox Publishing Co. has issued a little circular announcing "Christmas Gift Suggestions." These include ten art songs, ten piano compositions and a series of seven selected cycles by successful American composers. The covers of all these compositions are works of art printed in several colors and are unusually attractive, making ideal musical gifts. These are placed in attractive gift envelopes by the dealers, which adds to their salability and appropriateness. The cycles include "Autumn Sketches," "Memoirs," "In An Old Rose Garden," "At the Bal Masque" and "Twilight Sketches."

"My Girl" New Musical Comedy, Opens in New York

New Production Well Received by Critics—Has Melodious Score and Entertaining Book—Music Published by Leo Feist, Inc.

A new musical comedy, called "My Girl," opened at the Vanderbilt Theatre, New York, several weeks ago. Previously it had appeared in some cities in Massachusetts during the month of November. Its success on the road and its acceptance at its New York premiere stamps it as one of the best of the season's offerings.

All the New York critics expressed favorable comment following the opening and some of them were quite enthusiastic. The New York Times said:

"'My Girl' is a tuneful and fast-moving musical comedy, with just enough brightness in it to make one long for more. The authors are Harlan Thompson and Harry Archer, the same two who provided book and music for last season's 'Little Jessie James,' now being carried all over the country by countless companies. Mr. Archer has three or four swinging melodies in the new production—tunes that will certainly be danced to all over town. Practically all the feet in the auditorium were set tapping last night."

Roger Gray and Russell Mack furnished much of the comedy and this, together with an entertaining book, supplemented by an active chorus, which will be noted for its dancing as well as its singing, are outstanding features of the show.

The most popular songs are "You and I," "A Fellow Like Me," "Desert Isle" and "A Rainbow of Jazz." The latter number is particularly novel in both lyric and melody. All of these songs should sell to the profit of the writers and to the publishers of the music, Leo Feist, Inc.

Chas. Bayha Writes a New Song of the Far South

Well-known Orchestra Department Manager Responsible for "When the Moon Shines in Coral Gables"—Published by Irving Berlin.

Charles Bayha, well-known orchestra department manager, for a number of years having been associated with some of the leading popular publishing houses, and who is now making his headquarters in Florida, is the writer of words and music of a new song. The number which was recently accepted for publication by Irving Berlin, Inc., is entitled "When the Moon Shines in Coral Gables."

The number is featured by some of the leading orchestras, including Jan Garber, Vincent Catanese and the Alamac Hotel Orchestra, Charles Strickland at the Palais D'Or and the Oriole Orchestra at the Edgewater Beach Hotel, Chicago.

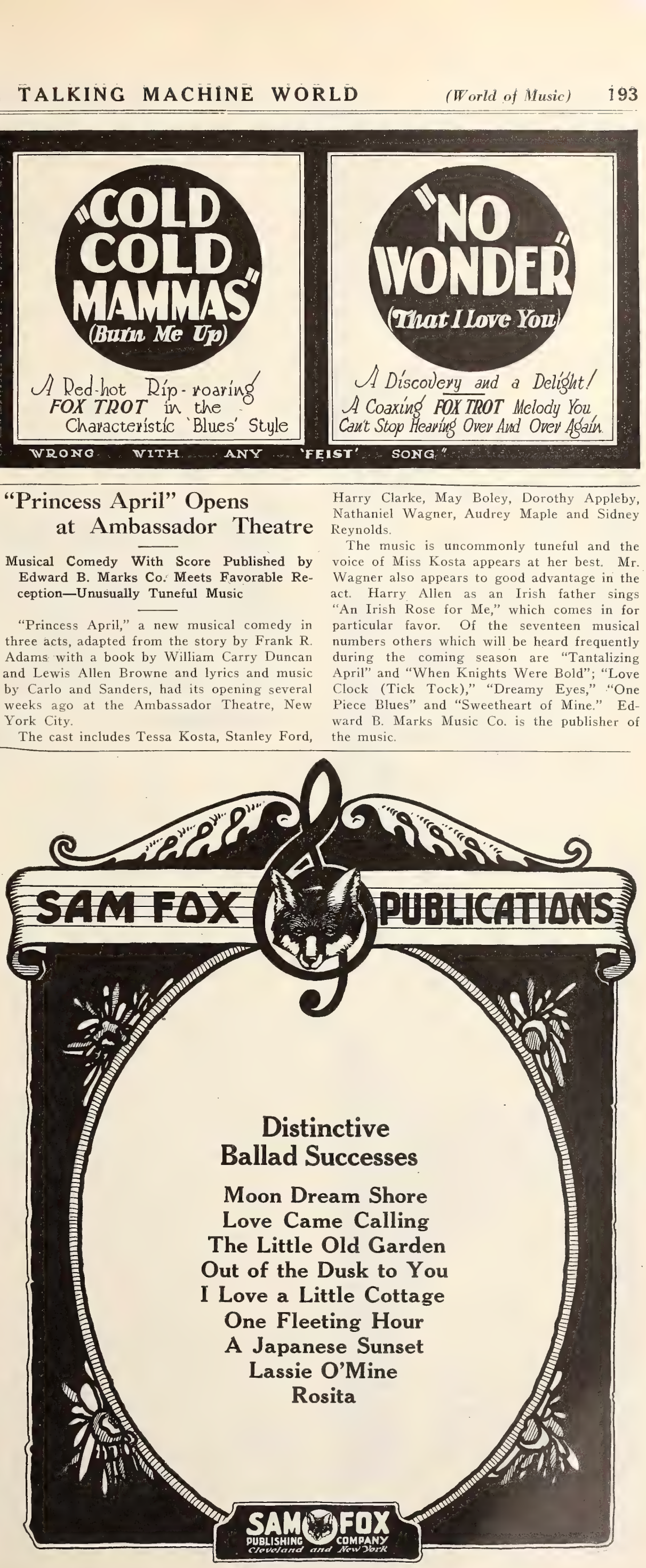
"Princess April" Opens at Ambassador Theatre

Musical Comedy With Score Published by Edward B. Marks Co. Meets Favorable Reception—Unusually Tuneful Music

"Princess April," a new musical comedy in three acts, adapted from the story by Frank R. Adams with a book by William Carry Duncan and Lewis Allen Browne and lyrics and music by Carlo and Sanders, had its opening several weeks ago at the Ambassador Theatre, New York City.

The cast includes Tessa Kosta, Stanley Ford, Harry Clarke, May Boley, Dorothy Appleby, Nathaniel Wagner, Audrey Maple and Sidney Reynolds.

The music is uncommonly tuneful and the voice of Miss Kosta appears at her best. Mr. Wagner also appears to good advantage in the act. Harry Allen as an Irish father sings "An Irish Rose for Me," which comes in for particular favor. Of the seventeen musical numbers others which will be heard frequently during the coming season are "Tantalizing April" and "When Knights Were Bold"; "Love Clock (Tick Tock)," "Dreamy Eyes," "One Piece Blues" and "Sweetheart of Mine." Edward B. Marks Music Co. is the publisher of the music.



New Berlin Release Proves Popular With Orchestras

"When the Moon Shines in Coral Gables" Being Played by Large Number of Leading Orchestras, Including Jack Shilkret's Organization

One of the latest issues in the catalog of Irving Berlin, Inc., is entitled "When the Moon Shines in Coral Gables," words and music of which are by Charles Bayha, former orchestra man, now making his home in Miami, Fla.

This song is already being played by a long list of dance orchestras, including Vincent Catanese and His Hotel Alamac Orchestra, Gene Rodemich's Orchestra, Edgewater Beach Orchestra and a long list of others. It has also been frequently heard by way of the radio.

Among the outstanding orchestras which are using this popular selection is Jack Shilkret and His Orchestra. This popular combination has a national reputation and its methods of rendering modern fox-trots has established for itself a clientele which eagerly awaits each record release. The orchestra records frequently and exclusively for Victor records, and its acceptance of "When the Moon Shines in Coral Gables" is added evidence of the merit of this composition.

Jack Shilkret and His Orchestra

"In the Garden of To-morrow" Is a Hit

Chappell-Harms, Inc., Reports Number Is Taking Rapid Hold and Demand Is Growing

"In the Garden of To-morrow," which Chappell-Harms, Inc., has been featuring for the past few months, is one of the biggest successes this house has ever issued.

According to the sales department of this publishing house "In the Garden of To-morrow" is just hitting its stride and with the wide publicity it is constantly receiving it bids fair to rival the sales of "The World Is Waiting for the Sunrise," "Roses of Picardy" and other Chappell-Harms successes.

Hearst Songs in Portland

PORTLAND, ORE., December 3.—"Bringin' Home the Bacon" was brought home to Portland sheet music dealers by Mr. Thompson, representing the Hearst Music Publishers, Ltd. But "Bringin' Home the Bacon" was by no means the only big number on the Hearst list, and hits vied with one another for first place, but when the final count was made "Bringin' Home the Bacon" scored No. 1. Other good numbers were "Better Keep Away," "Tantalizing Tallahassee," "June," "Bobbed Head," and several pretty waltzes so much in demand at the present time; "Broken Dreams" and "In a Wonderful World of Our Own." All of these sell well in this territory.

"Dream House" Featured in Play "Take and Pay"

TORONTO, CAN., December 6.—Among the new plays which have been favorably received by the Toronto theatre-going public this season is "Take and Pay," a modern drama by Virginia Kline. It will shortly tour some of the cities in upper New York State, including Albany and Rochester, following which it will have a Broadway presentation.

During the course of the action one song of the ballad type entitled "Dream House" is introduced by Minna Gombel, who possesses an attractive soprano voice. The lyrics of the song were written by Miss Kline, who is also the authoress of "Take and Pay." The music is by Florence Methven, who will be remembered for his success, "When You Look In the Heart Of A Rose." The above number is published by the Ed. B. Marks Music Pub. Co.

A Live Feist Number

The Leo Feist, Inc., number of "The Pal That I Loved Stole the Gal That I Loved" continues to be one of the best sellers of the new season. The added activities on this number as now arranged by the publishers should make it one of the outstanding songs of the next several months.

Chappell-Harms Ballad Successes

A Brown Bird Singing
In The Garden of Tomorrow
Land of Might-Have-Been
Love's First Kiss
My Thoughts of You
One Little Dream of Love
Smile Through Your Tears
Someday, In Somebody's Eyes
Some Day You Will Miss Me
Song of Songs
Sweetest Call
There's a Song in My Heart
Sweet Navarre
What a Wonderful World It Would Be

A Message from E. H. Jewett

President, Jewett Radio & Phonograph Company

THE SUPERSPEAKER
For Homes or Public Reception.

THE JEWETT PARKAY CABINET
With Parquetry Top—All Standard Panel Sizes.

THE SUPERSPEAKER TYPE C
Houses Any Set and Equipment—Superspeaker built in.

THE JEWETT MICRO-DIAL
Makes Tuning 50 Times as Accurate.

"THERE IS NO SUBSTITUTE FOR THE BEST"

In Radio, as in any other line of effort, manufacturers can prosper only through the prosperity of the merchants who retail their products.

This principle is fundamental. It points plainly the one and only path to lasting success.

Products that sell, stay sold and re-sell—Products that meet and beat competition—are an immediate requisite in any program predicated on dealer prosperity.

Prices that accord with values are another.

Dealer discounts that provide a reasonable and generous sales reward are a third.

The Jewett line of Radio equipment, lead by The Superspeaker, meets these conditions.

Dealers who handle these Jewett Products are making money, and they are building future business with every Jewett sale.

Re-orders from these dealers are steady and in continually increasing quantities. Our own growth and prosperity have been the inevitable results.

We claim no credit for the discovery and application of this fundamental principle. It is as old as trade. It is nothing but sound common sense.

But we do take satisfaction in thus publicly re-affirming our unshakable belief in dealer prosperity as the cornerstone of this Company's business structure.

E. H. Jewett

JEWETT RADIO & PHONOGRAPH CO.
5660 TWELFTH STREET DETROIT, MICHIGAN

The Superspeaker

Trademark Registered

Greater New York Victor Dealers Merge Efforts in Big Co-operative Ad Drive

Seventy-seven Live Retailers in New York City and Surrounding Territory Co-operate With the Victor Co. and Distributors to "Sell" Idea of Radio—Adaptable Victor Models

One of the most important co-operative talking machine advertising campaigns staged in New York in some time was recently instituted by seventy-seven Victor dealers, located in New York and adjoining territories, in co-operation with the Victor Talking Machine Co., and the local Victor wholesaling houses. The campaign consists of the use of full-page advertisements in four of the city's leading newspapers. The first advertisement appeared in the New York Evening Journal on Wednesday, December 10, and will appear at intervals in the columns of the Morning World, the Evening Sun and the Daily News, until Christmas Day.

Four models of radio-adaptable Victrolas are shown in the advertisement, together with a drawing showing the manner in which the console model can be used as a cabinet containing the radio receiver. The desirability of having the talking machine and radio receiver in one unit is emphasized and the aid to radio reception which is gained through use of the Victor tone chamber is stressed.

The following dealers participated in the campaign: In Manhattan—Ludwig Baumann & Co., A. J. Beers, Inc., E. Blout, Inc., Bryant's Music House, A. Coughlin, Dreazen's Music Shop, European Phonograph Co., Carl Fischer, Inc., Max Goldsmith, Ideal Music Co., Landay Bros., LaScala of Milano Phonograph Co., Sol Lazarus, E. Leins Piano Co., H. Mielke, Inc., Modern Music Shop, Inc., New York Band Instrument Co., L. J. Rooney Co., Savoy Music House, Weil Bros. T. M. Shop, Winterroth & Co., Dyckman Music Shop.

The Bronx—E. Blout, Inc., Bronx Talking Machine Co., James Brooks, Landay Bros., Luscher's Music Shop, Inc., Morris Music Shop and M. Rappaport's Music House.

Brooklyn—Arthora, Atlanta Talking Machine Co., Baim Bros. & Friedberg, Fred Becht, Jr., E. Blout, Inc., Crescent Hill Music Shop, Fifth Avenue Music House, C. H. Hanssen & Bro., Island Music Shop, Inc., Jacob Bros. Co., Kings Highway Music Shop, Sofus Kjeldsen, Koch & Droge Piano Co., Inc., Neapolitan Talking Machine Co., J. T. Owens, Inc., Park Slope Talking Machine Shop, Pease-Behning Piano Co., Max Rosen, Schwartz & Chakrin, Schweiger Bros., Inc., E. A. Schweiger, Inc., Horace L. Smith, Sterling Piano Corp., George S. Uniss, Inc., Weber Bros.

Out-of-town dealers who took advantage of participation in the campaign were: Ellis Music Shop, Stapleton, S. I.; Hamilton's Music Store, College Point, L. I.; Jacob Brothers, Jamaica, L. I.; A. I. Ross Music Stores, Astoria, L. I.; Tisch Music House, Elmhurst, L. I.; Woodhaven Music Shop, Woodhaven, L. I.; Baumer Piano Co., New Rochelle, N. Y.; E. Brodbeck & Son, Mt. Vernon, N. Y.; Hunt's Leading Music House, White Plains, N. Y.; Landay Bros., Yonkers, N. Y.; Landay Bros., Mt. Vernon, N. Y.; Yonkers Talking Machine Co., Yonkers, N. Y.; Broad & Market Music Co., Newark, N. J.; Landay Bros., Newark, N. J.; Jas. K. O'Dea, Paterson-Passaic Stores; Henry Rau, Jersey City, N. J., and Tusting Piano Co., Asbury Park, N. J., all of these are leading dealers in their communities.

Right to Select Customers Again Upheld by Court

Colgate & Co. Win Verdict of Not Guilty in Suit Brought by Government for Alleged Violation of Sherman Anti-Trust Law

The right of a manufacturer to trade with whom he pleases was again upheld this week in the United States District Court at Newark, N. J., in the suit brought against Colgate & Co., soap manufacturers, for alleged violation of the Sherman Anti-Trust Law. The complaint, containing fifty-one counts, alleged that Colgate & Co. had entered into a combination with wholesalers and jobbers to fix the resale prices of merchandise made by the company.

In instructing the jury to return a verdict of not guilty, Judge Runyon said that the Government had failed to show the existence of a combination.

"It appears that all the evidence in behalf of the Government has simply established the so-called policy of the Colgate corporation," Judge Runyon said. "This is a policy under which they made the selection of their jobbers and in the maintenance of which the jobbers and other dealers had their election to accept or reject it.

"I have been unable to interpret an agreement; any entering into an agreement as such with their jobbers, or a combination, or a conspiracy. I have felt that it was a rigorous attitude that has been adopted by the Colgates; and if any one did not abide by that policy, he was shut off. The Colgates, I take it, have the entire right to trade with whom they please. Therefore, as I understand the evidence, there was no solicitation for the resumption of trade relations. If the dealers wanted to come in, they could come in or they could stay out."

David Grimes, Inc., Completes Wide Jobbing Connections

Nation-wide Distribution Assured Through Thirty Representatives—Next Year's National Advertising to Include New Publications

David Grimes, Inc., New York, has now close to thirty jobbers distributing its products. It has in addition a long list of representative dealers throughout the country who are making a feature of "Grimes Inverse Duplex."

The Grimes national advertising plans for 1925 have just been arranged. In addition to the publications used during the past two months, a substantial addition is being made to the list of consumer journals. Besides the widespread publicity which will be given to Grimes products through mediums of national circulation, the Grimes organization is already supplying retailers through its jobbers with attractive and effective sales material, including circulars, hangers, window strips and similar sales creators.

The Grimes jobbers now include the Triangle Radio Supply Co., Greater City Phonograph Co. and H. P. Baran & Co., in New York City; Frank W. Wood Co., Indianapolis, Ind.; Reed Electric Co., Uniontown, Pa.; Badger Radio Co., Milwaukee, Wis.; Kelman Electric Co., Rochester; M. H. Johnson Electric Corp., Utica, N. Y.; Radio Studio, Buffalo, N. Y.; Trilling & Montague, Philadelphia, Pa.; Jamestown Radio Co., Jamestown, Pa.; Farrar-Brown Co., Inc., Portland, Me.; Belknap Hardware & Mfg. Co., Louisville, Ky.; Advance Electric Co., Terre Haute, Ind.; Frederick H. Thompson Co., San Francisco, Cal.; S. G. Hoffman Magneto Co., St. Louis, Mo.; Charles B. Scott Co., Scranton, Pa.; Penn Electric Co., Philadelphia, Pa.; Radio Corp. of Virginia, Norfolk, Va.; W. P. Boyer & Co., Washington, D. C.; Henry L. Walker Co., Detroit, Mich.; Western Radio Corp., Los Angeles, Cal.; Electric Corp., Seattle, Wash.

Edmond F. Sause Appointed to Important Columbia Post

Made Manager of Columbia Co.'s New York Record Department in Addition to His Other Important Duties

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., New York, announced this week that Edmond F. Sause had been appointed manager of the company's New York record department in addition to his duties as Columbia export manager. Mr. Sause is one of the veterans of the Columbia organization, having been associated with the company for many years and having a thorough knowledge of the record business.

D. DeFoldes, formerly connected with the foreign language department in the Columbia Philadelphia and Cleveland branches, has been appointed sales manager of the International record department with headquarters at the executive offices in New York. Mr. DeFoldes, who has been identified with the Columbia organization for the past seven years, is ideally qualified to take charge of the important sales activities in the International record department.

Growing DeForest Production

The DeForest Radio Co. announced this week an increased daily production of 43 per cent in output of radio sets; and of 400 per cent in its vacuum tube or "audion" division. Production is increasing daily to a degree that will double present output figures by February 1, 1925. Despite such increases the company is unable to fill its orders. A comparison of shipments made by the company shows a gain of 58 per cent for September; October one of 81 per cent, and that of November 204 per cent, all of 1924 as against production figures for the same months in 1923.

Commission Bans Improper Use of Term "Imported"

Federal Trade Commission Orders New Jersey Concern to Discontinue Use of That Term on Printed Matter and Merchandise

WASHINGTON, D. C., December 6.—Use of the word "imported" in connection with goods actually manufactured in this country constitutes a business misdemeanor and will not be tolerated, the Federal Trade Commission indicates in ordering the Hagen Import Co. of New Jersey to cease and desist from using the words "import" or "imported" in its trade name or in catalogs, labels, circulars, literature, advertisements or otherwise in connection with the sale of goods, wares or merchandise which are not imported into the United States from a foreign country.

This decision is in line with the commission's attitude toward the use of misleading terms, which recently resulted in declarations that business concerns should not use terms indicating the use of specified materials or production in a particular city or industrial center unless such materials were actually used or the goods were in fact manufactured in the place specified, or the use in a firm name of any words to indicate that the concern was a manufacturer of the goods it handled unless such was actually the case.

New Okeh Accounts Opened

A number of new Okeh accounts were opened recently by the sales force of the distributing division of the General Phonograph Corp., 15 West Eighteenth street, New York, including the German-American Importing Co., 35 East Tenth street, New York; the Vicco Radio & Phonograph Shop, 78 East Kingsbridge Road, New York, and J. Schick's Music House, 936 Third avenue, New York. All of these dealers are planning to feature the Okeh records.

N & K Type W Loudspeaker stands fourteen inches high. Instead of wood or metal, it is made of a new scientific material, Burtex, that eliminates counter-vibration, rattling and chatter. Handsomely finished in black and dull gold. Wooden base protected with felt. Requires no batteries. Retail List $27.50. *Write for discounts.*

Makes Good with Particular Customers

THERE'S no use mincing words—until recently loudspeakers have failed to make good with a big percentage of radio owners.

Most of them have been found unsatisfactory in tone, besides awkward in shape, easily tipped over and damaged.

This new N & K Type W Imported Loudspeaker is the speaker that *is really making good everywhere.* It makes friends, not only among owners of other speakers, but among the skeptics who, for the reasons given above, have hitherto refused to buy loudspeakers.

It will prove a helpful and *highly profitable* addition to your line. If your jobber cannot supply you, write or wire for address of nearest N & K authorized distributor.

TH. GOLDSCHMIDT CORP., Dept. T-12, 15 William St., NEW YORK

Reg. U. S. Pat. Off. N&K TRADE MARK

Imported

LOUDSPEAKER

TYPE W

N & K Imported Phones

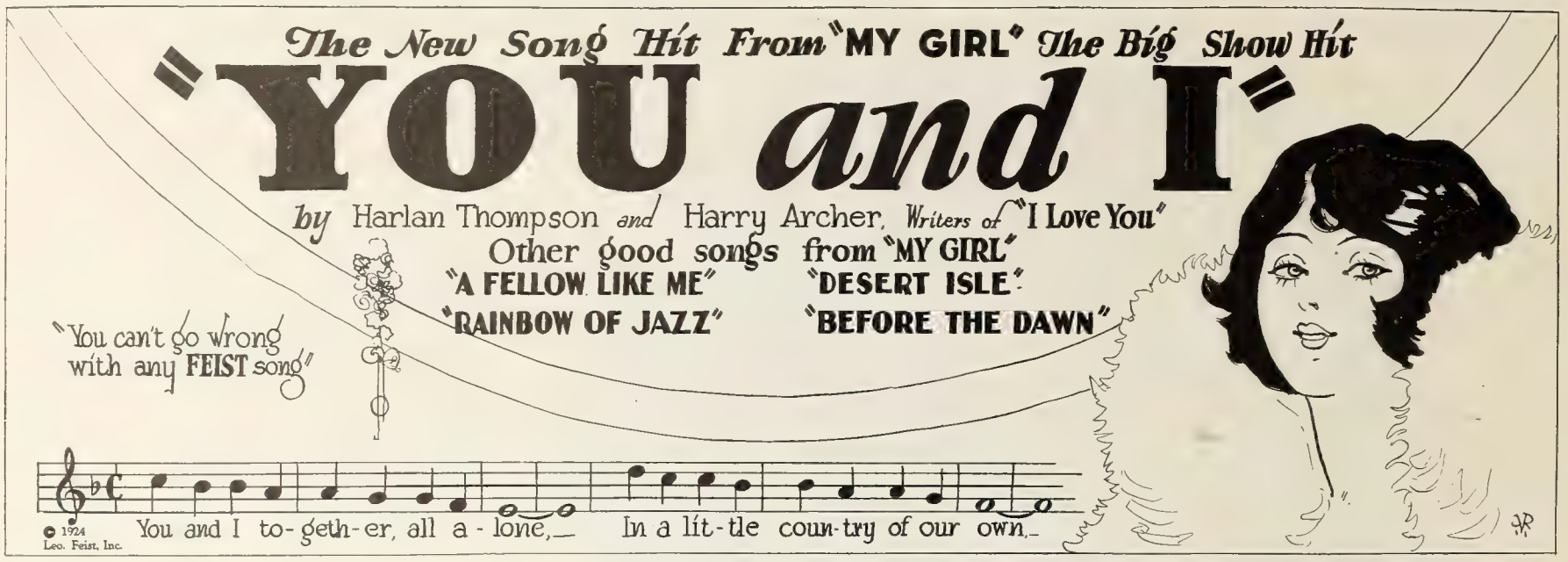
Model D, distinguished by remarkable clearness of tone and extreme comfort. Magnets of specially selected metal wound by an entirely new method which guarantees uniformity and long life. Extremely sensitive diaphragms 2¼ inches in diameter. Head bands covered with genuine leather. Six feet of strong cord. Retail list $8.50.

N&K "KING OF THE AIR"

N & K Imported Phonograph Unit

Has the same rich, mellow tone that N & K Phones and N & K Loudspeaker have. Fits Victrola or any standard phonograph. Instantly attached without screws or special attachment devices. Handsomely finished in polished hard rubber and rigid nickeled brass. Strong six-foot cord. Retail list $7.50.

NATIONALLY ADVERTISED TO 72 MILLION PEOPLE



W. C. Fuhri and R. E. Thallmayer End Trade Trip

Find Columbia Dealers in Middle West and South Pushing Masterworks Record Series

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., returned to his desk a few days ago after visiting Columbia branches and jobbers in Cleveland, Chicago, St. Louis and Atlanta. He also called upon quite a number of Columbia dealers on this trip and returned to New York impressed with the fact that the Columbia organization is working at top speed and producing very satisfactory results. Mr. Fuhri was particularly pleased to find that the Fine Arts Series of Musical Masterworks of imported recordings, introduced by the company recently, are meeting with an enthusiastic reception everywhere and that Columbia dealers are featuring these splendid recordings to advantage in their sales and publicity campaigns for the holiday season.

Throughout his Western trip Mr. Fuhri was accompanied by R. E. Thallmayer, representing the Columbia Great Britain company in Vienna and recognized throughout the trade as one of the most competent authorities on foreign language record activities. Mr. Thallmayer visited this company for the purpose of ascertaining the requirements of Columbia dealers in the foreign language record field, and upon his return arrangements will be made whereby the Columbia English company will make important foreign recordings that will be released in this country in the near future. After spending three weeks visiting the trade Mr. Thallmayer sailed for Europe December 10

Wholesales DeForest Line in Denver Territory

DENVER, COLO., December 8.—The Columbia Stores Co., distributor of Columbia phonographs, recently obtained the wholesale representation of the DeForest line for distribution in this territory and has a number of the finest models on display in its demonstration rooms. Practically all local Columbia dealers have added the DeForest sets to their radio stock.

TEST IT.
OUR VICTOR
Record Service
has a reputation for efficiency.
Suppose you try it.
E. F. DROOP & SONS CO.
1300 G. STREET, WASHINGTON, D. C.
204-6-8-10 CLAY STREET, BALTIMORE, MD.

Landay Bros. Lease New Building for Long Term

Building in Course of Erection in Times Square Section of New York Will House Tenth Landay Store—Will Open About March 1

Announcement was recently made that Landay Bros., Inc., leading talking machine and radio dealers of New York City, had signed a lease for a long term of years for an amount running into seven figures, on the entire nine-story building, now in the course of construction at Sixth avenue and Forty-second street, New York. The new structure will be known as the Landay Building and the company plans to install its tenth store there, making it one of the most complete talking machine and radio retail establishments in the country.

The store will occupy the main floor, with frontage on both Forty-second street and Sixth avenue, with additional floor space on the second floor and on a connecting mezzanine balcony, the total floor space to aggregate 12,000 square feet. It is planned to install large electric signs on the street sides of the building, so that the location of "Landay Hall" will be made known to the passers-by for many blocks.

The new establishment will be opened to the public about March 1, next. A feature of the radio department will be a permanent display of radio appurtenances having an educational value.

Leading Wholesalers Are Featuring Halliwell Line

The Halliwell Electric Co., Inc., New York, manufacturer of the Halliwell electric loud speaker and head phones, is securing an excellent volume of business from phonograph dealers throughout the country, as a result of an intensive sales and advertising campaign. A number of distributors in the music trade have been appointed by the company, among them being the Progressive Musical Instrument Co., New York; Yahr & Lange, Milwaukee; Gibson-Snow Co., Inc., Syracuse, and the Ohio Musical Sales Co., Cleveland.

Thos. Husselton Engaged

The announcement of the engagement of Thomas La Rue Husselton, of Atlantic City, N. J., and Miss Beth Barrett, of St. Louis, was announced recently. Mr. Husselton is manager of the Victor talking machine showrooms on the Atlantic City boardwalk.

In connection with the agreement between the Aeolian Co. and Brunswick Co., announced in detail in another part of this issue of The World, the Aeolian Co. is featuring the Brunswick-Radiola in its Greater New York stores and is doing some extensive advertising.

Unique Edison Tone Test on the Vaudeville Stage

Frisco, Keith Circuit Headliner, Uses Edison Phonograph in His Xylophone Act

The xylophone act of Frisco, in which a tone test with the New Edison is a feature, continues to meet with great success on the Keith Vaudeville Circuit. In this act, Mr. Frisco is playing the xylophone in the center of the stage, when suddenly, all of the lights are extinguished. The

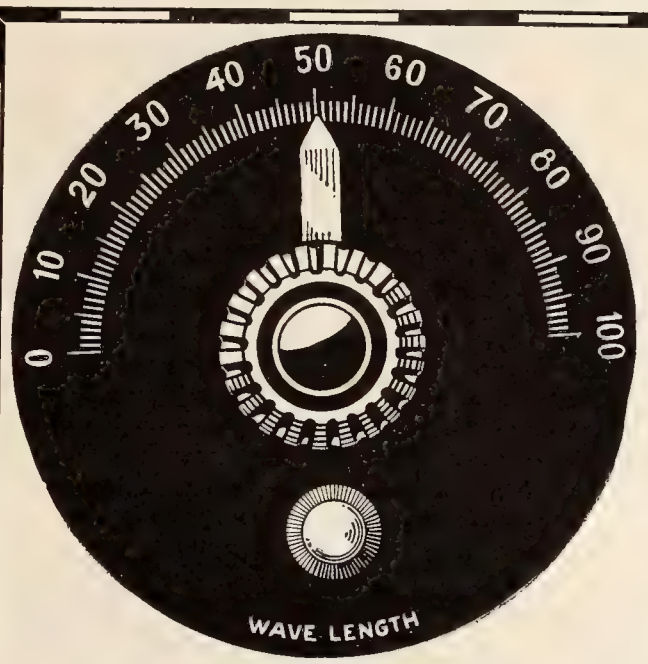
The Stage "Set" in Frisco's Act

xylophone music continues. Presently, a light shines on the face of Frisco and when the full lights are gradually turned on, Frisco is disclosed in a living-room, listening to a New Edison phonograph playing the xylophone composition which the audience last saw him playing in person in the center of the stage. The accompanying picture shows this home scene which is a big feature of the act. This is, perhaps, the most impressive Edison tone test that is being given anywhere in that, with the intervention of a little darkness, the living artist discontinues his playing and the reproduction of his playing of the same piece is taken up on the New Edison.

Des Moines Dealer to Move

The Wilkinson Music House, Des Moines, Ia., will move to more spacious quarters soon. A steady growth in the business of this aggressive house makes the move necessary.

SOUTHERN VICTOR WHOLESALERS
The Corley Company
RICHMOND VIRGINIA



It Gets Everything on One Dial

quick and easy, loud and clear —and the same natural tone through the loud-speaker as you would expect to get only through the head-phones.

JOS. W. JONES RADIO TRADE MARK

4-tube radio-frequency

radio set

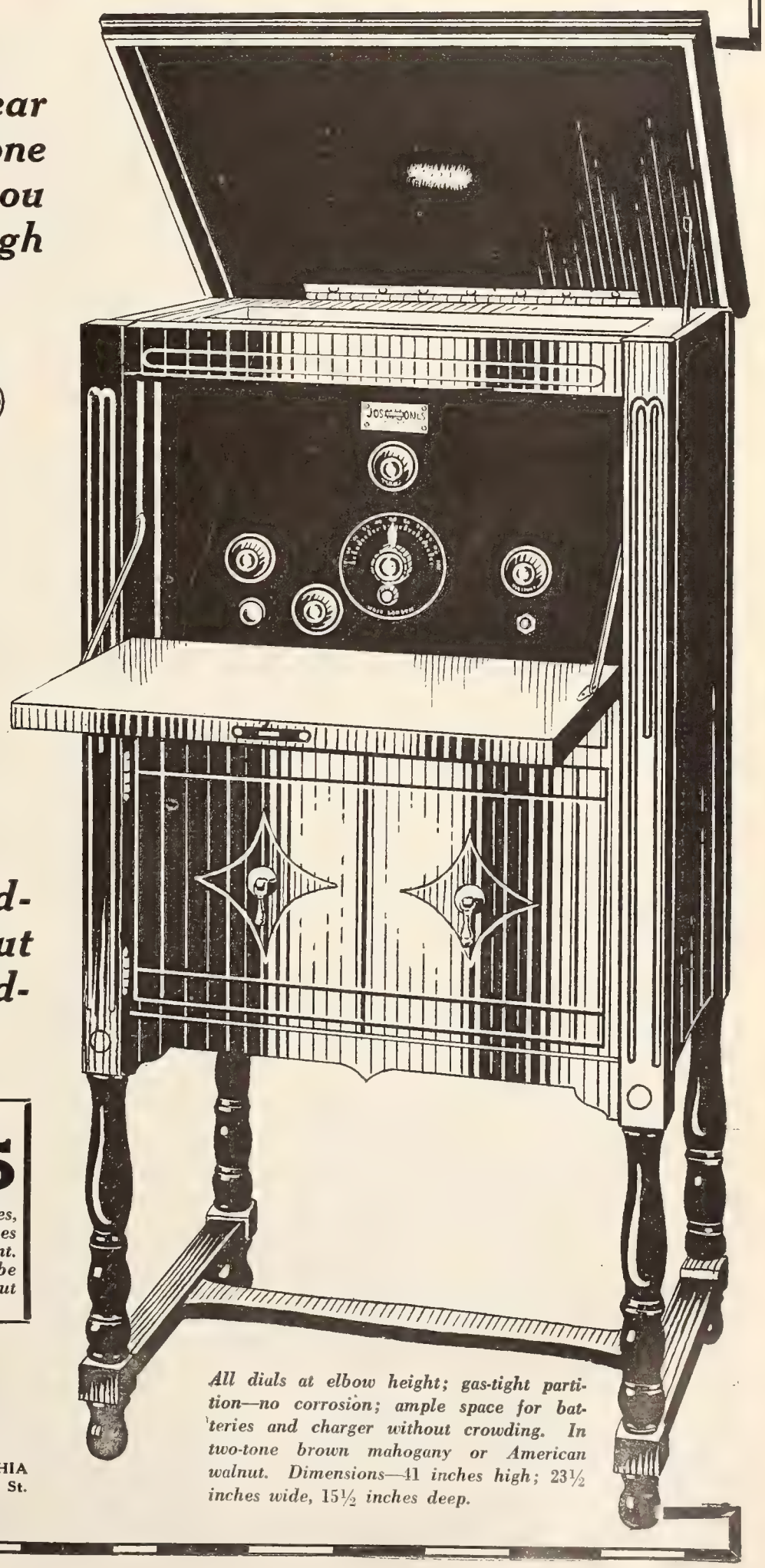
is the only cabinet that encloses the loud-speaker inside the back, projecting the sound-waves upward and forward at ear level—the open lid operating as a deflecting sound board.

This cabinet is not a loud-speaker built into a cabinet but a cabinet built around a loud-speaker.

This is the set that not long ago brought in 36 local and DX stations in one evening. This is the set that is ending the confusion and doubt in the mind of the consumer as to the right set to buy. Isn't your time valuable?

Write or Wire

Lists at
$195
Exclusive of tubes, headphones, batteries or aerial equipment. Panel may also be purchased without cabinet.



All dials at elbow height; gas-tight partition—no corrosion; ample space for batteries and charger without crowding. In two-tone brown mahogany or American walnut. Dimensions—41 inches high; 23½ inches wide, 15½ inches deep.

Jos. W. Jones Radio Mfg. Company, Inc.
40-42-44-46 West 25th St., New York

BOSTON
99 Bedford St.

Branch Offices:
CHICAGO
53 W. Jackson Blvd.

PHILADELPHIA
1011 Chestnut St.

Comprehensive January List of U. S. Music Co.

WORD ROLL

Title Composer Played by

All Alone—Waltz—Irving Berlin.....Harold Wansborough
Back Where the Daffodils Grow—Fox-trot—Walter Donaldson .....Lee Sims
Hearts and Heroes—March with Lyrics—Britton-Kiefer.
How Do You Do—Novelty Radio Number—Harrison-De Voll.
I Want to See My Tennessee—Fox-trot—Yellen-Anger, Clare Winters
One o' These Days—Fox-trot Blues—Dave A. Hoffman.
Shadows—Fox-trot—Price-Christy .....Lee Sims
When You and I Were Seventeen—Waltz—Kahn-Rosoff.

FOREIGN WORD ROLLS

Az Si Te Budu Brat—Bohemian—V. Albrecht.
Divka V Kroji Narodnim—Polka—Bohemian.
Ja Jsem Frantisek—Bohemian—V. Albrecht.
Noc Jedinou Budiz Mou—Bohemian—Haslera-Geiger.
Santa Lucia—Bohemian.
Tu Kyticku Rozmaryny—Pochod—Bohemian—V. Albrecht.
V Nasi Hospudce—Bohemian—V. Albrecht.
Gestern Nacht Hab' ich Marie Nach Haus Gebracht—Marschlied—German—Pflanzer-Pallos.
Komm, Mein Schatz, Wir Trinken Ein Likorchen—German—Paul Preil.
Meyer—"Was hast Du Blos fur Badehosen an"—German—Walter Kollo.
Sag', Wo Bist du Liebster!—German—Rebner-Otvos, Pianist, Adorian Otvos

FOREIGN REGULAR ROLLS—MUSIC ONLY

Bum Dvanact Polka—Bohemian.
Holka! Tancny—Polka—Bohemian.
Motyl Polka—Bohemian.
Na Parkniku—Polka—Bohemian.
Oci Tvych Zar—Polka—Bohemian.
O Sladka Taniecnice Ma—Polka—Bohemian.
Der Liebling Meiner Buben—Polka—German.
Liebe's Mutterling—Polka—German.
Kamenetzer Bulgar—Dance—Hebrew—I. J. Hochman.
Moliver Bulgar—Hebrew—I. J. Hochman.
"Ukrainer Chusid'l"—Dance—Hebrew—I. J. Hochman.
Date Me il Bacio—Polka—Italian—Jacino.
As Sia Nakti—Polka Lithuanian.
Lastucka Polka—Lithuanian.
Pampilionas—Intro.: Letuviu Vesteviu—Polka—Lithuanian.
Secita Polka—Lithuanian.
Blask Chwaly Polskiej—Marsz—Polish.
Dziewucho! Nasz ten taniec—Polka—Polish.
Hej Wesolo Nam—Polka—Polish.
Idzmy Naprzod—Marsz.
Marysiu daj calusa—Polka—Polish.
Motylek—Polka—Polish.
Obcasy Wytrzymajcie—Polka—Polish.
Pieszczotka—Polka Mazurka—Polish—A. Jakinski.
Barbara Polka—Slovenian.
Ciganka Polka—Slovenian.
Golubicka Polka—Slovenian.
Ljubavno Blebetanje—Polka Mazur—Slovenian—Anto Jakl.
Moje Sanje—Polka—Slovenian.
Na Dan—Polka—Slovenian.
Nasa Roya—Polka—Slovenian.
Na Twoje Zdravje—Polka—Slovenian.
Na Visokih Gorah—Polka—Slovenian.
Potepuh Polka—Slovenian.
Pojd' Konjicek Pojdi—Koracnica—Slovenian.
Vesela Poskocnica Polka—Slovenian.
Veseli Bratci Polka—Slovenian.
Zora Vstoja—Polka—Slovenian.

Ludwig Hommel & Co. Show Sets in Attractive Displays

PITTSBURGH, PA., December 8.—One of the leading wholesale houses distributing radio merchandise in this territory is that of Ludwig Hommel & Co. The Radio Corp. of America line of radio receivers and products is featured. The enviable position which this firm occupies has been built through many years in the wholesale field, and this factor is responsible more than any other for its success, and it has been of real service to its dealers. A feature of the company's facilities is its repair department, two members of which have visited each of the manufacturers whose products are carried by the house and have learned all there is to be known of the merchandise, in order that the servicing accorded the dealers will be of the very best.

Attractive Display Space and Windows of Ludwig Hommel & Co.

The accompanying illustrations give an idea of the attractive show windows and display space of the warerooms. The customers who are attracted to the store through these displays are given a thorough demonstration of the product in which they are interested and are then referred to a local dealer.

Joseph W. Jones Radio Mfg. Co. in New Quarters

The Joseph W. Jones Radio Mfg. Co., Inc., New York, manufacturer of radio receiving sets and radio parts, has recently taken over new quarters, allowing the company greatly increased space, equipped with modern machine tools and every facilitiy for expert and efficient production. Every step in the manufacture of parts and equipment for the radio receiving sets is accomplished with maximum efficiency, thus allowing the company to keep its cost of production at the lowest figure and market its products at a price which may be met by all classes of buyers. The products manufactured by the company of particular interest to the phonograph trade are the four and five tube radio receiving sets and radio panel for installation in phonographs. All parts employed in the construction of the sets are manufactured by the company.

The McCoy Music Shop, 158 Grand street, Waterbury, Conn., recently added a radio department and a recital hall, and is planning an intensive drive for business.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

WANTED—Experienced machine room foreman for cabinet shop. Large concern. Give previous employment and references in first letter. Address "Box 1464," care of the Talking Machine World, 383 Madison Ave., New York City.

WANTED—Men, experienced in general service work on Gabel's Entertainers for New York City work. Earnings range from $200 to $300 monthly. In reply, state age and experience. The John Gabel Co., 49½ Eighth Ave., New York City.

WANTED—Salesmen to handle as a side line a small phonograph of individual design and proved merit retailing at $10. Liberal commissions on initial and repeat orders. Not absolutely necessary to carry sample. Address "Box 1465," care of The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Skilled touch-up man on cabinets, also first-class motor mechanic, desires to connect with reliable dealer. Indiana or Ohio territory preferred. Ten years' experience. Best of references. Address "Box 1468," care of The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED Salesman, widely experienced in wholesale automatic piano business and radio, is open for position. References. Address "Box 1463," care of The Talking Machine World, 383 Madison Ave., New York City.

ATTENTION, JOBBERS, WHOLESALERS

Selling out stock of phonographs, portables, motors, tone-arms, needles and line of various parts. Or will sell entire business, lease, equipment, fixtures and all assets. Business established over 10 years, with reliable accounts, good connections. Address "Box 1470," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Resident salesmen with following among music trade to sell highly efficient radio set and complete line of parts. Representation desired in following cities: Buffalo, Cleveland, Pittsburgh, Philadelphia, Boston, Washington, Baltimore, Atlanta, New Orleans and other populous centers. A real future for men of the right calibre. Write Box B. D., Room 416, 38 Park Row, New York City.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

FOR SALE

Seven sound-proof phonograph booths made by the Unit Construction Co., of Philadelphia. These are finished in Ivory. Also a number of Ogden record cabinets. All in absolutely first-class shape, and will be disposed of at a sacrifice for quick sale. Address "Box 1466," care of The Talking Machine World, 383 Madison Ave., New York City.

JOB LOTS

We will buy any quantity of radio parts, sets and accessories. Also talking machines, motors, tone arms, mainsprings and parts for all makes. United Radio, 222 W. Mulberry St., Baltimore, Md.

FOR SALE

Slightly used ten-inch lateral cut records. Lots of 100@8c; lots of 1,000@7c. Address R. E. Marvin, 107 Greenwich Ave., New York City.

POSITION WANTED—Man of wide experience in music, musical merchandise and phonographs. Edison Diamond disc and lateral phono, desires a position as salesman or manager; can furnish references. Professional musician, union. Player-piano, also other instruments; trap drummer and xylophone soloist. Address "Box 1467," care of The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED Recording engineer with over 25 years' experience is open for engagements. Has his own outfit. Address "Box 1469," care of The Talking Machine World, 383 Madison Ave., New York City.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY MANAGER

Trade Bending Energy to Making the Fall and Winter Busiest It Has Ever Enjoyed

Passing of Election and Uncertainty a Matter of History Brings About Better Feeling—Wireless Having Favorable Effect on Gramophone Business—News and Activities of the Month

LONDON, E. C., December 3.—With the general election well over, the British gramophone trade is giving its whole energy, without fear of any further dislocation, to making this Autumn and Winter season the busiest and most prosperous that the trade has ever known. All indications seem to point to this object being attained. Even during election week, in the past occasioning turmoil and business dislocation, conditions were extraordinarily good, and since the election, manufacturers and wholesalers have had difficulty in keeping pace with retailers' demands. As far as I have been able to gather, too, most dealers are far from dissatisfied with the extent of the public sales. The fact that the conservative party has been returned to power with a sufficient majority to guarantee it a full term of office has proved a fillip to industry. Whether a change in the fiscal policy of the nation is probable or improbable, a decided tendency towards stability of business generally is already making itself felt. For the first time since the war, the political outlook does not mitigate against the business prosperity of the nation and the uncertainty hitherto preventing business men from larger outlay and extension of production is vanishing with the promise of a lengthy period of sound and stable government. The feeling of confidence, too, emanating from industrial circles, is already finding its reflection in the public mind and dealers everywhere are anticipating from the greatly stimulated demand an extra heavy Christmas trade.

More and more does the wireless trade appear to have a beneficent effect on gramophone and record sales. The splendid variety of musical entertainment now being provided by the British Broadcasting Co. is a decided factor in the continued evolution of the talking machine industry. Music dealers everywhere find that radio concerts are resulting in an increasing number of inquiries for records or sheet music of the items broadcast, and publishers are not slow in recognizing the potential value of obtaining broadcasting artists to feature their publications. With music of the "popular or ephemeral" type particularly it is common to read on title covers the words, "recorded and broadcasted." Apart from stimulating gramophone and music sales, this aspect encourages the stocking of wireless goods and while it is improbable that the full control of wireless distribution will rest exclusively in the hands of music merchants, it is safe to say that receiving sets and components now form an integral part of all music dealers' stocks.

Annual H.M.V. Financial Report

The report of the Gramophone Co., Ltd., is just to hand for the year ended June 30 last. The accounts show that, despite sales having exceeded those of all previous years, the trading profit shows a reduction of £54,000 on the figures for the corresponding period 1922-23. The disabilities which the company suffered in trading on the continent of Europe during the last few years probably account for the reduction, although the actual trading has appreciably increased and continues to improve. The dividend is maintained at 15 per cent and after deducting £203,000 for debenture stock interest and sinking fund instalment, corporation profits tax, dividend for year on preference shares, there remains a balance of £316,375. Out of the unappropriated profits, the directors recommend the dividend of 15 per cent on the 750,000 fully-paid ordinary shares, and on £340,000, the amount paid up on the remaining 850,000 ordinary shares. The full distribution of the dividend this year will amount to £163,500, a similar amount to that disbursed last year and an increase of £51,000 over that paid out in 1921-1922. The general finance sheets show a strong position and the report states that the net tangible assets, irrespective of goodwill, trade marks, patents, etc., and after deduction of liabilities and debenture stock, amount to £1,719,711.

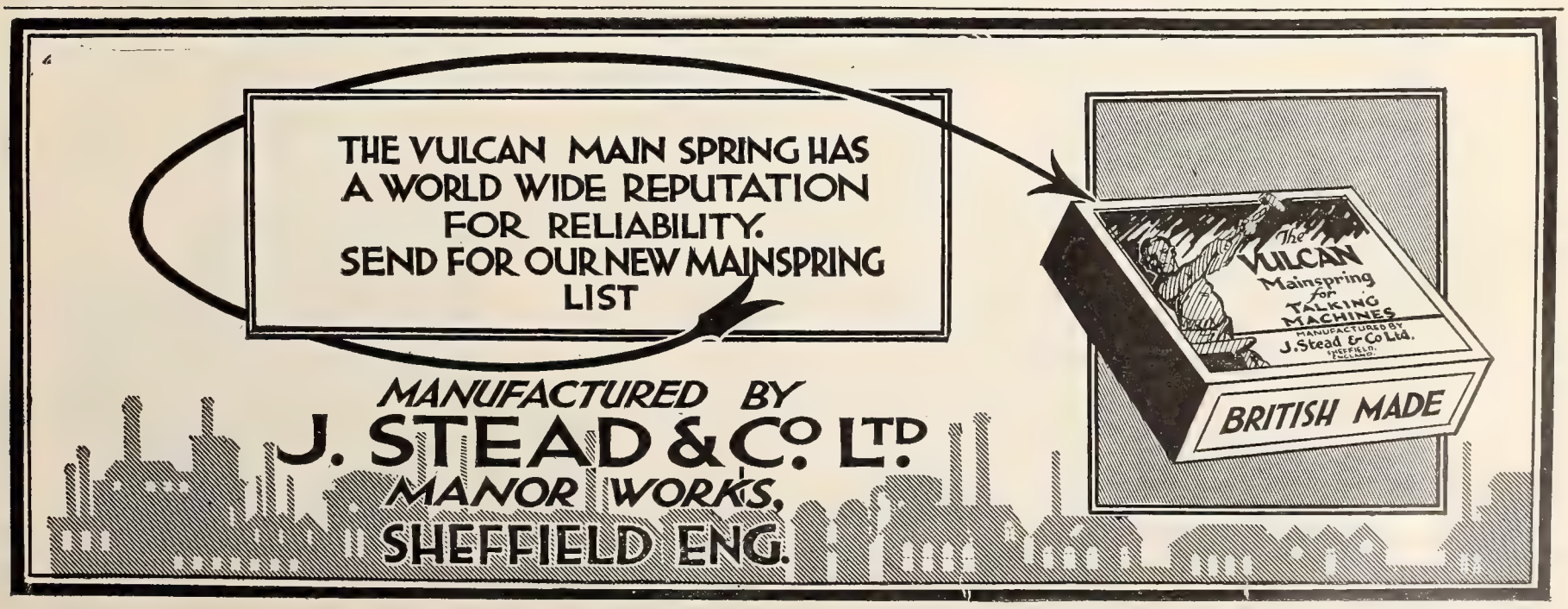
Effect of New Government's Policy

One of the most important questions as far as the music industries, and the talking machine industry in particular, is concerned, arises out of the return of the Conservative party to power. During the period of the Labor party's control the measure of protection afforded the industry by the 33⅓ per cent McKenna Duties was removed, occasioning considerable trepidation for a time as to the future of the British music industries. Particularly in the time of waiting, subsequent to the announcement of the abolition and prior to it becoming an accomplished fact, was alarm felt at the unfair competition which might result. Dealers throughout the country withheld orders from British houses, anticipating goods being left on their hands when August came and the German goods were able to come into the country without the 33⅓ per cent tariff. With the course of time, however, the British manufacturers realized that German competition was not yet seriously to be feared. Economic and industrial disturbances in Germany and the reimposition of the Reparation Duty to 26 per cent, precluded the German makers of pianofortes, talking machines, tone-arms, sound boxes, etc., from entering the British market with any degree of certainty in ousting the home makers. It was felt, however, in well-informed circles, that in the course of a year or two, with the ever-growing and increasing efforts put up by Germany towards stabilization, a much greater competition would have to be faced, and with the cheapness of German labor, that competition would unfairly handicap the English manufacturers. The return of the Conservative party removes, in large degree, the fear of competition becoming unfair, for although as a party it has had to abandon a policy of full protection, it is pledged to give assistance to those industries putting up a good case by either reviving the McKenna Duties or by passing some such analogous measure, and that would render unfair competition impossible.

B.I.F. Tabooed—B.E.E. Renewed

In view of the proposal to reopen the British Empire Exhibition in 1925, the Department of Overseas Trade has decided not to proceed with the organization of the London section of the British Industries Fair for that year and which would otherwise have been held from the 16th to the 27th of February. The Birmingham section of the Fair will, however, be held as usual and, as a special measure for 1925 only, the Birmingham authorities have undertaken to organize sections in their Fair for those exhibitors who have hitherto shown in London, provided that the demand for space ensures the adequate representation of the industries concerned. The Department of Overseas Trade expects to resume the series of British Industries Fairs in London in 1926. At the moment of writing only a day or two has elapsed since this decision was taken and it is impossible to gauge the

(*Continued on page 202*)



FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 201)

Hornless, Table Grand, Upright and Horizontal Cabinet Grands

Actual Manufacturers Export a specialty

REX GRAMOPHONE COMPANY

59 Chiswell Street, LONDON, E. C., England

Cable Address "Lyrecodisc, London"

number of gramophone firms likely to take space at Birmingham, though in view of the amount of money invested in exhibiting at Wembley this year and the decision to again open next year, it is improbable that either the gramophone or piano industries will decide to exhibit at Birmingham very largely.

Winding Up of Kestraphone Co.

A receiver and manager was appointed recently for the Kestraphone Co., Ltd., of Bournemouth on the motion of the sole debenture holder, a G. H. Woolstone, who was also a director of the company, and who held nine debentures of £500 each, part of which, principal and interest, had become due. Application was made before Justice Russell, in the Chancery Division, because: (1) In accordance with the terms of the debenture, notice was given calling in the money, and which had not been paid; and, (2) a resolution for voluntary winding-up had been passed by the company. The receiver and manager is to act for three months and then again appear before the Court.

New Electrical Amplifier

A new amplifying device just on the market here should attract considerable attention. Styled the Gramofonola, it is designed for the electrical reproduction and amplification of gramophone records. It is the invention of J. Skinderviken and is marketed for him by Messrs. Mikro, Ltd., of Craven street, Charing Cross. The Gramofonola is placed on the gramophone cabinet and dispenses with the use of the ordinary tone-arm and sound-box. Two terminals on the base of the instrument connect by flex wire to two other terminals on a small control box containing a specially constructed transformer, six dry-cells giving nine volts, and a seven-point switch which controls the voltage to the Skinderviken Button on the Gramofonola, and in turn again connected to any standard loud speaker. The wire which connects the loud speaker to the control box can be of any length, so that music required in the garden or in another house or room can easily be obtained by extending the wire.

H.M.V. Model at Popular Prices

Yet another new model by the Gramophone Co makes its appearance, a table grand of pleasing exterior design, and though marketing at a price to suit moderate-sized pockets, possessing all those attributes which go to make H.M.V. models such an established success. In oak it sells at £6/10/- and in mahogany at £7/10/-.

Columbia Window Displays

Window display competitions are undoubtedly very attractive forms of sales-getting, and the large companies do everything in their power to encourage their dealers to adopt this method. The Columbia Co., as in previous years, has instituted window-dressing competitions for October, November and December, with monthly prizes of £100 in value.

Brief Paragraphs of Interest

The next Lyons Fair is to be held from March 2 to 15, 1925, and, in a preliminary statement, the organizers declare that it will contain exhibits from upwards of twenty different countries—especially those of the manufacturing countries of Western Europe. Official catalogs in French and English will shortly be available.

Robert Suskind, of the Peerless Album Co., 636-8 Broadway, New York, recently visited this city to fix up the representation this side for the company's "Quality" record albums.

A special laboratory has been fitted up at the West End Hospital for obtaining phonographic records, assisting in the diagnosis of disease.

Pathé Frères are arranging that in future their exchange scheme for worn, broken or unsalable records on a three to one basis shall operate twice yearly.

The Columbia Graphophone Co.

The Gramophone Co. and J. E. Hough, Ltd., are indulging in very extensive advertising schemes for this season.

In addition to the regular announcements of new record issues appearing in about a hundred daily and weekly newspapers, whole page advertisements are periodically appearing in the more important London daily papers.

As I write, the following are the market prices of Columbia and Gramophone Co.'s shares: Columbia 10/- shares, 34/- to s35/3d; Gramophone Co., £1 shares, s33/- to s34/-.

Among the many records now being preserved for posterity and of which, by the way, the Gramophone Co. issues a catalog styled. "Records of Unique and Historical Interest," is a disc giving actual reproduction of the battle din on the Western front, taken at Lille in October, 1918.

Recent fluctuations in the sterling-dollar rate have moved in favor of London, 4.64⅜ dols. to the £ being reached, the highest level since May, 1923. At that figure the £ in America is worth about 19s.1d.

Broadcast Brunswick Records

Brunswick dealers in the Dallas, Tex., territory are benefiting from the arrangement made by J. B. Harris, of the Brunswick Southwestern district office, with the local broadcasting station WRR, whereby one evening each week is given over to the playing of Brunswick records

"Hear Caruso on the Pixie Grippa, it will astonish you"

The Pixie Grippa

A Miniature Gramophone at a miniature price but with a giant voice

The Pixie Grippa is a tiny gramophone; it only measures 7½ in. x 4¼ in. x 10½ in., and only weighs 6½ lbs., and yet it plays 12 inch records with all the tone, depth, and detail of a big machine. The Pixie Grippa is a triumph of manufacture. Every part is constructed on scientific lines, and is strong and durable and capable of really hard wear in the home or on the journey anywhere. It has no loose parts and all the working parts are hidden and the delicate mechanism of the sound box is securely encased. The Pixie Grippa has a Secondary Amplifying Horn which effects a 20 per cent. increase in tone, so that it will fill the largest room with great ease.

This Machine has been truly named "The Wonder of Wembley." Customers from every part of the world have insisted on purchasing this machine in preference to all other portables at the British Empire Exhibition.

The World's patents on this machine are now in process of completion and the Patentee is prepared to consider proposals for manufacture in U. S. A. and Canada under license terms.

PRICE	In Leatherette case	£2	9	6	$12.50
	In Oak Case	2	15	0	13.50
	In Solid Oak case	3	5	0	15.00

Sample Machine Prepaid Post free by parcel post all countries except Australia and New Zealand.

Trade Discounts available in cases containing 48 machines
Size 42 x 33 x 25=23 cubic feet

Sole Patentee

H. J. CULLUM

Perophone, Ltd.

76-8 City Road, E. C. LONDON, ENGLAND

Cables, PEROWOOD, LONDON

Special Announcement to U. K. and Colonial Buyers

HOMOCHORD RECORDS

REFLECT

TRUE TONE

VALUES

True tone is the outcome of perfect recording—Perfect recording is reflected in the sure test of the piano—Homochord piano recordings represent an amazing degree of fidelity hitherto thought impossible of achievement. All preconceived notions have been knocked on the head and we can truthfully aver that the difficult tones of the piano have at last been musically photographed on Homochord Records. This standard of tone perfection is the result of a new system of recording adopted in our laboratories which goes to insure a definite 100 per cent degree of fidelity in all HOMOCHORD RECORDS.

BRING TRUE MUSIC *to the* HOME

Colonial and Foreign Traders Should Write for a Special Sales Proposition

Regular monthly issues go to swell our big and up-to-date catalogue

[10-in. 12-in. Double-sided

THE BRITISH HOMOPHONE CO. Limited

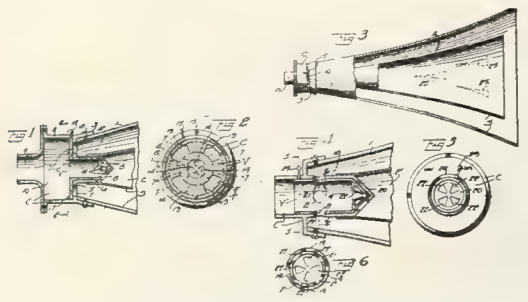
19 City Road London, E. C., England

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., December 8.—**Collapsible Sound Amplifier.** Adolph A. Thomas, New York. Patent No. 1,506,393.

This invention relates to acoustic devices for amplifying sounds produced by vibratory diaphragms, as in phonographs, telephone receivers, radio receiving apparatus, and the like. The object of the invention is to produce a sound-amplifier giving improved tone effects and capable of adjustment to control the quality and volume of the amplified sounds.

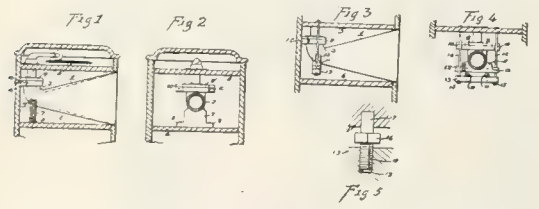
Figure 1 is a view in longitudinal cross-section showing a form of amplifier containing the invention, portions of the horns being broken away; Fig. 2 is a view taken approximately on line 2—2 of Fig. 1; Fig. 3 shows a full view, on a smaller scale, of the amplifier shown partially in Fig. 1, the walls of the horns



being broken away for clearness; Fig. 4 is a cross-sectional view showing a modified form of control valve for the sound chambers; Fig. 5 is a cross-section approximately on line 5—5 of Fig. 4, and Fig. 6 is a cross-section approximately on line 6—6 of Fig. 4, except that the valve is shown turned to close the outer horn.

Tone Controlling Horn Support. Bagster Roads Seabrook, Mishawaka, Ind. Patent No. 1,507,797.

This invention relates to improvements in tone controlling horn supports and its purpose is to provide a tone-controlling support that is located at a point on the neck of the horn which receives the first impact of passing sound waves as they issue from the tone arm; that



insures rigidity of the horn not otherwise attainable; that overcomes modifying horn vibrations; that admits of free amplifications without incurring vibrations set up by the natural periodicity of the horn itself.

Figure 1 is a side elevation partly in section of a phonograph horn in its associative relation to its supports; Fig. 2 is a front elevation of Fig. 1 partly in section; Fig. 3 is a view similar to Fig. 1 showing an alternative under-saddle; Fig. 4 is a front elevation of the salient features of Fig. 3; Fig. 5 is an enlarged elevation, partly in section, of a tone-control adjustment.

Sound Reproducing Apparatus. Anthony Vasselli, Newark, N. J.; assignor to General Phonograph Corp., New York. Patent No. 1,508,036.

This invention is a certain new and useful improvement in sound-reproducing apparatus.

The object of the invention is to provide improvements in apparatus for reproducing sound; by means of which the quality of the reproduction will be improved.

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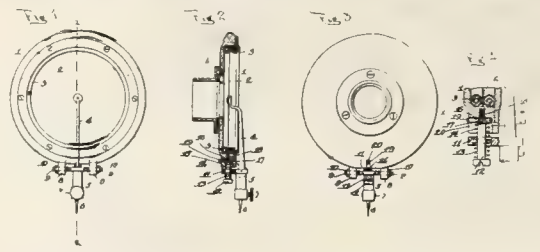
Further objects are to provide a sound-box wherein the diaphragm is more sensitive to movements of the stylus caused by the engagement of the latter with the record groove; whereby chattering and blasting will be avoided, and whereby the diaphragm will be caused to assume the neutral position more readily than



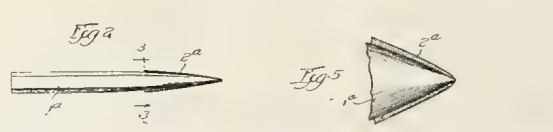
in prior constructions, especially in reproductions of high notes.

In the drawings, Figure 1 is a front elevation of a sound-box embodying the invention; Fig. 2 is a section of the line 2—2 of Fig. 1; Fig. 3 is a rear elevation, and Fig. 4 is a detail section of the adjusting means.

Needle for Phonographs and Similar Machines. John King Winer, Chicago, Ill. Patent No. 1,511,860.

This invention relates to needles for phonographs and similar machines. The object of the invention is to secure a better tonal effect in devices of the class specified; to prolong the life of the records which are played in the instrument; and to secure other desirable results in a simple and expeditious manner.

In carrying out the invention a needle with a point of relatively soft material is provided,



such, for example, as rubber or a rubber composition of some sort. This results in a separate tone effect, eliminating scratching and other objectionable sounds in the sound box, and also reduces the wear and tear on the record very materially, in fact almost eliminating it, thereby prolonging the life of the record.

In the accompanying drawing, Fig. 1 is a view of a needle for phonographs and like instruments embodying the invention. Fig. 2 is a view on an enlarged scale of a modified form of the same. Fig. 3 is a cross section taken on line 3—3 in Fig. 2. Fig. 4 is a cross section of a device on the scale of Fig. 2, but with the device somewhat modified. Fig. 5 is a view still further enlarged of an end portion of the device.

Phonograph Needle. Noble S. Clay, Wilkinsburg, Pa., assignor The Westinghouse Electric & Mfg. Co., same place. Patent No. 1,511,398.

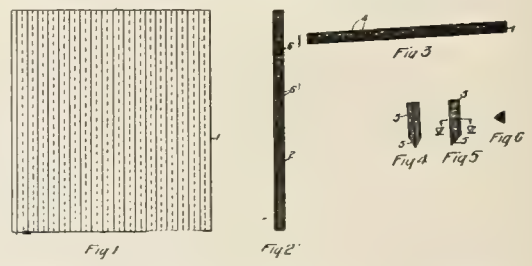
This invention relates to phonograph needles and it has, for its primary object, the provision of needles of the above mentioned character which shall be exceptionally durable and which shall ensure a satisfactory reproduction of recorded tones when employed in machines for this purpose.

Various kinds of phonograph needles have been employed, some of which have been formed of wood fiber and other similar materials. However, no one has yet conceived the idea of employing fibrous materials, associated with a binder adapted to harden under the application of heat and pressure, to construct phonograph needles. Fiber needles were primarily designed to obtain a softer tone than was possible with metallic needles. Although the fiber needles possess certain advantages over the metallic needles, they are subject to criticism on account of the fact that they possess very little mechanical strength and, if not carefully handled, are easily damaged. Metallic needles possess a certain degree of mechanical strength, but the points thereof frequently become bent and the needles are, therefore, useless.

One object of this invention is the production of phonograph needles which shall be relatively strong mechanically and which shall ensure the reproduction of fine variations of tone. Another object of this is to construct phonograph needles which are exceptionally economical on account of the fact that they are initially inexpensive and are exceptionally long-lived.

A still further object of the invention is the production of phonograph needles which shall possess relatively great mechanical strength but which shall be of such character as to obviate any danger of abrasion or enlargement of impressions in the records upon which they are run.

In the drawings, Fig. 1 is a plan view of a plate of material which may be utilized in constructing phonograph needles embodying the in-



vention. Fig. 2 is a side view of a strip of material cut from the plate shown in Fig. 1. Fig. 3 is an end view of the plate shown in Fig. 1, illustrating the manner in which the plate may be cut to form strips, such as shown in Fig. 2. Figs. 4 and 5 are views of a phonograph needle constructed in accordance with the invention, and Fig. 6 is a sectional view taken along the line VI—VI of Fig. 5.

Revision of Bankruptcy Laws Is Urged by Circuit Judges

WASHINGTON, D. C., December 1.—Reorganization of the bankruptcy laws is sought in recommendations prepared by the judicial conference of senior circuit judges, in co-operation with committees from the American Bar and National Credit Men's associations, which have just been transmitted to the United States Supreme Court through Chief Justice Taft, chairman of the conference.

Prevention of attempts to defraud creditors and of acts designed to institute involuntary bankruptcy proceedings is sought in the recommendations, together with rules which would prohibit receivers from representing creditors.

Regulation of appointment of receivers in cities of over 500,000 is recommended, together with a change in rules which would require fees and agreements as to fees in many cases being set out in writing before an order confirming a settlement is made.

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Advance RECORD BULLETINS for January, 1925

Victor Talking Machine Co.

LIST FOR NOVEMBER 28

45456 Indian Love Call .....Olive Kline 10
Rose Marie .....Lambert Murphy 10
19452 Trusting Jesus, That Is All (Stites-Sankey), Homer Rodeheaver 10
Christ Is All (Williams)....Homer Rodeheaver 10
19490 How Do You Do.....Billy Murray-Ed. Smalle 10
Oh, You Can't Fool an Old Hoss-Fly, Billy Murray-Ed. Smalle 10

INSTRUMENTAL RECORD

19451 Swedish Wedding March (Söderman), International Concert Orch. 10
Norwegian Bridal Procession (Grieg), International Concert Orch. 10

DANCE RECORDS

19487—All Alone—Waltz, Paul Whiteman and His Orch. 10
I Wonder What's Become of Sally?—Waltz, The Troubadours 10
19488 Lazy Blues—Shimmy Fox-trot, Art Landry and His Orch. 10
It'll Get You—Fox-trot, Art Landry and His Orch. 10
19491 Too Tired—Fox-trot..Jan Garber and His Orch. 10
Dear One—Fox-trot.Ted Weems and His Orch. 10

RED SEAL RECORDS

6458 La Partida (The Departure) (Alvarez), Enrico Caruso 12
El Milagro de la Virgen—Flores Purisimas (These Flowers So Pure) (Chapí), Enrico Caruso 12
6475 Soaring (Aufschwung) (Schumann)—Piano, Olga Samaroff 12
Romance (Schumann)—Piano.....Olga Samaroff 12

FEATURE RECORDS

626 Drink to Me Only With Thine Eyes (Arranged by Alfred Pochon).....Flonzaley Quartet 10
Canzonetta (From String Quartet in E-Flat) (Mendelssohn) .....Flonzaley Quartet 10
35477 Songs of the Past—No. 1..Victor Mixed Chorus 12
Songs of the Past—No. 2..Victor Mixed Chorus 12

LIST FOR DECEMBER 5

19466 Annie Lisle .....Shannon Quartet 10
Bonny Eloise .....Shannon Quartet 10
19495 All Alone .....Lewis James 10
The Heart of a Girl, Franklyn Baur-Elliott Shaw 10
19494 Manda .....Noble Sissle-Eubie Blake 10
Dixie Moon .....Noble Sissle-Eubie Blake 10

INSTRUMENTAL RECORD

19460 From an Indian Lodge (MacDowell), Victor Concert Orch. 10
Love Song (MacDowell)..Victor Concert Orch. 10

DANCE RECORDS

19492 Mandy Make Up Your Mind—Fox-trot, Paul Whiteman and His Orch. 10
Nashville Nightingale—Fox-trot, Waring's Pennsylvanians 10
35748 (1) Toodles—Fox-trot; (2) My Baby's Baby Blue Eyes—Fox-trot, George Olsen and His Music 12
(1) Ida! Sweet as Apple Cider—Fox-trot; (2) Roll Them Roly Boly Eyes—Fox-trot, International Novelty Orch. 12
19493 Come Back to Me—Waltz....The Troubadours 10
Kiss Me Goodnight—Waltz, Charles Dornberger and His Orch. 10

RED SEAL RECORDS

3034 Don Pasquale—Tornami a dir (Once Again Let Me Hear Thee) (Donizetti)—In Italian, Amelita Galli-Curci-Tito Schipa 10
Rigoletto—E il sol dell' anima (Love Is the Sun) —In Italian ..Amelita Galli-Curci-Tito Schipa 10
963 Damnation of Faust—Mephistopheles' Serenade (While You Play at Sleeping) (Berlioz)—In Italian .....Titta Ruffo 10
The Demon—Arioso (Do Not Weep, Child) (Rubinstein) .....Titta Ruffo 10
1046 Adeste Fideles (Oh Come, All Ye Faithful) (Portugal)—In Latin ...Sistine Chapel Choir 10
Exultate Deo (Sing Unto the Lord) (Palestrina) —In Latin .....Sistine Chapel Choir 10

FEATURE RECORDS

6437 Aïda—Ritorna vincitor (Return Victorious) (Verdi)—Italian .....Rosa Ponselle 12
Aïda—O patria mia (My Native Land) (Verdi) —Italian .....Rosa Ponselle 12
35509 Poet and Peasant Overture—Part 1 (von Suppé), Victor Concert Orchestra 12
Poet and Peasant Overture—Part 2 (von Suppé), Victor Concert Orchestra 12

LIST FOR DECEMBER 12

45477 Sleepy Hollow Tune (Fosdick-Kountz), Elsie Baker 10
When Loe Dies (Edgar-Leopoldi), Elsie Baker 10
19501 It Ain't Gonna Rain No Mo'—2nd intallment, Wendell Hall 10
We're Gonna Have Weather...Wendell Hall 10

INSTRUMENTAL RECORD

19464 Silent Night (Gruber).....Mark Andrews 10
Oh Come, All Ye Faithful (Adeste Fideles) (Portugal) .....Mark Andrews 10

DANCE RECORDS

19496 Traveling Blues—Fox-trot, Ted Weems and His Orch. 10
If You Don't Want Me—Fox-trot, Jan Garber and His Orch. 10
19497 The Slave of Love—Fox-trot, George Olsen and His Music 10
Because They All Love You—Fox-trot, Barney Rapp and his Orch. 10
19500 All Alone With You in a Little Rendezvous—Fox-trot .....International Novelty Orch. 10
The Pal That I Loved Stole the Gal That I Loved—Waltz..C. Dornberger and His Orch. 10

RED SEAL RECORDS

1050 Down the Petersky (Moscow Street Song) (Arr. Chaliapin) .....Feodor Chaliapin 10
Dubinushka (Russian Laborer's Song)—With Chorus .....Feodor Chaliapin 10
1048 Stimmung (An Impression) (Achron), Jascha Heifetz 10
Waltz (in D Major) (Godowsky).Jascha Heifetz 10
1049 Der Tannenbaum (The Christmas Tree)—In German .....Schumann-Heink 10
Du, du liegst mir im Herzen (You Live in My Heart)—In German.....Schumann-Heink 10

FEATURE RECORDS

643 Gioconda, La—Cielo e mar (Heaven and Ocean (Ponchielli)—In Italian.....Beniamino Gigli 10
Pagliacci—Vesti la giubba (On With the Play) Leoncavallo)—In Italian.. Beniamino Gigli 10
18749 El Relicario (The Charm) (Jose Padilla), Blue and White Marimba Band 19
One-Two-Three-Four—Medley Waltz—Guitars, Ferera-Franchini 10

LIST FOR DECEMBER 19

19502—Me and the Boy Friend.....Jane Green 10
Back Where the Daffodils Grow..Aileen Stanley 10
19503 Big Bad Bill.....Billy Murray 10
Ukulele Lou.....Frank Richardson 10
19508 Mandy Lee .....Shannon Quartet 10
My Old New Hampshire Home.Peerless Quartet 10

INSTRUMENTAL RECORD

19505 All Alone .....Victor Salon Orch. 10
Memory Lane.....Victor Salon Orch. 10

DANCE RECORDS

19504 Prince of Wails—Fox-trot, Ralph Williams and His Rainbo Orch. 10
Get Lucky—Chicago Stomp or Shimmy Fox-trot, Ralph Williams and His Rainbo Orch. 10
19507 Nancy—Fox-trot..George Olsen and His Music 10
No One Knows What It's All About—Fox-trot, Jack Shilkret's Orch. 10
19509 Sax-o-Phun—Fox-trot, George Olsen and His Music 10
Hey! Hey! and Hee! Hee!—Fox-trot, International Novelty Orch. 10

RED SEAL RECORDS,

1052 Mignon—Connais-tu le pays? (Knowest Thou the Land?) (Thomas)—In French..Louise Homer 10
Mignon—Gavotte, Me voici dans son boudoir (Here Am I in Her Boudoir) (Thomas)—In French .....Louise Homer 10
1051 Lilacs (Rachmaninoff).....Sergei Rachmaninoff 10
Humoresque (Tschaikowsky), Sergei Rachmaninoff 10

FEATURE RECORDS

10000 Lucia—Sextette .....Caruso-Galli-Curci-Egner de Luca-Journet-Bada 12
Rigoletto—Quartet, Caruso-Galli-Curci,Perini-de Luca 12
35196 Memories of Home (Transcription) (Gutmann), Neapolitan Trio 12
Love's Old Sweet Song (Bingham-Molloy)—Violin, Flute, Harp.....Neapolitan Trio 12

Columbia Phonograph Co.

(NEW PROCESS RECORDS)

DANCE MUSIC

235-D All Alone (Berlin)—Waltz, The Cavaliers (Waltz Artists) 10
All Alone (Berlin)—Tenor Solo.Lewis James 10
227-D Too Tired (Little-Sizemore-Shay)—Fox-trot; Incidental Singing by Ted Lewis, Ted Lewis and His Band 10
She Loves Me (Brown-Egan)—Fox-trot, Ted Lewis and His Band 10
230-D Put Away a Little Ray of Golden Sunshine for a Rainy Day (Ahlert-Lewis-Young)—Fox-trot ...Leo F. Reisman and His Orch. 10
Tell Me Dreamy Eyes (Spitalny-Gordon-Kahn) —Fox-trot .Leo F. Reisman and His Orch. 10
232-D Dear One (Fisher-Richardson-Burke) — Fox-trot .....Paul Specht and His Orch. 10
Dreary Weather (Boland-Winegar)—Fox-trot, Paul Specht and His Orch. 10
223-D Eliza (Fiorito-Kahn)—Fox-trot, California Ramblers 10
I Want to See My Tennessee (Ager-Yellen) —Fox-trot .....California Ramblers 10
221-D—Off and Gone (Kahn-Gillespie)—Blues Fox-trot .....Art Kahn and His Orch. 10
Gilda (Gay)—Fox-trot, Art Kahn and His Orch. 10
228-D Go 'Long, Mule (Creamer-King)—Fox-trot, Fletcher Henderson and His Orch. 10
Manda (From "The Chocolate Dandies") (Sissle-Blake)—Fox-trot, Fletcher Henderson and His Orch. 10
224-D Honest and Truly (Rose)—Waltz, The Cavaliers (Waltz Artists) 10
I'm Some-One Who's No-One to You (Tillman)—Waltz.The Cavaliers (Waltz Artists) 10

POPULAR SONGS

234-D How I Love That Girl (Fiorito-Kahn), Eddie Cantor 10
Everything Has Got My Goat (Taylor-Heins-Breuer)—Duet.....Billy Jones-Ernest Hare 10
226-D Red Hot Mama (Wells-Cooper-Rose), Dolly Kay 10
Big Bad Bill (Is Sweet William Now) (Ager-Yellen) .....Dolly Kay 10
235-D All Alone (Berlin)—Tenor Solo.Lewis James 10
All Alone (Berlin)—Waltz, The Cavaliers (Waltz Artists) 10
225-D The Pal That I Loved Stole the Gal That I Loved (Pease-Nelson)—Tenor Solo, Lewis James 10
I Don't Care What You Used to Be (Dubin-McHugh)—Tenor Solo .....Lewis James 10
222-D I Want to Be Happy (From "No, No, Nanette") (Caesar-Youmans)—Male Quartet .....Shannon Four 10
Bring Back Those Rock-a-Bye Baby Days (Christy-Silver-Bernie)—Male Quartet, Shannon Four 10
229-D My Lady Chlo! (Clough-Leighter)—Male Quartet .....Binghamton Kiwanis Quartet 10
Swing Along! (Cook)—Male Quartet, Binghamton Kiwanis Quartet 10

NOVELTIES

231-D Old Catville Quadrille—Square Dance—Violin Solo .....Colonel John A. Pattee 10
Old Monkey Musk Quadrille—Square Dance —Violin Solo.....Colonel John A. Pattee 10
220-D Sleep, Baby, Sleep—Vocal, with Guitar Accomp. .....Riley Puckett 10
Strawberries—Vocal, with Guitar Accomp., Riley Puckett 10

SYMPHONY CONCERT SELECTIONS

30018-D John Anderson, My Jo—Soprano Solo, with Orch. Accomp. .....Florence Macbeth 10
Within a Mile o' Edinboro' Town (Hook-D'Urfey)—Soprano Solo, with Orch. Accomp., Florence Macbeth 10
20027-D Softly Now the Light of Day (Von Weber)—Contralto Solo, with Orch. Accomp., Cyrena Van Gordon 10
My Faith Looks Up to Thee (Mason)—Contralto Solo, with Orch. Accomp., Cyrena Van Gordon 10
33050-D Marcheta (Schertzinger)—Tenor Solo, with Orch. Accomp. .....Charles Hackett 10
Memory Lane (Spier-Conrad-De Sylva)—Tenor Solo, with Orch. Accomp., Charles Hackett 10
65025 The Wanderer (Schubert) — Baritone Solo, with Orch. Accomp.....Louis Graveure 12
Who Is Sylvia (Schubert)—Baritone Solo, with Orch. Accomp.....Louis Graveure 12
65024-D Valse De Concert (Levitzki)—Piano Solo, Mischa Levitzki 12
(a) Waltz in A-Major (Levitzki); (b) Troika en Traineaux (Tschaikowsky)—Piano Solo, Mischa Levitzki 12
330491-D Valse Triste (Sibelius)—Violin Solo; Arthur Loesser at the Piano.....Toscha Seidel 10
Pastorale (Scarlatti)—Violin Solo; Arthur Loesser at the Piano.....Toscha Seidel 10
233-D There Came Three Kings (Arranged and directed by R. H. Bowers)—Instrumental, Columbia Symphony Orch. 10
Like Silver Lamps (Arranged and directed by R. H. Bowers)—Instrumental, Columbia Symphony Orch. 10

(*Continued on page 206*)

ADVANCE RECORD BULLETINS FOR JANUARY—(Continued from page 205)

COLUMBIA FINE ART SERIES OF MUSICAL MASTER WORKS—IMPORTED RECORDINGS

SYMPHONIES

Masterworks Set No. 1. Beethoven—Seventh Symphony by Felix Weingartner and London Symphony Orchestra. In nine parts—Five 12-inch double disc records.

Masterworks Set No. 2. Beethoven—Eighth Symphony by Felix Weingartner and London Symphony Orchestra. In seven parts—Four 12-inch double disc records.

Masterworks Set No. 3. Dvorak—Symphony "From the New World" by Halle Orchestra, Conducted by Hamilton Harty. In ten parts—Five 12-inch double disc records.

Masterworks Set No. 4. Mozart—Symphony in E-Flat, No. 39, by Felix Weingartner and London Symphony Orchestra. In six parts—Three 12-inch double disc records.

Masterworks Set No. 5. Tschaikowsky—Sixth Symphony (Pathetique) by Sir Henry J. Wood and New Queen's Hall Orchestra. In eight parts—Four 12-inch double disc records.

CHAMBER MUSIC

Masterworks Set No. 6. Beethoven—Quartet in C-Sharp Minor, Opus 131, by Lener String Quartet, of Budapest. In ten parts—Five 12-inch double disc records.

Masterworks Set No. 7. Haydn—Quartet in D-Major, Opus 76, No. 5, by Lener String Quartet, of Budapest. In six parts—Three 12-inch double disc records.

Masterworks Set No. 8. Mozart—Quartet in C-Major, Opus 465, by Lener String Quartet, of Budapest. In eight parts—Four 12-inch double disc records.

MISCELLANEOUS RECORDS OF CHAMBER MUSIC AND OPERA

67032-D Schubert: Quartet in D-Minor (Posthumous): Andante con moto. Brahms: Quartet in A-Minor, Opus 51, No. 2: Andante moderato, Lener String Quartet, of Budapest 12

67033-D Debussy: Quartet in G-Minor, Opus 10: Andante doucement expressif. Tschaikowsky: Quartet in D, Opus 11; Scherzo Allegro non tanto e con fuoco, Lener String Quartet, of Budapest 12

QUARTETS: INDIVIDUAL MOVEMENTS

67031-D Mozart: Quartet in B-Flat: Allegro assai. Haydn: Quartet in F-Major, Opus 3, No. 5: Serenade—Andante cantabile, Lener String Quartet, of Budapest 12

67030-D Beethoven: Quartet in F, Opus 59, No. 1: Adagio molto e mesto. Beethoven: Quartet in E-Flat, Opus 74: Adagio ma non troppo, Lener String Quartet, of Budapest 12

TRIOS AND OPERA

67013-D Lacroix: Aubade d'Avril. Schumann: Libesgarten. Trio: Arthur Catterall, Violin; William Murdoch, Piano; W. H. Squire, 'Cello 12

67014-D Haydn: Gypsy Rondo (From Trio No. 1, Finale). Trio: Arthur Catterall, Violin; William Murdoch, Piano; W. H. Squire, 'Cello 12

Foulds-Squire: A Keltic Lament—W. H. Squire, 'Cello 12

67015-D Wagner: Parsifal: Good Friday Music—Part 1.....Hamilton Harty and Orch. 12

Wagner: Parsifal: Good Friday Music—Part 2.....Hamilton Harty and Orch. 12

67016-D Wagner: Parsifal: Good Friday Music—Part 3.....Hamilton Harty and Orch. 12

Wagner: Tristan and Isolda: Tristan's Vision .....Hamilton Harty and Orch. 12

67017-D Wagner: Tristan and Isolda: Prelude—Part 1..British National Opera Co.'s Orch. 12

Wagner: Tristan and Isolda: Prelude—Part 2..British National Opera Co.'s Orch. 12

Brunswick Records

50054 Andrea Chenier—La mamma morta—(Maddalena's Narrative) (Act III) (Giordano)—Soprano, with Orch.; in Italian. Elisabeth Rethberg

Boheme—Mi chiamano Mimi (My Name Is Mimi) (Act I) (Puccini)—Soprano, with Orch; in Italian .....Elisabeth Rethberg

50055 Freischutz—Overture (Part I) (Weber)—Symphony Orchestra, Henri Verbrugghen, Conductor .....Minneapolis Symphony Orch.

Freischutz—Overture (Part II) (Weber)—Symphony Orchestra, Henri Verbrugghen, Conductor .....Minneapolis Symphony Orch.

15094 Feux D' Artifice (Fireworks) (Debussy)—Pianoforte Solo .....Elly Ney

Valse Petite (Carreno)—Pianoforte Solo..Elly Ney

10154 The Rosary (Nevin)—Contralto, with Orch., Marie Morrisey

Cradle Song (MacFadyen)—Contralto, with Orch. .....Marie Morrisey

10156 Standchen (Serenade) (Strauss-von Schack)—Soprano in German; Pianoforte by Frederic Persson .....Claire Dux

Marias Wiegenlied (Maria's Lullaby) (Reger)—Soprano, with Orch.; in German.....Claire Dux

20038 Forza Del Destino—Solenne in quest' ora (Act III) (Verdi)—Concert Band, Vessella's Italian Band

Mefistofele—Selection (Boito)—Concert Band, Vessella's Italian Band

2765 Song of the Clock (Wallace-Burchell)—Baritone, with Orch. .....John Barclay

Thinkin' of You (Dickinson-Coates)—Baritone, with Orch. .....John Barclay

2725 Where the Rainbow Ends (Grey-Ayer)—Tenor, with Orch. .....Allan McQuhae

Waiting for the Dawn and You (Caesar-Edwards)—Tenor, with Orch.....Allan McQuhae

2753 I Didn't Care 'Till I Lost You (Cowan)—Fox-trot, for Dancing .....Ray Miller and His Orch.

Me and the Boy Friend (Clare-Monaco)—Fox-trot, for Dancing .....Ray Miller and His Orch.

2754 Haunting Melody (Russell-Spier-Shloss)—Waltz, for Dancing .....Castlewood Marimba Band

Kiss Me Good Night (Bernie-Stevens-Gillette-Olson)—Waltz, for Dancing, Castlewood Marimba Band

2749 I Want You Back, Old Pal (Wood-Arnheim)—Fox-trot, for Dancing; Vocal Chorus by Billy Jones .....Abe Lyman's California Orch.

Cocoanut Trot (Arnheim-Lyman-Lopez)—Fox-trot, for Dancing...Abe Lyman's California Orch.

2750 Gotta Getta Girl (Gus Kahn-Isham Jones)—Fox-trot, for Dancing.....Isham Jones' Orch.

My Best Girl (Donaldson)—Fox-trot, for Dancing .....Isham Jones' Orch.

2756 Dear One (Fisher-Richardson-Burke)—Fox-trot for Dancing; Vocal Chorus by Frank Sylvano, Gene Rodemich's Orch.

Dreary Weather (Belasco-Winegar)—Fox-trot, for Dancing; Vocal Chorus by Frank Sylvano, Gene Rodemich's Orch.

2771 Monte Carlo Moon (Schonberg-Lindsay-Kerr) Fox-trot, for Dancing, Herb Wiedoeft's Cinderella Roof Orch.

Hard Hearted Hannah (Yellen-Bigelow-Bates) Fox-trot, for Dancing, Herb Wiedoeft's Cinderella Roof Orch.

2752 My Rose Marie (Henderson-De Sylva-King)—Fox-trot, for Dancing.....Oriole Orch.

Copenhagen (Davis)—Shimmy Fox-trot, for Dancing .....Oriole Orch.

2758 Hot, Hot, Hottentot (Fisher)—Fox-trot, for Dancing .....Bennie Krueger's Orch.

He's the Hottest Man in Town (Gorney-Murphy)—Fox-trot, for Dancing, Bennie Krueger's Orch.

2669 Somebody Loves Me (From George White's "Scandals") (De Sylva-Gershwin)—Fox-trot, for Dancing .....Ray Miller and His Orch.

Lonely Little Melody (From Ziegfeld's "Follies of 1924" (Buck-Stamper)—Fox-trot, for Dancing .....Ray Miller and His Orch.

2757 Oh, You Can't Fool an Old Hoss-Fly (Franklyn-Vincent-Von Tilzer)—Fox-trot, for Dancing; Vocal Chorus by Billy Jones and Ernest Hare .....Carl Fenton's Orch.

Oh! How I Love My Darling (Leslie-Woods)—Fox-trot, for Dancing; Vocal Chorus by Billy Jones and Ernest Hare.....Carl Fenton's Orch.

2764 Insufficient Sweetie (Wells-Jones)—Comedienne, with Orch. .....Margaret Young

A New Kind of Man (Clare-Flatow)—Comedienne, with Orch. .....Margaret Young

2755 I Don't Care What You Used to Be (McHugh-Dubin)—Vocal Duet, with Orch., Wright and Bessinger—The Radio Franks

Caroline (Brilliant-Tillman)—Vocal Duet, with Orch. ..Wright and Bessinger—The Radio Franks

2762 Keep on Going (Bernard)—Tenor, with Piano and Guitar; Guitar by Nick Lucas, Al Bernard and Russel Robinson—The Dixie Stars

My Poodle-oodle Dog (Bernard-Robinson)—Vocal Duet, with Piano, Al Bernard and Russel Robinson—The Dixie Stars

2747 Tea for Two (From "No, No, Nanette") (Caesar-Youmans)—Comedienne, with Orch., Marion Harris

The Blues Have Got Me (Silver-Turk)—Comedienne, with Orch.....Marion Harris

2743 All Alone (Irving Berlin)—Comedian, with Orch.....Al Jolson with Ray Miller and His Orch.

I'm Gonna Tramp, Tramp, Tramp—Comedian, with Orch., Al Jolson with Ray Miller and His Orch.

2741 Eliza (Kahn-Fiorito)—Fox-trot, for Dancing, Oriole Orch.

Mandy, Make Up Your Mind (From "Dixie to Broadway") (Clarke-Turk-Meyer-Johnston)—Fox-trot, for Dancing.....Oriole Orch.

2740 The Pal That I Loved Stole the Gal That I Loved (Pease-Nelson)—Tenor, with Orch., Frank Bessinger

At the End of the Sunset Trail (Hanson)—Vocal Duet, with Orch., Wright and Bessinger—The Radio Franks

2738 Tell Me Dreamy Eyes (Kahn-Spitalny-Gordon)—Fox-trot, for Dancing.....Isham Jones' Orch.

Land o' Lingo Blues (Meyers-Schoebel)—Fox-trot, for Dancing .....Isham Jones' Orch.

2739 All Alone (Irving Berlin)—Waltz, for Dancing, Carl Fenton's Orch.

At the End of a Winding Lane (Gus Kahn-Isham Jones)—Waltz, for Dancing; Vocal Chorus by Frank Bessinger..Carl Fenton's Orch.

2744 A True Christmas Story (For Every Boy and Girl)—For Children, "The Original Radio Sandman"—Val McLaughlin

Playroom Jingles—For Children, "The Original Radio Sandman"—Val McLaughlin

2745 The Story of the Three Bears—For Children, "The Original Radio Sandman"—Val McLaughlin

The Cock, the Mouse and the Little Red Hen—For Children, "The Original Radio Sandman"—Val McLaughlin

2746 The Story of David—For Children, "The Original Radio Sandman"—Val McLaughlin

Jingles for Little Folks—For Children, "The Original Radio Sandman"—Val McLaughlin

Edison Disc Records

ALREADY RELEASED SPECIALS

51415 Oh, You Can't Fool an Old Hoss Fly, Billy Jones and Ernest Hare

Mrs. Murphy's Chowder, Vernon Dalhart and Ed. Smalle

51418 Somebody Loves Me—Fox-trot, from "George White's Scandals".....Nathan Glantz and His Orch.

Tea for Two—Fox-trot, from "No, No, Nanette," Green Bros. Novelty Band

51421 Doodle-Doo-Doo—Fox-trot...Broadway Dance Orch.

Oh, Peter (You're So Nice)—Fox-trot, Broadway Dance Orch.

51423 Any Way the Wind Blows (My Sweetie Goes), Collins-Harlan

Liver and Bacon.....Collins-Harlan

51424 The Foot Guard Waltzes—Piano Solo...Ray Perkins

Love and Kisses—Caprice—Piano Solo..Ray Perkins

51426 Dreamer of Dreams..Helen Clark and Charles Hart

Rock-a-Bye My Baby Blues (Waltz Ballad Intro. Yodel) .....Frank M. Kamplain

51429 American Emblem March...Imperial Marimba Band

"Spiffy" March .....Imperial Marimba Band

51430 It Ain't Gonna Rain No Mo' (2nd Edition), Billy Jones and Ernest Hare—The Happiness Boys

Ain't You Comin' Out Tonight? Vernon Dalhart and Company.

80807 A Brown Bird Singing.....Helen Davis

A Flower from Memory's Garden.....Helen Davis

80808 My Mother's Prayer.....Lewis James and Chorus

Appear, Love, at Thy Window.....Lewis James

80809 Memory Lane, Walter Scanlan—Intro. Trio of Female Voices

Dreaming of My Old Home, Sweet Home, Walter Scanlon—Introducing Helen Clark

80810 Ben Bolt .....Elizabeth Spencer

Love Came Calling .....Olive Marshall

82329 Imi Au Ia Oe (I Am Searching for Thee), Anna Case

Beautiful Kahana.....Anna Case

82330 Midnight Bells from "The Opera Ball"—Violin Solo .....Carl Flesch

Viennese Melody -Violin Solo.....Carl Flesch

FLASHES

51416 Honolou—Fox trot..Fry's Million Dollar Pier Orch.

Shanghai Shuffle -Fox-trot Fry's Million Dollar Pier Orch.

51417 (My) Rose Marie—Fox-trot, Nathan Glantz and His Orch.

Then You Know That You're in Love -Fox trot from "Top Hole".....Green Bros. Novelty Band

51419 Everybody Loves My Baby (But My Baby Don't Love Nobody But Me) Fox-trot Blue, Georgia Melodians

I Wonder What's Become of Sally? Fox trot, Broadway Dance Orch.

51420 Eliza—Fox-trot .....Broadway Dance Orch.

Doo-Wacka Doo (A "Wow-Wow")—Fox-trot, Georgia Melodians

51425 Some Other Day (Some Other Girl)—Fox-trot, Green Bros. Novelty Band

I'm Satisfied (Beside That Sweetie O'Mine)—Fox-trot .....Georgia Melodians

51427 Where's My Sweetie Hiding?—Fox-trot, The Merry Sparklers

My Road—Fox-trot from "Be Yourself," The Merry Sparklers

51431 Down in "Wah-Wah" Town—Fox-trot, Nat Martin and His Orch.

Tell Me Dreamy Eyes—Fox-trot, Nat Martin and His Orch.

51432 I Want to Be Happy—Fox-trot from "No, No, Nanette," Billy Wynne's Greenwich Village Inn Orch.

Keep on Dancing, Billy Wynne's Greenwich Village Inn Orch.

51433 All Alone—Waltz by Harry Raderman's Dance Orch. —Song by Joseph Phillips

Let Me Call You Sweetheart (I'm in Love With You)—Waltz.....Raderman's Dance Orch.

GENERAL GROUP

51422 Little Brown Jug (The Blue Ridge Duo), Gene Austin and George Reneau

Arkansas Traveler—Breakdown (The Blue Ridge Duo).....Gene Austin and George Reneau

51428 How Come You Do Me Like You Do, Florence Brady

Hard Hearted Hannah (The Vamp of Savannah) .....Robert White

FRENCH CANADIAN RECORDS

58016 Sur Les Bords de L'Ohio (On the Shores of the Ohio) .....J. H. Germain

Nuit De Juin (June Night).....J. H. Germain

58017 On S'était Dit (When Lights Are Low), J. H. Germain

Le Rêve Passe (The Passing Dream)..J. H. Germain

58018 L'Homme Rouge (The Man in Red)..J. H. Germain

L'Amour Pardonne (Love Will Forgive), J. H. Germain

CUBAN RECORDS

60032 Siempre Tú ...Juan de la Cruz y Bienvenido León

No Tomes el Agua que esta Envenenada, Juan de la Cruz y Bienvenido León

60033 Rodolfo Valentino, Juan de la Cruz y Bienvenido León

Corazón Mío..Juan de la Cruz y Bienvenido León

60034 Maceo y Marti, Juan de la Cruz y Bienvenido León

Retorna Vida Mía, Juan de la Cruz y Bienvenido León

60035 Tu Gentil Figura, Juan de la Cruz y Bienvenido León

Que Partes el Alma, Juan de la Cruz y Bienvenido León

60036 Juro Adorarte hasta la Muerte, Juan de la Cruz y Bienvenido León

Mulatica Santiaguera, Juan de la Cruz y Bienvenido León

SPANISH RECORDS

60037 Granadinas (de la zarzuela "Emigrantes"), Luisa A. Tosi

El majo discreto.....Luisa A. Tosi

60038 Cielito Lindo .....Maria Luisa Escobar

Asi Cantaba La Fuenta.....Maria Luisa Escobar

60039 Encantador .....Maria Luisa Escobar

"Voy de pasada" .....Maria Luisa Escobar

60040 Pura Mexicana (De Santa Maria), Maria Luisa Escobar

La Pajarera.....Maria Luisa Escobar

Edison Blue Amberol Records

4927 I Wonder What's Become of Sally?—Fox-trot, Broadway Dance Orch.

4928 A Street Corner Quartet....National Male Quartet

4929 Georgia Lullaby.....Helen Clark and Charles Hart

4930 San—Oriental Fox-trot.....Georgia Melodians

4931 Sally Lou—Fox-trot.....Broadway Dance Orch.

4932 Rose-Marie—Fox-trot from "Rose-Marie," Broadway Dance Orch.

4933 When I Was the Dandy and You Were the Belle .....Walter Scanlan

4934 The World Is Waiting for the Sunrise....Played by Fred'k Kinsley on the Midmer-Losh Pipe Organ

Aeolian Records

VOCALION RECORDS

OPERATIC

38011 Salut demeure (All Hail Thou Dwelling Lowly) (From "Faust") (Gounod)—Tenor, in French; Orch. Accomp. (Recorded in Europe), Alfred Piccaver 12

Forse la soglia attinse (Haply the Step Once Taken) (From "Un Ballo in Maschera"—"The Masked Ball") (Verdi)—Tenor, in Italian; Orch. Accomp. (Recorded in Europe), Alfred Piccaver 12

STANDARD

70043 Nocturne (Song of Love) (Pearl G. Curran)—Baritone, Aeolian Orch. Accomp., John Charles Thomas 12

The Heart Bow'd Down (From "Bohemian Girl") (M. W. Balfe)—Baritone, Aeolian Orch. Accomp. .....John Charles Thomas 12

21011 Der Musensohn, Op. 92, No. 1 (Schubert)—Soprano, Piano Accomp. (Recorded in England) .....Elena Gerhardt 10

Vergebliches Ständchen (Brahms)—Soprano, Piano Accomp. (Recorded in England), Elena Gerhardt 10

38017 An die Musik, Op. 88, No. 4 (Schubert)—Soprano, Piano Accomp. (Recorded in England) .....Elena Gerhardt 12

Sapphische Ode, Op. 94, No. 4 (Brahms)—Soprano, Piano Accomp. (Recorded in England) .....Elena Gerhardt 12

38018 Song of the Volga Boatmen (Russian Folk Song)—Arranged by Chaliapin and Koeneman)—Tenor, in Russian; Aeolian Orch. Accomp., Valdimir Rosing 12

Volga Lullaby (Russian Folg Song) (Ostrovsky-Arensky)—Tenor, in Russian; Aeolian Orch. Accomp. .....Vladimir Rosing 12

SACRED

24066 Softly and Tenderly (Will L. Thompson)—Hymn—Tenor, Aeolian Orch. Accomp., Colin O'More 10

Comedye Disconsolate (Moore-Webbe)—Hymn—Tenor, Aeolian Orch. Accomp...Colin O'More 10

INSTRUMENTAL

35048 Casse Noisette Suite (Tschaikowsky)—Miniature Overture (Recorded in England), The Aeolian Orch. 12

Sylvia Dances "Sylvan Scenes" (Percy Fletcher) Conducted by the Composer (Recorded in England).....The Regent Symphony Orch. 12

14891 Flag of Victory (Von Blou)—March, Lt. F. W. Sutherland and His 7th Rgt. Band 10

Down the Field (Friedman)—March, Lt. F. W. Sutherland and His 7th Rgt. Band 10

HAWAIIAN

14921 Hawaiian Memories (Billy Heagney)—Waltz—Hawaiian Guitars, Violin and Cornet, Ferrera-Franchini Quartet 10
Ukulele Lou (Andrew B. Sterling)—Hawaiian Guitars, Violin and Cornet, Ferrera-Franchini Quartet 10

DANCE

14905 Memory Lane (Spier-Conrad)—Waltz, The Bar Harbor Society Orch. 10
I Wonder What's Become of Sally (Ager-Yellen)—Waltz .....The Bar Harbor Society Orch. 10
14923 Dear One (Amada)— (Fischer-Richardson-Burke)—Fox-trot, Ben Bernie and His Hotel Roosevelt Orch. 10
Romany Days (Dias Gitanos) (Arnheim-Lyman)—Fox-trot, Ben Bernie and His Hotel Roosevelt Orch. 10
14924 Manda (From "The Chocolate Dandies") (Manda, de "Los Dandies de Chocolate") (Sissle-Blake)—Fox-trot, Ben Bernie and His Hotel Roosevelt Orch. 10
Then You Know That You're in Love (From "Top Hole") (Entonces sabes que estas Enamorada, de "Top Hole") (Murphy-Richman-Gorney)—Fox-trot, Ben Bernie and His Hotel Roosevelt Orch. 10
14916 Gotta Getta Girl (Tengo que encoutray mi chica) (Jones-Kahn)—Fox-trot, The Ambassadors 10
Choo-Choo (I Gotta Hurry Home) (Chu-Chu—Tengo que correr a casa) (Ringle-Ellington-Schafer)—Fox-trot, Vocal Refrain by Gene Austin .....The Ambassadors 10
14907 Cuddle Up a Little Closer (Lovey Mine) (From "The Three Twins") (Hirschner)—Fox-trot, The Ambassadors 10
Dreary Weather (Boland-Winegar)—Fox-trot, The Ambassadors 10
14909 On the Way to Monterey (Neil Moret)—Fox-trot, Vocal Chorus by Irving Kaufman, Ben Selvin and His Orch. 10
Nancy (Neil Moret)—Fox-trot, Vocal Chorus by Irving Kaufman ..Ben Selvin and His Orch. 10
14926 Words (Palabras) (Otis Spencer)—Fox-trot, Fletcher Henderson and His Orch. 10
Copenhagen (Copenhague) (Charlie Davis)—Fox-trot ..Fletcher Henderson and His Orch. 10

MEXICAN—DANCE

14914 La Cancion del Recuerdo (Remembrance Song) (Belisario de J. Garcia)—Fox-trot-Cancion, The Castillians 10
La Chancla (The Old Shoe) (Tomas Ponce Reyes—Danzon—Fox-trot.....The Castillians 10

VOCAL

14908 All Alone (Irving Berlin)—Ballad, Orch. Accomp. .....Irving Kaufman 10
At the End of the Road (Ballard-MacDonald-Hanley)—Ballad, Orch. Accomp., Irving Kaufman 10
14906 Me and the Boy Friend (Clair-Monaco)—Comedy Song, Accomp. by The Ambassadors, Isabelle Patricola 10
Doo Wacka Doo (Gaskill-Donaldson)—Comedy Song, Accomp. by The Ambassadors, Isabelle Patricola 10
14922 Back Where the Daffodils Grow (Donde los Narcizos Crecen) (Walter Donaldson)—Accomp. by Piano Duet and Banjo....Irving Kaufman 10
I Want to See My Tennessee (Quero ver mi Tennessee) (Yellen-Ager)—Accomp. by Piano Duet and Banjo.....Irving Kaufman 10

VOCAL—MEXICAN

14920 Mujer Enigma (Enigmatical Woman) (Herrera M. Guitierrez) — Cancion Criolla — Tenor, Orch. Accomp. .....Alcides Briceno 10
Pero, Mira, Por Favor (But Look Here, Please) (Mendoza-Guido) — Cancion — Tenor, Orch. Accomp. .....Alcides Briceno 10

NOVELTY

14917 Laughing Rag (Octachord Solo) (Moore-Shinner)—Piano Accomp., in "Spooning and Ballooning" .....Moore-Freed 10
Banjo Blues (Moore-Shinner)—Banjo Solo, Piano Accomp., in "Spooning and Ballooning," Moore-Freed 10

SOUTHERN RECORDS

14918 The Baggage Coach Ahead, George Reneau, the Blind Musician of the Smoky Mountains 10
Softly and Tenderly (Thompson), George Reneau, the Blind Musician of the Smoky Mountains 10
14904 All I've Got's Gone (Macon)—Comedy, Uncle Dave Macon (Banjo) 10
Hill Billie Blues—Comedy, Uncle Dave Macon (Banjo) 10

FIDDLING

14919 George Boker—Breakdown, Accomp. by Banjo Picker, Uncle "Am" Stuart (Old-Time Fiddler) 10
Nigger in the Woodpile—Breakdown, Accomp. by Banjo Picker, Uncle "Am" Stuart (Old-Time Fiddler) 10

VOCALION RACE RECORDS

VOCAL

14910 Freight Train Blues (Dorsey-Murphy)—Accomp. by Piano and Saxophone.....Lena Henry 10
Ghost Walkin' Blues (Williams)—Accomp. by Piano and Clarinet .....Lena Henry 10
14911 Death Letter Blues (Cox)—Accomp. by Piano, Clarinet and Cornet .....Monette Moore 10
I'm a Heart-Broken Mama (Cause My Papa Turned Me Down) (Osborne-Jones)—Blues, Accomp. by Piano and Cornet.Monette Moore 10
14912 Keep on Going (Al Bernard)—Blues, Accomp. by Piano and Cornet, Viola McCoy-Billy Higgins 10
Get Yourself a Monkey Man and Make Him Strut His Stuff (Leroy Morton)—Blues, Accomp. by Piano and Cornet, Viola McCoy-Billy Higgins 10

DANCE

14913 Lenox Avenue Shuffle (Kay-Miley)—Blues with Organ and Cornet.....Texas Blues Destroyers 10
Down in the Mouth Blues (Ray-Miley)—Organ and Cornet .....Texas Blues Destroyers 10

Odeon Records

RECORDED IN EUROPE

3116 Coppelia Ballet—Festival Dance and Waltz of the Hours (Delibes)....Odeon Symphony Orch. 12
Coppelia Ballet—Czardas (Delibes), Odeon Symphony Orch. 12
3117 Der Rosenkavalier (The Knight of the Rose)—Part I (Richard Strauss), Marek Weber and His Orch. 12
Der Rosenkavalier (The Knight of the Rose) Part II (Richard Strauss), Marek Weber and His Orch. 12
3118 O Katharina (R. Fall), Marek Weber and His Orch. 12
Alexis (E. Gaval).Marek Weber and His Orch. 12
3121 Violin Concert in E-Minor—Op. 64—Allegro molto appassionato—Part I (Mendelssohn-Bartholdy)—Violin Solo, with Orchestra under the direction of Dr. Weissmann.....Eddy Brown 12
Violin Concert in E-Minor—Op. 64—Allegro molto appassionato—Part II (Mendelssohn-Bartholy)—Violin Solo, with Orchestra under the direction of Dr. Weissmann..Eddy Brown 12
3122 Violin Concert in E-Minor—Op. 64—Allegro molto appassionato—Part III (Mendelssohn-Bartholdy)—Violin Solo, with Orchestra under the direction of Dr. Weissmann..Eddy Brown 12
Violin Concert in E-Minor—Op. 64—Allegro molto appassionato—Allegretto non troppo—Allegro molto vivace (Mendelssohn-Bartholdy)—Violin Solo, with Orchestra under the direction of Dr. Weissmann.....Eddy Brown 12
3123 Violin Concert in E-Minor—Op. 64—Allegretto Molto Vivace (Mendelssohn-Bartholdy)—Violin Solo, with Orchestra under the direction of Dr. Weissmann .....Eddy Brown 12
Orientale (Kaleidoscope)—Op. 50, No. 9 (Cesar Cui)—Violin Solo, with Piano Accomp. by Dr. Weissmann .....Eddy Brown 12
5048 Symphonie Pathetique 2nd Movement: Allegro con grazio (5/4)—Part 2 (P. Tschaikowsky), Dr. Weissmann and the Orchestra of the State Opera House, Berlin 12
Symphonie Pathetique 3rd Movement: Allegro molto vivace—Part 1 (P. Tschaikowsky), Dr. Weissmann and the Orchestra of the State Opera House, Berlin 12
5049 Symphonie Pathetique 3rd Movement: Allegro molto vivace—Part 2 (P. Tschaikowsky), Dr. Weissmann and the Orchestra of the State Opera House, Berlin 12
Symphonie Pathetique 4th Movement: Adagio lamentoso (P. Tschaikowsky), Dr. Weissmann and the Orchestra of the State Opera House, Berlin 12
5050 Symphonie Pathetique 4th Movement: Andante (P. Tschaikowsky), Dr. Weissmann and the Orchestra of the State Opera House, Berlin 12
Symphonie Pathetique 4th Movement: Andante non tanto (P. Tschaikowsky), Dr. Weissmann and the Orchestra of the State Opera House, Berlin 12

Okeh Records

VOCAL RECORDS

40205 Pete the Greek (Sargent-Marvin)—Novelty Duet .....Charles Sargent-John Marvin 10
Mrs. Murphy's Chowder (White-Leslie-White)—Novelty Vocal, with Ukulele Accomp., John Marvin 10
40210 After All (I Adore You) (Herscher-Coogan)—Tenor, with Orch.....Bruce Wallace 10
I Don't Care What You Used to Be (I Know What You Are To-day) (Dubin-McHugh)—Tenor, with Orch. .....Bruce Wallace 10
40215 Don't Take My Breath Away (Hirsch-De Witt-Bowers)—Baritone, with Orch..James Barton 10
I'se Got to Be Sweet to Mah Feet (De Witt-Bowers)—Baritone, with Orch..James Barton 10
40217 How Do You Do (Fleming-Harrison-De Voll)—Tenor Solo, with Ukulele Accomp. by Harry Reser .....Billy Jones 10
Oh, You Can't Fool An Old Hoss-Fly (Franklyn-Vincent-Von Tilzer)—Tenor, with Orch., Billy Jones 10
40244 A Window in Old Athlone (Robe-Brady)—Tenor Solo, Accomp. by Justin Ring Trio, Gerald Griffin 10
My Sweet Killarney Rose (Griffin-Costello-Barton)—Tenor Solo, with Accomp. by Justin Ring Trio.....Gerald Griffin 10

DANCE RECORDS

40198 Bessie Couldn't Help It (Warner-Richmond)—Fox-trot, with Vocal Chorus, by J. L. Richmond, Warner's Seven Aces (B. H. Warner, Dir.) 10
Longing for Lou (B. H. Warner)—Fox-trot, Warner's Seven Aces (B. H. Warner, Dir.) 10
40207 Sweet Little You (Irving M. Bibo)—Fox-trot, Okeh Syncopators (Harry Reser, Dir.) 10
Too Tired (Little-Sizemore-Shay)—Fox-trot, Okeh Syncopators (Harry Reser, Dir.) 10
40208 Go Emmaline (Creamer-Brown)—Fox-trot, The Goofus Five 10
Hey! Hey! and Hee! Hee! (I'm Charleston Crazy) (Booker-Matson-Mills)—Fox-trot, The Goofus Five 10
40209 I'm Satisfied (Beside That Sweetie o' Mine) (Pinkard)—Fox-trot ...Glantz and His Orch. 10
Dearie (I Still Love You) (Naylor-Squires)—Fox-trot .....Glantz and His Orch. 10
40218 You're Just a Flower (From an Old Bouquet) (Denni)—Fox-trot, with Vocal Chorus by Bruce Wallace, V. Lopez and His Hotel Pennsylvania Orch. 10
Romany Days (Arnheim-Lyman)—Fox-trot, V. Lopez and His Hotel Pennsylvania Orch. 10
40219 Some Other Day (Some Other Girl) (Jones)—Fox-trot .....The Lanin Orch. 10
I Want to See My Tennessee (Ager)—Fox-trot, The Lanin Orch. 10
40220 I Ain't Gonna Blame It on the Blues (McClennon)—Fox-trot, Harlem Trio (Geo. McClennon, Clarinet) 10

(Continued on page 208)

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ADVANCE RECORD BULLETINS FOR JANUARY—(Continued from page 207)

Muddy Water Blues (McClennon)—Fox-trot, Harlem Trio (Geo. McClennon, Clarinet) 10
40221 Eliza (Fiorito)—Fox-trot, Vincent Lopez and His Hotel Penn. Orch. 10
Cold, Cold Mammas (Burn Me Up) (Gilbert-Santly-Van Loan)—Fox-trot—Vocal Chorus by Bill Jones, Vincent Lopez and His Hotel Penn. Orch. 10
40222 Toodles (Spencer)—Fox-trot.....Markels Orch. 10
Glad Eyes (Herbert)—Fox-trot...Markels Orch. 10
40223 Bye Bye, Baby (Motzan-Bloom)—Fox-trot, Ace Brigode and His Fourteen Virginians 10
A Sun-Kist Cottage (In California) (Gress-Olsen)—Fox-trot, Ace Brigode and His Fourteen Virginians 10

OLD-TIME RECORDS

40211 Jennie Lind Polka—Guitar, Banjo and Fiddle, Whitter's Virginia Breakdowners (Henry Whitter-John Rector-James Sutphin)
Nellie Gray, Guitar, Banjo and Fiddle, Whitter's Virginia Breakdowners (Henry Whitter-John Rector-James Sutphin) 10
40212 Cumberland Gap—Banjo Solo, Vocal Chorus, Land Norris 10
Kitty Puss—Banjo Solo, Vocal Chorus, Land Norris 10
40213 Devilish Mary (Stanley) — Harmonica-Guitar Duet, with Vocal Chorus by Roba Stanley (Recorded in Atlanta), Roba Stanley-William Patterson 10
Mister Chicken (Stanley-Stanley)—Harmonica-Guitar Duet with Vocal Chorus by Roba Stanley (Recorded in Atlanta), Roba Stanley-William Patterson 10

SACRED RECORDS

40195 Wondrous Love—Mixed Quartet (Recorded in Atlanta).....Georgia Sacred Harp Quartet 10
Windham (Isaac Watt-Daniel)—Mixed Quartet (Recorded in Atlanta), Georgia Sacred Harp Quartet 10
40214 The Church in the Wildwood—Sacred Vocal, The Jenkins Family 10
If I Could Hear My Mother Pray Again (James Rowe-J. W. Vaughn)—Sacred Vocal, The Jenkins Family 10
40216 Take the Name of Jesus With You (Baxter-Doane)—Baritone-Contralto Duet, Piano Accomp. by Mrs. R. M. Forster (Recorded in Atlanta, Mr. and Mrs. J. Douglas Swagerty 10
Shall We Gather at the River (Lowry)—Baritone-Contralto Duet, Piano Accomp., by Mrs. R. M. Foster (Recorded in Atlanta), Mr. and Mrs. J. Douglas Swagerty 10

RACE RECORDS

8165 Without You, Dear (Troy-Medina)—Tenor with Orch. .....Lawrence Lomax 10
Sweetheart Mine (Razaf-Lomax-Denniker)—Tenor with Orch. .....Lawrence Lomax 10
8166 Don't You Quit Me Daddy (Martin-Grainger)—Contralto Solo, Accomp. by Sara Martin's Jug Band .....Sara Martin 10
Jug Band Blues (MacDonald-Hayes)—Contralto Solo, Accomp. by Sara Martin's Jug Band, Sara Martin 10
8167 Mammy's Coo Coo (Steele-Williams)—Baritone Solo, Accomp. by Du Pree's Syncopators, Reese Du Pree 10
Here's to Our Absent Brothers (Helf)—Baritone Solo, Accomp. by Du Pree's Syncopators, Reese Du Pree 10
8168 Leaving Me, Daddy, Is Hard to Do (Hinton-Thomas)—Contralto Solo, Piano Accomp. by Clarence Williams .....Sippie Wallace 10
Mamma's Gone, Good-bye (Bocage-Piron)—Contralto Solo, Piano Accomp. by Clarence Williams .....Sippie Wallace 10
8169 Two-faced Woman Blues (Williams)—Contralto Solo, Piano Accomp. by Clarence Williams, Laura Smith 10
I Can Always Tell When My Man Don't Want Me 'Round (Thompson)—Contralto Solo Accomp. by Instrumental Trio.....Laura Smith 10

Gennett Lateral Records

5538 Danube Waves—Waltz, Lieut. Matt's 106th Infantry Band
Southern Roses—Waltz, Lieut. Matt's 106th Infantry Band

LATEST DANCE HITS

5584 Leaky Roof Blues.....Lange-McKay Orch.
Battleship Kate, Wilbur Sweatman and His Acme Syncopators
5585 Blackin' Blues .....Miami Lucky Seven
Boll Weevil Blues.....Miami Lucky Seven
5591 It Ain't Gonna Rain No Mo' (No Llovera Mas—Las Pelonas)—Fox-trot, Nathan Glantz and His Orch.
Benamor—Fox-trot ...Nathan Glantz and His Orch.
5596 On Wings of Love—Tango Fox-trot; Vocal Chorus by the Tremaine Bros., Paul Sanderson and His Orch.
You're Just a Flower From an Old Bouquet—Tango Fox-trot; Vocal Chorus by the Tremaine Bros. .....Paul Sanderson and His Orch.
5597 Toodles—Vocal Chorus by Jack Kaufman, Westchester-Biltmore Country Club Orch.
No One Knows What It's All About — Vocal Chorus by Jack Kaufman, Westchester-Biltmore Country Club Orch.
5569 I'm Glad—Fox-trot, Sioux City Six Featuring Bix and Miff Moe
Flock o' Blues—Fox-trot, Sioux City Six Featuring Bix and Miff Moe
5576 Dreamer of Dreams—Waltz.....The Vagabonds
Southern Rose—Fox-trot .....The Vagabonds
5577 Doodle Doo Doo—Fox-trot; Vocal Chorus by Arthur Fields .....Willie Creager's Orch.
I'm Satisfied—Fox-trot.....Bailey's Dixie Dudes
5581 All Alone—Waltz .....Willie Creager's Orch.
Lovelight—Waltz....Paul Sanderson and His Orch.

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5592 Daddy Do—Piano and Clarinet Accomp..Kitty Irvin
Copenhagen—Piano and Clarinet Accomp..Kitty Irvin
5593 I Got Your Water On—Piano Accomp., Baby Bonnie—Lovell Bolan
Leaving School Blues—Piano Accomp., Baby Bonnie—Lovell Bolan
5594 Everybody Loves My Baby—Accomp. by Red Onion Jazz Babies .....Josephine Beatty
Texas Moaner Blues—Accomp. by Red Onion Jazz Babies .....Josephine Beatty
5601 All Alone—Duet, with Orch. Accomp., Tremaine Bros.
Blue-Eyed Sally—Duet, with Orch. Accomp., Tremaine Bros.
5551 Memory Lane—Orch. Accomp.....Wilson Harper
If Love Were All—Orch. Accomp....Wilson Harper
5566 Cradle of the Blues—Comedienne, with Ukulele Accomp. .....Aileen Stanley
My Best Girl—Comedienne, with Ukulele Accomp. .....Aileen Stanley

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5578 Athlone—Tenor, with Orch. Accomp., John Shaughnessy
If I Were King of Ireland—Tenor, with Orch. Accomp. .....John Shaughnessy
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5595 Love Led Him to Calvary—Contralto and Baritone Duet, with Orch., Mrs. Virginia Asher-Homer Rodeheaver
Glorious City—Baritone, with Orch. Accomp., Homer Rodeheaver
S-5564 Muchachita Loca—Tango ....La Orquesta de Nava
O-Ma-Gaby—Fox-trot .....La Orquesta de Nava
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Mano a Mano—Tango; Italian, La Orquesta de Nava
I-5586 Pascale Adda—Part I—Tenor, with Orch. Accomp. .....Balsamo
E' Mama'—Tenor, with Orch. Accomp.....Balsamo
I-5561 Saluto del Cuore—Mazurka .....Iasilli's Band
Violette di Parma—Valzer .....Iasilli's Band

Pathe Phono & Radio Corp.

032090 All Alone—Ukulele and Voice, Cliff Edwards (Ukulele Ike)
It's All the Same to Me—Ukulele and Voice, Cliff Edwards (Ukulele Ike)

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036163 Gotta Getta Girl—Fox-trot, Bar Harbor Society Orch.
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036164 Romany Day—Fox-trot, Lou Gold and His Club Wigwam Orch.
In the Heart of Kentucky—Fox-trot, Max Terr and His Orch.
036165 Southern Rose—Fox-trot .....Golden Gate Orch.
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036166 Tea for Two (From "No, No, Nanette")—Fox-trot .....Tuxedo Orch.
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036167 Nashville Nightingale—Fox-trot, Golden Gate Orch.
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036169 Copenhagen—Fox-trot ....Five Birmingham Babies
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Old Pal .....Arthur Wilson
032095 Oh! How I Love My Darling, Billy Jones-Ernest Hare
Gotta Getta Girl.....Billy Jones-Ernest Hare
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The Deacon Told Me I Was Good, Art Gillham (Whispering Pianist)

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ORO-TONE
No. 17

Large cut shows exact size of tone arm. Small cuts show loud speaker phone detached and removable cap. **List price $12.00**

RADIO TONE ARM

THE MOST SCIENTIFIC COMBINATION PHONOGRAPH AND RADIO TONE ARM YET PRODUCED.

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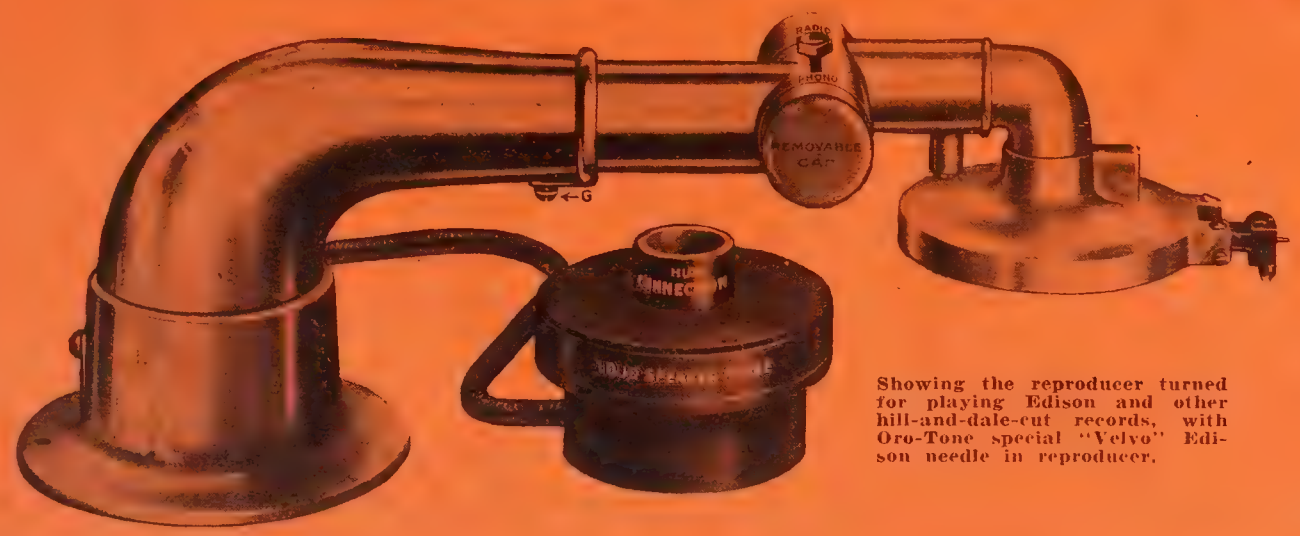

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ILLINOIS
Chicago—Larson Phonograph Distributing Co.

INDIANA
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